

Private Banking Day



**Discover a key
export industry
for Switzerland**

Friday, 10 June 2022,
Kaufleuten Zurich

USP Swiss Private Banking – How to stay the best in class?

Switzerland has been a global leader in wealth management for decades. Our financial centre has successfully mastered various profound challenges in the past – and other important ones lie ahead.

In addition to the growing competition between international financial centres, local financial players are increasingly caught up in conflicts between economic blocs – despite Switzerland’s neutrality. Furthermore, digitalisation, sustainability, and the corresponding change in customer behavior play a decisive role in the future viability of the industry.

How does Switzerland manage to maintain its leading position as a wealth management location in this context? Which framework conditions are required, and which qualities should it stand for internationally? In other words: what should be the “Unique Selling Proposition” (USP) of Swiss Private Banking in the future?

We would like to discuss these and other questions with you at the sixth Private Banking Day in Zurich, which will feature renowned speakers, including the President of the Swiss Confederation, Ignazio Cassis.

We look forward to welcoming you to the Private Banking Day in Zurich. If you are unable to come to Zurich, you can also follow the event via a livestream.



Grégoire Bordier

Chairman ABPS-VSPB



Philipp Rickenbacher

Chairman VAV-ABG



Ignazio Cassis

President of the Swiss Confederation
Head of the Federal Department of
Foreign Affairs FDFA



Magnus Lindkvist

Futurologist



Marc Bürki

CEO Swissquote



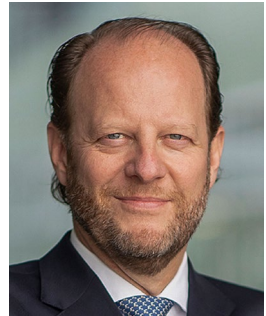
Bertrand Demole

Partner Pictet Group
Vice-Chairman ABPS-VSPB



Carolin Roth

Business Journalist



Jos Dijsselhof

CEO SIX



Giorgio Pradelli

CEO EFG International
Board member VAV-ABG



Grégoire Bordier

Chairman ABPS-VSPB
Managing Partner with unlimited
personal liability Bordier & Cie



Philipp Rickenbacher

Chairman VAV-ABG
CEO Julius Baer

Programme

09.30 **Welcome coffee**

10.00 **Introduction**
Philipp Rickenbacher

10.15 **Video message**
Ignazio Cassis, President of the Swiss Confederation

10.30 **Keynote**
When the future begins
Magnus Lindkvist

11.15 **Panel**
**Positioning of Switzerland as a location
for wealth management**
Marc Bürki
Bertrand Demole
Jos Dijsselhof
Giorgio Pradelli
Moderator: Carolin Roth

12.15 **Closing remarks**
Grégoire Bordier

12.30 **Flying lunch**

Already registered?

You will find the registration form and all further information at privatebankingday.ch

Venue

Kaufleuten
Pelikanplatz 18
8001 Zurich

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