

**18<sup>th</sup> SWISS FUND DAY 2024 - Sponsor packages****Riding on the AI wave: Opportunities for Swiss Funds and Asset Managers****Tuesday, 10th September 2024, 1 to 6 pm, Aura Zurich****This year's topic:**

This year's conference focuses on the seismic impact of Artificial Intelligence (AI) on the institutional asset management landscape in Switzerland. While traditional mutual funds have long dominated the market, the rise of technologies has ushered in alternative models like ETFs, and avant-garde strategies such as factor investing and smart beta. The question looms: Are mutual funds still paramount? Join industry leaders as we explore the forefront of change, dissecting trends, innovations, and challenges. Discussions will span diverse investment models, ethical considerations, and regulatory landscapes in this AI-driven era. Uncover the tools and strategies essential for constructing portfolios that endure challenges, ensuring sustained shareholder value. Embark on this condensed exploration of AI's impact on institutional asset management—an unmissable rendezvous for navigating the evolving landscape.

**About Swiss Fund Day**

Founded 2005 by several visionary industry representatives for having an own platform for IT, back- and middle office, and regulations topics. The main audiences are CxO, Head Operations and/or Head IT, or management responsible like Chief Data Officer, Chief Technology Officer etc. The event is an established community platform with over 150 attendees each year. The organisation committee chooses and select the advisory board. The main activities of the organisation committee are the fund raising, event planning and the financial anchor responsibility. It consists of two ExB members of State Street Global Exchange und Quartal Financial Solutions AG. The event is under the patronage of Swiss Fund und Asset Management SFAMA.

**Target audience**

The platform is aimed at all senior management, operational and IT professionals. In these topics, the Swiss Fund Day is still a unique selling proposition. Right from the start, we have succeeded in presenting current issues of practitioners in a neutral and comprehensive way. The importance of the event is supported by the fact that the Swiss Funds and Asset Management Association (SFAMA) has taken over the patronage since 2011 and actively supports the theme design.

Target audience: CxO, Head Operations and/or Head IT, or management responsible like Chief Data Officer, Chief Technology Officer

**Number of Attendees**

On average up to 250 high profile participants attend the event every year (including remote viewer attendees).

## Language

English (speeches can be held in also in German)

## Organisation committee

The organisation committee chooses and selects the advisory board. The main activities of the organisation committee are the fund raising, event planning and the financial anchor responsibility. It consists of two ExB members of State Street Global Exchange und Quartal Financial Solutions AG. The event is under the patronage of Asset Management Association Switzerland (former Swiss Fund und Asset Management SFAMA).

