

Private Wealth Management Association Successfully Hosts the 5th Hong Kong Swiss Financial Seminar with the Swiss Bankers Association

30 January 2026, Hong Kong (SAR), China (“Hong Kong”) – The Private Wealth Management Association (PWMA) today announced the successful completion of the fifth Hong Kong Swiss Financial Seminar in Bern, Switzerland, co-organised with the Swiss Bankers Association (SBA).

The Hong Kong Swiss Financial Seminar is a closed-door round table that brings together senior representatives from the public and private sectors to exchange views on the latest financial trends and developments in Hong Kong and Switzerland including the use of AI in banking, virtual assets, as well as cross-border opportunities and challenges, and to explore further collaboration.

The seminar featured a distinguished panel of speakers including Mr Darryl Chan, Deputy Chief Executive of the Hong Kong Monetary Authority (HKMA), Mr Christoph König, Deputy State Secretary of the State Secretariat for International Finance (SIF) under the Federal Department of Finance of Switzerland, Ms Vivien Khoo, CEO and Managing Director of PWMA, Mr Urs Arbter, CEO of the Swiss Insurance Association, and Ms Vanessa Dubra, Head of International at SBA.

Paving the way for deeper dialogue and more seamless collaboration, the seminar focused on three key themes: the transformative role of AI in banking, advancements in virtual assets and cross-border Central Bank Digital Currency (CBDC) initiatives, as well as Hong Kong’s strategic position as a connector to global wealth.

In 2018, PWMA and SBA signed a Memorandum of Understanding (MoU) to strengthen collaboration between Hong Kong and Switzerland for the development of the private wealth management industry. In addition to the seminar, PWMA and SBA have jointly launched a Talent Exchange Programme for private wealth management practitioners, providing opportunities to broaden professional networks and foster synergies across the two markets.

Amy Lo, Chairman, PWMA Executive Committee, said, “The Hong Kong Swiss Financial Seminar reflects the close partnership between Hong Kong and Switzerland as well as our shared commitment to the sustainable growth and development of the private wealth management industry. We sincerely appreciate the continued support of the HKMA, SIF and SBA, and look forward to further strengthening our collaboration.”

Vivien Khoo, CEO and Managing Director, PWMA, said, “The event once again underscores the longstanding cooperation between Hong Kong and Switzerland. As Hong Kong continues to enhance its position as Asia’s leading wealth destination, it is particularly timely to exchange views on emerging areas such as virtual assets where we see growing institutional participation.”



Mr Darryl Chan, Deputy Chief Executive of the Hong Kong Monetary Authority (front row, fourth from left), Mr Christoph König, Deputy State Secretary of the SIF (front row, third from right), Ms Vanessa Dubra, Head of International, Swiss Bankers Association (front row, second from right), Ms Vivien Khoo, Chief Executive Officer and Managing Director of the Private Wealth Management Association (front row, third from left) and Mr Urs Arbter, CEO of the Swiss Insurance Association (second row, second from right), participated in the financial seminar co-hosted by the Swiss Bankers Association and the Hong Kong Private Wealth Management Association.

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About PWMA

Established in 2013, PWMA is an industry association whose mission is to foster the growth and development of Hong Kong's private wealth management (PWM) industry and support the city's journey to becoming a leading global wealth management hub.

PWMA aims to continue strengthening Hong Kong's position as a leading private wealth management hub globally through its main objectives of providing a unified industry voice and representation on PWM related matters, and a channel to maintain ongoing dialogue with government officials, regulators, trade bodies and other industry associations and stakeholders; providing professional training and development opportunities to maintain the enhanced level of competence expected of relevant practitioners in the private wealth management industry; setting standards to promote proper conduct, integrity and professional competence on the part of PWMA practitioners through the CPWP and CPWPA certifications; building the private wealth management community through industry events, forums and committees; providing a platform for members to discuss and exchange views on trends, developments and areas of common concern, and work collaboratively to address industry-wide challenges.



Private Wealth
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Press Release

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