

Press release

The Swiss Finance Institute (SFI) and Capco bring together leading experts to explore key challenges facing today's banking and wealth and investment management industries

World's leading financial business and academic thinkers convene in Zurich at the inaugural SFI-Capco Conference

Zurich, Switzerland, December 21, 2011

The **inaugural SFI-Capco conference** - taking place on **March 1st 2012** at the **ConventionPoint, SIX Group, in Zürich** - provides a unique forum for financial services practitioners and academics to debate some of the greatest challenges facing the banking industry.

Since the credit crunch the industry has faced a number of pressures. These include a rapidly evolving regulatory environment, challenges to the brand and reputation of many financial institutions, significant changes to cross-border private banking and developments in social media that bring new opportunities for those who adopt them smartly and efficiently.

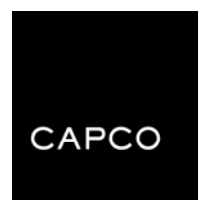
Speakers at the conference include world authorities from both the academic and business communities. Keynote speeches will be given by **Peter Stringham, Chairman and CEO, Young and Rubicam Brands**, and **Aymo Brunetti, Professor of Economics and former Head of the Directorate for Economic Policy, Swiss State Secretariat for Economic Affairs**.

Additionally, the conference offers discussion panels on the following topics: Brand and Reputation Management; the Future of Cross-Border Private Banking; the Regulatory Environment; and Social Media & New Technology. Many of the conference topics will feature in an upcoming issue of [The Capco Institute's Journal of Financial Transformation](#), to be published in 2012.

[Christine Mar Ciriani, Capco Partner, said:](#) "For over forty years the worlds of academic finance and the financial services have been operating in silos with very little genuine interaction. The results have been the development of models that are beautiful on paper but are often difficult to practically apply. We at Capco have been striving to bridge this gap and have found with the Swiss Finance Institute the perfect partners to do this with."

"Experiences in recent years have demonstrated there is a strong appetite in the industry to bring together leading academics and industry practitioners to debate market issues. Our hope is that this meeting will see insightful discussion and the development of practical and executable ideas that can help us all succeed in the post-crisis environment."

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[Claudio Loderer, Managing Director Swiss Finance Institute](#), said: "This exciting collaboration provides an excellent forum to bring creative minds together to discuss what needs to be done to prepare the financial services industry for prosperity in a post-crisis world."

The conference will present an invaluable opportunity to gain an in-depth understanding of the latest thinking in banking. If you are interested in attending please register on:

www.SwissFinanceInstitute.ch/capco

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Notes to Editors

1. For full details of the conference programme, visit: <http://www.capco.com/about-capco/capco-events/banking-in-the-glocal-world>
2. The Capco Institute publishes the ***Journal of Financial Transformation***, the only professionally focused scientific journal in finance to be accredited by the American Economic Association and is among the 20 journals recommended by the European Finance Association. The *Journal*, celebrating its 10th anniversary this year, has received the APEX Award for Publication Excellence every year since 2002 and has had contributions from 20 Nobel Laureates. The Capco Institute is ranked among the world's foremost research institutes by the Social Science Research Network.
3. **About Capco**
Capco, a global business and technology consultancy dedicated solely to the financial services industry. Our professionals combine innovative thinking with our unrivalled first-hand industry knowledge to offer our clients consulting expertise, complex technology and package integration, and managed services to move their organisations forward.

Through our collaborative and efficient approach, we help our clients successfully increase revenue, manage risk and regulatory change, reduce costs and enhance control. We specialise in banking; capital markets; wealth and investment management; finance, risk & compliance; and technology. We serve our clients from offices in leading financial centers across North America, Europe, Asia and Africa. To learn more, visit our web site at capco.com and subscribe to Capco's [newsroom RSS feed](#).

4. **About the Swiss Finance Institute**
The Swiss Finance Institute is a private foundation created by Switzerland's banking and finance community in cooperation with leading Swiss Universities. It supports and advances research, doctoral training and executive education in banking and finance. Through its broad network of leading academics as well as high-level professionals the Swiss Finance Institute is ideally positioned to offer academic and professional expertise for practice-oriented executive education and to play a catalyst role in finding solutions to current banking problems.

Excellence at both research and executive education continue to increase Switzerland's attractiveness for outstanding researchers, teachers, students as well as participants in executive education programs, and sustain SFI's ambition of becoming a world leader in these areas.

For further information, visit www.swissfinanceinstitute.ch