

WealthTech Matters – Switzerland

Thursday 7 November 2024 – The Sheraton Hotel, Zurich



Schedule of the Day				
Foyer	0830-0900	Breakfast	Informal networking over breakfast	
Hardturm I	0900-0920	Welcome	Scene Setter Findings. With Daniel Gilmore , Sales Director, Owen James Events	
Hardturm I	0925-1000	Keynote presentation	Future Trends in the Age of AI - How to succeed and sustain. Make your finance organisation fit for the future to gain a decisive competitive advantage. With Katrin J. Yuan , CEO Swiss Future Institute	
Breakout rooms	1005-1105	Roundtable Session	<i>Business Pressures - Cost cutting through technological innovation</i>	<i>Proven Out-of-the-Box "AI Use Cases" in Banking</i>
Foyer	1105-1125	Morning Coffee	Grab a refreshment and catch up with your peers	
Breakout rooms	1130-1230	Roundtable Session	<i>Safe Haven – Harvesting the digital assets' opportunity</i>	<i>Stronger Together - Building successful relationships with FinTech companies</i>
				<i>Integrated Solutions - The opportunities and challenges of AI</i>
Foyer	1230-1315	Buffet lunch	Network with peers over lunch	
Hardturm I	1320-1350	Keynote Presentation	Behavioural Finance - Quantify and unlock missed opportunities. With Elena de Weck , Co-founder & Chief Client Office and Yulia Myronova , Co-Founder & CEO both of Yainvest	
Foyer	1350-1430	Fizz and final networking	Network with peers over a glass of fizz	

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WealthTech Matters Switzerland

7 November 2024

A bespoke Swiss agenda

Switzerland's reputation as being professional, trusted and innovative is key to its success in providing wealth management services.

At this bespoke event for Wealth Managers and private banks to be held in Zurich, the themes which are pertinent to any wealth tech region will be framed against the factors which are unique to the Swiss private banking and Wealth Management sector, when it comes to the implementation of technology and digital transformation.

The Roundtables

While many Swiss wealth managers are actively exploring and adopting new technologies to streamline their operating model and enhance the client experience, as well as finding cost savings and efficiencies by improving back-office processes, it can be a battle when it comes to allocating resources and putting trust in digital innovation.

The regulatory environment in Wealth Management in Switzerland has changed significantly and has led to a not inconsiderable expense, which runs against the margin. The associated expense is by no means a one-time investment, but leads to recurring expenses, as new processes for compliance have had to be introduced. Since it is very difficult to raise prices with clients, the process landscape has to be optimised.

Furthermore, client demands have also evolved. Here, the size of the company no longer plays a role in the customer's expectations. This means that even small companies will need to come up with a competitive digital offering.

These are relatively new challenges for Wealth Managers, who until now have primarily been concerned with client acquisition and relationship management, but it is also where technology can play a decisive role and win back some of the lost margins through efficiency gains.

This agenda highlights the key technology areas for wealth tech implementation within the context of the Swiss Wealth Management sector, presented in the following eight suggested roundtables:

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1. Integrated Solutions - The opportunities and challenges of AI

The opportunities and challenges of leveraging AI, as well as the capabilities of large language models like GPT, are many.

As well as improving productivity and efficiency in areas like documentation, reporting, research analysis, personalized investment recommendations, it can also enhance client servicing through virtual assistants and chatbots,

But effective implementation relies on having the right data architecture and vendor partnerships to drive system integration, and overcoming legacy challenges around data quality, siloed processes and systems.

This session will consider what the new EU and Swiss regulations for AI will mean for the sector, examining how these upcoming rules could impact AI deployment, data handling, and compliance requirements in wealth management, as well:

- Assessing gaps in data architecture, systems, and processes before deployment of any AI-based solution
- How to leverage vendor partnerships strategically
- How to address the critical AI challenges for wealth firms in areas such as:
 1. Data quality and integration
 2. Ethical concerns and bias
 3. Regulatory compliance
 4. Transparency and explainability requirements.
 5. Balancing human and AI roles
 6. Adoption and training
 7. Competition and differentiation
 8. Client trust and acceptance

2. Proven out-of-the-box 'AI use cases' in banking

Many use cases are already in operation at various banks, and these AI helpers are extremely popular. This session will demonstrate how artificial intelligence can support bank employees, showcasing tried-and-tested approaches to assist bank staff.

