

**Swiss Association & Swiss Chamber of Commerce  
Joint Luncheon**

**14<sup>th</sup> January, 2019 (Monday)**

**Guest Speaker: Cat Rüst**

**Head of Innovation Technologies Greater China,  
UBS Wealth Management**

**Will banks still exist in 20 years?**

**Entering the race of innovation and disruptive technologies**



**Ms. Cat Rüst**  
**Head of Innovation Technologies  
Greater China**  
**UBS Wealth Management**

**Date:** 14<sup>th</sup> January 2019 (Monday)

**Time:** 12:00 – 14:00

**Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central

**Dress Code:** Business Attire & Formal shoe wear must be worn

\*Shoes with rubber white soles, Sport Shoes and Jeans are not acceptable. Please visit **here** for the dress code of Hong Kong Club All the members and their guests should dress accordingly when in the Club.

Late registrations / walk-ins will be accommodated on a best effort basis.

**HK\$430 per person**

**for SwissCham & SAHK Member**

**HK\$530 per person for Non-member,  
late registration & walk in guest**

**Payment method:**



Use below links to pay with PayPal.

Member: [www.paypal.me/sahk/430](http://www.paypal.me/sahk/430)

Non-member: [www.paypal.me/sahk/530](http://www.paypal.me/sahk/530)

Bank Transfer:

Details will be given on request.

Cheque:

Payable to "Swiss Association of Hong Kong" and return this slip with payment by 8 January 2019 to **GPO BOX 9232, Central, Hong Kong.**

Attn To Helios Lo [admin@swisschamhk.org](mailto:admin@swisschamhk.org),  
Tel: 2524 0590, Fax: 2522 6956

FinTech, AI, blockchain, cryptocurrencies... Each of these new-age technologies claim to disrupt the traditional way of banking. Some futurists claim that we are only a few years away from completely disintermediating banks.

Banks are dedicating increasing resources to entertain digitization and innovation teams, in order to stay at the forefront of technological advancement. Critics say that it's just a lot of talk and little action. How much is really happening behind the scenes of banks who have entered the race of innovation and disruptive technologies? Will they be able to win this race, or will they have disappeared in 20 years?

We are delighted to have our speaker Cat Rüst, Head of Innovation Greater China at UBS, to share with us how one of the world's largest banks navigates through the fast-changing world of technological advancement.

**About the guest speaker**

Cat has extensive leadership experience driving mobile, internet and software related transformation with large enterprises and start-ups. Her current role is Head of Innovation Technologies, UBS Wealth Management Greater China where she is responsible for driving client engagement around technology.

Previously, she spent more than 15 years building eight technology companies in software, cloud and mobile in Hong Kong, China, the US and the UK. With the aim of promoting technology and transformation, Cat holds senior roles with the Women's Foundation and InvestHK; she also leads a Facebook community with over 12k members around start-up. She was named a top 20 female entrepreneur to watch by ANZ Bank and on the "Top 25 woman in Fintech" by DigFin.

Reply Slip

I/We wish to join the Luncheon on 14th January 2019. Please book for.....Members(HK\$430) /.....Non-members or Guests(HK\$530)  
.....Request vegetarian meal..... Request fish meal

Name: \_\_\_\_\_ Guest, if any: \_\_\_\_\_

Your company name: \_\_\_\_\_

Contact phone no: \_\_\_\_\_ email: \_\_\_\_\_