



# Sowing (192) seeds of success

Euromoney Private Banking  
Survey 2022



## 2022 Rankings

UBS was ranked first in the following categories:



### Global

Geography	Category
Global	<ul style="list-style-type: none"> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>International Clients</li> <li>Technology(a) – Innovative or Emerging Technology Adoption</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>

### Regional

Geography	Category
Africa	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Investment Management</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>International Clients</li> <li>Technology(a) – Innovative or Emerging Technology Adoption</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>
APAC	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Investment Management</li> </ul>

	<ul style="list-style-type: none"> <li>Family Office Services</li> <li>Research and Asset Allocation Advice</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>Family governance/succession planning</li> </ul>
Central & Eastern Europe	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Investment Management</li> <li>Family Office Services</li> <li>Research and Asset Allocation Advice</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>Capital Markets and Advisory</li> <li>Serving Business Owners</li> <li>Technology(a) – Innovative or Emerging Technology Adoption</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>
Nordics	<ul style="list-style-type: none"> <li>Philanthropic Advice</li> </ul>
North America	<ul style="list-style-type: none"> <li>International Clients</li> </ul>
Western Europe	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>Serving Business Owners</li> <li>International Clients</li> <li>Technology(a) – Innovative or Emerging Technology Adoption</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>

**Country****Geography****Category**

Austria	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> <li>Investment Management</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>
Bahrain	<ul style="list-style-type: none"> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>ESG/Sustainable investing</li> </ul>
Canada	<ul style="list-style-type: none"> <li>International Clients</li> </ul>
Colombia	<ul style="list-style-type: none"> <li>Family Office Services</li> <li>ESG/Sustainable investing</li> <li>Family governance/succession planning</li> </ul>
Czech Republic	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>Family Office Services</li> <li>Research and Asset Allocation Advice</li> <li>ESG/Sustainable investing</li> <li>International Clients</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> </ul>
Egypt	<ul style="list-style-type: none"> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> </ul>
Germany	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Serving Business Owners</li> <li>International Clients</li> </ul>

	<p>Technology(b) – Data Management and Security in Private Banking and Wealth Management</p> <p>Family governance/succession planning</p>
Greece	<p>Best Private Bank/Wealth Manager Overall</p> <p>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</p> <p>High Net Worth clients (&gt;US\$5m - US\$30m)</p>
Hong Kong SAR	<p>Best Private Bank/Wealth Manager Overall</p> <p>Family Office Services</p> <p>ESG/Sustainable investing</p> <p>Next Generation</p>
Indonesia	<p>Best Private Bank/Wealth Manager Overall</p> <p>ESG/Sustainable investing</p>
Israel	<p>Philanthropic Advice</p> <p>Family governance/succession planning</p>
Italy	<p>High Net Worth clients (&gt;US\$5m - US\$30m)</p> <p>Investment Management</p> <p>Family Office Services</p> <p>Philanthropic Advice</p> <p>Next Generation</p>
Kuwait	<p>Family governance/succession planning</p> <p>Mega High Net Worth Clients (&gt; US\$250m)</p>
Luxembourg	<p>Best Private Bank/Wealth Manager Overall</p> <p>High Net Worth clients (&gt;US\$5m - US\$30m)</p> <p>Family Office Services</p> <p>Philanthropic Advice</p>
Mexico	<p>Philanthropic Advice</p> <p>Family governance/succession planning</p>
Monaco	<p>Mega High Net Worth Clients (&gt; US\$250m)</p> <p>Research and Asset Allocation Advice</p> <p>Philanthropic Advice</p> <p>ESG/Sustainable investing</p> <p>Next Generation</p> <p>International Clients</p> <p>Technology(b) – Data Management and Security in Private Banking and Wealth Management</p> <p>Family governance/succession planning</p>
Nigeria	<p>Best Private Bank/Wealth Manager Overall</p> <p>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</p> <p>Investment Management</p>

	<ul style="list-style-type: none"> <li>Family Office Services</li> <li>Next Generation</li> </ul>
Oman	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Family governance/succession planning</li> </ul>
Qatar	<ul style="list-style-type: none"> <li>Family governance/succession planning</li> </ul>
Romania	<ul style="list-style-type: none"> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>Investment Management</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> </ul>
Saudi Arabia	<ul style="list-style-type: none"> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>International Clients</li> <li>Family governance/succession planning</li> </ul>
Singapore	<ul style="list-style-type: none"> <li>Best Private Bank/Wealth Manager Overall</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>Investment Management</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Next Generation</li> <li>Family governance/succession planning</li> </ul>
Slovakia	<ul style="list-style-type: none"> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>High Net Worth clients (&gt;US\$5m - US\$30m)</li> </ul>
South Africa	<ul style="list-style-type: none"> <li>Mega High Net Worth Clients (&gt; US\$250m)</li> <li>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</li> <li>Family Office Services</li> <li>Philanthropic Advice</li> <li>ESG/Sustainable investing</li> <li>Family governance/succession planning</li> </ul>
Sweden	<ul style="list-style-type: none"> <li>Philanthropic Advice</li> <li>International Clients</li> <li>Technology(b) – Data Management and Security in Private Banking and Wealth Management</li> <li>Family governance/succession planning</li> </ul>

Switzerland	<p>Best Private Bank/Wealth Manager Overall</p> <p>Ultra High Net Worth clients (&gt;US\$30m - US\$250m)</p> <p>High Net Worth clients (&gt;US\$5m - US\$30m)</p> <p>Family Office Services</p> <p>Research and Asset Allocation Advice</p> <p>Philanthropic Advice</p> <p>Next Generation</p> <p>Technology(b) – Data Management and Security in Private Banking and Wealth Management</p> <p>Family governance/succession planning</p>
Thailand	<p>Investment Management</p>
United Arab Emirates	<p>Best Private Bank/Wealth Manager Overall</p> <p>Family Office Services</p> <p>ESG/Sustainable investing</p> <p>Next Generation</p>
United Kingdom	<p>High Net Worth clients (&gt;US\$5m - US\$30m)</p> <p>Family Office Services</p> <p>Philanthropic Advice</p> <p>ESG/Sustainable investing</p> <p>Next Generation</p> <p>Technology(b) – Data Management and Security in Private Banking and Wealth Management</p> <p>Family governance/succession planning</p>
Uruguay	<p>Family governance/succession planning</p>