

9th International Private Banking and Wealth Management Retreat

September 9 – 13, 2007, Interlaken, Switzerland
Grand Hotel Victoria - Jungfrau

swiss:finance:institute



Message from the Swiss Finance Institute

Increasing competition in wealth management and the increasing complexity of services are forcing an on-going adaptation of the industry's business models. This process leads all institutions into uncharted territory and will continue to do so in the future. It is therefore paramount for managers to continuously assess how their peers decide and react and to collect a maximum of information before crafting their own strategy.

The Swiss Finance Institute focuses exclusively on research and executive education in banking and finance at the highest international level. The continuous knowledge transfer of new research insights and leading industry practice for the benefit of practitioners is the key objective of our work in executive education, nowhere more so than in wealth management.

At the International Private Banking and Wealth Management Retreat, you will have the opportunity to learn about recent theoretical and practical advances in wealth management. You will interact with your peers in discussing business cases presented by industry leaders, hear research results relevant to wealth management, analyze case studies in small groups, and elaborate personal key points in private discussions during social events.

We encourage you to be part of this event! We are confident that you will find the International Private Banking and Wealth Management Retreat a highly beneficial experience to yourself, to your company, and, through its impact on how you operate, also to your clients.



Prof. Jean-Pierre Danthine
Managing Director

Dr. Harry Hurler
Director Executive Education

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Objective

The **International Private Banking and Wealth Management Retreat** is an exclusive international platform for senior executives in private banking and wealth management, organized by the Swiss Finance Institute.

Its objective is to address the radical change private banking is undergoing from a once quiet and discrete service to a highly dynamic and competitive business.

The Retreat helps you redefine the priorities to **meet the new challenges of private banking in our global era**, based both on recent research of renowned professors and day-to-day experience of first-class professionals.

Specifically, the Retreat will help you to

- understand strategic, organizational, and personal challenges in the turbulent environment of modern private banking and wealth management
- become familiar with best practices of leading institutions
- build an international network and interchange ideas with private banking executives world-wide.



Program

Sunday (September 9) – Introduction & Overview

Strategic Logic in Wealth Management

Dr. H. Hurzeler, COO and Director Executive Education, Swiss Finance Institute

Monday (September 10) – Marketing Strategy

Increasing Reach at Vontobel: Co-operating with a Retail Bank and with Asset Management

W. Thoma, Head of Private Banking, Vontobel

Private Banking for Entrepreneurs at Coutts

N. Gornall, Client Group Head, Coutts & Co

Branding: The Case of Barclays Wealth

I. Ewart, Marketing Director Wealth Management, Barclays

Marketing Strategy at UBS

W. Peyer, Member of the Group Managing Board, UBS

Tuesday (September 11) – Products

International Wealth Planning

P. Marcovici, Partner, Baker & McKenzie

The RBC Approach to Wealth Planning and the Importance of Trusts in its Strategy

M. Lagopoulos, President and CEO Global Private Banking, Royal Bank of Canada

Private Equity: The New Kings of Capitalism?

Prof. T. Jenkinson, Professor of Finance, Saïd Business School, University of Oxford

Wednesday (September 12) – Advice

The Alpha and Beta of Hedge Funds

Prof. B. Dumas, Professor of Finance, University of Lausanne and Swiss Finance Institute

Managing Private Assets at HSBC

J.-Ch. Gerard, CIO and Head of Private Bank Investment Group Switzerland, HSBC Private Bank

Managing the Advisory and Sales Process

Dr. H. Hurzeler, COO and Director Executive Education, Swiss Finance Institute

The Approach of Credit Suisse

M. Salzmann, Managing Director and Head of UK/International/Eastern Europe, Credit Suisse Private Banking

Thursday (September 13) – Integration

Behavioral Finance and Advising Clients

Prof. Th. Hens, Professor of Financial Economics, University of Zurich and Swiss Finance Institute

Developing and Selecting Financial Products at Deutsche Bank Private Wealth Management

M. Coglin, Global Head of Product Management & Investment Solutions, Deutsche Bank

Integration: The Case of Citibank

M. Hay, CEO Global Wealth Management Europe, Citigroup

Integration: The Future of Wealth Management

Dr. H. Hurzeler, COO and Director Executive Education, Swiss Finance Institute

Structure and Style

The strategic question

With every bank offering identical products and services, how do you strategically differentiate yourself to attract and retain customers? And what are the implications of your chosen positioning?

