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**SWISS
ASSET
MANAGEMENT
DAY**



Swiss Asset Management Day 2017 is hosted by the Department for Economic Affairs Canton Schwyz and Swiss Finance Institute.

Digital Realities and Opportunities in Private Markets

Thursday, 6 April 2017, 09:00 – 17:00 h

Hotel Seedamm Plaza, Seedammstrasse 3, CH-8808 Pfäffikon SZ

Welcome to the Swiss Asset Management Day 2017

Digitisation has been a hot topic of conversation for some time now and has breathed new life into and captivated all sectors of the economy. Asset management is no exception. The next full-day conference of Swiss Asset Management Day (SAMD) 2017 will kick off with the topic of inequality in the growth of global wealth, followed by a focus on financial technologies and private markets.

Inequality as a Risk Factor

The global growth of wealth provides a basis for the asset management industry. Increasing inequality is a frequent topic of discussion among business leaders and politicians, who consider it a major risk for the stability of society as well as asset management. Our keynote speaker, Professor Robert H. Wade from the London School of Economics and Political Science, will provide a broad insight into the topic and lead an interesting discussion.

Digital Opportunities and Changes in Asset Management

If blockchains and cryptocurrencies catch on, the financial industry will lose all of its current dominance. As keynote speaker, we have invited Dr. Gavin Wood, Parity Technologies, a leading fintech specialist and co-founder of Ethereum to provide an insightful view on the fundamental questions in the digitalization. Industry experts will then present their experiences and views.

Private Markets Moving Center Stage?

The difficulties of earning satisfactory returns with traditional investments in liquid markets lead investors to turn their attention to private markets and alternative strategies. But these investments face regulatory hurdles or are often considered to be opaque. The 6th Swiss Asset Management Day will be rounded off by a keynote of Iwan Deplazes, Chairman of the Swiss Asset Management Platform and Head Asset Management Swisscanto invest by Zürcher Kantonalbank, and a panel discussion in which experts from the industry, academia, and the regulatory authority will discuss the pros and cons of private debt, private equity, and hedge fund investments. The discussion will be moderated by Reto Lipp.

We cordially invite you to come and enjoy the conference, and look forward to meeting you in 8808 Pfäffikon SZ.

Best wishes,

Urs Durrer

Office for Economy Canton Schwyz, Head Official

Prof. Paolo Vanini

Swiss Finance Institute, Head of Knowledge Transfer

Conference Programme*

Digital Realities and Opportunities in Private Markets

09:00 – 09:30	Registration & Welcome Refreshments
09:30 – 09:35	Opening Remarks Mr. Reto Lipp
09:35 – 09:45	Welcome Address from the Host Mr. Andreas Barraud, Department for Economic Affairs Canton Schwyz
09:45 – 10:15	Art as an Asset Class? – Interview Dr. Bertold Müller, Christie's Zurich

Wealth Inequality

Keynote	
Why we should worry about Income & Wealth Inequality	
10:15 – 10:45	Prof. Robert Wade, The London School of Economics and Political Science
10:45 – 11:15	Coffee Break

Digital Opportunities

Keynote	
Blockchain: Smashing the System	
11:15 – 11:55	Dr. Gavin Wood, Parity Technologies
11:55 – 12:20	Future of Finance – The View of a Global Bank Dr. Veronica Lange, UBS
12:20 – 12:45	Making Blockchain real for Business Dr. Andreas Kind, IBM
12:45 – 13:45	Lunch Break
13:45 – 14:10	How to foster Innovation in the Age of Digitalization? Mr. Andreas Iten, SIX Group
14:10 – 14:50	Panel Discussion with all Presenters Moderator: Mr. Reto Lipp

Impulse Survey

14:50 – 15:00	SAM X “re-loaded” - Survey on Big Data impacting Swiss Asset Management Dr. Gabriela Maria Payer, Swiss Finance Institute
15:00 – 15:30	Coffee Break

Private Markets

Keynote	
Private Market Initiative for Swiss Pension Funds	
15:30 – 15:50	Mr. Iwan Deplazes, Swiss Asset Management Plattform and Swisssanto invest by Zürcher Kantonalbank
15:50 – 16:50	Panel Discussion: Private Markets – Moving Center Stage in Asset Management? <ul style="list-style-type: none">• Prof. Francesco Franzoni, Università della Svizzera italiana & SFI• Mr. Pius Fritschi, LGT Capital Partners• Dr. Michael Loretan, FINMA• Mr. Luc Mathys, Credit Suisse• Mr. Mikko Syrjänen, Man Global Private Markets Moderator: Mr. Reto Lipp

