swiss:finance:institute

Global Executive Programs
in Bank Management and Finance 2011

- Senior Management Program in Banking
- International Private Banking and Wealth Management Retreat
- Dual Degree Executive MBA in Asset and Wealth Management

The Swiss Finance Institute Executive Education

The Swiss Finance Institute is a private foundation created in 2006 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. The Institute is supported by the Swiss banks, the Swiss Stock Exchange, Swiss universities and the Swiss Federal Government.

The ambition of the Swiss Finance Institute is to be an internationally competitive research and education center in banking and finance. It is distinctive in the use of a model of organization based on a close cooperation between several university institutions, the government and the finance industry.

Goals

- The Swiss Finance Institute strives to reach the number one rank among the finance research institutes in Europe.
- The Swiss Finance Institute aims to offer one of the best PhD programs in the field of finance worldwide and to be recognized as such.
- The Swiss Finance Institute aims to become the international benchmark for high level Executive Education in banking and wealth management.

Activities

- In 2010 the Swiss Finance Institute offered 21 courses in finance and bank management for a total of 37 weeks for top senior bank managers and specialists.
- 425 top executives participated in one or more of the Institute's courses; 126 graduated from one of our diploma courses in 2010.
- The Swiss Finance Institute has been selected to offer two 42-day bank management programs outside of Switzerland, namely for Vietnamese bank directors in Vietnam, sponsored by SECO (State Secretariat for Economic Affairs).
- In the Swiss Finance Institute international programs roughly 60% of participants come from outside Switzerland, representing nearly 40 different nationalities.
- **Launch of our new Dual Degree Executive MBA in Asset and Wealth Management.**

Participants at a Swiss Finance Institute event

4th Senior Management Program in Banking

Objective

The Senior Management Program in Banking provides finance industry executives with an integrated and systematic view of the industry. Specifically, the program helps executives to

- achieve an in-depth understanding of key strategic industry developments and how these developments impact their business,
- strengthen their ability to steer multi-business and multi-functional strategic projects through an improved ability to understand peers from other business areas,
- improve their services to clients by deepening their understanding of the contributions of the different individual business areas, and what drives them,
- enhance the services of operations departments through an improved understanding of key business drivers.

Concept

The Senior Management Program in Banking, led by Dr. Silvia Gerber-Helbling, Program Director at the Swiss Finance Institute, explores the drivers behind the challenging developments confronting the industry today. On one hand, the program explores critical finance concepts pitched at a level that is tailored to non-specialists. On the other hand, the program addresses managerial responses to the production and delivery of modern financial services in these challenging times.

The program includes a dynamic international faculty, industry leaders and your peers. The program venues in Geneva, London, Madrid, and Bratislava or Istanbul, have been selected to take advantage of the significant strengths and opportunities afforded by these locations.

Presenters are selected for their academic knowledge and for their industry know-how arising from work as consultants or company board members. Academics will focus on integrating finance knowledge while the expert practitioners will illustrate real-world applications from the frontline. Special importance is given to interactive group workshops, conducted in small groups, derived from real situations in economics and banking.

- With a strong focus on industry, the program draws on internationally renowned academics selected for their industry insights and ability to convey these insights in a high-powered managerial context.
- To obtain an understanding of the practical aspects of implementation, industry leaders present conclusions from their frontline experience.
- Through careful selection of participants, a peer group with a diverse background is created ensuring critical discussions based on personal experience in various areas of banking.

Target Audience

The program is targeted at senior managers in finance, with responsibility for multiple business lines or a significant single business line, integrated services to clients or an individual operational support area, and, finally, for executives moving into any of the above positions.

Participants typically have a minimum of 10 years of experience, with 5 years in a managerial role, and are, usually, at the average age of 40 years. You will meet fellow executives from various financial areas including retail banking, commercial banking, private banking, asset management, investment banking, trading, operations, and support areas.

"I would recommend this program to senior colleagues because of the following reasons: the program gives you a general and very systematic overview of the most important banking areas and its actual challenges. At the same time, attending the program gives you an excellent networking opportunity with senior peers of different professional backgrounds and experience."

András Takács, Managing Director, Wealth & Investment Management, OTP Bank Plc., Budapest, SMP participant cycle 2009

Schedule/Lecturers

The schedule is partitioned into four one-week blocks held in different financial centers - Geneva, London, Madrid, and Bratislava or Istanbul. Each block addresses a specific business area such as commercial banking or asset management, and then focuses on an integrative topic such as competitive strategy or risk management.

