



A FAMILY YOU CAN BANK ON

Massimiliano Zanon di Valgiurata of Banque Morval says the best service needs a personal touch

When it comes to something as important as your finances, you need to know your money is with people you can trust. Impeccable service means a personal touch, and that is at the heart of Banque Morval's core values. Dedicated to personal wealth and risk management, this Swiss private bank is family-owned and run by Chairman Massimiliano Zanon di Valgiurata, with various members of the Zanon di Valgiurata family at an executive level. It operates with no external shareholders, which allows the bank to offer their clients independent, trustworthy and unbiased advice. Speaking at the Hôtel Particulier in Geneva's old town, the elegant building that serves as Banque Morval's head office, Mr Zanon di Valgiurata emphasised the importance of a traditional approach, which prioritises the personal touch.

'Meaningful contact allows us to understand the long-term objectives of a client,' he says. 'As well, this allows us to have the chance to explain our view of market dynamics and opportunities.'

Massimiliano Zanon di Valgiurata, Chairman of Banque Morval and of Morval Vonwiller Holding

Banque Morval has very close ties to the prestigious Morval Vonwiller Group, an independent financial advisor specialising in structuring and managing investment portfolios for private clients in countries such as the Cayman Islands, Luxembourg, Italy, Monaco and Uruguay. This means customers of Banque Morval can benefit from a wider than usual range of services.

When questioned on how the Swiss banking scene has changed in the past decade, Mr Zanon di Valgiurata talked of the increase in regulatory demands, which has made private banking more complex. 'The industry's challenges are widely acknowledged, but not all has been bad,' he says. 'We Swiss bankers must continue to work and obtain recognition for the quality of services we provide, from both international competitors and clientele.'

Looking at the year ahead, Mr Zanon di Valgiurata expects an increase in the bank's services, in order to further satisfy the various requirements of its discerning clientele. More and more customers, it seems, will be looking for that personal touch.

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