

2nd Annual

FREE TO ATTEND

Quality, Credibility and Sustainability of the Finance Industry

“Finance Valley Lake Zurich, Pfäffikon SZ”

Canton of Schwyz Conference

An Attractive Location for the Finance Industry

Tuesday 25th September 2012

Hotel Seedamm Plaza, Pfäffikon SZ, Switzerland

The conference will be attended by:

- Asset managers
- Private equity managers
- Hedge fund managers
- Pension fund managers
- Insurance & re-insurance managers

and

- Local financial service providers
- Senior officers from non-financial companies
- International financial service providers
- Companies already based in Switzerland

Relevant and topical - Hear direct from :

Institutions

- Swiss National Bank
- State Secretariat for International Financial Matters SIF
- Swiss Funds Association SFA
- University of Bern Institute of Economic Law
- ZHAW Zurich University of Applied Sciences

Finance, Insurance & Pension Fund Companies

- Man Group plc
- UBS AG
- Swiss Life AG
- SkyBridge Capital AG
- Liechtensteinische Landesbank AG
- Notenstein Privatbank AG

FREE to attend!

- for Fund managers
- for Senior officers / managers
- for Service providers

Benefit from the following lively discussions:

- Credibility: The Most Crucial Asset in the Financial Industry?
- Asset Management Strategy for Switzerland
- Today's Challenges: The SNB's Perspective
- The C-Concept for a new Finance Industry in Switzerland
- Change Management and re-establishing Credibility
- Hedge Funds in Switzerland: Structure & Trends
- Consequences of Regulations (AIFM, KAG)
- Building Sustainable Banking Relationships in a Changing Environment
- Institutional Investor Expectations of its Service Providers

Plus

Bilanz Hedgegate - Fund of Hedge Funds Awards:

- Best global FoHF
- Best Swiss FoHF
- Most innovative FoHF
- Runner up
- Best Swiss single hedge fund

Canton Schwyz

in the centre of Europe



Hosted by:

kantonschwyz



Organised by



an informa business



Elemental
Chlorine Free
(ECF)



Paper sourced
from sustainable
forests

Scan with
smartphone
QR Reader App

Register Today

Tel: +44 (0) 20 7017 7790 Email: kmregistration@informa.com Fax: +44 (0) 20 7017 7824
For latest programme and to register visit: www.ibc-events.com/cantonschwyz

Hosted by the Office for Economy Canton of Schwyz, this one day conference attended by some of the leading finance professionals in Switzerland and from across Europe, will provide you with all you need to know when considering a relocation - specifically to "Finance Valley Lake Zurich, Pfäffikon SZ", Switzerland.

Why you should attend:

- **Risk-free:** Attendance is **FREE** and the event takes place in just one day
- **Networking:** The conference includes all breaks and an evening of drinks for all attendees
- **Relevant:** Designed specifically for fund managers and senior officers from the finance industry

- **The conference will be attended by:**
 - Asset managers
 - Pension fund managers
 - Private equity managers
 - Insurance & re-insurance managers
 - Hedge fund managers

2012 - Plus special focus on:

- **Hedge Funds in Switzerland:**
 - Structure, Trends and Importance for the Swiss Economy
 - ZHAW Hedgegate - Fund of Hedge Funds Awards

Attendees will benefit from the following lively discussions:

- Asset management strategy for Switzerland: The way forward
- Knowing the best hedge funds
- Benefits of Swiss financial and currency strategy for funds
- Challenges from the Swiss National Bank's perspective
- Swiss tax: International tax treaties, agreements and refunds
- Trends in the hedge fund industry
- Dealing with international customers from a Swiss base
- Switzerland as a leading fund domicile in Europe
- Expectations of an institutional investor from its service providers

Financial cluster boasting 150 finance companies



25 minutes commute to Zurich!



Get involved in this conference

This event provides an excellent opportunity for you to meet fund managers and finance professionals from across Europe who are looking to relocate either personnel or their business. As a provider to this exclusive market, this unique conference offers you a platform to showcase your services to a highly targeted audience in a relaxed environment.

If you want to be part of this event and are interested in exhibition opportunities, please contact: Russell Tumath on + 44 (0)20 3377 3278 or russell.tumath@informa.com.

