

Bellecapital: “It’s a 40 billion Swiss franc market”

Monday, 19 December 2011 at 5:20 a.m.



Since the withdrawal of numerous Swiss banks from business with US clients, this market is being concentrated on a group of institutions who are more likely to achieve growth. Their need for qualified personnel is considerable.

Alongside large institutions such as UBS, Pictet or Vontobel, there is also a select range of independent Swiss asset managers who are committed to working with tax-compliant US clients and see considerable potential in it.

This includes the Zurich based asset management company [Bellecapital](#), which this year established a sister company, Bellecapital International, with the appropriate registrations, qualified professionals and infrastructure required to compete in this highly regulated business.

Re-organized business models

In connection with the changing regulatory and legal framework, in recent months some financial service providers, such as banks and asset managers, have begun to reorganise their business models for US clients. This trend will continue and accelerate in the next two years.

For companies looking to make a transition, Bellecapital International has developed and implemented a range of business collaboration models to partner with financial institutions with US business. Customer focus, legal conformity and economic efficiency are at the forefront of these solutions.

Enormous potential

An important element in these efforts was the registration with the U.S. Securities and Exchange Commission (SEC), which took place in July 2011. Since inception, the company has invested significant time and resource to establish the appropriate infrastructure to comply with the complex rules and regulations to service the investment needs of tax-compliant US clients.

“We are operational and growing,” stresses **Curtis M. Childs**, who joined Bellecapital International last September as Managing Partner and has a great deal of experience in working with American domestic and international clients. He estimates the potential in this business from Switzerland alone at 40 billion Swiss francs and believes Bellecapital International is ideally positioned to capitalize on the opportunity.

Bellecapital: "It's a 40 billion Swiss franc market"

Monday, 19 December 2011 at 5:20 a.m.

Switzerland, an ideal location

Target clients include wealthy families domiciled in the USA, families and individuals with US connections and US persons living outside the United States.

Given its central geographical location, long history of economic and political stability, world class banking system, strong service culture and solid regulatory framework, Switzerland is an ideal jurisdiction to service US clients with declared offshore assets, says 49-year-old British-American dual citizen, Curtis Childs.

Experience at major banks

In December, **Michel Guignard** joined Bellecapital International as another Managing Partner. The 50-year-old Swiss man has worked for more than thirty years in the asset management business. In recent years, he has specialised in servicing the unique needs of wealthy US families.

Guignard held numerous managerial positions at both major Swiss banks, UBS and Credit Suisse. His last employment was in a managerial position at the Liechtenstein-based Kaiser Partner Group.

Lots of fun

He connects the changeover to an asset management company like Bellecapital with the opportunity to be able to advise clients individually, independently and in the long-term.

"My working time is entirely focused on servicing clients. The open architecture allows you to select the services independently and in the full interest of the clients. Our model also makes it possible to fulfil the role of Investment Advisor in every sense and it is also a lot of fun", underlines Guignard.

Talented individuals welcome

With the accelerated consolidation in Swiss Private Banking, the recruitment market has also really started to move. Numerous client advisors are looking for a "new home", as it is called in the industry. This is particularly noticeable at a firm with a clear orientation like Bellecapital.

"We have already received numerous applications," explains Founding Partner **Mark Eberle**, adding: "We welcome talented professionals who are entrepreneurial and highly motivated to participate in a business with significant prospects for growth."

[Bellecapital International AG](#) is a sister company of Bellecapital AG, which is registered with the U.S. Securities and Exchange Commission (SEC) and offers tax-compliant American citizens a range of financial services.

Bellecapital: “It’s a 40 billion Swiss franc market”

Monday, 19 December 2011 at 5:20 a.m.

In addition, Bellecapital is also a member of the Swiss Association of Asset Managers (SAAM).

The firm Bellecapital was founded in April 2009 by two former Guyerzeller private bankers **Beat Bass** and **Werner Diehl**. As the third in the alliance, Mark Eberle joined the team from Barclays Capital.

Today, the Zurich-based firm manages client assets of around 2.5 billion Swiss francs – the majority in the form of discretionary portfolio management mandates.