Closing

16:50 – 17:00	Closing Remarks Mr. Reto Lipp
17:00 onwards	Cocktails



Time

Thursday, 6 April 2017, 09:00 – 17:00 h

Place

Hotel Seedamm Plaza, Seedammstrasse 3,
8808 Pfäffikon SZ, Switzerland

Fee

The attendance fee is CHF 250 and includes lunch, refreshments, and cocktails. University students are entitled to a fifty percent reduction. Non-payment of fees does not constitute a cancellation.

Registration

Please register at www.sfi.ch/samd17.

Hosts

Hosted by the Department for Economic Affairs
Canton Schwyz and Swiss Finance Institute.

Conference Directors

Urs Durrer, Office for Economy Canton Schwyz,
Head Official, and Prof. Paolo Vanini, Swiss
Finance Institute, Head of Knowledge Transfer.

Arriving by Car

If you come by car, use “Seedammstrasse 3, 8808
Freienbach” as the final destination in your GPS.

Arriving by Public Transport

Arriving by plane at Zurich Airport, take the train S2

direction Ziegelbrücke. The journey to Pfäffikon SZ
takes 45 minutes. Starting from Zurich’s main train
station, travel time to Pfäffikon SZ is reduced to
30 minutes. Take a RegioExpress, train S2 or S25
to Pfäffikon SZ.

From Pfäffikon’s train station the Hotel Seedamm
Plaza can easily be reached in 10 minutes on
foot. A number of buses also run to the stop
“Schweizerhof”, from which you can reach the
Hotel Seedamm Plaza in 2 to 3 minutes on foot.

Contact

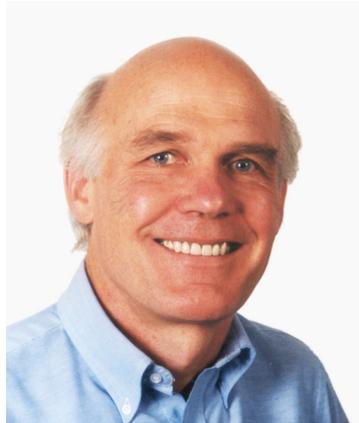
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Keynote Speakers' Profiles



Mr. Iwan Deplazes



Prof. Robert H. Wade



Dr. Gavin Wood

Mr. Iwan Deplazes

Iwan Deplazes is responsible for the Asset Management Division of Zürcher Kantonalbank, number three of the Swiss fund distributors. He started his career as a portfolio manager for institutional fixed income mandates and – after a stint at Credit Suisse – returned to Zürcher Kantonalbank in early 2007 as Head of Institutional Asset Management. Shortly after, he took responsibility for Asset Management as a whole. Deplazes studied Economics at Zurich University and has obtained his diploma as a Certified European Financial Analyst (CEFA). He is a member of the Swiss Society for Financial Market Research. Since 2016 he has chaired the Asset Management Steering Committee of the Swiss Banking Association and the Asset Management Platform Switzerland.

Prof. Robert H. Wade

Robert H. Wade is Professor of Political Economy at the London School of Economics, working on the Adam Smith question about the global distribution of the wealth of nations. In 2008 he was awarded the Leontief Prize for Advancing the Frontiers of Economic Thought. His book *Governing the Market* (1990, 2004) won the American Political Science Association's prize for Best Book or Article in Political Economy. His recent essays include "Global

growth, inequality and poverty: the globalization argument and the 'political' science of economics", in J. Ravenhill (ed), *Global Political Economy* (5th edition, Oxford University Press).

Dr. Gavin Wood

Gavin Wood was the Chief Technology Officer and co-founder of the Ethereum Project, before co-founding Parity Technologies. He is the co-designer of the Ethereum Protocol and the lead programmer on the C++ Ethereum software client, and was the project chief of the IDE, Solidity programming language, and the Swarm and Whisper protocols. He has pushed the state of the art in analysis tools and programming languages, as well as co-founding several technology startups. Gavin Wood has presented to numerous audiences around the world, from keynotes at regional technology conferences to musings on the future of legal systems.