Date	Location	Key Topics/ Lecturers
June 20 - 24, 2011 (5 days)	Geneva	• **Competitive Strategy, Global Financial Markets** Prof. Ingo Walter, Seymour Milstein Professor of Finance, Corporate Governance and Ethics at New York University Stern School of Business • **Strategic Management** Prof. Rudolf Gruenig, Professor for Business Administration at the University of Fribourg, Swiss Finance Institute Adjunct Professor • **Private Banking** Dr. Harry Hurzeler, COO and Director of Executive Education at the Swiss Finance Institute
October 3 - 7, 2011 (5 days)	London	• **Asset Management** Prof. Andrew Clare, Professor of Asset Management at Cass Business School • **Investment Banking** Prof. Alexander Ljungqvist, Ira Rennert Chair, Professor in Finance and Entrepreneurship at New York University's Stern School of Business
November 14 - 18, 2011 (5 days)	Madrid	• **Corporate Development, Change Management** Dr. Jens R. Maier, Lecturer at the University of St. Gallen and Senior Research Fellow at the Institute for Leadership and Human Resource Management • **Strategies in Retail Banking** Prof. Paul Verdin, Professor and Chair in Strategy & Organization at Solvay Business and Polytech Engineering Schools (ULB, Brussels)
January 23 - 27, 2012 (5 days)	Bratislava or Istanbul	• **Commercial Banking Services** Prof. Alfred Mettler, Professor of Finance at Georgia State University (Atlanta, USA) and Swiss Finance Institute Adjunct Professor • **Risk Management** Prof. Alfred Mettler • **Integration** Prof. Jean Dermine, Professor of Finance at the Center for International Financial Services at INSEAD

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Group work at the Geneva study block of the Senior Management Program in Banking

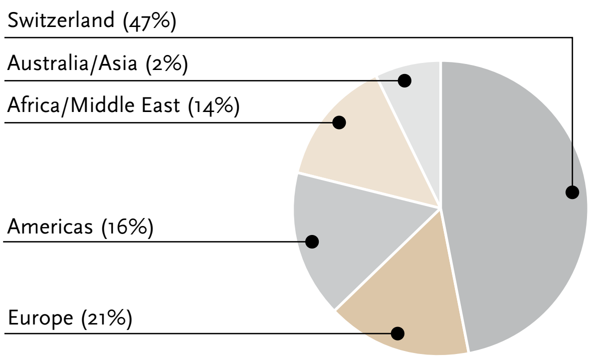
Extract of past and current Industry Speakers:

Grégoire Bordier	Managing Partner, Bordier & Cie, Geneva
Anthony Carey	COO Investor Services Europe, State Street International (Ireland) Ltd., Dublin
Peter Damisch	Partner and Managing Director, Boston Consulting Group Switzerland, Zurich
José Luis de Mora	Head of Group Corporate Development, Grupo Santander, Madrid
Francesco Giordano	Head of Corporate and Investment Banking Strategy and Marketing, UniCredit Group, Milan
Vladimir Grlica	Executive Director, Morgan Stanley, London
Dr. Thomas Huertas	Director, Banking Sector, The Financial Services Authority, London
Urs Kapalle	Member of the Board, Head of Federal Finance & Tax Policy, Swiss Bankers Association, Basle
Philip Marcovici	CEO, LawInContext Pte. Ltd. (Singapore), Zurich
Patrick Odier	Senior Partner, Lombard Odier Darier Hentsch & Cie, Geneva
Robert Parker	Vice Chairman Asset Management, Credit Suisse AG, London
Christopher E. Preston	Chairman of the Executive Board, Banque Piguet & Cie S.A., Geneva
Dr. Martin Pytlik	CRO, Tatra Banka, Bratislava
Dr. Manfred Stuettgen	Head of Branding, Credit Suisse AG, Zurich
Mag. Martin Wohlmuth	Head of Group Strategy, Erste Group Bank AG, Vienna

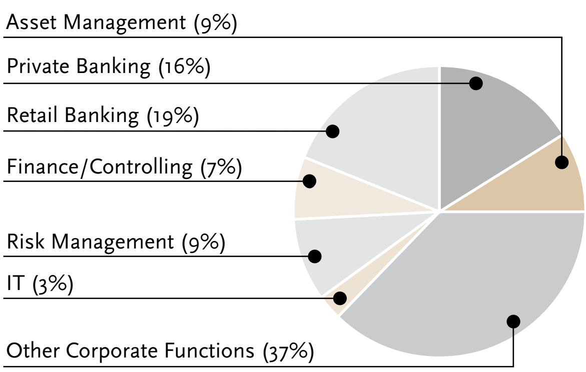
Recent Participants came from:

