

SWISS DIGITAL ASSET EDUCATION INNOVATION HUB

Clarity. Compliance. Global Trust.

Bridging Korean Finance with Swiss Innovation. Executive Education
for C-Level Leaders, Financial Institutions & Regulators

 Digital Asset Finance Immersion

 CCFE & SAQ Certification

 Crypto Valley & Lugano Tour

ZURICH • ZUG • LUGANO,
Switzerland

WHY NOW

Background & Strategic Vision



Korea's Challenge

The Korean financial sector is facing rapid acceleration in digital asset adoption.

Accelerating STO & Tokenization

Heightened AML/CFT Expectations

Need for Robust Custody Frameworks



The Strategic Gap

While ambition is high, the market currently lacks established precedents.

Lack of clear, enforceable standards

Missing bank-grade operating models

Gap in specialized regulatory expertise



Our Vision

Bridging the gap by importing the "Swiss Playbook" to Korea.

High-impact Executive Education



Direct Immersion in Crypto Valley

Internationally Recognized Credentials

WHY SWITZERLAND?

The World's First Integrated Digital Asset Ecosystem

"Switzerland is not experimenting. It is setting global standards. Pioneers make rules — and Switzerland has written the playbook."



01

World-Leading Financial Credibility

First country to fully integrate digital assets into its traditional financial system. Switzerland offers institutional-grade infrastructure with clarity and compliance.



02

Clear & Enforceable Regulation

Home to the DLT Act and FINMA guidance. A regulatory framework that provides legal certainty, protecting investors while enabling innovation.



03

Vibrant Ecosystem: Crypto Valley & Lugano

A unique coexistence of banks, regulators, and the blockchain industry. Experience the global hubs where future finance is being built today.

Designed for Strategic Leaders & Institutions



C-Level & Executives

BANKS • SECURITIES • ASSET
MANAGERS

Gain strategic clarity on digital asset
integration models.

Identify partnership opportunities in
Switzerland.

Understand custody and tokenization at a
board level.



Regulators & Public Sector

SUPERVISORS • LOCAL GOV •
INNOVATION OFFICES

Benchmark clear, enforceable regulatory
frameworks.

Study municipal blockchain adoption
(Lugano Model).

Direct dialogue with Swiss counterparts
(FINMA ecosystem).



Functional Leaders

COMPLIANCE • RISK • LEGAL • IT

Acquire practical AML/CFT and
compliance controls.

Deep dive into technical governance and
risk models.

Obtain internationally recognized
certification (CCFE).

Strategic Vision

Policy & Frameworks

Execution & Controls

PROGRAM OVERVIEW

Comprehensive Executive Value Proposition



Strategic Clarity

Digital Asset
Business Models

Tokenization
Roadmap

Board-Level
Decision Frameworks

Target: C-Level Vision



Applied Compliance

Swiss AML/CFT
Standards

Custody Risk
Controls

Operating Policy
Templates

Outcome: Bank-Grade Ops



Executive Immersion

Zurich • Zug • Lugano
Site Visits

Industry Leader
Networking

1-2 Day Briefings
3-5 Day Deep Dives

Format: On-Site Experience



Recognized Credentials

CCFE Certification
(ISO 17024)

SAQ Recertification
Alignment

University of Zurich
CAS Pathway

Value: Global Proof

IMMERSION PROGRAM

5-Day Swiss Digital Asset Finance Executive Tour

01

02

03

04

05



ZURICH Regulatory & Custody Landscape

Bank custody models
Tokenization briefing
FINMA regulatory overview



ZUG Crypto Valley Leadership

Meet CV Labs & Foundation
Infrastructure providers
Asset management deep dive



LUGANO Payments & Plan B

City adoption model
Stablecoin payments
Municipal blockchain pilots

ZURICH/ZUG Risk & Governance Framework

AML/CFT controls
Compliance workshops
Operational risk models



SYNTHESIS Strategy & Roadmap

Executive debriefing
Roadmap workshop
Partner identification

Key Takeaways & Deliverables



Tailored Action Plan



Partner Shortlist



Policy Templates

INNOVATION TOUR



Swiss Digital Asset Education Innovation Hub

Immersive Ecosystem Visits



Crypto Valley (Zurich, Zug)

The Global Hub of Blockchain Innovation

CV Labs Visit: Exclusive access to the heart of the ecosystem and coworking hub.

Venture Ecosystem: Meet unicorn founders and VC leaders driving the industry.

Infrastructure: Deep dive into custody and staking infrastructure providers.

Focus: Enterprise & Infrastructure



Lugano Plan B

Real-World Mass Adoption & City Payments

City Adoption: See how citizens pay taxes and services with Bitcoin & USDT.

Merchant Network: Live demonstration of POS systems in retail and dining.

LVGA Stablecoin: Study the municipal loyalty token model in action.

Focus: Payments & Public Sector

CCFE CERTIFICATION

International Standard for Crypto Finance Professionals



Core Competencies & Coverage



Regulatory Governance

Swiss DLT Act, global regulatory frameworks, and legal classifications.



Compliance & Risk

AML/CFT standards, travel rule, KYT (Know Your Transaction), and risk management.



Custody & Tokenization

Key management, storage infrastructure, and asset tokenization models.



Market Infrastructure

DeFi protocols, trading venues, liquidity provision, and financial products.

Certification Pathway

01

Preparation

Immersion & Workshop

02

Examination

Rigorous Testing

✓

Certification

ISO 17024 Credential

04

Recertification

Continuous Learning

UNIVERSITY PARTNERSHIP

Academic Excellence with University of Zurich



University of Zurich
UZH Blockchain Center

CAS in Digital Assets & Compliance

A specialized Certificate of Advanced Studies (CAS) program designed to bridge the gap between traditional finance, regulatory requirements, and the emerging digital asset economy.



