

# Only Just Getting Started

After celebrating the company's ten-year anniversary in 2019, Nicolas Patsalos of Bellecapital talks through the company's journey to date and how their unique approach looks set to ensure the next ten years are even better.

An overused phrase that is heard routinely by entrepreneurs and business leaders as they start out is that 90% of startups fail. Safeguarding against the traps that see so many businesses fail in their first few years is imperative. Naturally, some are better prepared than others.

The origins of Bellecapital though, an international leader in asset management, are reflective of a start-up that was only that in name. Founded by seasoned and successful industry professionals who yearned for a move back to a more client-oriented and relationship-centric approach to asset management, Bellecapital was built upon decades of financial insight and a long-term outlook for its client portfolio.

2019 marked the tenth anniversary of the company and from its Swiss roots has grown a robust global firm with a reputation for excellence. Head of Bellecapital's London discretionary investment business, Nicolas Patsalos, reflects upon a successful journey so far and talks through what the road ahead looks like.



"Everything we have ever done from day one has been built upon a pedigree within the industry that you can't buy. Of course, you can always recruit but it's not easy to just acquire client relationships that have been built up over decades worth of contact and delivery. Firstly, we are independent and that independence and impartiality allows us to really drive a level of customer service that we pride ourselves upon."

"We know what we are and we know what we are not. We don't have many of the legacy problems that the big banks have. We do not have to prioritise endorsing particular products or portfolios. Instead, we can take a more rounded approach with each of our clients and back up our own strong convictions with empirical evidence. Fundamentally, we offer our clients choice. Both on the investment level and at the banking level. Clients demand choice and we provide that at Bellecapital."

Naturally within asset management, adopting a long-term approach that is resilient to short-term issues is fundamental to all that Bellecapital do. In the current uncertain climate, the strength of this stance is often tested for many but it is an outlook that the firm have complete faith in.

"We are long-term investors, so we just have to look through that short-term noise. That is all the politics of the present day is really; be that Brexit, Trump or China, it is all noise that we have to cut through. What we do doesn't change as a result of that."

"We invest in strong, revenue generating companies with significant and robust plans in areas and geographies that we understand. It is incredibly important to not allow yourselves to become reactionary to a particular event. Of course, we are constantly evaluating and re-evaluating markets, but you also have to hold to your own convictions, your knowledge and your expertise, as that is what has delivered you success thus far and will continue to do so."

With his role feeding in directly to growing the firm's efforts and presence in London and the UK, Nicolas is symptomatic of the strong growth that the company has experienced across their journey so far - a journey that reached its ten-year milestone earlier this year.

"This year was a nice little landmark for us, a quick chance to pat each other on the back before quickly getting back to it again! We are continuing to build our relationships with our clients, acquire new clients and there are no secrets to our growth plan, we simply want to do a great job for our clients and then replicate that with more clients as we progress."

"Our commitment to London is evidence of the journey we have been on and remain on. I had the pleasure of joining up with the team two years ago to help drive our UK business forward. In spite of all the noise you hear currently, we firmly believe that London is open for business and always will be. Having part of our business based here is very powerful for us. Every Bellecapital client seems to come through London at some point be it professionally or socially, so our presence here joins everything up for us - it makes us truly international."

By way of recognising the company's anniversary this year, Bellecapital have undertaken a complete brand overhaul to reflect the company's international presence and mark the next chapter for the team.

"The rebrand was a key part of our celebration

really. We wanted to sharpen up our profile and, while respecting and keeping a close proximity to our Swiss origins, it provided us with a chance to modernise our image and realign that identity with the strength of our international offering of which the UK is just one element. The team have been building up an amazing momentum in the United States, we've a great presence in Europe and true expertise in Asia as well. Hopefully our new look is just a reflection of all of that."

Finding the time to catch a breath in any growing business is easier said than done, but for Nicolas and the Bellecapital team it was in one of those moments where the initial introduction to MB Partners and its commercial network originated.

"Our work with MB Partners and many of the partners which they have introduced us to, is framed by a relationship-first approach. You can call it quite traditional perhaps; basically getting good people together and hoping that good business will happen as a consequence. It was actually at one of those types of events where we were introduced to Mark and the MB Partners team thanks to our good friends at Saffery Champness."

"I'm a big believer in that you can very quickly get a feel for how a person or company conduct themselves in business. For us, we work extremely hard to deliver for our clients and introduce them to like-minded people wherever possible. It is that approach where the alignment with MB Partners sits and it is that belief that has framed all of the positive work that we have done with them and their body of partners since."