



Asset Management

Investing in the Great Little “Helvetia” – What Makes Swiss Companies so Attractive?

Bruce Crochat

Head of Institutional Portfolio Management

In this workshop, we'll be looking at what makes Switzerland different and why the investment case is so attractive. To do so, we will focus more specifically on its real economy, embodied by its rich microcosm of companies, from the small and sometimes little-known firms to the largest and prominent ones.

Various themes such as competitiveness, R&D and innovation, resilience, strength of the currency, balance sheets and financing needs, will be tackled through facts and concrete examples in both recessionary and expansionary phases.

We will share our approach to the ongoing challenge of "how to invest" in such a market, on what fundamental basis to select gems, when to over or underweight small and mid-caps versus larger players and, finally, what place to give Switzerland in a global investment portfolio.

Bruce Crochat joined BCGE Asset Management in 2016 as a Swiss equity fund manager and is based in Geneva. He is in charge of the Institutional Portfolio Management team and the lead fund manager for the Synchrony Swiss Equities active strategies.

Mr. Crochat started his professional career in institutional management at IAM Independent Asset Management SA. He first held a role as a financial analyst on European equities for 5 years, then was in charge of the management of a European equity fund.

He holds a Master's degree of Science in Finance from HEC Geneva and HEC Lausanne and is a CFA® Charterholder.

