

# Supplement Recommendation SAQ Personnel Certification

January 2020

# Facts and figures on the certification programmes

## Number of certificates per programme (as at 1<sup>st</sup> January 2020)

1,580	Certified Advisors Privat Clients	3,450	Certified Advisors Individual Clients
6,770	Certified Wealth Management Advisors CWMA	250	Certified Advisors Affluent Clients
725	Certified Corporate Bankers CCoB	350	Certified Advisors SME Clients

## Banks directly involved\*

(under <https://www.saq.ch/en/banking-qualifications/banks/>)

- Acrevis Bank AG
- Alpha Rheintal Bank
- Appenzeller Kantonalbank
- Banca dello Stato del Cantone Ticino
- Banco Santander International SA
- Bank CIC (Schweiz) AG
- Bank CLER
- Bank Julius Baer & Co. Ltd.
- Bank Linth LLB AG
- Bank Lombard Odier & Co AG
- Bank SLM AG
- bank zweiplus ag
- Banque Bonhôte & Cie SA
- Banque Cantonale de Fribourg
- Banque Cantonale de Genève
- Banque Cantonale du Jura SA
- Banque Cantonale du Valais
- Banque Cantonale Neuchâtoise
- Banque Cantonale Vaudoise
- Banque Cramer & Cie SA
- BANQUE HERITAGE SA
- Banque Internationale à Luxembourg (Suisse) SA
- Banque Pâris Bertrand SA
- Banque Pictet & Cie SA
- BANQUE PRIVEE BCP (SUISSE) SA
- Basler Kantonalbank
- Berner Kantonalbank
- Bordier & Cie
- Credit Suisse AG
- Gonet & Cie SA
- Graubündner Kantonalbank
- Habib Bank AG Zürich
- HINDUJA BANQUE (SUISSE) SA
- Hyposwiss Private Bank Genève SA
- Hypothekbank Lenzburg
- Intesa Sanpaolo Private Banking (Suisse) Morval SA
- Investec Bank (Switzerland) AG
- LGT Bank AG
- Liechtensteinische Landesbank AG
- Luzerner Kantonalbank AG
- Mercatil Bank (Schweiz) AG
- Mirabaud & Cie SA
- Neue Aargauer Bank AG
- Nidwaldner Kantonalbank
- Obwaldner Kantonalbank
- PKB PRIVATBANK SA
- PostFinance AG
- Rahn & Bodmer Co
- Raiffeisen Schweiz Genossenschaft
- REYL & Cie SA
- Schroder & Co Bank AG
- Schwyzer Kantonalbank
- SOCIETE GENERALE Private Banking (Suisse) SA
- Thurgauer Kantonalbank
- UBS AG
- Urner Kantonalbank
- Valiant Bank AG
- VP Bank AG
- WIR Bank Genossenschaft
- Zuger Kantonalbank

\*other banks are involved through a public offer by an examination institute appointed by SAQ  
(see <https://www.saq.ch/en/banking-qualifications/banks/>)

# Certified Advisor Private Clients

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- Private clients without financing
- Basic clients

**Knowledge of products and services according to the body of knowledge for private clients**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 60 questions in 120 minutes

## Scope of oral exam

- 60 minutes of simulated client meeting

## Learning topics – Body of Knowledge

### 01. Privat Clients

- 01.1 Strategie Segment Privatkunden
- 01.2 Beratungsansatz und Lifecycle-Philosophie

### 02. Investing

- 02.1 Grundlagen Finanzmärkte
- 02.2 Anlageprodukte
- 02.3 Anlagefonds
- 02.4 Wertschriftendepot
- 02.5 Der klassische Anlageansatz
- 02.6 Kundenberatung

### 03. Pension

- 03.1 Das Schweizerische Vorsorgesystem
- 03.2 3. Säule – Private Vorsorge

### 04. Basic Products

- 04.1 Einführung ins Aktiv- und Passivgeschäft
- 04.2 Kontosortiment
- 04.3 Zahlungsverkehr
- 04.4 Debit- und Kreditkarten
- 04.5 Produkte und Dienstleistungen
- 04.6 Grundlagen Verträge

### 05. Risk, Legal & Compliance

- 05.1 Risk Awareness / Risk Management
- 05.2 Prävention der Geldwäscherei
- 05.3 Kundengeschichte (KYC/VSB16)
- 05.4 Crossborder
- 05.5 Informationen (Datensicherheit u. Datenschutz)
- 05.6 Bestechung und Korruption, Interessenkonflikte
- 05.7 Betrug
- 05.8 Beratungs- und Anlageeignung (Suitability)

