



MEDIA INFORMATION
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Investment Migration Council issues Guidelines on Advertising and Marketing

The Investment Migration Council (IMC) has released the first-ever Guidelines on Advertising and Marketing, providing a practical guide for IMC members when issuing commercial messages.

The Guidelines, also referred to as IMC Marketing Standards, aim to create a culture of professional excellence and ethical marketing practices in investment migration. They consist of two parts. The first part contains general provisions on advertising and marketing and covers topics such as accuracy and fairness; prohibition of discrimination; and data protection. It states that all information included in marketing and promotional material should be permitted by law in the jurisdiction where the IMC member operates.

The second part provides specific guidance on advertising and marketing of investment migration programmes. It addresses the topic of misleading and false information, with provisions ranging from the fair representation of programmes to the prohibition of aggressive advertisement practices. The Guidelines also outline content rules, including the use of terminology, imagery and research data. In addition, they state that the identity and contact details of IMC members should be transparent and easy to determine. Marketing and promotional materials should also reflect values of fair competition, with specific provisions covering the comparison between programmes, as well as the use of logos and trademarks, amongst others.

The Guidelines are the result of a comprehensive review undertaken by the IMC and are inspired by and closely resemble existing Marketing Codes of international organisations and national jurisdictions including the International Chamber of Commerce (ICC) Advertising and Marketing Communications Code.

The final outcome is an international, self-regulation tool that can be applied by companies of all sizes to show transparency and responsibility when dealing with issues of brand and the media. They should not be considered to be a substitute to the relevant laws and regulations.

“The IMC Marketing Standards are best thought of as starting points in a communications environment where change is the rule rather than the exception. We envisage the need for an ongoing process of additions and amendments to ensure that the Guidelines will remain, at all times, credible and relevant,” says Bruno L’ecuyer, the IMC’s Chief Executive.



“The guidelines also show the important role the IMC plays in developing standards for investment migration,” he adds. In previous years, the IMC has already published a [Code of Ethics and Professional Conduct](#) as well as an [Anti-Bribery and Corruption Policy](#) applicable to all its members.

About the IMC

The Investment Migration Council (IMC) is the worldwide association for investor migration and citizenship by investment, bringing together the leading stakeholders in the field and giving the industry a voice. The IMC sets the standards on a global level and interacts with other professional associations, governments, and international organisations in relation to investment migration. The IMC helps to promote high professional standards as well as to improve public understanding of the issues faced by clients, professionals, and governments in this area.

For media questions or requests for interviews, please contact the Media Relations Team at media@investmentmigration.org