

Press release

Monday, January 8, 2024

Cité Gestion SA joins the Association of Swiss Private Banks

On January 1st, 2024, Cité Gestion SA became a member of the Association of Swiss Private Banks.

Dedicated exclusively to the management of Swiss and international clients' private wealth, Cité Gestion combines the safety of a bank supervised by FINMA with the autonomy of an independent asset manager. With offices in Geneva, Lausanne, Zurich and Lugano, Cité Gestion bases its advice on an open architecture philosophy and benefits from a top-quality technical infrastructure provided by Lombard Odier, which is among the most renowned in Switzerland.

Founded in 2009 as a securities dealer, Cité Gestion was bought out in 2017 by its management. It then merged with several other asset managers, such as Ultra Finanz, Sartus Capital and Green Blue Invest. In 2022, Cité Gestion obtained a Swiss banking licence, and in 2023 it became the first private bank in the world to tokenise its share capital, with the support of Taurus.

Guy Barbey, CEO, and his partners run Cité Gestion, which manages assets worth CHF 7.7 billion and employs 125 people, including around 80 client advisors.

The Association of Swiss Private Banks (ASPB) now counts eight members, with more than CHF 1,000 billion under management and more than 9,600 employees worldwide, almost two-thirds of whom are located in Switzerland. Through its permanent Secretariat based in Geneva, the ASPB's primary mission is to defend and represent the business interests of Swiss private banks. It strives to establish and maintain optimal framework conditions that support the development of the private and institutional asset management sector in Switzerland.

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