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09.12.2006 The new communication campaign of Julius Baer: A commitment to excellence

This past weekend Julius Baer launched its new advertising campaign with the first of a series of unique subjects and featuring the slogan "Committed to Excellence." In these ads, publicly little-known experts from unusual fields talk about what excellence means to them. This pursuit of exceptional performance in all areas of wealth management is the defining element of the Julius Baer Group and is reflected in care and passion, in addition to excellence, as the new corporate values.

What, for example, does Julius Baer have to do with Feng Shui? Not much at first glance. But when we find out how Mr. Yap Cheng Hai has achieved undisputed mastery in this field and earned the title of Grandmaster, we feel a strong kinship as Switzerland's leading dedicated wealth manager. And with us, so do our clients, because excellence at Julius Baer stands for personal advice and customized solutions paired with broad expertise. This also extends to our employees, whose profession is simultaneously their passion. How will Mr. Yap Cheng Hai and the other experts in the coming weeks and months respond to the question: "What is excellence?" The in-depth answers of each individual will be available at www.juliusbaer.com.

- [Advertisement Yap Cheng Hai](#) (English, Size: 1 MB) (all languages)
- [Interview Yap Cheng Hai](#) (English, Size: 162 KB) (all languages)

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