

Kofi Annan, former Secretary-General of the UN, and other experts present today at Julius Baer's Next Generation conference

03-06-2013

"From insight to action – how can investments help change the world?"

Today's Next Generation conference provides an audience of interested clients and investors with first-hand insights from renowned Julius Baer and guest speakers on how investments can influence the economic and general well-being in challenging times.

Today's Next Generation conference takes place in the Park Hyatt Hotel in Zurich and will probe into a number of important hard and soft factors which will be imminent to the world's future well-being. This event will explore the wise investment decisions over the longer term, without compromising the needs of the next generation to leave a world that is socially and ecologically intact for those that succeed us.

Hans F. Lauber, Head Investment Solutions Group, Chief Investment Officer of Bank Julius Baer and host of the conference, said: "Our conference today should serve as a window into the future and an opportunity – if only for a few hours – to shift our focus away from daily market activity to the life changing trends. To capture new growth, we must be disciplined to think beyond the obvious. It is important to understand these trends, because they can also have important investment implications for today."

The list of renowned guest speakers who will provide a number of valuable insights includes:

Pascal Kaufmann, Chief Executive Officer and founder of Starmind, a start-up company which has its roots in robotics and artificial intelligence. His presentation "From digital technology to artificial brains – what is the future?" will cover an up-to-date review of the most important and influential findings in the area of brain research and the most advanced robots today.

Viktor Shvets, Head of Equity Strategy of Macquarie Securities in Hong Kong will touch on the topic of China under the new leadership. His presentation will give some insights into China's efforts to move towards a more balanced growth model and tackle the question "What will happen if China does not embrace reform?".

Today's keynote speaker Kofi A. Annan, former Secretary-General of the

Documents

» [Media Release \(PDF, 154 kb\)](#)

Further Information

» [Next Generation](#)
» [Next Generation App](#)

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United Nations, will be speaking on “How to build strong nations”. He will talk about the role people, society, governments and companies have in building strong nations and what basic values remain in today’s digital era. Furthermore, Kofi A. Annan is available for an extensive moderated Q_ Stefan Hofer, Emerging Markets Economist; Robert Ruttman, Investment Services and Beatrice Joho Jones, Financial Editor. They will give an overview of the evaluated long-term investment topics such as ‘Frontier markets: the next generation of emerging markets’, ‘Passion investing’ or ‘Cleaner China’.

Next Generation conferences – a successful series of Julius Baer business events

To identify where the next generation will find growth and to demonstrate its research, advisory and investment expertise, Julius Baer has introduced the thematic overlay ‘Next Generation’ in 2010. With this approach, the Bank looks beyond the short term, exploring prospective trends that have potentially far-reaching implications on economic prosperity (Growth), our world (Planet) and the progress of mankind (People). The aim is to bring to the surface fresh perspectives and provide outside-the-box long-term investment ideas, driven from a progressive and critical evaluation of their potential.

Under this thematic umbrella, the Bank’s Investment Solutions Group produces in-depth research studies, monthly video podcasts, which are available on the iTunes store, and hosts conferences inviting the best-in-class keynote speakers to explore the best knowledge and minds available.

Additional information on Next Generation can be found on the dedicated website at <http://www.juliusbaer.com/nextgeneration>.

Furthermore, the Next Generation App (for iPad only), which comprises exclusive Julius Baer Wealth Reports and two interactive virtual magazines and various publications and videos is available on www.juliusbaer.com/app.

Julius Baer to release 2013 update of its annual Julius Baer Wealth Report – Asia

The report, first published in 2011, draws from Julius Baer’s on-the-ground presence in Asia and continuously examines the drivers of wealth creation in ten of the most significant economies in Asia Pacific and forecasts the future size of the HNWI market by country.

The 2013 report’s full findings will be presented on Tuesday, 4 June 2013, at a presentation held in Singapore including video conferencing to Hong Kong. A media release will also be available.