



BankersCom

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Personal Invitation
Senior Executive Conference 2024

Leaders' Insights – Reinvent and Future-proof of Swiss Banking

Geopolitical & Economic Outlook

Future of Banking – Business Models and Strategies

Crypto and Beyond

Accelerating Digital Business Transformation

Operating Model Transformation

Improve the Digital and AI-based Client Journey

Wednesday, September 18, 2024: Prevenue Senior Dialog & Dinner
Restaurant Razzia, Zurich

Thursday, September 19, 2024: Senior Executive Conference
GDI Gottlieb Duttweiler Institute, Ruschlikon/Zurich

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Zurich**
UZH

Leaders' Insights – Reinvent and Future-proof of Swiss Banking

Prevenue Senior Dialogue September 18, 2024



Carolin Roth
Moderation
Business Journalist

Switzerland is one of the leading hubs for crypto banking, digital assets, and new asset classes, driven by investors, financial institutions and the entire financial and corporate sector. In the Prevenue Senior Dialogue Crypto and Beyond of the evening before BankersCom 2024, the current challenges – also relevant for Swiss banking – will be discussed.

On the conference day, the future of banks and their business models and strategies from the retail, neo-banking, private banking and wealth management perspectives will be discussed.

- Adapting to changing risks. Financial institutions everywhere will need to stay on top of the ever-evolving risk environment. In the macroeconomic context, this includes inflation, unclear growth prospects and credit challenges. Other risks are associated with changing regulatory requirements, cyber and fraud risks and the integration of advanced analytics and AI into the banking system.
- Exploit technology and AI to improve productivity, talent management, and the delivery of products and services. This includes applying AI and advanced analytics to deploy process automation, platforms, and ecosystems. Distinctive technology development and deployment will increasingly become a critical differentiator for banks but also crucial for the resilience of financial centers and their application by regulators.
- Scale or exit transaction business. Scale in a market or product is a key to success, but it can be multifaceted. Institutions can find a niche in which to go deep, or they can look to cover an entire market.
- Level up distribution to sell to customers and advise them directly and indirectly, including through embedded finance and marketplaces and by offering digital and AI-based advisory. Balancing machine and human become vital.

Senior Executive Conference September 19, 2024



Reto Lipp
Conference Moderation
Business Journalist
Swiss TV

The upcoming BankersCom Senior Executive Conference 2024 will once again address and discuss fundamental questions at the highest level. The participants are senior executives who have been personally invited.

The conference will be bilingual German & English (with simultaneous translation).

BankersCom – the platform where Senior decision-makers of the Swiss and Central European Banking industry meet and exchange their experiences.



Speakers

Prevenue Senior Dialogue September 18, 2024



Sina Meier

Managing Director,
Head of Switzerland &
Strategic Relations,
21Shares AG



Luzius Meisser

Member of the Board,
Bitcoin Suisse AG



Ruedi Noser

Entrepreneur,
Politician, Lateral
Thinker

Senior Executive Conference September 19, 2024



Dr Vincent Stamer

Senior Economist,
Group Research,
Commerzbank AG



Alexandra Karg

COO, Member of the
Executive Board,
FINMA



Dr Dirk Klee

Member Board of
Directors, VP Bank AG



Adrian Nösberger

CEO Schroder & Co
Bank AG, President of
the Board of
Association of Foreign
Banks in Switzerland
(AFBS)



Markus Schwab

CEO, Yuh AG



**Prof Abraham
Bernstein**

PhD., Director,
Digital Society
Initiative, Professor of
Informatics,
University of Zurich



Uwe Krakau

Member of the
Executive Board,
Head Department
Operating Services
(COO), Raiffeisen
Switzerland



Marc Beierschoder

Managing Partner
for AI & Data,
Deloitte Consulting AG



Dr André Lagger

CEO, LGT Financial
Services AG and
Member of the Senior
Management Board,
LGT Private Banking



Dr Falk Kohlmann

Member of the
Executive Board and
Head of Market
Services, St. Galler
Kantonalbank AG



