Zurich, September 2, 2011

Successful Investing Methodologies in Private Banking

Topic

Several approaches exist to identify the financial needs, tax environment and psychological attitude of a private client. This identification determines to a large extent the time horizon, the asset allocation, the expected return, the acceptable risk and finally the products to consider. All private bankers agree that this phase is crucial and will condition the satisfaction and the confidence of the client.

Financial institutes have worked out structured approaches to identify the financial and psychological profile of clients. However, they are not equal in terms of clients or of products to propose, and there are major differences between a small institute and a large international bank.

This seminar's objective is to present the original approaches adopted by four very different financial institutes, defined by their size, but that have been successfully implemented on the Swiss onshore or offshore market.

Content

Swiss Rock Asset Management

- Client centric value proposition in wealth generation
- Value creation based on systemic sources of return
- Quantifiable vs. non quantifiable uncertainty
- Maximizing the probability of success

Wegelin & Co. Privat Bankers

- Dynamic risk budgeting
  Definition, risk decomposition and asset classes
  Core-satellite management
  Direct Investments
- Risk Monitoring
  Systematic (risk engines) and local (securities screening)
  Implementing tactical changes and rebalancing

Pictet & Cie.

- our approach to identify financial needs
- Financial planning as methodology to define an optimum asset allocation
- answer the 4 pillars : investment-horizon, reference currency, cash-flows, constraints
- determine the strategy offering the highest probability of achieving the required performance
- lay-out the guidelines of the investment universe (per capital)
- test the assumptions for crisis situations and pre-determine action plans for corrective measures

Credit Suisse

- Advisory Process Overview and the distinctive components
- Risk Budget and its application
- Asset Allocation
- Investment Suitability
- Outlook and Challenges

Who should attend?

- Wealth Managers
- Private Bankers
- Relationship Managers
- Portfolio Managers
- Investment Managers

Speakers

Dr. Roman von Ah
Founding partner and CEO of Swiss Rock Asset Mangement

Mathias Maradan
Investment Advisor, Wegelin & Co. Private Bankers

Jean-Paul Stierli
Member of the Management, Wegelin & Co. Private Bankers

Eduardo Punset
Financial Planner at Pictet & Cie.

Stuart Tatti
Investment Solutions Specialist at Pictet & Cie.

David Strebel
Managing Director in the Private Banking Division of Credit Suisse

Language

German/English

Time and Venue

09:00 – 12:00 and 13:30 – 16:30

SIX Swiss Exchange, ConventionPoint, Selnaustrasse 30, 8021 Zürich (www.conventionpoint.ch)

Seminar fees

SFAA members´attendance is free of charge.

For non SFAA members the fee is CHF 540.– and includes documentation and refreshments.

Registration

Register online (www.azek.ch/campus) or apply with the Registration form on the reverse.

Information

For more information please contact the secretariat of AZEK at:
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Roman von Ah is founding partner and CEO of Swiss Rock Asset Management, a bank independent mutual fund company. He serves as a board member of the Swiss Financial Analysts Association (SFAA) and affiliated boards such as the Training Center TCIP for the degree programs CIIA and CIWM where he also lectures on the valuation of derivatives and wealth management. He began his career at UBS as a fund manager, moving on to pension asset management and consulting and later built up and headed the asset management of Swisscanto, the mutual fund company of Swiss Cantonal Banks. Before building his own business he was member of the executive board of Julius Baer, globally responsible for the division asset management and investment funds. He published widely on financial matters and holds a masters and PhD degree in economics and finance from the University of Fribourg.

Mathias Maradan, Semi Institutional Wealth Management, Geneva
Mr. Maradan completed his studies at the University of Lausanne, where he earned a degree (MSc) from HEC Lausanne business school, focusing on Finance. Mr. Maradan is also a Chartered Alternative Investment Analyst (CAIA). He began his career in 2001 with JP Morgan Chase & Co., in their private banking branch in Geneva, where he participated in several projects in the field of derivatives pricing and fund management. In January 2003 Mr. Maradan joined the interest rates hybrids department of JP Morgan Chase & Co. in London, where he worked on currency protected swaps risk management. In early 2004 he joined Banque Cantonale Vaudoise in their international private banking department and spent his time on portfolio and product analysis. Mr. Maradan joined Wegelin & Co. in May 2006 in the institutional sales team in Suisse romande. Since 2009, he is in charge of the development and management of the "risk budgeting" mandates in the Semi-Institutional Wealth Management unit.