### 06. Advisory & Sales

- 06.1 Value Proposition
- 06.2 Kommunikation
- 06.3 Kundengespräch
- 06.4 Ganzheitliche Beratung

Not in EN available

# Certified Advisor Individual Clients

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- Individual clients
- Investment/mortgage advice
- Credit and mortgage advice
- Real estate financing private individuals
- Investment advice standardised

**Knowledge of products and services according to the body of knowledge for individual client advisors**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 75 questions in 150 minutes

## Scope of oral exam

- 60 minutes of simulated client meeting

## Learning topics – Body of Knowledge

Learning topics – Body of Knowledge	Not in EN available
<b>01. Individual Clients</b>	01.1 Strategie Segment Individualkunden 01.2 Beratungsansatz und Lifecycle-Philosophie
<b>02. Investing</b>	02.1 Grundlagen Finanzmärkte 02.2 Anlageprodukte 02.3 Anlagefonds 02.4 Fondsbasierte Mandate 02.5 Strukturierte Produkte 02.6 Wertschriftendepot 02.7 Der klassische Anlagesatz 02.8 Kundenberatung
<b>03. Pension</b>	03.1 Das Schweizerische Vorsorgesystem 03.2 1. Säule – Staatliche Vorsorge 03.3 2. Säule – Berufliche Vorsorge 03.4 3. Säule – Private Vorsorge 03.5 Die Unfallversicherung 03.6 Ehegüter- und Erbrecht
<b>04. Basic Products</b>	04.1 Einführung ins Aktiv- und Passivgeschäft 04.2 Kontosortiment 04.3 Zahlungsverkehr 04.4 Debit- und Kreditkarten 04.5 Produkte und Dienstleistungen 04.6 Grundlagen Verträge Passivgeschäft
<b>05. Mortgages</b>	05.1 Einführung ins Hypothekargeschäft 05.2 Kundensituation (Hypothekar-Profil) 05.3 Hypothekar-Produkte 05.4 Limiten und Kredite
<b>06. Risk, Legal and Compliance</b>	06.1 Risk Awareness / Risk Management 06.2 Prävention der Geldwäscherei 06.3 Kundengeschichte (KYC/VS16) 06.4 Crossborder 06.5 Informationen (Datensicherheit u. Datenschutz) 06.6 Bestechung und Korruption, Interessenkonflikte 06.7 Betrug 06.8 Beratungs- und Anlageeignung (Suitability)
<b>07. Advisory &amp; Sales</b>	07.1 Value Proposition 07.2 Kommunikation 07.3 Kundengespräch 07.4 Ganzheitliche Beratung

# Certified Wealth Management Advisor CWMA

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- Asset management
- Wealth management

**Knowledge of products and services according to the body of knowledge for CWMA**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 150 questions in 300 minutes

## Scope of oral exam

- 60 minutes of simulated client meeting

## Learning topics – Body of Knowledge

<b>01. Asset Classes</b>	01.1 General Knowledge	01.3 Equities
	01.2 Debt instruments	01.4 Non-Traditional Asset Classes
<b>02. Financial Markets, Economics and Foreign Exchange</b>	02.1 Financial Markets	02.3 Foreign Exchange
	02.2 Economics	
<b>03. Portfolio Management</b>	03.1 Market efficiencies and investment process	03.4 Efficient portfolios and portfolio selection
	03.2 Risk and return	
	03.3 Portfolio construction and monitoring	03.5 Performance Management
<b>04. Investment Funds</b>	04.1 General knowledge	04.3 Investment funds product shelf
	04.2 Investment funds law	04.4 Client advice
<b>05. Investment Solutions</b>	05.1 General knowledge	05.5 Cash solutions
	05.2 Discretionary mandates	05.6 Misc investments solutions
	05.3 Advisory mandates	
	05.4 Alternative investments	
<b>06. Wealth Planning Domestic and International</b>	06.1 Wealth Planning Domestic CH: Succession Planning	06.3 Wealth Planning Domestic CH: Taxes
	06.2 Wealth Planning Domestic CH: Pension	06.4 Wealth Planning International
<b>07. Derivatives</b>	07.1 Characteristics of derivatives	07.4 Pricing of options
	07.2 Characteristics of derivatives trading	07.5 Investment strategies with vanilla options
	07.3 Forwards and futures: pricing and application	07.6 Exotic options
<b>08. Structured Products</b>	08.1 General knowledge	08.3 Client advice
	08.2 Structured products shelf	
<b>09. Behavioral Finance</b>	09.1 General knowledge	09.3 Behavioral biases
	09.2 Prospect theory	09.4 Client advice
<b>10. Lending Solutions</b>	10.1 General knowledge	10.3 Client advice
	10.2 Lombard lending	
<b>11. Mortgages</b>	11.1 General knowledge	11.3 Client advice
	11.2 Product shelf	
<b>12. Basic products</b>	12.1 General knowledge	12.2 Product shelf
<b>13. Risk, Legal and Compliance</b>	13.1 Risk Awareness / Risk Management	13.6 Market conduct
	13.2 Anti-money laundering/KYC	13.7 Information security
	13.3 Sanctions	13.8 Cross-border business
	13.4 Anti-bribery and corruption	13.9 US persons and FATCA
	13.5 Fraud awareness	13.10 Suitability
<b>14. The Wealth Management Advisor (Industry and Role)</b>	14.1 General knowledge	14.3 Investment Advice and Solutions: Entrepreneurs and business owners
	14.2 Investment advice and solutions	
<b>15. Advisory and Sales</b>	15.1 Prospecting and acquisition	15.3 Holistic advice
	15.2 Client meeting	