Register Today

Tel: +44 (0) 20 7017 7790 Email: kmregistration@informa.com Fax: +44 (0) 20 7017 7824
For latest programme and to register visit: www.ibc-events.com/cantonschwyz

Conference Programme - Tuesday 25th September

08:30 Registration & Welcome Refreshments

09:00 Welcome to the Conference
Moderator:

09:10 **Welcome from the Host**



Kurt Zibung
Governing Councillor - Chairman of the Department for Economic Affairs
CANTON SCHWYZ

09:15 **Credibility: The Most Crucial Asset in the Financial Industry?**

- Lessons learnt since 2008
- Urgent need to redesign the business model?
- Transparency and simplicity: the new key success factors?
- Why regulations cannot replace leadership



Dr. Heinz Knecht
*Head of the Retail & Corporate Banking Division,
Member of the Group Executive Management*
LIECHTENSTEINISCHE LANDESBANK AG

09:40 **Asset Management Strategy for Switzerland: The Way Forward**

- Overview of global and Swiss funds/asset management
- Why a thoughtful asset management strategy for Switzerland is of the utmost importance
- Objectives and economic importance of such a strategy
- Possible measures for the implementation of such a strategy



Markus Fuchs
Senior Counsel
SWISS FUNDS ASSOCIATION SFA

10:05 **Today's Challenges: The SNB's Perspective**

- Current monetary policy developments



Prof. Dr. Thomas Jordan
Chairman of the Governing Board
SWISS NATIONAL BANK

10:30 Refreshment Break

11:00 **The so-called C-Concept for a new Finance Industry in Switzerland**

- Cash cow: the finance industry as a cash cow
- C-Officers: more part of the problem than of the solution
- Compliance: legal necessity but compliance officers are regarded as side-kicks to the real bankers
- Codes of conducts: nice-to-have but not taken seriously
- Corporate governance: checks and balances turn the finance industry upside-down
- Corporate social responsibility: the goodwill of the small people versus the cold image of banks



Prof. Dr. Peter V. Kunz
Director
**UNIVERSITY OF BERN
INSTITUTE OF ECONOMIC LAW**

11:25 **Hedge Fund Investing in Uncertain Times**

- Traditional multi-strategy versus thematic investing
- Opportunities in the current market environment
- The future of fund of funds



Max von Bismarck,
Partner & Chief Executive Officer Europe
SKYBRIDGE CAPITAL AG

11:50 **Hedge Funds in Switzerland: Structure, Trends and Importance for the Swiss Economy**

- State of industry and its prejudices
- Key advantages and challenges in Switzerland
- Changes within the industry over the last five years
- Evaluation of trends
- Consequences on the economy with respects to jobs and value added



Prof. Dr. Peter Meier
Head Centre Alternative Investments & Risk Management
ZHAW ZÜRICH UNIVERSITY OF APPLIED SCIENCES



Regina Anhorn
Researcher Centre of Alternative Investments & Risk Management
ZHAW ZÜRICH UNIVERSITY OF APPLIED SCIENCES

12:20 Lunch

14:00 **Bilanz Hedgegate - Fund of Hedge Funds Awards**

- Best global FoHF
- Best Swiss FoHF
- Most innovative FoHF
- Runner-up - innovative FoHF
- Best Swiss single hedge fund



Oliver Liechti
Head of Hedgeanalytics
ZHAW ZÜRICH UNIVERSITY OF APPLIED SCIENCES



Harry Büsser
Editor
BILANZ
an AXEL SPRINGER AG company

14:30 **Consequences of Regulations (AIFM, KAG)**

- Are the foreseen regulations too open, or too restrictive?
- International tax treaties, agreements and refunds:
 - do they solve the problem of untaxed assets?
 - are they just an interim solution?



Peter Clarke
Chief Executive
MAN GROUP PLC

14:45 Panellists:



Peter Clarke
Chief Executive
MAN GROUP PLC



Dr. Matthäus Den Otter
Director General
SWISS FUNDS ASSOCIATION SFA



Dr. Oscar Knapp
Ambassador
STATE SECRETARIAT FOR INTERNATIONAL FINANCIAL MATTERS SIF

15:15 Refreshment Break

15:45 **Building Sustainable Banking Relationships in a Changing Environment**

- How fundamental change challenges the banking industry
- Why current operating models must be adapted
- Why Innovations and re-engineering of the value chain is required
- Outlook on possible solutions



Jürg Kronenberg
Managing Director
UBS AG

16:10 **What does an Institutional Investor Expect From Its Service Providers?**

- The theory – the principal-agent problem
- The practice – removing the information asymmetry and aligning interests
- Expectations from our service providers
- Examples from the alternative investment world



Christoph Manser
Head of Infrastructure Investments
SWISS LIFE AG

16:35 **Change Management and re-establishing Credibility: The Notenstein Private Bank Example**

- Crisis management:
 - flashback to the transaction in January 2012
 - change and crisis management
- Starting over at Notenstein Private Bank: Regaining the trust of our clients and employees
- Strategy of Notenstein Private bank in the current economic environment



Dr. Adrian Künzi
CEO
NOTENSTEIN PRIVATBANK AG

17:00 Close of conference followed by drinks reception

Hosted by:

kantonschwyz

Conference sponsors:



Register Today

Tel: +44 (0) 20 7017 7790 Email: kmregistration@informa.com Fax: +44 (0) 20 7017 7824
For latest programme and to register visit: www.ibc-events.com/cantonschwyz

Canton of Schwyz Relocation Conference

25th September 2012, Hotel Seedamm Plaza, Pfäffikon SZ, Switzerland FKW52446

Please quote the above VIP code when registering

VIP CODE:

Please quote the above
VIP code when registering

WHEN & WHERE

FKW52446
25th September 2012, Switzerland

Venue: Hotel Seedamm Plaza
Seedammstrasse 3
CH-8808 Pfäffikon SZ, Switzerland
Tel: +41 55 417 17 17
Fax: +41 55 417 17 18

Delegates are responsible for the arrangement and payment of their own travel and accommodation. IBC has arranged a special room rate at a number of hotels. If you wish to book a room, please call Venue Search on +44 (0)20 8546 6166 stating that you are an IBC delegate.

FIVE EASY WAYS TO REGISTER



Telephone: +44 (0) 20 7017 7790
Please remember to quote FKW52446



Fax: Complete and send this
registration form to:
Fax: +44 (0) 20 7017 7824



Email:
kmregistration@informa.com



Mail: This completed form
together with payment to:
Alison Edwards
Informa Customer Service
PO Box 406, West Byfleet
Surrey, KT14 6WL



Web:
www.ibc-events.com/cantonschwyz



Scan with
smartphone
QR Reader App

Exhibition Opportunities

Do you want to meet:

- Asset managers?
- Hedge fund managers?
- Insurance & re-insurance managers?
- Private equity managers?
- Pension fund managers?

This event provides an excellent opportunity for you to meet managers and finance professionals from across Europe. As a provider to this exclusive market, this unique conference offers you a platform to showcase your services to a highly targeted audience in a relaxed environment. Contact Russell Tumath on +44 (0)20 3377 3278 or russell.tumath@informa.com for more information.

PERSONAL DETAILS

1st Delegate Mr/Mrs/Ms

Job title
Department
Company
Address

Telephone
Fax
Email
Nature of Business

Yes! I would like to receive information about upcoming events by email. By giving you my email address I am giving ONLY IIR companies the permission to contact me by email



Yes! I would like to receive information about future events and services via fax
Signature:

2nd Delegate Mr/Mrs/Ms

Job title/Dept
Company
Address

Telephone
Fax
Email
Nature of Business

Yes! I would like to receive information about upcoming events by email. By giving you my email address I am giving ONLY IIR companies the permission to contact me by email

3rd Delegate Mr/Mrs/Ms

Job title/Dept
Company
Address

Telephone
Fax
Email
Nature of Business

Yes! I would like to receive information about upcoming events by email. By giving you my email address I am giving ONLY IIR companies the permission to contact me by email

Line Manager Mr/Mrs/Ms

Job title/Dept
Telephone
Fax
Email

Booking Contact Mr/Mrs/Ms

Job title/Dept
Telephone
Fax
Email

Data protection: The personal information which you provide to us will be held by us on a database. You agree that IIR and IBC Finance may share this information with other companies in the Informa group. Occasionally your details may be made available to selected third parties who wish to communicate with you offers related to your business activities.

If you do not wish to receive these offers please contact the database manager. For more information about how IIR and IBC Finance use the information you provide please see our privacy policy at: <http://www.iir-events.com/IIR-conf/PrivacyPolicy.aspx> If you do not wish your details to be available to companies in the Informa Group, or selected third parties, please contact the Database Manager, Informa UK Ltd, 29 Bressenden Place, London, SW1E 5DR, UK. Tel: +44 (0)20 7017 7077, fax: +44 (0)20 7017 7828 or email integrity@iirttd.co.uk.

Incorrect Mailing: If you are receiving multiple mailings or you would like us to change any details, or remove your name from our database, please contact the Database Manager at the above address quoting the reference number printed on the mailing label.

By completing and submitting this registration form, you confirm that you have read and understood the IIR and IBC Finance Delegate Terms and Conditions and you agree to be bound by them.

TERMS AND CONDITIONS: Attendance at this conference is subject to IIR & IBC Finance Terms and Conditions at www.informaglobalevents.com/division/finance/termsandconditions. Your attention is drawn in particular to clauses 8 and 14 of IIR & IBC Finance Delegate Terms and Conditions which have been set out below: Changes to the conference: IIR and IBC Finance may (at its sole discretion) change the format, speakers, participants, content, venue location and programme or any other aspect of the Conference at any time and for any reason, whether or not due to a Force Majeure Event, in each case without liability.