

CWF **March** Luncheon – March 29th, 2010 -

**Theme: "Responsible Investment as a Key to a Sustainable Financial System"** by Antoinette Hunziker-Ebnetter, CEO & Founding Partner of Forma Futura Invest Inc. Zurich

Former Head of the Swiss Stock Exchange **Antoinette Hunziker-Ebnetter** impressed upon the audience at the March luncheon the absolute necessity to establish balance in the financial world coupling reasonable profit through the necessary use of capital via sustainable investments.

She taunted us by questioning whether capital in our current financial system was being allocated to the right places. She questioned the fact that the values represented by today's economic system and the financial industry have an array of negative implications. As an example, the US spends USD 10 billion each year on development aid; roughly the same spent on pornography, and 60 times less than military spending (> USD 600 B in 2007).

In Antoinette's books, there is a triple bottom line; the 3 "Ps": Profit, Planet, & People. The selection of investments that will correctly address those 3 components will be the next (r)evolution in the financial world. In fact, this revolution, to be sustainable, needs 4 axes:

Economic, social, ecological as well as cultural and spiritual, where new behaviours and communication patterns are achieved.

Antoinette appropriately concluded her remarks with a quote from Johann Von Goethe which highlighted eloquently the next step for us all: **"Knowing is not enough, we must apply. Willing is not enough, we must do."**

Following our luncheon, Antoinette went on to participate in the summit held on April 10th in presence of the Dalai Lama himself, Tenzin Gyatso, as reported by the TSR TV program TTC (Toutes Taxes Comprises). She was the only representative of the banking and financial world to have accepted the invitation to speak at this conference. She has pursued her speaking engagements in Amsterdam and Munich. We were indeed most privileged that she accepted to address the Forum.

The March luncheon was also the venue to present our annual Corporate Gold Prize, in recognition of the support received from our Corporate Members. As a reminder, 2008's winner was Lloyds Bank; 2009 in turn saw Banque Mirabaud awarded the prize. The 2010 merit went to the Groupe Richemont, accepted by Suzanne Levesque, Secrétaire Générale of the Group. Catherine Reichlin of Banque Mirabaud afforded us a most touching moment when she recounted the benefits derived throughout the year by the ladies of Mirabaud representing the bank at the CWF. It was a refreshing and motivating address which inspired us all to pursue the corporate venture.