# Certified Advisor Affluent Clients

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- Affluent clients
- Affluent banking
- Investment clients/investment advice
- Wealthy private clients

**Knowledge of products and services according to the body of knowledge for affluent client advisors**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 120 questions in 240 minutes

## Scope of oral exam

- 60 minutes of simulated client meeting

Learning topics – Body of Knowledge	Not in EN available	
<b>01. Asset Classes</b>	01.1 Allgemeinwissen 01.2 Schuldtitel	01.3 Aktien 01.4 Nicht-traditionelle Anlagenklassen
<b>02. Financial Markets, Economics and Foreign Exchange</b>	02.1 Finanzmärkte 02.2 Wirtschaft	02.3 Devisenmarkt
<b>03. Portfolio Management</b>	03.1 Markteffizienz und Anlageprozess 03.2 Risiko und Rendite	03.3 Portfoliokonstruktion und –überwachung
<b>04. Investment Funds</b>	04.1 Allgemeinwissen 04.2 Investmentfondsgesetz	04.3 Investmentfonds Angebot und Produkte 04.4 Kundenberatung
<b>05. Investment Solutions</b>	05.1 Allgemeinwissen 05.2 Verwaltungsmandate 05.3 Beratungsmandate	05.4 Alternative Investments 05.5 Cash-Lösungen
<b>06. Wealth Planning Domestic</b>	06.1 Nachfolgeplanung 06.2 Vorsorge	06.3 Steuern
<b>07. Derivatives</b>	07.1 Merkmale von Derivaten 07.2 Optionen Pricing	07.3 Anlagestrategien mit Vanilla-Optionen 07.4 Exotische Optionen
<b>08. Structured Products</b>	08.1 Allgemeinwissen 08.2 Strukturierte Produkte und Angebote	08.3 Kundenberatung
<b>09. Lending Solutions</b>	09.1 Allgemeinwissen 09.2 Lombardkredite	09.3 Kundenberatung
<b>10. Mortgages</b>	10.1 Allgemeinwissen 10.2 Angebote und Produkte	10.3 Kundenberatung
<b>11. Basic products</b>	11.1 Allgemeinwissen	11.2 Angebote und Produkte
<b>12. Risk, Legal and Compliance</b>	12.1 Risk Awareness / Risk Management 12.2 Anti-Geldwäsche 12.3 Sanktionen 12.4 Bekämpfung von Bestechung und Korruption 12.5 Betrugsbewusstsein	12.6 Marktverhalten 12.7 Informationssicherheit 12.8 Crossborder Geschäft 12.9 US-Personen und FATCA 12.10 Suitability
<b>13. The Affluent Advisor (Industry and Role)</b>	13.1 Allgemeinwissen	13.2 Anlageberatung und Lösungen
<b>14. Advisory and Sales</b>	14.1 Kundenwerbung und Kundengewinnung 14.2 Kundentreffen	14.3 Ganzheitliche Beratung

# Certified Corporate Banker CCoB

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- Corporate and institutional clients
- Business/corporate clients (international focus)
- Corporate and institutional clients

