

**The Wernlin Directory 2004-05, 10<sup>th</sup> edition**  
**Directory of asset management**  
**in Switzerland and Liechtenstein**

**A remarkable CD-ROM!**

Launched by Günter Woernle in 1995, this « Who's who » has become the standard reference book in the fields of « private banking » and « asset management ».

To satisfy an increasing demand and as an innovative step after 10 years of experience, the author decided to publish the Wernlin Directory also in a **CD-ROM** version.

A highly qualified software specialist, José Diz, was in charge of the software development.

Mr. Diz has been awarded the "Golden Award" by the President of Citibank, New York, for his outstanding work in a similar field.

Primarily conceived as a tool for the professional asset manager, it also addresses private and institutional investors, financial intermediaries, lawyers and trustees etc. all over the world. The 2004 edition lists 139 banks and 46 independent asset and 13 securities dealers.

The **CD-Rom** goes far beyond a simple copy of a 800-page book. It is a real work tool that enables the user to carry out numerous search operations, just with a few clicks. In addition, it offers a range of possibilities for sending letters, faxes or e-mails to the persons and institutions listed, according to the criteria chosen by the user.

For example, it is easy

- To find information on the institutions listed even if the user knows only three letters of the company's name
- To sort the institutions by countries (e.g. Bahamas) or towns e.g. (Geneva) or the executives by functions (e.g. marketing, portfolio management, Forex etc.)
- To compare the financial data (since 1997), e.g. commissions
- work in the same manner with the index of 3500 executives
- To visit the website on the internet or to correspond via e-mail
- To use the function « mail merge » for letters, faxes, memos etc. etc. (see the enclosed « Quick reference guide »)

For further information on the contents of the directory and the CD-Rom, see

- Our website [www.wernlin.com](http://www.wernlin.com) (e-mail : [wernlin@wernlin.com](mailto:wernlin@wernlin.com))
- Press reports (Herald Tribune, Wall Street Journal, Neue Zürcher Zeitung, Le Temps)

By Dr. Günter Woernle

**PRIVATE BANKING &**  
**ASSET MANAGEMENT**  
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