This is the fundamental strategic question which is at the heart of any successful private banking operation, and which lies at the core of the International Private Banking and Wealth Management Retreat.

The implications

The chosen positioning is crucially linked to the range of services and the company resources. The Retreat addresses two key areas: selecting and managing the appropriate products and services at the right price and the right quality; and managing the advisors and the advisory process as the central mechanism for service delivery and product sales.

Actual cases

The Retreat uses actual cases to illustrate how institutions have systematically differentiated themselves from the competition and how they have dealt with the associated implications. One of the key features of the Retreat is that these cases are presented personally by the respective CEO, who then discusses his approach with the participants.

Utilizing the participants' experience

At the Retreat, facts, concepts and tools based upon research are presented. But these need to be put into the perspective of personal experience. This is why the Retreat puts a strong emphasis on the exchange of experiences among the participants. Group work, case discussions and social events are all finely tuned to achieve a maximum of mutual learning in a non-competitive environment.



Speakers



Michael Coglin is Global Head of Product Management & Investment Solutions (PMIS) and Managing Director for Deutsche Bank Private Wealth Management in London. Mr. Coglin joined the Deutsche Bank in 2001, initially in Singapore, with over 16 years experience in financial markets from Barclays Capital, JP Morgan and Goldman Sachs in Tokyo, London and New York. He graduated with an MBA in 1986 from the Harvard Business School, and holds a BSc, a mechanical engineering degree and a BA from Harvard University.



Nick Gornall is Client Group Head for Coutts & Co. in London and is responsible for three client groups managing the assets of successful entrepreneurs and individuals in the world of sports and entertainment. Mr. Gornall spent two years as PA to the Chief Executive, International Businesses within the NatWest Group before moving to Coutts in 1994. He graduated with a BSc (Hons) degree in Economics from the University of Wales Institute of Science & Technology and has been a member of the Chartered Institute of Bankers since 1984.



Bernard Dumas has been Swiss Finance Institute Professor at the University of Lausanne since autumn 2006. Prior to this, he was Professor at INSEAD, HEC (Paris) and the Wharton School of the University of Pennsylvania. In the past he has been Member of the Board of the American Finance Association and is currently Research Associate of NBER and Research Fellow of CEPR. Professor Dumas is Associate Editor of the «Journal of Finance» and a former co-editor of «The Review of Financial Studies». He specializes in international finance and finance theory in continuous time. He received his MSc and Ph.D. from Columbia University, New York.



Thorsten Hens is Professor of Financial Economics at the University of Zurich and the Swiss Finance Institute, Fellow of the CEPR and Adjunct Professor of Finance at the Norwegian Business School in Bergen. He is Director of the Swiss Banking Institute, Vice Dean of the Faculty of Economics, Business Administration and Information Technology and Scientific Coordinator of NCCR-Finrisk. His research areas include behavioral and evolutionary finance. In researching how investors make their decisions, he draws on work in psychology and applies insights from biology in order to understand the dynamics of financial markets. His consulting experience includes application of behavioral finance for private banking and evolutionary finance for investment banking.



Ian Ewart is Marketing Director Wealth Management at Barclays, having joined the bank in February 2006. Previously he was Member of the Group Private Banking Executive Committee and the Global Head of Marketing & Communications, HSBC Group Private Banking. He joined HSBC Private Bank in 2002 and was responsible for the rebranding of the bank in 2004. He joined from Union Bancaire Privée SA where he was Member of General Management and Head of UBP Group Strategic Marketing. Mr. Ewart is a graduate of Warwick University, UK and Wesleyan University, USA. He is guest lecturer at numerous business schools.



