



# Julius Bär

## Press Release

### ***Julius Baer Sponsors the Forbes Global CEO Conference***

Kuala Lumpur, 28 April, 2011 – Forbes Asia and Julius Baer are pleased to announce that Julius Baer will be a corporate sponsor of the 11<sup>th</sup> annual Forbes Global CEO Conference. The prestigious conference will be held in Kuala Lumpur, Malaysia, on September 12-14, 2011.

The Forbes Global CEO Conference gathers some 400 of the world's most influential captains of industry, entrepreneurs and thought-leaders to assess the global economic environment and exchange insights on the best strategies to identify growth opportunities in the most promising markets worldwide. This year's conference theme is *At the Crossroads*, which focuses on how world leaders and CEOs are confronting policy and business decisions that impact global prosperity. Panels will examine how best to stimulate global growth and seize opportunities in money and investing, technology, resources, real estate and healthcare. They will also highlight dynamic emerging economies and offer insights on the best practices in leadership, social responsibility and philanthropy.

Honorable Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak, Prime Minister of Malaysia, together with more than 35 prominent business leaders and entrepreneurs, have confirmed as speakers at the conference. A list of speakers is in the attached and bios are accessible at <http://www.forbesasiaconferences.com/forbesglobalceoconference2011/speakers.php>

William Adamopoulos, President and Publisher of Forbes Asia, said: "Forbes is delighted to have Julius Baer's support for the Conference. Both Forbes and Julius Baer recognize that wealth creation is growing rapidly in the Asia Pacific region. The conference provides a high-powered platform to track the success of the region's movers and shakers and build close relationships with top entrepreneurs and business leaders whose talent and operations drive global prosperity."

Dr. Thomas R. Meier, CEO Asia & Middle East, and Member of the Executive Board, Julius Baer, said: "Bank Julius Baer is very happy to be associated with Forbes and believe this strategic partnership will reaffirm the Bank's leading position in the global wealth management industry. As the leading Swiss private banking group, we can further strengthen our relationships with top entrepreneurs and business leaders from around the world during the Conference, while at the same time, help promote global prosperity through best practices in leadership."

For general information on the Forbes Global CEO Conference in Kuala Lumpur on September 12-14, 2011, please visit: [www.forbesglobalceoconference.com](http://www.forbesglobalceoconference.com)



FORBES GLOBAL CEO CONFERENCE

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The Julius Baer Group is the leading Swiss private banking group, with an exclusive focus on servicing and advising private clients. Julius Baer's total client assets amounted to CHF 267 billion at the end of 2010, with assets under management accounting for CHF 170 billion. 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) of the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 3 500 in more than 20 countries and some 40 locations, including Zurich (head office), Dubai, Frankfurt, Geneva, Guernsey, Hong Kong, London, Lugano, Milan, Monaco, Montevideo, Moscow and Singapore.

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

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