**Knowledge of products and services according to the body of knowledge for CCoB**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 120 questions in 300 minutes

## Scope of oral exam

- 60 minutes (2x30) of simulated client meeting

## Learning topics – Body of Knowledge

### 1. Essentials Financial Markets

- 01.1 Makroökonomie
- 01.2 Die offene Volkswirtschaft
- 01.3 Wirtschaftspolitik
- 01.4 Schweizer Unternehmensmarkt
- 01.5 Lebenszyklus eines Unternehmens

### 02. Legal

- 02.1 Grundlagen des Vertragsrechts
- 02.2 Relevante Vertragstypen
- 02.3 Rechtsformen des Schweizer Handelsrechts

### 03. Taxes

- 03.1 Grundzüge des Schweizer Steuersystems
- 03.2 Einkommens- und Vermögensbesteuerung von Privatpersonen
- 03.3 Einkommens- und Vermögensbesteuerung von Selbständig-erwerbenden
- 03.4 Vorsorge und Steuern

### 04. Advising corporate and institutional clients

- 04.1 Kommunikation (Grundlagen)
- 04.2 Kommunikationstechnik
- 04.3 Verkaufstechnik
- 04.4 Eindrucksbildung

### 05. Financing

- 05.1 Grundlagen des Kreditgeschäfts
- 05.2 Produktwissen Kreditprodukte
- 05.3 Kreditpricing
- 05.4 Kundenbedürfnisse
- 05.5 Kreditprüfung bei kommerziellen Finanzierungen

### 06. Cash Management & Working Capital

- 06.1 Grundlagen Cash Management und Working Capital
- 06.2 Kundenbedürfnisse Cash Management und Working Capital
- 06.3 Fremdwährungsgeschäft

### 07. Investing

- 07.1 Überblick Anlagegeschäft
- 07.2 Der klassische Anlageansatz
- 07.3 Finanzmärkte
- 07.4 Festverzinsliche Anlagen
- 07.5 Aktien
- 07.6 Edelmetalle

### 08. Risk, Legal & Compliance

- 08.1 Risk Awareness / Risk Management
- 08.2 Geldwäscherei/KYC
- 08.3 Suitability
- 08.4 Information and Cyber Security

### 09. Advisory & Sales

- 09.1 Value Proposition
- 09.2 Kundengespräch

## Not in EN available

- 01.6 Schweizer Bankenmarkt
- 01.7 Finanzmarktregulierung und – aufsicht
- 01.8 Finanzanalyse
- 01.9 Unternehmensbewertung

- 02.4 Ehegüter- und Erbrecht
- 02.5 Schuldbetreibungs- und Konkursverfahren

- 03.5 Einkommens- und Vermögensbesteuerung von juristischen Personen
- 03.6 Grundsätze Besteuerung Unternehmer und Unternehmen
- 03.7 Weitere Steuern

- 04.5 Kontaktabnahnung (Akquisition)
- 04.6 Beratungsprozess
- 04.7 Strategischer Dialog

- 05.6 Immobilienfinanzierung
- 05.7 Kreditverträge, Finanzierungsschreiben und Kreditsicherheiten
- 05.8 Unternehmenskrise und Restrukturierung
- 05.9 Sustainability

- 06.4 Grundlagen Trade and Export Finance (TEF)
- 06.5 Asset Servicing

- 07.7 Alternative Anlagen
- 07.8 Immobilien
- 07.9 Kollektivanlagen
- 07.10 Strukturierte Produkte
- 07.11 Sonstige Anlagelösungen
- 07.12 Investment- und Produkt Suitability

- 08.5 Bestechung und Korruption, Interessenkonflikte
- 08.6 Betrug
- 08.7 Sanctions

- 09.3 Ganzheitliche Beratung

# Certified Advisor SME Clients

## Target group

Has **client responsibility** in one of the following or a related client segments of a bank

- SME clients
- Business/corporate clients (national focus)
- Retail and trade clients

**Knowledge of products and services according to the body of knowledge for SME client advisors**

## Admission to written exam

- Employed at a bank

## Admission to oral exam

- Employed at a bank
- Has/works on a book of clients or works independently for clients as a specialist and is in direct contact with them
- Has a role/function that matches the programme
- Has passed all necessary written exams