Marianne Hay has been Chief Executive Officer for Citigroup Global Wealth Management (GWM) in Europe and a member of Citigroup's Management Committee since 2005. Prior to this she was Head of Private Wealth Management Europe and the Middle East at Morgan Stanley, was a member of Morgan Stanley's European Executive Committee, a Director of Morgan Stanley International Limited and of Morgan Stanley Quilter and Chairman of Morgan Stanley Iberia. She graduated from Edinburgh University with an Honours Degree in Biochemical Genetics and holds a Diploma in Education. She also completed the qualification of the Institute of Bankers in Scotland.



Jean-Christophe Gerard heads the Private Bank Investment Group Switzerland of HSBC Private Bank (SA) and is Member of the Executive Committee. Mr. Gerard joined HSBC 14 years ago in Paris in CCF's Treasury. He subsequently occupied positions in FX sales, swap trading and was Head of FX and Swap Trading, Fixed Income Fund Manager in Paris and Treasurer in Hong Kong. He joined HSBC Private Bank (SA) in 2003 to head the FX operation and became CIO in 2006. Mr. Gerard is a graduate of the Ecole Supérieure de Commerce de Bordeaux, France.



Dr. Harry Hurzeler is COO and Director Executive Education of the Swiss Finance Institute and was Managing Director of the Swiss Banking School until its merger into the Swiss Finance Institute. From 1985 to 1998, he worked for Credit Suisse as Managing Director of CS Trust & Banking, as Head of Private Banking, and finally as Managing Director and Country Manager Japan for CS First Boston. Dr. Hurzeler has a Ph.D. in Mathematics from the Swiss Federal Institute of Technology, a degree in Business Administration from the University of St. Gallen, and was Professor of Mathematics at Ohio State University.



Tim Jenkinson is Professor of Finance at the Saïd Business School, Oxford University. His research and teaching focus on initial public offerings, securisation and private equity. His work has been published widely in books and academic journals. He is also a director of the leading economic consulting firm Oxera and has consulted for a large number of companies and regulators. He has a BA in economics from Cambridge University, was a Thouron Fellow at the University of Pennsylvania, where he obtained a Masters in Economics, before completing a Ph.D. in Economics at Oxford.



Werner H. Peyer is Member of UBS Group Managing Board and Head of UBS Wealth Management for the Zurich region. From 1997-2002 he was at the Coutts Group as Member of the Executive Board, Director and Head of Private Banking (London) and as Head of Private Banking (Zurich). Prior to this, he held various leading positions at Credit Suisse Group as Head of International Private Banking (Geneva), Managing Director (Gibraltar), and as Assistant Representative (Johannesburg). Mr. Peyer has a degree in languages and history from the University of Zurich.



Michael J. Lagopoulos is President and CEO of Global Private Banking for the Royal Bank of Canada. He is responsible for the strategic direction, overall operating and financial results for the Royal Bank's Canadian and international private banking businesses. Prior to his engagement at the Royal Bank of Canada, Mr. Lagopoulos worked with Deloitte & Touche. Since joining the Royal Bank of Canada in 1986, he has spent all of his time in private banking, working abroad from 1988 to 1996.



Maya Salzmänn is Managing Director and Head of UK/International/Eastern Europe in Private Banking EMEA at Credit Suisse. Ms. Salzmänn has been with Credit Suisse since 1976 in various positions, first in the Securities Division and then in Private Banking International. She was also Deputy Representative for Commercial Activities and Manager at the Representative Office in South Africa. Ms. Salzmänn is a certified higher bank specialist and has completed various management trainings in the USA.



Philip Marcovici is the CEO of LawInContext Pte. Ltd, the interactive knowledge venture of Baker & McKenzie, where he is Partner and Chair of the firm's private banking practice. He is active in advising clients on issues related to the use of trusts and other fiduciary arrangements and has been Honorary Lecturer at the School of Law of the University of Hong Kong and the University of Zurich Law Faculty. Mr. Marcovici is an active member of the tax sections of both the American and the Canadian Bar Association, and of the Canadian tax foundation.