After implementing the initial "out-of-the-box use cases," Zurich startup Unique collaborated with clients to develop more specific applications, with the focus on balancing productivity and quality, both internally and for customers.

Expert: Albert Iselin and Yannick Kaeser, Unique

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3. Stronger Together - Building successful relationships with FinTech companies

Partnerships between wealth management firms and FinTech companies can drive innovation and create new opportunities, but challenges remain - particularly in gaining approval from large institutions that may prefer internal solutions.

This session will delve into how to forge successful collaborations and the mutual benefits for both parties, including:

- Identifying pain points and establishing clear success metrics
- Using FinTechs to stimulate early ideation and new business opportunities
- Overcoming institutional resistance to external solutions
- Finding the right FinTech partners: Where to meet, how to build trust, and red flags to watch for
- Leveraging the global FinTech market as a Swiss company - understanding commonalities and differences across regions, and whether location truly matters in partnerships

4. Attractive Forces - How to prepare for the clients of the future

As wealth management evolves, understanding and preparing for future clients is crucial. While technology expectations are rising among younger clients, many future wealth inheritors in Switzerland will likely be over 60, retired, and require tailored services.

This session will explore how firms can adapt to serve both older and younger generations effectively, including:

- Defining the typical future Swiss client, who is more likely to be older and retired rather than young, and understanding their specific needs
- Using data to recognize and segment clients, moving beyond assumptions about a young "next-gen" client
- Preparing to attract and retain future clients through financial education and digital tools
- Developing hyper-personalized, holistic planning strategies to deliver individual experiences
- Embracing sustainability and purpose-driven investing to align with client values
- Addressing the challenge of differentiating through technology - why building in-house solutions may not be the best approach for future success

5. Business Pressures - Cost cutting through technological innovation

As the cost of operating wealth management businesses continues to rise, firms are under pressure to evolve processes and embrace technological innovations. Meeting client expectations while cutting costs requires strategic use of technology to streamline operations and optimize services.

This session will explore:

- The potential for cost reduction in the Swiss wealth management industry through automation and AI, minimizing manual tasks and improving efficiency
- Cloud computing and APIs, which help reduce IT infrastructure expenses

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- Digital client engagement tools, which lower the costs of client acquisition and servicing
- Data analytics and personalization to optimize operations and offer tailored services
- Outsourcing and partnerships to reduce fixed costs and increase flexibility
- How to measure cost savings post-implementation, ensuring that cost reductions meet initial expectations and deliver the desired impact

Expert: SS&C

6. Safe Haven – Harvesting the digital assets' opportunity

Switzerland remains one of the most digital assets-friendly countries with its stable and progressive laws and regulations and a thriving ecosystem covering all aspects of specialized asset management. As one of the world's largest wealth management centers, it is grappling with the opportunity of offering products and services coherent with its well-trodden approaches to investments.

With the backdrop of an unsettled US crypto-banking industry, a select number of banks and asset managers in Switzerland are developing a wider range of digital assets services. As a new sizeable (USD 2.3 trillion) asset class, digital assets are maturing in HNWI's and financial intermediaries' line up of alternative investments allocations.

While this asset class has predominantly been shaped by cryptos and retail investors, traditional wealth managers have been slower to adapt their business models to find space for digital assets. This has largely been driven by limited access to products beyond ETFs within existing platforms, inability to onboard existing digital assets into their mandates, and limited knowledge of the asset class and managers.

This session will discuss:

- How digital assets should, and can be, integrated in traditional portfolios
- How wealth managers can create additional revenues
- How diversification in digital assets increases/lowers returns/risk
- What infrastructure is required and available to provide such an offering