ASSETRUSH Switzerland 2027

PRESS KIT · ZURICH, NOVEMBER 2026

The Elevator Pitch Hits the Dancefloor.

13th Global Salon for Investment Innovation. Swiss financial institutions meet global investment innovation, part boardroom, part nightclub.

21–22 April 2027 · Park Hyatt Zurich & Kaufleuten

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01 · PRESS RELEASE

Zurich, November 2026

AssetRush 2027: The Elevator Pitch Hits the Dancefloor.

AssetRush, known as “Finance’s most vibrant event”, returns to Zurich on 21 and 22 April 2027 for its 13th edition, bringing together Swiss financial institutions and global investment innovation in a format that deliberately breaks with the conventions of traditional financial conferences.



The Open Market Floor at Kaufleuten, Zurich. Photo: AssetRush

EVENT

AssetRush Switzerland 2027, 13th edition

DATES

21–22 April 2027

VENUES

Park Hyatt Zurich & Kaufleuten

Part boardroom, part nightclub, AssetRush combines serious investment business with an unconventional club atmosphere. Think “Shark Tank” in a nightclub, where international innovators pitch their latest investment solutions directly to the C-level allocators shaping portfolios in Switzerland, the world’s leading centre for cross-border wealth management.

At its heart is the Open Market Floor, a buzzing stage and networking experience at Zurich’s legendary Kaufleuten, just steps from Paradeplatz. The programme spans traditional investments, private markets and digital assets, featuring fast-paced innovation pitches, expert panels and the AssetAwards, before the night turns into the signature Lobby Party.

01 · PRESS RELEASE

Continued

PROGRAMME HIGHLIGHTS

Uli Maybach
Roman Reher
Wolfgang Beltracchi

INNER CIRCLE

100 senior investment decision-makers from Swiss financial institutions

Programme highlights for 2027 include Uli Maybach exploring generational wealth, family capital and emerging technologies; Roman Reher, one of the most prominent voices in German-speaking Bitcoin circles, discussing the future of digital assets; and Wolfgang Beltracchi, once considered one of history's most notorious art forgers, bringing an unexpected perspective to a panel on art, authenticity and the tokenisation of real-world assets.

For a select Inner Circle of 100 senior investment decision-makers from Swiss financial institutions, the experience extends to an exclusive VIP Dinner the evening before and a fully hosted Business Day featuring curated meetings, private roundtables and personal exchanges with international innovators, industry leaders and special guests.

The concept is simple: serious business thrives when people enjoy being together. AssetRush creates an environment where investment decisions, new relationships and unexpected encounters happen beyond the traditional conference setting.



Inner Circle Lounge



Kaufleuten, steps from Paradeplatz

AssetRush 2027
21 and 22 April 2027

Park Hyatt Zurich & Kaufleuten
Further information: www.assetrush.com

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02 · FACTS & FIGURES

AssetRush Switzerland 2027 at a glance

13th	500+	100	30–50
Edition, since 2017	Participants across all formats	Inner Circle Delegates from Swiss financial institutions, by invitation	International Innovation Partners

TITLE	AssetRush Switzerland 2027
EDITION	13th Edition
DATES	21–22 April 2027
LOCATION	Zurich, Switzerland
VENUES	Park Hyatt Zurich & Kaufleuten
POSITIONING	The Elevator Pitch Hits the Dancefloor
FOCUS	Traditional Investments, Alternative Assets, Digital Assets
AUDIENCE	C-level investment allocators, financial executives, investment innovators, entrepreneurs and industry leaders
FORMATS	VIP Dinner · Private Roundtables & Panels · Curated One-on-Ones · Innovation Pitches · Expert Panels · Open Market Floor · AssetAwards · Lobby Party
WEBSITE	www.assetrush.com



03 · ABOUT ASSETRUSH

Part boardroom, part nightclub.

Founded in Switzerland in 2017, AssetRush connects the players, ideas and opportunities of the global investment ecosystem in one universal marketplace.

