

# Julius Bär

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Next Generation Summit, Shanghai, 17 October 2014

### **Bold Ideas – Reimagining our Future**

**Julius Baer hosts the next in a series of Next Generation Summits on 17 October 2014, for the first time in Shanghai. The conference provides delegates with first-hand insights from renowned experts to better understand how we can prepare for the future and play an active role in shaping the coming decades.**

Zurich/Shanghai, 17 October 2014 – Julius Baer today announced the opening of its Next Generation Summit. The conference covers important aspects of how we will live tomorrow, how new ideas and technologies are transforming business, environmental and governance-related matters, all of which can affect long-term profitability and sustainability of human activity. It includes presentations by some of the most successful social entrepreneurs the 21<sup>st</sup> century has seen to date – the personalities sparking positive change. They will explore some of the boldest ideas and guide the audience through the opportunities and challenges future changes will have for taking important family, entrepreneurial and investment decisions.

The Next Generation Summits are part of Julius Baer's Next Generation initiative which was introduced in 2010 to look beyond the short term and explore prospective trends that have potentially far-reaching implications.

The list of renowned speakers, who will provide valuable insights, includes:

- **Boris F.J. Collardi**, CEO Julius Baer Group  
Welcome and introduction
- **Jimmy Wales**, Founder of Wikipedia  
Keynote speech topic: The future of knowledge
- **Charles Chao**, Chairman, Sina Corp  
Topic: Innovation of the mobile internet in China
- **Marc Forster**, Swiss film maker, director of 'The Kite Runner', 'Stranger Than Fiction', 'Monster's Ball' and the 22nd James Bond movie 'Quantum of Solace'  
Topic: How to imagine the future
- **Jean-Claude Biver**, President of the Watches Division, LVMH Group  
Topic: The future of luxury
- **Peggy Liu**, JUCCE, joint US-China collaboration on clean energy for China  
Topic: The China dream
- **Stephan Sigrist**, the WIRE, Zurich-based think tank delivering forward-looking insights  
Topic: Introducing Julius Baer's strategic partner

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Participants of the panel discussion '**Longevity and Improved Wellbeing**' include:

- **Valerio Nannini**, Head of Strategies and Performance, Nestle S.A.
- **Dr Steven Tucker**, Medical Specialist, Oncologist & Internist
- **Dr Liv Kraemer**, Dermatologist

Other Julius Baer speakers include:

- **Thomas R. Meier**, Region Head Asia Pacific
- **Burkhard Varnholt**, Chief Investment Officer and Head Investment Solutions Group
- **Amanda Kayne**, Next Generation Strategist and moderator of the conference

## **Contacts**

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## **About Julius Baer**

Julius Baer is the leading Swiss private banking group with a focus on servicing and advising sophisticated private clients and a premium brand in global wealth management. Julius Baer's total client assets amounted to CHF 372 billion at the end of June 2014, including CHF 274 billion of assets under management. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating back to 1890, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and form part of the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer is currently in the final phase of integrating Merrill Lynch's International Wealth Management business outside the US. This will increase the Group's presence to more than 25 countries and 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Monaco, Montevideo, Moscow, Singapore and Tokyo.

For more information visit our website at [www.juliusbaer.asia](http://www.juliusbaer.asia)

## **About Next Generation: looking beyond the short term**

The Next Generation Summits are part of Julius Baer's Next Generation initiative which was introduced in 2010 to look beyond the short term and explore prospective trends that have potentially far-reaching implications for economic prosperity, our world and the progress of mankind. The aim is to draw attention to fresh perspectives and deliver outside-the-box long-term investment ideas, which provide solid financial returns and are at the same time socially and ecologically responsible.

For more information please refer to [www.juliusbaer.com/conference](http://www.juliusbaer.com/conference)