Walter Thoma has been Head of Private Banking for the Vontobel Group since May 2003. He is a graduate of the School of Economics and Business Administration (SEBA). Prior to this Mr. Thoma was Member of the Executive Board of Clariden Bank as Head of Private Banking Europe, and Head of Private Banking Europe at Bank Julius Baer.

Participant Profile

The Retreat is specifically designed for **Managing Directors** and **Members of the Executive Board** of private banking and wealth management institutions. Admittance is selective, and the Swiss Finance Institute takes great care to ensure that the participants form a homogenous international group of peers. Typically two thirds of the participants are CEO or Executive Board level, with one third of the participants coming from outside of Europe, one third from Europe excluding Switzerland, and the remaining one third from Switzerland.

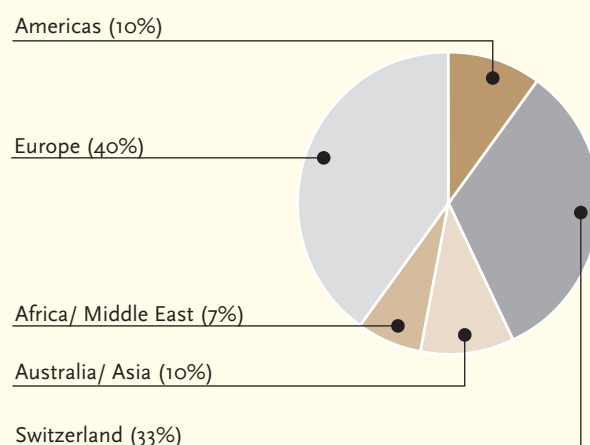
Typically, participant titles include:

President • Member of the Executive Board • Member of the Group Executive Board • Chief Executive Officer • Managing Director • Managing Partner • Partner • Chief Operating Officer • Deputy General Manager • Executive Vice President • Senior Vice President • First Vice President • Member of the Management • Member of the Executive Management • Member of the Management Board • Member of the Management Committee

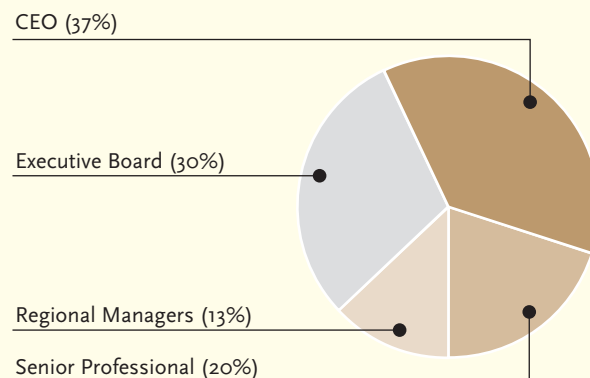
Recent participants came from

ABN AMRO • Alpha Bank • Andbanc • Banca del Gottardo • Banca Lombarda et Piemontese • Banco BBA-Creditanstalt • Banco Santander Central Hispano • Banco Urquijo • BankBoston • Bank Insinger de Beaufort • Bank Julius Baer • Bank Leumi Le-Israel • Bank Sarasin • Bank Vontobel • Banque Cantonale de Genève • Banque Cantonale Vaudoise • Banque Thaler • Barclays • Baumann • BBVA • BNP Paribas • BSI • Burgan Bank • Centrum Bank • Citigroup • Clariden Leu • Commerzbank • Coutts Bank von Ernst • Credit Suisse • Credito Italiano • Danske Bank • Deutsche Bank • Dresdner Bank • Eurobank EFG • Fortis Bank • F. van Lanschot • Goldman, Sachs • Habib Bank • HSBC Guyerzeller • Infidar • ING • Islandsbanki • Jackson National Life • LGT • Lloyds TSB • Lombard International Assurance • JPMorgan Private Bank • Maerki Baumann • National Bank of Dubai • National Bank of Kuwait • Nordea • OTP Bank • Pictet • Plan B Financial Services • Qatar National Bank • Royal Bank of Canada • Serica Bank • SG Private Banking • SKWB Schoellerbank • Société Bancaire Privée • The National Commercial Bank • UBS • UBP • Unibanco • UniBank • UniCredit Banca • Végagest SGR • VP Bank • Wegelin • WSTC Financial Services

Origin



Responsibility



Schedule and Location

Schedule and Structure

The Retreat, running from September 9 – 13, 2007, consists of various modules (see program outline). Lectures take place from 08:00 to 17:30 with coffee breaks and lunch in between. Evenings are reserved for special events.

