

## SFOA BACKGROUNDER

The **Swiss Single Family Office Association (SFOA)** serves as a forum for Single Family Offices based in Switzerland to candidly share knowledge and expertise in an environment of trust. Furthermore, SFOA promotes the continuous professional development of its principals and family officers, and acts as the official spokesperson for the Swiss Single Family Office industry vis-à-vis local, cantonal and federal authorities and lawmakers.

True to the motto *“By Members, for Members”* SFOA aims at maintaining and enhancing the existing cohesive framework for the professional development of industry leaders. Thus, the association includes the following characteristics, among others:

- **Best Practice:**
  - Promoting best practices and knowledge transfer through designated workshops and peer-to-peer exchange.
  - Information and due diligence platform for its members to share background information on a wide range of topics affecting the Single Family Industry, as well as assist families in finding the right set-up for their own family office, by leveraging other Member’s expertise.
- **Education and Professional Development:**
  - SFOA facilitates and promotes relevant education for Family Officers by collaborating with the “International Institute for Management Development” (IMD). This Leadership Development and Certification Program aims to establish a new global gold standard for Single Family Offices, set to launch in 2025. IMD focuses its research in key issues affecting family offices and family owned business enterprises, combining two highly credible and complementary sources of insight - practical expertise of SFOA members and rigorous scholarly analysis from the IMD faculty.
- **Benchmarking:**
  - SFOA’s mission is to establish a series of industry wide benchmarks that shall provide Single Family Offices necessary guidance in establishing their own policies, e.g. on C-Level compensation and participation schemes.

- **Networking:**

- As many family offices have specific expertise and different geographical networks, the SFOA aims to make these core competencies available to other members. This provides smaller and mostly younger family offices with the opportunity to expand their services without incurring significant additional expenses and to learn from the experience of others.
- The majority of Single Family Offices also hold shares in family businesses or own concentrated shareholdings. The institutional character of the Family Office facilitates a successful transfer of such participations to the next generation. The family office is, so to speak, at the interface between "family and corporate governance".
- Select collaborations with other foreign Single Family Office associations provide, furthermore, for an enhanced insight into global developments and allows for cross-border relationships.

- **Legal and Regulatory Framework:**

- SFOA engages and participates in relevant legal initiatives in the interest of the Swiss Single Family Office industry, by collaborating with other interest groups and federal governmental authorities.

- **Non-for-profit Organization:**

- As non-for-profit organization SFOA is institutionally, financially and politically independent.

Become part of a world leading Single Family Office ecosystem with a focus on privacy and trusted relationships. We welcome Single Family Offices of any size with a representation in Switzerland. For more information please write to [info@sfoa.ch](mailto:info@sfoa.ch) or visit our website at [www.sfoa.ch](http://www.sfoa.ch).

### **Admission Criteria and Process:**

Only Single Family Offices (SFO) based in Switzerland can apply for a SFOA membership. SFOs are entities that provide services for only one Family. Additional criteria to be taken into account for the qualification of Single Family Offices can be:

- **Independence and Autonomy:** The owner and/or beneficiary of a family office is the family and/or the principal it serves, his descendants and relatives of all generations (“Family”). The operation of the family office is not part of a service company with a different performance focus (e.g. bank, tax consultancy, provider of investment products).
- **Freedom from conflicts of interest:** The family office is solely committed to the interests of the family, it is independent of the economic interests of third parties. In order to avoid conflicts of interest, the family office may only carry out operational activities in connection with a company that is majority-owned by the family and/or the principal.

Membership is applied for by means of a written application for admission to the Association’s Representation Office. The application for admission must be accompanied by a written recommendation of at least one current SFOA member. Thereafter, the SFOA Board deals with the applications and conducts interviews with the candidates in a timely manner and verifies whether the applicants meet the admission criteria.

For more information on SFOA please contact us at **info@sfoa.ch**:

Dr. Kurt Moosmann, *SFOA President*

Felix Oeschger, *SFOA Board Member – Members & Development*