El mapa regional y el lector suizo

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Para un profesional suizo, la lección de este capítulo es que la severidad regulatoria de Singapur es una posición elegida dentro de una región competitiva. La MAS (Monetary Authority of Singapore, la autoridad monetaria y supervisora financiera) la mantiene porque cree que las empresas que quiere vendrán de todos modos. Hasta ahora ha acertado. Las plataformas de intercambio globales, los emisores de stablecoins y los custodios obtuvieron licencias singapurenses pese a las restricciones y pese a contar con alternativas más fáciles a una hora de vuelo, porque la licencia conlleva una reputación que las alternativas no tienen. El cliente suizo que quiera esa reputación debe aceptar las restricciones. El cliente suizo que quiera alcance minorista en Asia debería fijarse en Hong Kong y, a través de socios locales, en los mercados de la ASEAN. El cliente suizo que quiera rapidez debería fijarse en Dubái y estar preparado para explicar la elección a sus banqueros suizos y singapurenses.

El capítulo VI nombra a las personas y las instituciones con las que se encontrará el cliente una vez tomada la decisión.

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