



## Financial experts gear up for the digital asset class

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NEWS



The adoption of digital assets has only just begun, offering tremendous potential, as evident from the recent Certified Crypto Finance Expert (CCFE) program in Switzerland.

Digital assets are inevitably making their way into the traditional financial sector. US financial giants like BlackRock, Fidelity, JP Morgan, and Deutsche Bank are positioning themselves in this space, while Swiss banks are still hesitant. However, educational programs in the digital investment sector, such as the CCFE, are gaining momentum.

The integration of crypto assets into the traditional financial sector represents a profound transformation. While some institutions were initially cautious, an increasing number of them now recognize the value and potential of these new digital asset classes. Employees from established Swiss financial institutions can also be found participating in programs like the CCFE, underscoring the growing engagement of these institutions in the crypto space.

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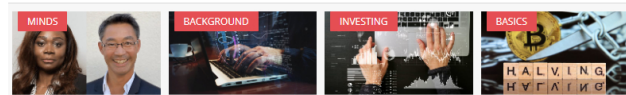
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### A new field requires education and infrastructure

One of the initial steps towards integration is education and training. Financial professionals need to familiarize themselves with the fundamentals of blockchain and crypto assets, understanding how they work, their volatility, and the associated risks. Many institutions are already addressing this need through training sessions and workshops, provided both internally and by external providers.

Furthermore, financial institutions are actively working on building suitable infrastructures for trading and managing digital assets. This involves the development of secure wallets and trading platforms, as well as integrating crypto assets into existing asset management systems. By doing so, they aim to create a robust ecosystem that facilitates the seamless inclusion of digital assets into traditional financial services.



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### CCFE course finds acceptance in Switzerland

The CCFE course benefits from its expertise, extensive experience, and vast network in the crypto and financial sectors. With support from partners such as the Zurich University of Applied Sciences (HWZ), the conference organizer Finance 2.0, and the Swiss Association for Quality (SAQ), the course imparts fundamental knowledge about the emerging blockchain industry.

An increasing number of financial experts are turning to education to prepare themselves for the challenges in the digital currency space. Alongside addressing risks, the course also emphasizes educating participants about the significant potential of digital currencies.

The most recent CCFE course, fully booked with 30 participants mainly representing private and cantonal banks, included a general investment case. Hans-Jörg Morath, Head of Product Strategy & Customer Service at Digital Asset Solutions, also gave a presentation. Using the adoption curve, he highlighted the vast potential of digital assets. Additionally, he emphasized the importance of broad diversification in preparation for future trends.

*"The adoption of digital assets has only just begun and offers tremendous potential. These new technologies will not only revolutionize the way we conduct financial transactions but also open up new business models and investment opportunities."* - Hans-Jörg Morath

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Furthermore, he stated: "Ultimately, the integration of digital assets into the traditional financial sector could lead to an expansion of financial services, with products like crypto-based loans, insurance, and pension plans accessible to the masses. We are just at the beginning of an exciting era."



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