## Scope of written exam

- 120 questions in 300 minutes

## Scope of oral exam

- 60 minutes (2x30) of simulated client meeting

Learning topics – Body of Knowledge	Not in EN available	
<b>1. Essentials Financial Markets</b>	01.1 Makroökonomie 01.2 Die offene Volkswirtschaft 01.3 Wirtschaftspolitik 01.4 Schweizer Unternehmensmarkt 01.5 Lebenszyklus eines Unternehmens	01.6 Schweizer Bankenmarkt 01.7 Finanzmarktregulierung und – aufsicht 01.8 Finanzanalyse 01.9 Unternehmensbewertung
<b>02. Legal</b>	02.1 Grundlagen des Vertragsrechts 02.2 Relevante Vertragstypen 02.3 Rechtsformen des Schweizer Handelsrechts	02.4 Ehegüter- und Erbrecht 02.5 Schuldbetreibungs- und Konkursverfahren
<b>03. Taxes</b>	03.1 Grundzüge des Schweizer Steuersystems 03.2 Einkommens- und Vermögensbesteuerung von Privatpersonen 03.3 Einkommens- und Vermögensbesteuerung von Selbständigerwerbenden 03.4 Vorsorge und Steuern	03.5 Einkommens- und Vermögensbesteuerung von juristischen Personen 03.6 Grundsätze Besteuerung Unternehmer und Unternehmen 03.7 Weitere Steuern
<b>04. Advising SME Clients</b>	04.1 Kommunikation (Grundlagen) 04.2 Kommunikationstechnik 04.3 Verkaufstechnik	04.4 Eindrucksbildung 04.5 Kundengewinnung 04.6 Beratungsprozess
<b>05. Financing</b>	05.1 Grundlagen des Kreditgeschäfts 05.2 Produktwissen Kreditprodukte 05.3 Kreditpricing 05.4 Kundenbedürfnisse 05.5 Kreditprüfung bei kommerziellen Finanzierungen	05.6 Immobilienfinanzierung 05.7 Kreditverträge, Finanzierungsschreiben und Kreditsicherheiten 05.8 Unternehmenskrise und Restrukturierung 05.9 Sustainability
<b>06. Cash Management &amp; Working Capital</b>	06.1 Grundlagen Zahlungsverkehr/Transaktionsgeschäfte 06.2 Kundenbedürfnisse Zahlungsverkehr/Transaktionsgeschäfte 06.3 Fremdwährungsgeschäft	06.4 Grundlagen Trade and Export Finance (TEF) 06.5 Geldmarktprodukte
<b>07. Investing</b>	07.1 Grundlagen Finanzmärkte 07.2 Anlageprodukte 07.3 Anlagefonds	07.4 Der klassische Anlagesatz 07.5 Wertschriftendepot 07.6 Kundenberatung
<b>08. Risk, Legal &amp; Compliance</b>	08.1 Risk Awareness / Risk Management 08.2 Geldwäscherei/KYC 08.3 Suitability 08.4 Information and Cyber Security	08.5 Bestechung und Korruption, Interessenkonflikte 08.6 Betrug 08.7 Sanctions
<b>09. Advisory &amp; Sales</b>	09.1 Value Proposition 09.2 Kundengespräch	09.3 Ganzheitliche Beratung



# Summary target groups

<b>Certified Advisor Privat Clients</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• Private clients without financing</li> <li>• Basic clients</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for private clients</b></p>
<b>Certified Advisor Individual Clients</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• Individual clients</li> <li>• Investment/mortgage advice</li> <li>• Credit and mortgage advice</li> <li>• Real estate financing private individuals</li> <li>• Investment advice standardised</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for individual client advisors</b></p>
<b>Certified Wealth Management Advisor CWMA</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• Asset management</li> <li>• Wealth management</li> <li>• Private banking</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for CWMA</b></p>
<b>Certified Advisor Affluent Clients</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• Affluent clients</li> <li>• Affluent banking</li> <li>• Investment clients/investment advice</li> <li>• Wealthy private clients</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for affluent client advisors</b></p>
<b>Certified Corporate Banker CCoB</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• Corporate and institutional clients</li> <li>• Business/corporate clients (international focus)</li> <li>• Corporate and institutional clients</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for CCoB</b></p>
<b>Certified Advisor SME Clients</b>	<p>Has <b>client responsibility</b> in one of the following or a related client segments of a bank</p> <ul style="list-style-type: none"> <li>• SME clients</li> <li>• Business/corporate clients (national focus)</li> <li>• Retail and trade clients</li> </ul> <p><b>Knowledge of products and services according to the body of knowledge for SME client advisors</b></p>

# Contacts

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