



International Perspectives

Your insight into the Private Wealth Industry

A highly relevant location

An interview with Alessandro Tulli, CEO Liechtenstein

Liechtenstein is one of the carriers of Swiss Life Global Solutions. What advantages does this carrier offer?

AT: Liechtenstein is a very stable financial centre with a stable legal framework and a number of advantages that other European financial centres cannot offer. Liechtenstein is not a member of the European Union but can offer all advantages linked to being an EEA member. As such the Principality does not belong to the Euro currency area, it is a Swiss franc jurisdiction. Wealthy clients who do not wish to invest in Euro will consider this as an important advantage.

As highly relevant location of the international financial market, Liechtenstein is an excellent base for looking after individual's financial futures. Our Liechtenstein team services wealthy individuals across Europe and serves amongst others a German-speaking client base in Germany, Switzerland and Austria. Furthermore, we also offer private wealth solutions to Swedish and Italian clients as well as to selected non-EEA jurisdictions.

How does the Liechtenstein service offering complete the offer from other carriers?

AT: From Liechtenstein we offer also very attractive solutions for Swiss resident clients. The Variable Universal Life (VUL) Switzerland is a single premium life insurance contract under Swiss law with 3b Pillar privileges. Most importantly the policyholder can keep his/her custodian bank and/or asset manager - and to contribute his/her current investment portfolio as a premium to the policy. This flexibility in terms of wealth management only a few insurance providers in Liechtenstein can offer and Swiss Life Global Solutions is one of them. The same applies to investment restrictions which are very limited in Liechtenstein.

What are your plans in Liechtenstein for 2017?

AT: Our plans for development currently turn around three axes:

- We intend to boost the Private Wealth business with innovative solutions and a state-of-the-art service offering after 3 years of closed books in the Principality.
- We will be working on cooperation with other insurance and reinsurance providers in Liechtenstein
- And we will be offering a new and innovative approach to de-risking pension business in Europe