Jean-Paul Stierli, Semi Institutional Wealth Management, Geneva
Mr. Stierli studied mathematics at Imperial College London. He holds a federal diploma for financial analysts and portfolio management, is a Certified International Investment Analyst (CIIA) and a member of the Swiss Financial Analysts Association. He began his career in 1992 at BNP Paribas as an interest-rate derivatives trader. In 2000, Mr. Stierli was given responsibility for managing structured products at Dexia Asset Management as head of the portfolio of Luxembourg products. He then worked for the Banque Cantonale de Genève, where he was in charge of Financial Engineering, before joining Wegelin & Co. in September 2007. Since 2009, he is in charge of the business development for the Semi-Institutional Wealth Management desk. Alongside his banking career, Mr. Stierli teaches specialized finance courses for a number of professional institutes and associations and has created the Swiss Structured Products Officer course.

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Eduardo Punset is a Financial Planner at Pictet & Cie.

He is a graduate of the Swiss Federal Institute of Technology in Zürich and has held various management positions in sales for multinational companies. Eduardo joined Pictet & Cie in 2008 and is currently responsible for developing the Wealth Analysis and Financial Planning offering in Switzerland's German-speaking region.

Stuart Tatti joined Pictet in July 2010 as an investment solutions specialist. Born in London, he studied in Geneva and holds a Certified International Investment Analyst diploma (CIIA) from The Swiss Financial Analyst Association (SFAA) of which he is also a member. From 2004 to 2009 he was the Chief Investment Officer at Watamar & Partners, a Geneva based family office. In this capacity, he led the creation of the first in-house fund of fund and developed the investment strategy and asset allocation for all discretionary asset management and advisory business. Before that, between 1993 and 2004, Stuart worked at two private banks as a relationship manager and investment advisor, Banque Privée Edmond de Rothschild and HSBC Private Bank.

Stuart has 15 years experience in banking and wealth management

David Strebel is a Managing Director of Credit Suisse in the Private Banking Division, based in Zurich.

He is the Head of the department ‚Investment Advisory & Strategies' within the Business Area of Investment Services and Products. David Strebel is responsible for the Advisory Process in general, its further development, execution standards and risk management activities. In addition, Investment Advisory & Strategies provides a state-of-the-art portfolio tool (INVESTnet) and fosters initiatives which strengthen the Credit Suisse value proposition in advice. In close collaboration with Global Research and the Investment Committee, David Strebel provides the Strategic Asset Allocations to support Private Banking in the area of structured portfolio advice.

He joined Credit Suisse in 2001 from UBS where he was Head of Active Portfolio Advisory, a contractual and exclusive advisory service to upper HNWI and UHNWI. Before, he was Head of the central Portfolio Management unit at Swiss Bank Corporation.

David Strebel holds the SFAA diploma of Portfolio Manager and Financial Analyst and is a Certified International Wealth Manager.

AZEK Campus – Anmeldung

Online Anmeldungen unter www.azek.ch/campus

☐ Ich melde mich für das AZEK Campus Seminar **«Successful Investing Methodologies in Private Banking»** vom 2. September 2011 in Zürich an

☐ Ich bin SFAA Mitglied*
* SFAA Mitglieder müssen lediglich Name, Vorname und E-Mail angeben.

☐ Ich bin nicht SFAA Mitglied; die Seminarteilnahme kostet CHF 540.–*
* Die Kosten beinhalten die Kursunterlagen sowie die Seminargetränke.

☐ Ich möchte Mitglied der SFAA werden; bitte kontaktieren Sie mich

☐ Frau ☐ Herr

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Die Teilnahmegebühren sind von den Teilnehmern, die nicht Mitglied der SFAA sind, unmittelbar nach Erhalt der Rechnung zu entrichten.

Die Seminare finden nur bei ausreichender Teilnehmerzahl statt. Unter bestimmten Umständen kann AZEK ein Seminar spätestens 5 Arbeitstage vor dem Seminartermin absagen.