

# The Benefits of Banking in SWITZERLAND

**O**ffshore does not just describe wind direction! You may have often read about 'offshore jurisdictions' or 'offshore financial centers'. These terms generally refer to any place other than where you live and do business. When Helvetia Wealth AG uses the term offshore, we refer to Switzerland, the home of private banking, and a place where significant financial and tax advantages are available. These qualities have made Switzerland a very attractive place for us to operate and somewhere that you too should want to be.

Switzerland is an offshore financial centre, that promotes and guarantees no taxes or low taxes for foreigners who chose to do business there. It is an asset haven that has adopted special laws and has a judicial system that guarantees strong protection for assets, plus a high degree of financial privacy.

Having an offshore bank account is a good thing. How you can use it to your best advantage is where a Bank-Independent Asset Manager (IAM) comes in. In Switzerland IAMs manage an estimated CHF8.5 trillion.

There's a good reason Swiss IAMs manage so much wealth; we are very good at what we do, and we meet a need. Helvetia Wealth AG agrees Ultra High Net Worth families should have part of their wealth invested outside their home country, and we make it possible for mid and high range net worth clients to bank alongside these wealthy elite. Why should only the super rich get richer?

## How can an IAM help protect your future?

Diversification, whether it is by asset class, sector, or geographic location, is the key to smart investing. Even if you know what your ideal asset allocation should be, knowing what it currently is, is often the challenge.

It is important to regularly assess your portfolio and ensure it continues to meet your investment objectives. Investments that are performing poorly are slowing your growth. This is why you should seek to change any investments which are not performing well!

Things move very quickly in today's market. Do you think your investment choices kept pace with the changes in your life in 2005? You should assess your asset allocation model if you want to ensure your holdings work for you going forward in 2006.

## Good Reasons for working with Helvetia Wealth AG

■ **Benefit #1:** Helvetia Wealth is boutique operation, which means we build individual portfolios for each client. Most banks will categorise investors as aggressive, passive, or somewhere in between. However, Helvetia Wealth AG creates bespoke portfolios that depend on what YOU need and want.

■ **Benefit #2:** Helvetia Wealth AG knows its clients personally. Clients are friends and our network spans worldwide. A good IAM will call each client at the end of every quarter, tell them what's been going on in the last three months, and what's likely to happen next. Your manager will speak to you as often as you require. Boutique does not mean limited service. The big institutions simply act as settlement agents for us if we introduce their products.

■ **Benefit #3:** We don't have to trade like big institutions. We have the courage to say we don't like the market and to keep out. A bank will usually be fully invested. Big banks don't have the speedboat agility to switch positions the way we can. We never change your core holdings, however, we may use options to hedge!

■ **Benefit #4:** We provide a personal service. If you fly into Switzerland, we will pick you up, arrange your hotel, meet you at the hotel, if required, help set up your meetings, and show you the sights. We do this all the time.

■ **Benefit #5:** Privacy. It's very difficult to gain information on Swiss bank accounts, and this has been protected by law since 1934. This means that external commercial or governmental agencies will only access the personal information YOU choose to disclose.

■ **Benefit #6:** Trust. We work with you to analyze your needs, based on factors such as your age, health, temperament, investment experience, personal preferences, individual circumstances, and family situation. Once trust is established, we open your account and that brings us to the last advantage...

■ **Benefit #7:** We make your life simpler. You do not have to devote time deciphering the labyrinth of available financial information as you try and decide how best to build and manage your portfolio. We do this for you on a daily basis. We stay in touch with you and if circumstances change be sure that we already have the ball safely under our arm. It is our objective to increase your wealth and to ensure you are comfortable with all aspects of your portfolio.



*Mr. Marsel Dosch, Partner, GNV Treuhand, Vaduz, Lichtenstein and Ottmar Ruoff, Chairman, Helvetia Wealth AG, Zurich, Switzerland.*



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