Abu Dhabi Commercial Bank, AmpegaGerling Investment GmbH, Andbanc Grup Agricol Reig, Banca del Sempione, Banca Popolare di Sondrio, Bank Julius Baer & Co. Ltd., Bank Zachodni WBK S.A., Banque Cantonale Vaudoise, Banque Privée BCP (Suisse) S.A., Credit Suisse AG, Hewlett-Packard International, IBM Suisse S.A., Itaú Unibanco Banco Múltiplo S.A., Jordan Kuwait Bank, KPMG AG, NCB Capital, Nederlandse Waterschapsbank N.V., Neue Aargauer Bank, Nordea Bank S.A., OJSC 'AsiaUniversalBank', OTP Bank Plc., Pictet & Cie Banquiers, Raiffeisen Schweiz, Royal Bank of Canada, SLB Commercial Bank, St. Galler Kantonalbank, Swiss Life Asset Management, Tatra Banka, UBS AG

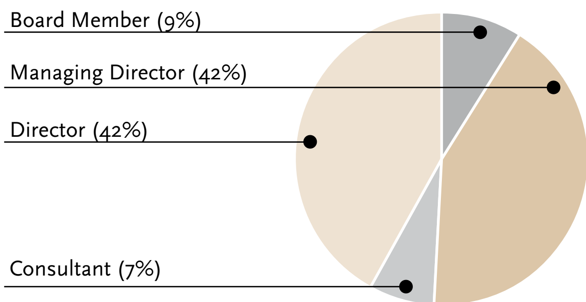
Origin



Business Area



Positions



Organization and Administration

Application
Applicants should send a completed application form along with their résumé, a letter of recommendation from their employer, and a photo to the address indicated on the application form. Details regarding the application procedure can be found on our web site www.SwissFinanceInstitute.ch or you may contact Program Manager Anne Schildmeyer, +41 (0)44 254 30 83. As there is a high demand for our programs, early registration is recommended.

Registration deadline is March 31, 2011.

Admission
Acceptance to the program is restricted and is determined on a competitive basis in order to guarantee the quality of the program. All applications are reviewed by the Program Director, who decides on acceptance.

Language
The program is conducted in English.

Fees
The fees are CHF 29'800.– (incl. VAT). Thereof an administration fee of CHF 1'000.– is due for payment upon confirmation of registration. The course fees cover tuition, course materials, lunches and refreshments during the coffee breaks and official events, but do not include dinners, hotel and travel expenses.

Certificate
The Swiss Finance Institute awards a certificate to those who complete the program. These participants are entitled to register as member of the Swiss Finance Institute Alumni Association.

Cancellation Policy
A fee of CHF 1'000.– will be charged for cancellations received until May 13, 2011. The full amount of CHF 29'800.– will be due for cancellations received after May 13, 2011. Cancellation must be in writing. Non-payment of tuition does not constitute a cancellation. In special cases, the substitution of a registered participant may be possible prior to the start of the program.

Further Information and Inquiries
More detailed information can be found on our web site www.SwissFinanceInstitute.ch or contact:
Anne Schildmeyer (Program Manager)
anne.schildmeyer@sfi.ch, T +41 (0)44 254 30 83

Participants at a networking event in Geneva

13th International Private Banking and Wealth Management Retreat

Objective
This Retreat is an international platform for senior executives from private banking and wealth management. The Retreat helps these executives to better understand how to shape their business, and to test their views against research results and the experience of peers.

This year's Retreat focuses on ways to improve profitability. In the face of the current dramatic challenges confronting the industry we look at how to grow revenues internally and externally; how to secure long-term profitability by delivering value to clients; and how to reduce cost by improving efficiency while managing risk.

The Retreat discerns emerging trends in the industry, provides new ways to think about these developments, and presents available strategic options. Specifically, the Retreat helps senior executives to

- better understand the strategic, organizational and individual aspects of adapting private banking and wealth management to the new challenges,
- discuss specific ideas and best practices with industry leaders and with peers from around the world,
- strengthen their international network.

Concept
The Retreat is led by Dr. Harry Hurzeler, Director at the Swiss Finance Institute, supported by selected finance, tax and bank management faculty. The Retreat provides a logical framework within which to address key issues faced by executives in private banking and wealth management. Methods and tools specific to managing private banking, based on world-class research and empirical evidence, are presented within this framework. Industry leaders from around the globe put these concepts into the context of their market and their institutional culture. And challenging discussions then add to the individual experience of each participant so that true insights can be developed.

