



08:00 - 09:00

Registration of Participants & Welcome Coffee

09:00 - 09:30

Opening Ceremony and Welcome Addresses

09:30 - 10:00

Keynote Addresses by Arab and Swiss High Representatives

10:00 – 10:15

Networking Coffee

10:15 - 11:30

Session I: A New Wealth Management Model

- Overview of the new banking regulations and the global environment
- The industry perspective
- The clients' perspective

11:30 - 12:45

Session II: Switzerland: A Hub for Financial Know-How

- Transitioning from banking haven to global hub for wealth management
- Overcoming the tax challenges with Europe
- Asset management: a new focus for the industry

12:45 – 13:00

Keynote Address

13:00 - 14:00

Networking Lunch

14:00 – 14:15

Keynote Address: Switzerland as an Ideal Hub for Global Companies

14:15 - 15:30

Session III: Investment Outlook of MENA Markets

- Markets' potentials and risks
- Markets' drivers and future investments

15:30 - 16:30

Session IV: Commodity Trade Finance

- Role of Switzerland as a hub for commodity trading and finance
- What Switzerland can bring to Arab financial institutions and commodity houses
- Trends and Developments

16:30

Concluding Remarks