

International Family Office Forum

Zurich, 11 – 12 November 2014 (Next: 03 – 04 November 2015)

The annual global meeting of UHNWI and Family Offices from all over the world

Post-Event Report

Introduction

The Family Office Forum Zurich in November 2014 was originally planned for 150 international UHNWI and Family Offices from all across the globe – that number grew to an incredible **169** UHNWI and Family Offices actually attending! The programme, the audience as well as the ambience - in short, everything exceeded our expectations by far: See statements [here](#) .

Because of the overwhelmingly positive feedback we are already working on our Family Office Forum in 2015: [Germany](#), Wiesbaden May 2015, [London](#) September 2015 and [International](#) Zurich November 2015.

Programme, Speakers and Audience

The high level of interest in the Family Office Forum was based on its [programme](#), which in turn was based on several months of research. However, it is thanks to our 82 (!) [speakers](#) - who, like the audience, predominantly are UHNWI or Family Officers - that the Family Office Forum was such a resounding success.

Highlights included many presentations and the majority of UHNWI and Family Offices with AUM > 150 mio USD.

Partner (Sponsors)

The support of our [partners](#) made the Family Office Forum possible.

Our partners were very happy with the results, as were all other attendees: See statements [here](#) .

The very key to this success was the highly relevant expertise of our carefully chosen partners!

Organisers' Summary

We would like to thank all the family officers, family members, experts and, in particular, the speakers and sponsors who attended the international Family Office Forum Zurich 2014 to exchange information, learn about new trends and options, hold discussions and last but not least, to network with peers.

We are looking forward to the Family Office Forum in 2015:

[Germany](#), Wiesbaden May 2015, [London](#) September 2015 and [International](#), Zurich November 2015.

Get in touch and secure your place: We very much look forward to welcoming you!

Yours,

[Katja Mülheim](#) and [Tobias Prestel](#)

Attendee Structure

Considering the attendee structure the Family Office Forum Zurich was an extraordinary success:

1. **169 UHNWI and Family Offices** attended the Family Office Forum
2. **The number of UHNWI and Family Offices was significantly higher than the number of Solution Providers (counted in attending companies, a ratio of about 2:1 !)**
3. **Excellent level** of participants, who enjoyed the lively debates and networking opportunities

309 attendees in total

(Tuesday 268, Wednesday 256 attendees; average number was about 200 at any given time)

		<i>Assets under Management</i>
169 Family Officers und UHNWI	55 %	
✓ 38 UHNWI	22 %	> 35 bn *
✓ 79 Single Family Officers	47 %	> 60 bn *
✓ 52 Multi Family Officers	31 %	> <u>16 bn</u> *
		> 111 bn *
09 Neutrals	3 %	
✓ 1 Media Partners	0.5 %	
✓ 2 Neutral Academics	0.5 %	
✓ 2 Neutral Experts	0.5 %	
✓ 4 Neutral Guests	1.5 %	
55 Delegates (53 companies)	18 %	> 28 bn *
76 Sponsor delegates (30 companies)	24 %	> 400 bn *
✓ 30 Sponsor companies	9 %	
✓ 46 additional Sponsor Delegates	15 %	

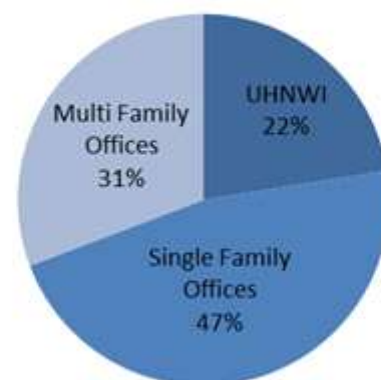
<i>Total</i>	100 %	> 539 bn*

See Appendix: Conservative estimate

Attendees %



UHNWI and Family Offices



Testimonials

Hands down the best FO event ever! The Zurich conference was outstanding in a crowded field of family office events. The notable feature is multiple topic tracks with top notch speakers who are rare on the circuit. There were also many families in attendance, making the networking very worthwhile. Prestel and Partner is effective at vetting to ensure the right people are in the room. The venue, the Dolder Grand, was fantastic and conducive to having private chats as well as mingling. Excellent!

Steffi Claiden, Family Office Review

We found the event offered a terrific network opportunity and we enjoyed the many conversation we had and presentations.

Fabian Rauber, Lombard Odier & Cie

The ratio of Investors/Providers was very good, such was the high quality of audience, and great location with premium service.