Group work, case discussions and even the social events are all finely tuned to achieve a maximum of mutual learning.

Participant Profile: Who will you meet?
The Retreat is specifically designed for senior executives from private banking and wealth management institutions, typically on a Managing Director level. Admittance is selective, and the Swiss Finance Institute takes great care to ensure an international mix of peers. Typically, two thirds of participants are CEOs of a business area or are on the Executive Committee. About two thirds of participants are non-Swiss.

"For me in my new role as country head, the Retreat was an outstanding opportunity to get a deeper insight into the challenges I am facing; the Retreat provided me with a number of excellent actionable ideas which I will implement."

Jukka Perttula, Head of Private Banking Finland, Nordea Bank Finland, Retreat participant 2009

Topic Highlights

Sunday 11.09.2011	Monday 12.09.2011	Tuesday 13.09.2011	Wednesday 14.09.2011	Thursday 15.09.2011
Laying out the challenges	**Driving revenue growth**	**Profitability through value**	**Improving efficiency, managing risk**	**Emerging trends**
	The levers of differentiation in Private Banking	Generating out-performance: The search for alpha	Drivers of operational efficiency	Emerging trends among the UHNWI at Barclays Wealth
	Managing external growth: M & A, hirings, new markets	Developments in wealth planning	Efficiency in client communication	Private Banking in Emerging Markets
	Creating internal growth: Delivering client experience	Alternative value propositions in Private Banking	Managing risk in Private Banking	The future of Private Banking in Europe
	Managing change and consistency	The future of cross border Private Banking	Rebuilding trust	Conclusion: The future of Private Banking Closing: 2:30 pm
Start: 6 pm Laying out the challenges and the levers	During the day: Cases Group discussions Industry speakers	During the day: Cases Group discussions Industry speakers	During the day: Cases Group discussions Industry speakers	
	Social event		Social event	

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Participant at our SFI Annual Meeting

Extract of current Speakers:

Gerard Aquilina	Vice Chairman, Barclays Wealth
Christian Hafner	Managing Partner, Wegelin & Co.
Bernard Keller	Member of the Executive Board, Julius Baer
Hans Henrik Klestrup	CEO Private Banking Denmark, Nordea
Jeremy Marshall	CEO, Hoare & Co
Christoph Mauchle	Market Area Head Germany, Credit Suisse AG
Prof. Olivier Scaillet	SFI Professor of Finance, University of Geneva
Tilmann Spohr	CEO XVISORY, Lecturer, University of St. Gallen
Stephan Zimmermann	Global COO Wealth Management, UBS

Organization and Administration

Schedule
The Retreat runs from Sunday September 11, 2011, 6:00 pm to Thursday September 15, 2011, 2:30 pm. Lectures usually take place between 8:30 am and 5:30 pm. Evenings are reserved for special events.

Venue
The Victoria-Jungfrau Grand Hotel & Spa in Interlaken is one of the most prestigious grand hotels in Switzerland, combining the charm and atmosphere of the past with all the amenities of the present. Detailed information can be found on www.victoria-jungfrau.ch. Interlaken is an enchanting town at the heart of the Bernese Alpine region. The town is surrounded by lakes, forest and the famous Mountains of Eiger, Mönch and Jungfrau. The venue is easily reached from Switzerland's main airports in Zurich and Geneva.

Application
To register for the 13th International Private Banking and Wealth Management Retreat, please complete the application form on our web site www.SwissFinanceInstitue.ch by July 15, 2011. Early registration is recommended as participation is limited.

Fees
The fees are CHF 9'900.– (incl. VAT) which cover tuition, course material, lunches, dinners, refreshments and special events. Hotel accommodation (incl. breakfast) is charged separately.

Language
The Retreat is conducted in English.

Certificate
On completion of the Retreat, participants will receive a Certificate of Attendance.

Further Information and Inquiries
More detailed information can be found on our web site www.SwissFinanceInstitute.ch or contact:
Anne Schildmeyer (Program Manager)
anne.schildmeyer@sfi.ch, T +41 (0)44 254 30 83

Dual Degree Executive MBA in Asset and Wealth Management

We are proud to announce the launch of our new global executive MBA program in association with the Faculty of Business and Economics at the University of Lausanne (HEC Lausanne) and the Tepper School of Business at Carnegie Mellon University.

This interdisciplinary program offers business executives the in-depth financial and investment management expertise required to compete at the highest levels.

