

The generational transition in the wealth economy

*Dr Alexander Ressos, TEP
Attorney-at-Law (Switzerland), Solicitor (Hong Kong),
Solicitor (England & Wales)*

The private wealth economy of Zug is entering a period of generational transition. The families who built their wealth in the post-war decades, in the industries and trading businesses of the canton or abroad, are transferring it to the next generation. That generation often has different expectations: a greater interest in sustainable and impact investment, in private markets and in crypto-assets and Digital Assets, a greater willingness to use technology and a different relationship with the family business. The single family offices surveyed by the University of St. Gallen allocated about a fifth of their assets to private equity, reflecting a shift towards direct investment in companies.¹

For the professionals of Zug, the generational transition is both a risk and an opportunity. The risk is that the next generation will move its wealth to other advisers, other locations or other structures. The opportunity lies in the advice that the transition requires on succession, on the restructuring of family holdings, on the governance of family businesses and on the design of new investment strategies. Professionals who can offer this advice will gain the trust of the next generation. The canton's combination of a crypto industry, a private markets industry, a corporate ecosystem and a low-tax environment positions it well for the needs of the next generation of wealthy families.

1 Notes

1. University of St. Gallen, "Swiss Single Family Offices": private equity 21 per cent of the asset allocation of the surveyed single family offices.
↩

For general information only. This article does not constitute legal or tax advice, does not replace advice on an individual case and creates no lawyer-client relationship. It reflects the legal position as of September 2026.

Online version: helveticaregister.com/zug-the-generational-transition-in-the-wealth-economy