Venue

The Grand Hotel Victoria-Jungfrau in Interlaken (Switzerland) is one of the most prestigious grand hotels in Switzerland. The hotel embodies the timeless tradition of hospitality, combining the charm and atmosphere of the past with all the amenities of the present. It is an excellent setting for a perfect and productive Retreat, providing a superb infrastructure. 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, forests and famous mountains (such as the Eiger, Mönch, Jungfrau). The venue can easily be reached from the airports in Zurich and Geneva.

Fees

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

Registration

To register for the International Private Banking and Wealth Management Retreat, please complete the enclosed registration form and return it to the Swiss Finance Institute by July 27, 2007. As there is always a high demand for our Retreats, early registration is recommended.

Language

The Retreat is conducted in English.

Certificate

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

Contact

Please feel free to contact us for any further information. Brit de Oliveira-Fehr will gladly assist you.

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Swiss Finance Institute

A unique partnership between the academic world and the finance sector

As a world-leading financial centre, Switzerland has the natural ambition to house a world-leading research and training center in banking and finance. The Swiss Finance Institute is a private foundation created in January 2006 by the banking and the finance community of Switzerland together with several Swiss universities with the aim of advancing research activities in finance and executive education in the banking and finance sector.

The Swiss Finance Institute incorporates the well-known foundations FAME and the Swiss Banking School. This has made the Swiss Finance Institute one of the major European providers of advanced executive education in banking and

finance from the outset. The institute offers a wide variety of high-quality executive education programs and allows for a tailor-made response to the needs of banking and finance professionals.

The Swiss Finance Institute programs combine state-of-the-art knowledge and skills in financial management with practical experience and insight into the functioning of the financial sector. Every Swiss Finance Institute program has an intense and pragmatic curriculum. Participants are exposed to the latest developments within the most important business areas and the technology from the sector.

Foundation Board

Chairman

Mr. Olivier Steimer, Chairman of the Board of Directors, Cantonal Bank of Vaud, Lausanne

Vice Chairman

Dr. Marcel Rohner, Chairman and CEO Global Wealth Management & Business Banking, UBS AG, Zurich

Dr. Ulrich Körner, CEO Credit Suisse Switzerland, Zurich

Members of the Foundation Board

Raymond J. Bär, Chairman of the Board, Julius Baer Holding Ltd, Zurich - as representative of the Association of Swiss Commercial and Investment Banks in Switzerland

Antonio Foglia, Chairman of the Executive Committee, Banca del Ceresio, Lugano – as representative of the Ticino Bankers Association

Prof. Dr. Peter Gomez, Chairman of the Board, SWX Group

Dr. Alfredo Gysi, CEO, BSI SA, Lugano – as representative of the Association of Foreign Banks in Switzerland

Dr. Philipp Halbherr, CFO, Cantonal Bank of Zurich, Zurich

Dr. Charles Kleiber, State Secretary, State Secretariat for Education and Research, Berne – as representative of the Federal Government of Switzerland

Prof. Dr. Piero Martinoli, President, University of Lugano
Patrick Odier, Managing Partner, Lombard Odier Darier Hentsch, Geneva - as representative of the Swiss Private Bankers Association

Dr. Urs P. Roth, CEO, Swiss Bankers Association, Basle

Dr. Pierin Vincenz, CEO, Swiss Union of Raiffeisen Banks, St. Gallen

Prof. Dr. Jacques Weber, Rector, University of Geneva

Prof. Dr. Hans Weder, Rector, University of Zurich

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