

Corporate & Institutional Clients

APAC Factsheet

Goals



1. Be the bank of choice for Swiss and Swiss-linked corporate clients in APAC
2. Be the single point of entry for banks and regulated brokers in APAC
3. Be an enabler for UHNW Global Wealth Management growth within UBS

History of Corporate & Institutional Clients APAC

Corporate and Institutional Clients (CIC) APAC is a business area of UBS Switzerland's Personal and Corporate (P&C) business division. As P&C is a largely Swiss domestic business division, it did not initially have an international offering or footprint. Following a strategic review in 2012, CIC/P&C saw an opportunity to support Swiss corporate clients in their expansion into APAC and subsequently established CIC APAC by opening booking centers in Singapore and Hong Kong. CIC APAC provides services that include cash management services, foreign exchange solutions, trade finance and financing solutions.

Overview of businesses

Corporate relationship banking abroad

- Strengthen Swiss corporate client franchise by supporting clients as they expand to key markets abroad
- Support international GWM/IB/AM key clients in their local corporate banking needs (Transaction Banking)
- Systematic referring of Treasury Centers of Asia/ANZAC corporations into Switzerland

Specific services and product expertise to GWM

- Provide regional sales and transaction support for Corporate Aircraft Financing to UHNW Global Wealth Management clients in the region
- Support the profitable growth of GWM APAC with a tailor-made Asset Servicing product catalogue. (including Securities Lending and Competence Center Private Label Funds)
- Support GWM Entrepreneurs with their corporate needs

Banks

- Single point of entry to the competence center and advisory services for banks and regulated brokers in Asia Pacific

Our clients

Client Segments:

- Corporate clients
- Institutional clients
- Banks & regulated brokers
- GWM clients

Senior management

Roger Bieri

Head of CIC APAC Singapore

Philipp Rehmann

Business Manager of CIC APAC Singapore

Key strengths



Swiss background

Ease of access to local banking solutions based on our in-depth knowledge of Swiss corporates' needs and close coordination with our Swiss headquarters



Customization

Tailored products and services to meet your particular circumstances and requirements



Efficiency

Efficient coordination of UBS resources and timely execution of orders as a result of permanent local presence of our senior relationship managers

For more information, contact cic-apac@ubs.com

Committed to Asia Pacific
for more than **50 years.**

UBS Corporate & Institutional Clients factsheet

This factsheet has been prepared by UBS AG

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