

## Media release

Tuesday, May 27, 2025

### Swissness in Private Banking and Beyond

**At the 9<sup>th</sup> Private Banking Day, organised today by the ASPB and the VAV in Zurich, representatives from the financial sector, the industry, authorities and academia discussed how technological change, increasing geopolitical tensions and rapidly changing consumer behaviour are impacting the importance of Swissness in Private Banking today.**

Giorgio Pradelli, Chairman of VAV and CEO of EFG International, is confident about the future of the Swiss financial centre, particularly in the area of wealth management: *“Our financial centre has a unique ecosystem that contributes significantly to our success. The banks are in healthy competition, we benefit from an excellent talent pool and geographical proximity. This promotes innovation and leads to excellent quality. Even if we pursue individual strategies, we Swiss Private Banks all agree that Swissness is part of our DNA.”*

Federal Councillor Guy Parmelin, Head of the Federal Department of Economic Affairs, Education and Research, kicked off with a message of greeting from the federal government, in which he praised the Swiss economy as a whole as an outstanding example of Swissness.

Chris Grainger-Herr, CEO of IWC Schaffhausen, spoke about the importance of Swissness in the watch industry and the challenge of constantly rethinking tradition and innovation.

A high-calibre panel with Daniela Stoffel, State Secretary for International Financial Matters, Simone Wyss Fedele, CEO Switzerland Global Enterprise, Prof. François Degeorge, Managing Director Swiss Finance Institute and Georg Schubiger, Vice Chairman VAV and Co-CEO Vontobel, discussed in particular how Swissness can help ensure that Private Banking in Switzerland remains competitive and successful.

In his closing remarks, Grégoire Bordier, President of the ASPB and unlimited partner of Bordier & Cie SCmA, pointed out that openness, immigration and labour are important pillars of Switzerland's success, and that Switzerland is - and must remain - a haven of predictability and stability. Finally, he quoted Louis-Albert Zbinden: *“If Egypt is a gift from the Nile, then Switzerland is a gift from the Swiss to themselves.”*

#### Further Information:

Manuel Rybach, Executive Director VAV

[Manuel.Rybach@efgbank.com](mailto:Manuel.Rybach@efgbank.com) +41 44 226 12 09

Jan Langlo, Director ASPB

[langlo@abps.ch](mailto:langlo@abps.ch) +41 22 807 08 00