

STRATEGY OF THE SWISS FUNDS & ASSET MANAGEMENT ASSOCIATION SFAMA

15 November 2016

1. Guiding principles

SFAMA

- is committed to ensuring optimal frameworks for asset management and for the production and distribution of investment funds;
- actively represents the interests of its members vis-à-vis the authorities, other associations, politicians, the media, and the general public as an expert and representative point of contact;
- promotes the standing of and trust in the funds and asset management industry, and actively communicates the value of asset management and the philosophy of fund investing;
- takes a leading role with regard to self-regulation and establishing best practice standards, and exerts its influence on regulation.

2. SFAMA's objectives and strategy

2.1. Preamble

SFAMA represents the interests of the Swiss funds and asset management industry in Switzerland and abroad. As part of its objectives, SFAMA promotes the standing of and trust in the funds and asset management industry, and the attractiveness of Switzerland as a location for asset management, as well as the production and distribution of investment funds. As the leading sector association, SFAMA serves as the center of competence and platform for funds and asset management.

2.2. SFAMA's objectives

- **To the benefit of its members, SFAMA promotes the standing of and trust in the funds and asset management industry.**

Adopting a proactive approach, it pursues this objective by:

- bolstering the reputation as a center for investment through focused marketing and lobbying;

- engaging in active dialog and trust-based cooperation with members and other stakeholders (media, politicians, supervisory bodies, authorities, sector associations);
 - cooperating with other sector associations.
- **To the benefit of its members, SFAMA promotes the attractiveness of Switzerland as a location for funds and asset management by shaping optimal frameworks for collective investment schemes and mandates as well as for establishing new domestic asset managers and integrating asset managers from abroad.**

Adopting a proactive approach, it pursues this objective by:

- communicating the characteristics that clearly set Switzerland apart from competing financial centers;
 - establishing / supporting competitive regulatory and tax frameworks;
 - taking a leading role with regard to the Asset Management Platform and other initiatives;
 - establishing high standards, professionalism, and well-founded specialist knowledge.
- **To the benefit of its members, SFAMA is committed to a communications strategy in the asset management area that addresses a broad group of interested parties with specific expert articles in corresponding media, while also speaking at asset management conferences and participating in panel discussions.**

Adopting a proactive approach, it pursues this objective by:

- ensuring a multi-faceted presence at conferences and in both print and digital media;
 - promoting further education and training initiatives.
- **To the benefit of its members, SFAMA promotes the exportability of fund and asset management services.**

Adopting a proactive approach, it pursues this objective by:

- drafting and implementing internationally recognized asset management standards and seeking to ensure rules equivalent to those in the key foreign locations for asset management and distribution, in particular the EU.
- **To the benefit of its members, SFAMA promotes the production and distribution of investment funds.**

Adopting a proactive approach, it pursues this objective by:

- establishing / supporting competitive regulatory and tax frameworks;
- promoting further education and training initiatives.

- **To the benefit of its members, SFAMA promotes sustainable and profitable growth of assets under management in Switzerland.**

Adopting a proactive approach, it pursues this objective by:

- establishing / supporting competitive regulatory and tax frameworks.

- **To the benefit of its members, SFAMA promotes appropriate self-regulation to ensure standardization with regard to key facets of the funds and asset management industry.**

Adopting a proactive approach, it pursues this objective by:

- strengthening its leading role in self-regulation and providing guidelines and model agreements and documents to its members.

- **To the benefit of its members, SFAMA promotes the development of its function as a forum for industry experts, authorities, supervisory bodies and other sector associations, as well as representatives from the fields of politics, business, and academia.**

Adopting a proactive approach, it pursues this objective by:

- establishing / developing events, gatherings, and meetings to foster the exchange of information and experience within the industry, but also with third parties (media, politicians, supervisory bodies, authorities, sector associations);
- engaging in active dialog and trust-based cooperation with members and other stakeholders (media, politicians, supervisory bodies, authorities, sector associations).