Philipp von Königsmarck, Fidelity

As a 20 year veteran of the wealth management business from the FO side of the aisle, I have actively participated in many a conference and would consider your Zurich program truly outstanding... top of what I have ever attended. The setting was spectacular, accommodations superb, food outstanding but most importantly the attendees – representing a global audience of families – were outgoing/candid/interesting and enjoyable to spend time with! Congrats on a terrific job...well done!

Stephen McCarthy, Family Investment Office

The laidback yet very professional ambiance appealed a lot to me, such as the ability to choose from a variety of very interesting presentations

Bruno Sidler, globalOne ag SFO

Thank you for the very warm hospitality and the efficiency in which the 2013 Zurich conference was held. I was very impressed and I really enjoyed the academic exchanges and the atmosphere for conference members to interact and to get to know each other. I very much look forward to attending all future Prestel & Partners Family Office Forums.

Sebastian Pech, BTV Group SFO

The FO Forum was excellent. Organization perfect and the audience, especially the large number of principals, was impressive. Thank you very much for inviting us and please keep us posted on your future events.

Heiner Weber, SFO

Great success! Very well organised. Tight schedule. Brilliant ambiance. Communicative participants. Interesting and rewarding exchange with both peers and well behaving solution providers. Looking forward to your next event!

Stephan Gerwert, Rigi Family Office

I am very grateful having been invited to Zürich. This was the second time I attended having only been in Wiesbaden before. The choice of topics, the expertise of the speakers and the networking was excellent. I went home with many new ideas and concepts and have had interesting new contacts which I will follow-up on. Thank you again for the invitation and I would happy to receive invitations for the 2014 events in Wiesbaden and Zürich. Kind regards

Michael Hamke, SFO

Prestel and Partner did a great job fostering collaboration around shared interest and respect – creating relationships in a short period of time, with people from different countries, backgrounds and perspectives.

Josh Cohen, SFO

I enjoyed the Family Office Forum in Zurich more than other conferences for Family Offices. The atmosphere was very good, it was truly international and I had many interesting discussions with people from all over the world. Tobias Prestel and his team were again successful in broadening the subject matters of presentations and discussions – and Zurich was a nice place to be.

Klaus Demleitner, Compliance Consulting

Thank you for hosting a wonderful conference, it was a spectacular event!

Ozi Amanat, CIO of Spice Global, both Corporation and Family Office

Appendix

Assets under Management (AUM) of the participants:

Buy Side > AUM 111 bn, Sell Side > AUM 428 bn (Total 539 bn).

We would love to be more specific as below, but as you certainly understand, our guests would not appreciate this. Our strict confidentiality of information is an absolute precondition for the attendance of most Family Officers and UHNWI.

38 attending UHNWI – AUM > 25 bn

- The “Asset Top 5” of the attending UHNWI together have an average of AUM 8000 mio each
- The remaining UHNWI have a median of AUM 600 mio each

79 attending Single Family Offices – AUM > 60 bn

- The “Asset Top 10” of the attending SFOs together have > 60 bn, an average of > 4 bn AuM each
- The remaining SFOs have a median of AUM 500 Mio each

52 attending Multi Family Offices – AUM > 16 bn

- The “Asset Top 10” of the attending MFOs together have an average of > 3 bn AuM.each
- The remaining MFOs have a median of AUM 350 Mio each

Please note that asset managers or bank departments are not counted as MFOs. They are listed as delegates.

30 Partner (Sponsors) with AuM – AUM > 400 bn

- “With AuM”: Not included in this list are the assets of partners such as Sotheby’s or Tesla.
- Only few of a total of 30 Partner (Sponsor) corporations are financial service institutions with AuM such as:

Edmond de Rothschild	80 bn
Vontobel	80 bn
Fidelity Worldwide Investments	200 bn

32 Delegates with AuM – AUM > 28 bn

- In addition to the partners (sponsors) above, a number of paying delegates attended:
- 28 of these delegates were management level financial solution providers with an average AuM of > 1 bn.

The AuM listed here relate to the decision makers present at the Family Office Forum.

Example: Deutsche Bank worldwide AuM > 700 bn, DB PWM worldwide AuM > 270 bn:

We do not use these figures for the purpose of this report, but apply instead the figures the attending managers are directly responsible for only:

The total of AuM stated is therefore a conservative estimate.