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Personal Invitation

Senior Dialogue & Dinner

Exclusive event on the eve of the BankersCom CE 2024

Wednesday, September 18, 2024

Restaurant Razzia, Seefeldstrasse 82, CH-8008 Zurich

17.00	Registration
17.30	BankersCom Aperitif sponsored by BX Swiss AG
18.30	Senior Dialogue Carolin Roth, Business Journalist
	Crypto and Beyond Luzius Meisser, Member of the Board, Bitcoin Suisse AG Sina Meier, Managing Director, Head of Switzerland & Stretgenic Relations, 21Shares AG Ruedi Noser, Entrepreneur, Politician, Lateral Thinker
19.10	BankersCom Dinner
21.30	Facultative Nightcap

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Personal registration by [bankerscom.ch](https://www.bankerscom.ch) › registration. By invitation only. The participation is free of charge. Please register in good time. The number of seats is limited. RSVP.

www.bankerscom.ch



Thursday, September 19, 2024

08.00 Registration & Welcome Coffe & Networking

08.50 Welcome and Introduction

Reto Lipp, Moderator, Business Journalist, Swiss TV

09.00 Geo-Market & Economic Outlook

Dr Vincent Stamer, Senior Economist, Group Research, Commerzbank AG

09.30 Digitalization and the Deployment of New Technologies in Supervision (SupTech)

Alexandra Karg, COO, Member of the Executive Board, FINMA

Leaders' Insights – Future-proof Swiss Banking

10.00 1-to-1 Senior Dialogue

Dr Dirk Klee, Member Board of Directors, VP Bank AG

10.30 Break & Networking & 1:1 Meetings

Future of Banking – Business Models and Strategies

11.30 Digital Banking Value Proposition Switzerland

Markus Schwab, CEO, Yuh AG

The Swiss Market: A Golden Opportunity for Foreign Banks?

Adrian Nösberger, CEO Schroder & Co Bank AG,

President of the Board of Association of Foreign Banks in Switzerland (AFBS)

12.30 Lunch & 1:1 Networking

Accelerating Digital Transformation

14.00 Artificial Intelligence: Science Fiction versus Science Facts and What it means for us

Prof Abraham Bernstein, PhD., Director, Digital Society Initiative, Professor of Informatics, University of Zurich

Operating Model Transformation

14.30 Uwe Krakau, Member of the Executive Board, Head Department Operating Services (COO), Raiffeisen Switzerland

Improve the Digital and AI based Client Journey

15.00 AI Readiness in Banking: Results of a worldwide CxO Survey

Marc Beierschoder, Managing Partner for AI & Data, Deloitte Consulting AG

Senior Dialogue

Dr André Lagger, CEO, LGT Financial Services AG and

Member of the Senior Management Board, LGT Private Banking

Dr Falk Kohlmann, Member of the Executive Board and Head of Market Services, St. Galler Kantonalbank

16.00 Apéro & Networking

Important Informations



Prevenue Senior Dialogue & Dinner at Razzia

Events & Locations

Prevenue Senior Dialogue & Dinner

Wednesday, September 18, 2024, 17.00 – 21.30 hrs

Restaurant Razzia

Seefeldstrasse 82, CH-8008 Zurich

Tel. +41 44 296 70 70, www.razzia-zuerich.ch

Senior Executive Conference

Thursday, September 19, 2024, 8.00 – 16.30 hrs

GDI Gottlieb Duttweiler Institute

Langhaldenstrasse 21, CH-8803 Ruschlikon

Tel. +41 44 724 61 11, www.gdi.ch

Participation

By invitation only. The participation is free of charge. Accommodation at one's expense.

Conference Language

The conference will be bilingual German English (with simultaneous translation).

Registration

www.sminds.ch/bankerscom/central-europe > Registration

Please register in good time. The number of places is limited.

Your room reservation

A limited number of rooms are available at the Hotel Belvoir. Under the keyword «BankersCom» you will receive a special price when you reserve your room.

Hotel Belvoir

Tel. +41 44 723 83 83

info@hotel-belvoir.ch



Senior Executive Conference at GDI

Organizer

Executive Assistant: Valeria Yehorina

Co-Director: Kathrin Wolff Schmandt

CEO: Sandro Schmid

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Genesys
IBM Consulting
InCore Bank AG
Objectway AG
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