



ASSET**RUSH** Switzerland 2027

BY INVITATION ONLY

Personal Invitation: AssetRush Inner Circle

The 13th Global Salon for Investment Innovation brings a curated selection of global investment innovation to 100 senior decision-makers from Swiss financial institutions.

21–22 April 2027 · Park Hyatt & Kaufleuten, Zurich



THE SPIRIT OF ASSETRUSH

“

We thought we'd try a different conference. So we brought the boardroom to a club.

Damian Horner

Co-Founder of Real Vision and Vision Creative Labs

Host of AssetRush®

THE INVITATION

Where Swiss financial institutions discuss what's next

A highly curated selection of global investment innovation, brought to Zurich for an exclusive circle of 100 senior decision-makers from Swiss financial institutions.

By invitation only. Complimentary participation.

100

Inner Circle delegates

25–35

International solution providers

5

Tailored conversations
and roundtables

2

Zurich landmark venues



THE PROGRAMME

The Inner Circle Experience

Relevant investment innovation, meaningful connections and exceptional hospitality —
in one carefully curated programme.



DAY 1 · EVENING

Inner Circle Dinner

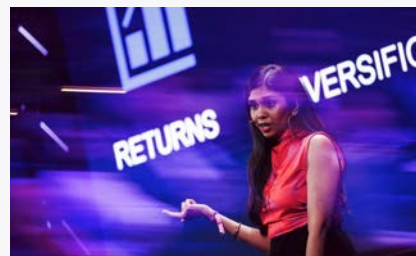
An exclusive opening night with 100 selected Swiss finance executives and distinguished international guests.



DAY 2 · MORNING

Curated Innovation Meetings

Curated 1:1 meetings, private roundtables and a hosted business lunch, tailored to your priorities.



DAY 2 · AFTERNOON

Stage Spotlight: Innovation Pitches

Fast-paced pitches from a handpicked selection of international investment innovators.



DAY 2 · AFTERNOON

Stage Spotlight: Silicon Valley Special

Leading San Francisco fintech innovators take the stage in Zurich.



DAY 2 · EVENING

AssetAwards & Finale

Outstanding innovation celebrated over dinner, then a night at the AssetRush Club.



INNER CIRCLE LOUNGE

Your Inner Circle Privileges

Enjoy the energy of AssetRush with the privacy of your own exclusive space. Throughout the day, our Inner Circle Lounge remain reserved for our 100 delegates: for private conversations, premium hospitality and a place to retreat from the main event.



Reserved for 100
delegates



Private conversations



Premium hospitality

YOUR AGENDA

Design your Strategic Agenda

Build your personal business agenda around five tailored conversations and roundtables, spanning the markets and ecosystem layers most relevant to your institution’s strategic priorities.

MARKETS

Traditional · Private & Real-World · Digital Assets

ECOSYSTEM LAYERS

Products · Infrastructure · Distribution · Market Structure

	Private & Real World	Traditional	Digital
Products			
Infrastructure			
Distribution			
Market Structure			



PERSONALISED MATCHMAKING

Time spent on what matters most to you

Explore investment innovations aligned with your institution's priorities, and meet the international solution providers you have personally selected based on your strategic needs.

01 Share your priorities

The markets and ecosystem layers that matter to your institution.

02 Choose your providers

Select the international solution providers you want to meet.

03 Receive your agenda

Pre-matched 1:1 meetings, relevant introductions and roundtables.

04 Meet in Zurich

Your personal programme on 22 April 2027.

THE VENUES

Hospitality with a Twist: From Boardroom to Club.

From focused business conversations at the Park Hyatt to the club atmosphere of Kaufleuten: two of Zurich's most distinguished venues, minutes from Paradeplatz. Fully hosted, with VIP dining and white-glove concierge service.



Park Hyatt Zurich

Inner Circle Dinner, 1:1 meetings, roundtables and business lunch.



Inner Circle Lounges

Private space throughout the day and evening.



Kaufleuten

Stage, AssetAwards and the Grand Finale at the AssetRush Club.

WHY ATTEND

Why this invitation is worth clearing your calendar for

01

Best of Global Innovation

A curated selection of leading international investment innovators across traditional, private and digital markets.

02

Exclusive Peer Exchange

Exchange perspectives with fellow Swiss finance executives and explore real-world use cases in private roundtables.

03

Your Personal Agenda

Pre-matched 1:1 meetings, relevant introductions and selected roundtables aligned with your priorities.

04

Five-Star Club Experience

VIP hospitality, personal concierge support and a premium club setting for meaningful conversations.

Your peers in the Inner Circle

100

Senior decision-makers

CIOs and heads of investment, private markets, digital assets and wealth solutions from Swiss financial institutions.

Financial sectors

- Banks & Private Banks
- Asset Managers & IAMs
- Family Offices
- Institutional Investors
- Alternative Investment Firms

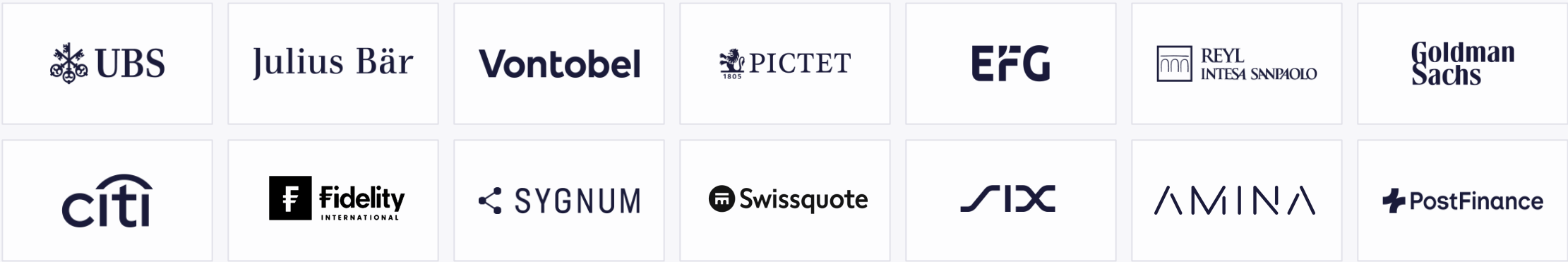
Key roles

- CIO / Head of Investment Solutions
- Head of Private Markets / Alternatives
- Head of Digital Assets / Tokenization
- Head of Investment Technology / Innovation
- Head of Advisory / Wealth Solutions

PREVIOUS EDITIONS

In good company

Executives from leading Swiss and international financial institutions have always joined AssetRush.



AMONG OUR ALUMNI

Michael Bogdan Goldman Sachs AM	Nicolas de Skowronski Julius Bär	Georg von Wattenwyl Vontobel	Nisha Surendran Citi
Erik Wiesner-Mostenicky Fidelity International Strat. Ventures	Simon Morgenthaler Swissquote	Marco Huwiler Accenture	Margareta (Molly) McConnell Moonfare

ASSET**RUSH** Switzerland 2027

RESERVE YOUR PLACE

Join the Inner Circle

100 places, by invitation only. We look forward to welcoming you in Zurich.



Mirco Ludolini

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