Speakers' profiles



Mr. Andreas Barraud



Prof. Francesco Franzoni



Mr. Pius Fritschi



Mr. Andreas Iten

Mr. Andreas Barraud

Andreas Barraud has been a governing councillor of Canton Schwyz since 2008. From 2008 to 2016 he was Chairman of the Department of the Environment and since July 2016 he has been in charge of the Department for Economic Affairs. Barraud was also President of the Cantonal Government from 2014 to 2016. He serves as a member of the board of trustees of the Greater Zurich Area. Before launching his political career he was managing director of his own company, specializing in planning and equipping media venues.

Prof. Francesco Franzoni

Francesco Franzoni is Professor of Finance at USI Lugano and a Senior Chair at SFI. He holds a PhD in Economics from MIT. He studies institutional investors and their effect on asset prices. Franzoni is among the leading academic experts on ETFs. His recent agenda focuses on the role of brokers in spreading information in equity markets. His work has been published in top academic journals, including the *Journal of Finance*, and has been featured in the financial press, including the *FT* and the *WSJ*.

Mr. Pius Fritschi

Pius Fritschi is a managing partner and member of the executive management at LGT Capital Partners Ltd. In this role he is responsible for all the client-related activities of the firm. Before joining LGT in 2009, Fritschi was a senior partner at McKinsey & Company, serving banks, insurance companies, and asset managers on a broad range of topics. Among other positions, he was the leader of McKinsey's European Life Insurance & Asset Management Practice for a number of years. During his 15 years at McKinsey, Fritschi worked out of its Zurich, Sydney, and Mexico City offices, serving clients from all over the world. In 2006, he joined Horizon21, an alternative investment boutique located in Pfaeffikon (SZ), as a partner and Deputy CEO of the hedge fund business. Fritschi holds a Master's degree in Economics and Business Administration from the University of Basel. He is fluent in English, German, Spanish, and French.

Mr. Andreas Iten

Andreas Iten is Managing Director, CIO of the Financial Information division, and responsible for Technology Innovation at SIX. He is a board member and co-founder of the Zurich-based Fintech incubator and accelerator, F10. Iten had already discovered his affinity to technology and finance by the year 2000, when he was involved in Europe's first Internet trading platform project. Today he is an active influencer and shaper of the Fintech scene in Switzerland.

Speakers' profiles



Dr. Andreas Kind



Dr. Veronica Lange



Mr. Reto Lipp



Dr. Michael Loretan

Dr. Andreas Kind

Andreas Kind leads Industry Solutions and Blockchain at IBM Research, Zurich. His team is a key contributor to the Hyperledger Blockchain Project and develops advanced privacy and consensus technologies for distributed trust systems. Previously, Kind led the Shanghai Lab of IBM Research, China, and coordinated the research agenda on financial services across emerging market regions. He received his PhD in Computer Science from the University of Bath, UK, and is a member of the IBM Academy of Technology.

Dr. Veronica Lange

Veronica Lange is the global Head of Innovation at UBS Chief Technology Office. She is responsible for managing Group innovation projects and building innovation activity with internal teams and the external ecosystem. Recent activities include the UBS Future of Finance open innovation competitions and forums, the UBS Hackathon and the UBS pathfinder programs on Blockchain and Artificial Intelligence. Lange has a Doctorate in Economics from the University of Kiel, obtained in the area of Technology and Innovation Management.

Mr. Reto Lipp

Reto Lipp is the presenter of ECO, Swiss national television's weekly business and economics magazine. He also presents Swiss national television's daily stock market report SRF-Börse, and the business talk show ECO Talk. Mr. Lipp also comments regularly on current economic issues on the TV news show 10vor10 and the current events show Tagesschau. In 2011 he was elected Swiss business and economics journalist of the year. Mr. Lipp studied Economics at the University of Zurich. He has worked for a number of different media outlets, including Radio Z, HandelsZeitung, and Stocks.

Dr. Michael Loretan

Michael Loretan holds degrees from the University of Zurich (Dr.iur.) and the University of St. Gallen (lic.oe.HSG); Loretan was admitted to the bar in Zurich and a certified US securities dealer. He started his career with the law firm Homburger, moving on to become a partner at PBS Privat Bank Schweiz AG and subsequently CEO of Redsaf Bank (Swiss Life Group). From 2005 until he joined FINMA in 2011, he held different executive positions at UBS. He currently is member of the Executive Board of FINMA and heads its Asset Management division.