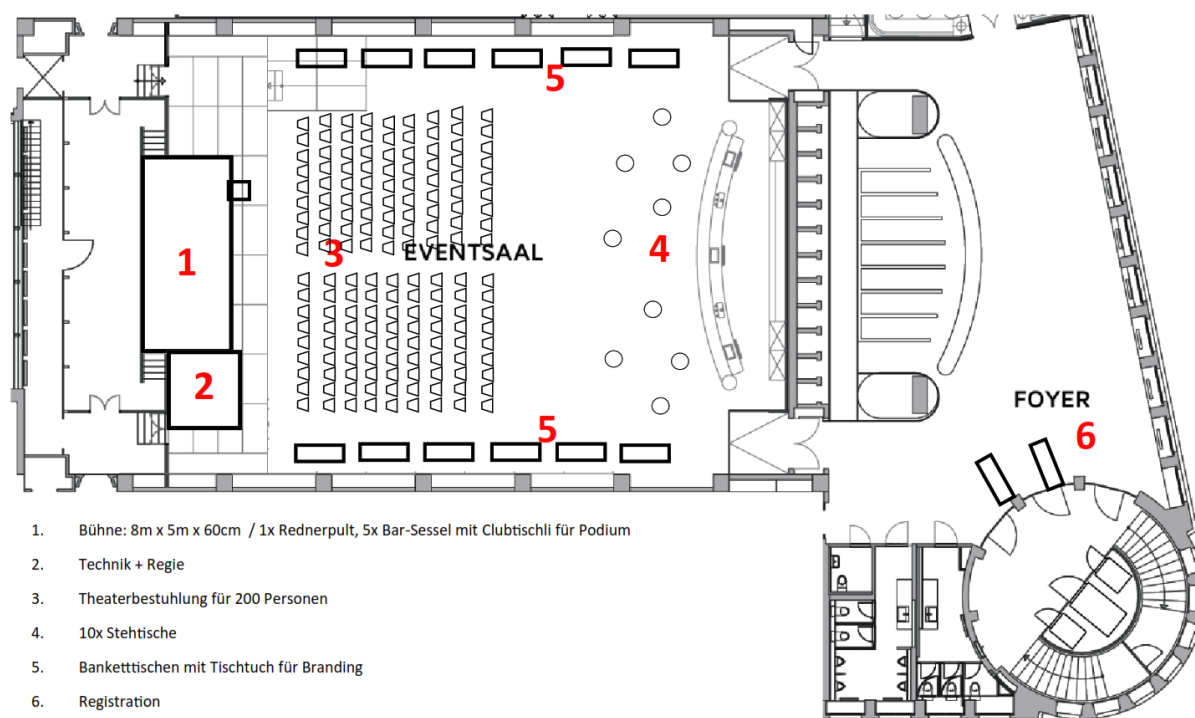
## This years Program

- 13:00           **RECEPTION AND REGISTRATION**
- 13:30           **WELCOMING REMARKS**  
Veronika Müller-Wilmes, Head of Business Development, Zürcher Kantonalbank
- 13:45           **INTRODUCTION**  
Adrian Schatzmann, CEO, Asset Management Association Switzerland (AMAS)
- 14:00           **CREATING VALUE WITH GenAI IN ASSET MANAGEMENT**  
Marius Huber, Associate Partner, McKinsey & Company  
Maximilian Fiedler, Senior Associate, McKinsey & Company
- 14:30           **EINSATZ VON KI BEI DER AKTIENAUSWAHL EINES SYSTEMATIC EQUITY FUNDS**  
Stefan Fröhlich, Portfolio Manager, Zürcher Kantonalbank
- 15:00           **ARTIFICIAL INTELLIGENCE IN ASSET MANAGEMENT AND ASSET SERVICING**  
Ben Bobroff, Global Head of Digital Solutions Consulting, Northern Trust
- 15:15           COFFEE BREAK
- 16:00           **Slot3 - title will be announced**  
Speaker will be announced
- 16:30           **PANEL DISCUSSION AI – REALLY THE BIG WAVE?**  
  
Participants to be announced soon!
- 17:45           **APERITIF AND NETWORKING**

**Sponsoring packages**

Benefits	Premium	Gold	Platinum
Logo on the homepage <a href="http://www.swissfundday.ch">www.swissfundday.ch</a>	X	X	X
Logo on the official print invitation	X	X	X
Logo on the event brochure	X	X	X
Logo on screen during break	X	X	X
Catering	X	X	X
Numbers of attendees included	2	3	4
+ Booth in the foyer (including an extra banner (max. size 80cm))		X	
+ Sponsor logo and company description (80 words) in the event brochure		X	
+ Booth in the foyer (including an extra banner (max. size 80cm))			X
+ Banner in the entry			X
+ Sponsor logo and company description (120 words) in the event brochure			X
+ Logo on 360 Screen on the event			x
+ Sponsors lounge			x
<b>Fee excl. MWST</b>	<b>2'450 CHF</b>	<b>3'450 CHF</b>	<b>4'450 CHF</b>

## Location plan



## Extract of attendees list of the recent years

1741 Asset Management AG, Alliance Bernstein Suisse SA, Anassa Partners, Anlagestiftung und Vorstandsmitglied KGAST, Aquila & Co. AG, Aviva Investors Schweiz GmbH, AXA Investment Managers Schweiz AG, Baloise Asset Management, Bank am Bellevue, Bank J. Safra Sarasin Ltd, Bank Julius Baer & Co. Ltd., bank zweiplus ag, Banque Cantonale de Genève Asset Management, Black Rock Switzerland, Bank am Bellevue Banque Cramer & Cie, Banque Pictet & Cie S.A., Citibank (Switzerland) AG, compenswiss (Ausgleichsfonds AHV/IV/EO), Carnegie Fund Services, Credit Suisse AG, Cornèr Banca SA, Credit Suisse Funds AG, DZ PRIVATBANK, Deutsche Bank Asset Management, Dominicé & Co Asset Management, Eidg. Finanzmarktaufsicht, Falcon Privatbank, Franklin Templeton Switzerland Ltd, Fisch Asset Management, Flossbach von Storch AG, Fondsdepot Bank GmbH, Fortuna Investment AG, FundPartner Solutions (Suisse) SA, GAM Invest Management (Schweiz) Ltd, Helvetica Property Investors, Henderson Global Investors, HSBC Global Asset Management (Switzerland) Ltd, IFM Independent Fund Management AG, ifsam Luxemburg, Jefferies (Switzerland) Ltd., JP Morgan, Jupiter Asset Management, LB(Swiss) Investment AG, LGT Fondsleitung AG, Morningstar Switzerland GmbH, Leonteq, LFG Holding SA, LUKB Expert Fondsleitung AG. Migros Bank, Partners Group AG, Pictet & Cie, Polleo Capital AG, RBC Investor Services Bank S.A., RobecoSAM AG, Sberbank (Switzerland), Schweiz. Mobiliar Asset Management AG, Schweizerische Nationalbank, Schroder Investment Management (Switzerland) AG, SCM Strategic Capital Management AG, SIX Financial Information Ltd., Skänderbeg Asset Management, Société Générale, State Street Bank GmbH, Munich, Zurich Branch, Swiss & Global Asset Management Ltd., Swiss Life Asset Managers, Swisscanto Asset Management Ltd., SYZ Asset Management, Threadneedle International Investments GmbH, UBS AG Global Asset Management, UBS Fund Management (Switzerland) AG, Vanguard Investments Schweiz GmbH, Vontobel Asset Management AG Zürich, zam asset management, Zurich Invest AG, Zürcher Kantonalbank