Benefits for you and your Company

Three distinguished research and educational partners, two continents, twenty months – it all leads to earning two highly valued university degrees. This dual degree program provides the credentials, the knowledge, and the analytical skills and tools you need to continue to excel and rise throughout your career. As a graduate, you can be sure that the program has enabled you to

- become a leader in the financial services marketplace,
- develop a deep and lasting understanding of the fundamental concepts driving wealth and asset management,
- gain an integrated view of modern finance, structured around asset and wealth management, that includes corporate finance, financial engineering, and risk management,
- learn to integrate key non-finance concepts, such as wealth planning, taxation and legal asset structuring, to enhance the value of your financial services,
- enhance your leadership skills as they apply specifically to financial services management,
- understand how to convert financial concepts into specific businesses,
- drive innovation and deliver superior financial services to both institutional and private clients,
- hone your ability to stay abreast of complex and shifting financial trends without losing sight of the fundamentals,
- expand your international network of finance and investment executives,
- better serve your company and its clients.

Earn two prestigious degrees that together represent the pinnacle of professional study in the field of asset and wealth management.

Schedule

12 weeks of classroom time, spread over 20 months, divided into 6 blocks of 2 weeks each; supplemented by web-facilitated group studies, pre- and post-module readings and assignments, tests, papers and case studies.

Venue

Tepper School of Business at Carnegie Mellon University Pittsburgh, Pennsylvania, USA
HEC Lausanne, the Faculty of Business and Economics at the University of Lausanne, Switzerland

Language

The program is conducted in English.

Fees

USD 80'000.–. This fee includes tuition, books and case studies. The fee can be paid in full before the start of the program or by installments as follows: 50% of total tuition as an immediate down payment before the start of the first block of the program, 25% is paid before the start of the third block, and 25% paid before the start of the sixth block. Students are responsible for paying all their own room, board and living expenses throughout the program.

Application

Candidates are considered on a rolling admissions basis with a final application deadline for intake in any given year of March 30. There is a non-refundable application fee of USD 200.–.

Further Information and Inquiries

More detailed information can be found on our web site www.awemba.org or contact:
Fabienne Garcelon (Program Manager)
fabienne.garcelon@sfi.ch, T +41 (0)22 748 16 72

The Swiss Finance Institute Research

PhD Training

- The Swiss Finance Institute has one of the largest PhD programs in finance in the world, with currently more than 100 PhD students.

- Quality goes along with quantity: Swiss Finance Institute PhD graduates have obtained academic positions at the best finance schools in the world, such as Carnegie Mellon University, Boston University, Duke, London School of Economics, University of Rochester, Rice, McGill, HEC Paris, Shanghai University of Finance and Economics, Université de Montréal, Bocconi, University of Amsterdam, Norwegian School of Management, Simon Fraser University and University of Melbourne.

- Swiss Finance Institute PhD graduates also received outstanding placements in the financial industry, for example at Julius Baer, Credit Suisse, Deutsche Bank, Goldman Sachs, Lombard Odier, Morgan Stanley and UBS.

Research

- With over 50 professors the Swiss Finance Institute currently has one of the largest finance departments in the world.

- The impact of faculty build-up is evident through our presence in the top academic journals. Swiss Finance Institute researchers had 13 research articles accepted by the most reputed academic journals in 2010. As a comparison: The top 5 institutions in the Carey Ranking, among them New York University and Harvard, have an average of 15 to 16 publications in top journals per year between 2006 and 2009. In addition, the Swiss Finance Institute is currently ranked 3rd on the Social Science Research Network (SSRN) Top International Business School Ranking.

Knowledge Transfer

- The SFI Annual Meeting is the major Knowledge Transfer event each year. This full-day event hosts a large number of local and international experts from both industry and academia addressing the most timely and relevant topics in banking and finance. The event attracts strong interest from academics and practitioners alike.

- The Swiss Finance Institute's industry seminars and panel discussions throughout the year attract between 80 and 600 participants each. Speakers range from Nobel Laureates such as Prof. Joseph E. Stiglitz from Columbia University to institutional leaders such as Prof. Dr. Thomas Jordan, the Vice Chairman of the Swiss National Bank, and industry executives such as Urs Rohner, Vice Chairman of Credit Suisse Group.

Participants at the SFI Annual Meeting

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Walchestrasse 9
CH - 8006 Zürich
Switzerland

T +41 (0)44 254 30 80
F +41 (0)44 254 30 85
executive-education@sfi.ch
www.SwissFinanceInstitute.ch