Speakers' profiles



Mr. Luc Mathys



Dr. Bertold Mueller



Dr. Gabriela Maria Payer



Mr. Mikko Syrjänen

Mr. Luc Mathys

Luc Mathys is Managing Director and Head of Fixed Income at Credit Suisse Asset Management. He joined Credit Suisse in December 2008 from Clariden Leu Asset Management where he had headed Money Market, Swiss Franc, and Global Fixed Income. He started his career at UBS, where he worked in various roles in Zurich, Geneva, and Hong Kong, ultimately as a senior fixed income fund manager at UBS Global Asset Management. Mathys received his MSc in Economics from the University of Bern and is a qualified Chartered Financial Analyst and Financial Risk Manager.

Dr. Bertold Mueller

Bertold Mueller has been the managing director of Christie's Zurich since 2012. Prior to joining Christie's, he worked as an attorney at law in Zurich and London, as well as in an art advisory capacity in Zurich. Bertold Mueller's focus as a lawyer was on art and inheritance law. He holds a PhD in Law (University of Zurich), a Master of Laws (LLM; Harvard Law School), and a Master's in Fine and Decorative Art (University of Manchester).

Dr. Gabriela Maria Payer

Gabriela Maria Payer is the Head of Education at Swiss Finance Institute and a member of its management board, having joined the institute after a long career in the financial services sector, most of it spent at UBS. She has delivered sustainable achievements in key business functions at executive level, with a focus on strategy, technology, communication, and HR. This is supplemented by a proven track record in banking, specifically in the wealth management industry around the globe. She holds several board mandates and has a PhD from the University of Zurich.

Mr. Mikko Syrjänen

Mikko Syrjänen is Co-Head of Real Assets at Man GPM and a member of the Man Group Executive Committee. He is one of the founders of Aalto Invest and was previously its Chief Executive Officer and responsible for the real estate debt strategy with a particular focus on loan sourcing, underwriting, and portfolio construction. Previously, Syrjänen co-headed Cheyne Capital's team responsible for real estate debt investments and illiquid alternative strategies. Prior to that, he was a vice president at Morgan Stanley's Investment Banking Division in London. He graduated from the Helsinki School of Economics with an MSc in Finance.

Speakers' profiles



Prof. Paolo Vanini

Prof. Paolo Vanini

Paolo Vanini is Head of Knowledge Transfer at Swiss Finance Institute and is responsible for the topical alignment of SFI's events at the intersection of research and practice. He is an executive board member at swissQuant Group and runs the group's Big Data Finance Technologies business area. Prior to assuming this position he worked for 16 years for Zürcher Kantonalbank in the Risk Control group, as a Chief Financial Engineer, and as Head of Structured Products and Cross Assets. He is also Adjunct Professor of Banking at the University of Basel. Prof. Vanini's research focus is on big data, investment, risk management, and banking topics. He is author of numerous articles published in international finance and financial economics journals. He holds a PhD in Mathematics from ETH Zurich and a Master's degree in Theoretical Physics from the University of Zurich.

Canton Schwyz

Canton Schwyz is an attractive business location for financial firms, global headquarters, service companies and manufacturing enterprises. Its proximity to the dynamic Zurich economic area, its highly-qualified and motivated workforce, as well as its low tax burden for legal entities and private individuals offer entrepreneurs genuine business advantages. The canton's innovative finance cluster in Pfäffikon SZ has become a significant element in Zurich's financial community and has attracted a considerable number of asset managers, private equity firms, hedge funds, and specialized financial services providers.

Swiss Finance Institute

Swiss Finance Institute (SFI) strives for excellence in research and doctoral training, knowledge transfer, and continuing education in the fields of banking and finance, as befits Switzerland's international reputation as a leading financial center. Created in 2006 as a public-private partnership, SFI is a common initiative of the Swiss finance industry, leading Swiss universities, and the Swiss Confederation.

SFI Knowledge Center

The SFI Knowledge Center promotes and supports dialogue, information flow, and collaboration between academia and the financial services industry. The center performs an active intermediary role in gathering and disseminating financial knowledge, helping find solutions to current problems, and identifying new trends in banking and finance. The center offers specific, targeted, and publicly available knowledge transfer activities, which include breakfast, lunch, evening seminars and one-day conferences that showcase new ideas and novel solutions.



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