Across 12 editions in Zurich, Geneva, at WEF Davos and in the Metaverse, it has brought international innovators together with the decision-makers shaping Swiss finance.

Part boardroom, part nightclub, AssetRush combines investment pitches, curated business encounters and expert dialogue with an unconventional club atmosphere.

2017
Founded in Switzerland

12
Editions to date

4
Locations: Zurich, Geneva, WEF Davos, Metaverse

BEHIND IT ALL

Great business goes beyond logic. It happens when people connect, build trust and genuinely enjoy working together.

04 · PROGRAMME OVERVIEW

Three markets, one floor

AssetRush 2027 explores the next generation of investment opportunities across three market segments.

01

Traditional Markets

Next-generation ETFs, active investment strategies, wealth management innovation and the evolution of traditional banking.

02

Alternative & Private Markets, Real-World Assets

Private equity, growth investments, pre-IPO opportunities, artificial intelligence, robotics and real-world asset tokenisation.

03

Digital Assets

Institutional cryptocurrency adoption, tokenisation, digital investment infrastructure and new opportunities in on-chain finance.

Programme Preview

Programme subject to change.



Uli Maybach
Generational wealth and emerging technologies
FAMILY OFFICE CAPITAL



Roman Reher
Bitcoin pioneer on the future of digital assets
BITCOIN



Wolfgang Beltracchi
Art, authenticity and the tokenisation of real-world assets
ART & TOKENISATION

Two days in Zurich

21 APRIL	VIP Dinner	An exclusive evening bringing together senior investment decision-makers, international innovators and special guests.
22 APRIL	Inner Circle Business Day	A fully hosted programme for 100 selected Swiss institutional investment decision-makers, featuring curated meetings, private roundtables and personal exchanges with industry leaders and international innovators.
22 APRIL	Stage, Open Market Floor, AssetAwards & Lobby Party	A fast-paced stage programme of investment pitches and expert panels leads into the Open Market Floor, bringing together innovators, investors and industry leaders. The day culminates in the AssetAwards and the signature Lobby Party, where serious business meets Zurich's legendary club atmosphere.



05 · KEY PEOPLE & QUOTES

The voices behind AssetRush

Damian Horner

Co-Founder, Real Vision
Advisor AssetRush®

Co-founder of financial media platform Real Vision, bringing his experience in financial storytelling and global investment markets to the AssetRush stage.

> "Part boardroom, part nightclub. AssetRush brings serious investment business into an atmosphere where people actually like to spend time together."

> "Think Shark Tank in a nightclub, where the next generation of investment innovators meets the people who decide where capital goes."

Philippe A. Naegeli

Founder, AssetRush
Co-Founder, GenTwo

Swiss fintech entrepreneur and co-founder of GenTwo, focused on connecting financial innovation with the institutions and people that bring it to market.

> "Switzerland has the capital, the expertise and the institutions. AssetRush® acts as concierge for global innovation and the people that drive it."

> "Great business goes beyond logic. It happens when people connect, build trust and genuinely enjoy working together."

06 · MEDIA ASSETS

Logos, photos, video

- **Brand assets:** official AssetRush logo and wordmark
- **Photography:** event photography from previous editions
- **Video:** event highlights and impressions from past editions

DOWNLOADS

Press Kit: logo & photography	ZIP ↓
Video: AssetRush event highlights	WATCH ↗

assetrush.com/AssetRush-PressKit.zip
youtube.com/watch?v=Uxv2OXpB2oc

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07 · MEDIA OPPORTUNITIES

Join us in Zurich

AssetRush welcomes selected Swiss and international business and financial media.

- Press accreditation for AssetRush 2027
- Access to the Open Market Floor and stage programme
- Accreditation requests for the exclusive VIP Dinner
- Interviews with organisers, speakers and selected industry leaders, subject to availability

Media access and interview arrangements are coordinated individually.

08 · PRESS CONTACT

For press accreditation, interview requests and media assets, please contact Olena Dobrynska.



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ASSETRUSH

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