



Kushmita Bose

Switzerland is difficult to match for its breathtaking alpine landscapes and small quaint villages. The Alps’ soaring snow-capped peaks, sparkling blue lakes, and beautiful lakeside hamlets give this landlocked country a fantasy grandeur. Witness some of the greatest sites with our list of the top attractions in Switzerland.

**INTERLAKEN:** One of Switzerland’s most popular summer vacation destinations, Interlaken is nestled between two Alpine lakes Lake Thun and Lake Brienz. Over 45 cable cars, chairlifts, and ski lifts take tourists into the surrounding landscapes and provide many opportunities for sightseeing from a higher vantage point. Take a paddleboat ride around the lakes to see the landscape from lower elevations. The city is also a popular base camp for outdoor activities in the nearby Bernese Oberland Alps, with excellent views of three iconic Swiss summits, the Eiger, the Jungfrau, and the Monch.

**THE MATTERHORN:** One of the tallest mountains in the Alps is the Matterhorn, Switzerland’s famous pointed peak. This renowned peak rises to 4,478 meters and at the foot of this enormous peak lies Zermatt, a resort with horse-drawn carriages and top-notch hotels and restaurants. The highest cable car station in the Alps is also located on the summit, which provides spectacular views of the mountaintop and beyond.

**JUNGFRAUJOCH:** An alpine paradise, The Jungfraujoch is a glacial saddle between two mountains, is one of Switzerland’s greatest and tallest attractions. The world-famous Jungfrau railway, however, is perhaps the most impressive attraction. This train climbs from Kleine Scheidegg to Jungfraujoch, Europe’s highest railway station at 3,458 meters. There’s enough to do for the whole family, from mountain climbing to tobogganing and lots more.

**ZURICH:** A global financial hub, and a gourmet haven Zurich attracts visitors from all walks of life. Discovering the fashionable pubs and restaurants, wandering through Lindenhof Park, and seeing the city’s different districts should all be a part of your stay in Zurich. The city is always bustling from the renowned Pride march to Europe’s largest street party. Not to forget, the breathtaking view of Lake Zurich.

**LUCERNE:** It doesn’t get much more spectacular than Lucerne, a country filled with picture-perfect lakeside towns. This small medieval city stands on the banks of Lake Lucerne, surrounded by three huge mountains. While admiring the city’s architectural wonders, you may visit old cathedrals, busy squares, and a plethora of stores. The Chapel Bridge that is connected to the heart of Lucerne since 1333 is one of the main highlights of the city. Known for the best music concerts, this traditional Swiss town attracts world-famous singers and orchestras to its annual International Music Festival.



Nisthula Nagarajan

Habib Bank AG Zurich (HBZ) is a family-owned and run bank that had its roots in Bombay, catering to traders from the heartlands of then British India. After the partition in 1947, the family’s banking operations moved to Karachi, Pakistan and was instrumental in setting up its new Central Bank, while becoming the largest privately owned bank named Habib Bank Ltd. When banks were nationalised in Pakistan, the family moved to Zurich and Dubai and started operations under HBZ umbrella. Over the decades, the Bank has received tremendous support from all stakeholders and the Swiss Financial Market Supervisory Authority (FINMA) in particular. Today, it has banking presence in Switzerland, Pakistan, UK, Canada, Hong Kong, South Africa, Kenya and representative offices in Bangladesh and China.

UAE became the birthplace of commercial business for Habib Bank AG Zurich. The oil boom of the ‘70s and the emergence of Dubai as a trade and transit hub have served as catalysts in HBZ’s growth as a trade finance powerhouse. The bank has always stayed focused on its core customer segment — family businesses reflecting its own tradition and has expanded in the UAE with eight branches today.

Jamal Alvi, CEO, Habib Bank AG Zurich, stresses that the bank’s forte is its customer relationships. Entrepreneurs from

# Trusted partner in trade finance

One of the UAE’s first banks, Habib Bank AG Zurich (HBZ), forges long-lasting relationships and grows with its clients



Jamal Alvi, CEO, Habib Bank AG Zurich

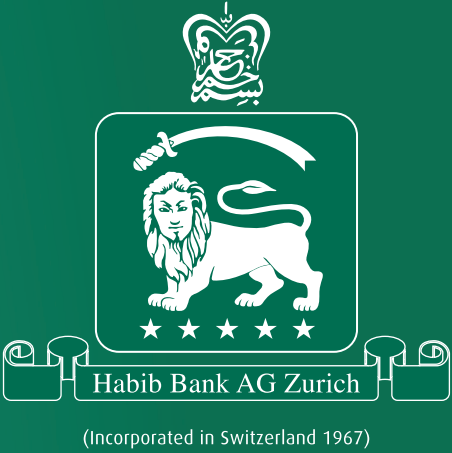
the ‘70s and ‘80s who have expanded tremendously since, maintain their association with the bank even today. Earlier this year, in a global Forbes survey of 43,000 clients across 28 countries Habib Bank AG Zurich was ranked fourth on how they rated banks on ‘customer centricity’. Last year, its Islamic Banking business — ‘Sirat’ won the award for the ‘Best Emerging Brand’ at the Malaysia Global Islamic Finance Awards.

Habib Bank AG Zurich’s best offering is its trade finance capabilities. SMEs/commercial clients receive complete banking services for their end-to-end trade needs. To further build on this trade expertise, HBZ is ensuring healthy coverage for the region’s top bilateral trading corridors. In parallel, the bank’s enhanced web/mobile platform have witnessed huge increase in remittance transac-

tions being done remotely. These together are providing business customers an added advantage and convenience.

“We are currently strengthening our personal wealth management division for our business owners. We endeavour to be the banker of choice for the UAE business community segment by being a one-stop bank for our commercial customers,” explains Alvi of the bank’s vision.

On Swiss National Day, Habib Bank AG Zurich is launching commercial real estate (CRE) lending and a special campaign on mortgages for new customers. Alvi further adds “We are very proud of our Swiss heritage. We will continue to play a constructive role and strive to strengthen Switzerland-UAE ties through cross-border trade. We wish the great nation of Switzerland a happy National Day.”



Offering  
**Global Banking**  
in  
**the UAE**  
since 1974

With banking tradition that spans several generations, **Habib Bank AG Zurich (HBZ)** is the only Swiss incorporated commercial bank in the UAE.

HBZ offers a personalized customer experience & complete range of Conventional and Islamic banking products to support SMEs and Commercial businesses.

HBZ’s global banking footprint includes:

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|-----------|--------------|----------------|
| UAE       | Switzerland  | United Kingdom |
| Pakistan  | Kenya        | Canada         |
| Hong Kong | South Africa | Bangladesh     |
| China     |              |                |



Habib Bank AG Zurich - UAE recognised by Forbes as one of The World's Best Banks 2021