Regulatory Frameworks

Deep dive into Swiss DLT Act, FINMA guidelines, and international standards.



Operational Design

Designing compliant custody, trading, and settlement infrastructures.



Risk & Governance

Managing operational, counterparty, and technical risks in DeFi.



Academic Rigor

Research-backed curriculum from Europe's leading blockchain center.

FORMAT

Executive Modules

INSTITUTION

UZH Blockchain Center

OUTCOME

CAS Certificate (ECTS)

WHY US?

The Swiss Advantage: Unique Value Proposition



Direct Ecosystem Access

Exclusive entry to Switzerland's inner circle: meet regulators (FINMA), private banks, and Crypto Valley pioneers directly, bypassing intermediaries.



Integrated Learning Model

A holistic approach combining Executive Briefings, On-site Immersion, and Certification (CCFE/CAS) into a seamless professional journey.



Practical ROI

Beyond theory. Participants leave with tangible outcomes: policy templates, implementation roadmaps, and validated control frameworks ready for deployment.



Swiss Neutrality & Trust

Leverage the global "Swiss Brand" of financial stability and privacy. Learn how to build institutional trust in a decentralized world.



Curated Executive Cohorts

Small, high-caliber groups ensure meaningful peer networking. Connect with fellow C-level leaders facing identical strategic challenges.

FOUNDER & NETWORK

Bridging Swiss Innovation to Global Leaders



FOUNDER & LEAD ARCHITECT **Ji Young Suk**

- 🎓 M.S. Computer Science Education
- 🎓 B.S. Computer Science
- 📍 Based in Switzerland since 2017
- 💼 Digital Asset Expert since 2017

 [Connect on LinkedIn](#)

Professional Certifications



CCFE Certified

Certified Crypto Financial Expert



SAQ Recognized

Swiss Association for Quality
ISO 17024

Strategic Ecosystem Network



Crypto Valley

Deeply connected within the Zug ecosystem, facilitating direct access to CV Labs and industry pioneers.



BAS

Active member of the Bitcoin Association Switzerland, bridging community and institutional knowledge.



Women in Web3 Switzerland

Korea Chapter Lead. Driving diversity and cross-border collaboration in the Web3 space.



Strategic Partnerships

Official partnership with KBW 2025 (Korea Blockchain Week) to bridge Swiss-Korean initiatives.

Professional Certifications



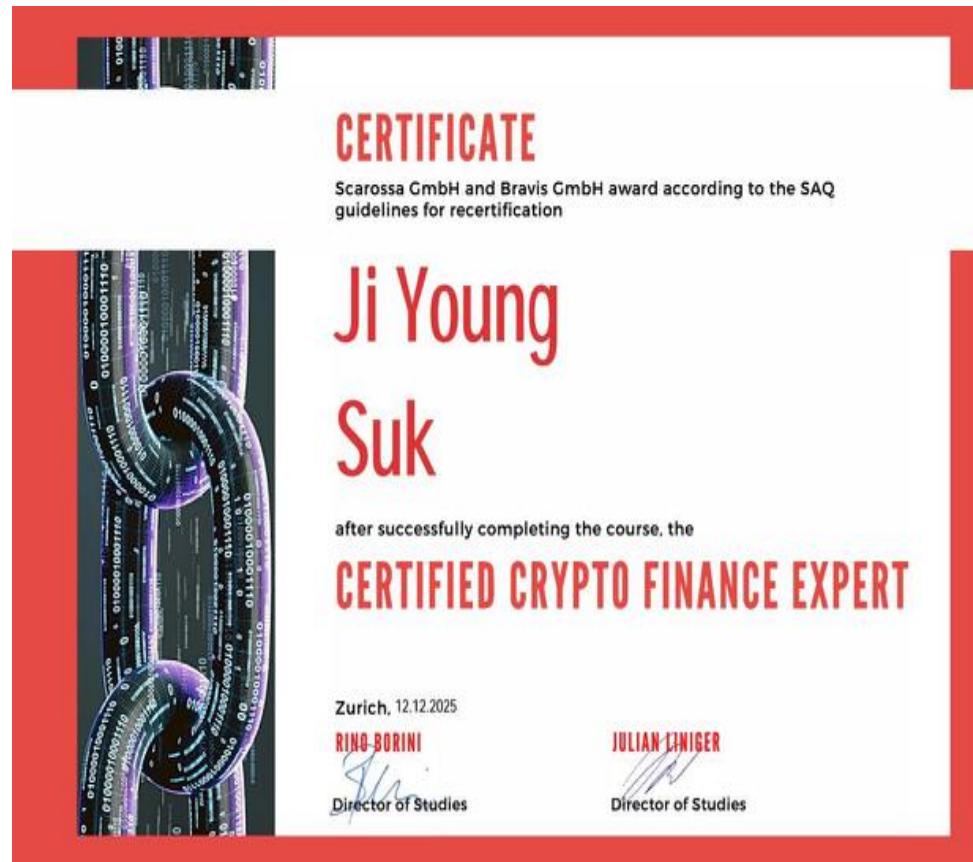
CCFE Certified

Certified Crypto Financial Expert



SAQ Recognized

Swiss Association for Quality ISO
17024



Swiss Association for Quality

Certified Crypto Finance Expert SAQ

Ji Young SUK

born on [REDACTED]

has provided all the necessary evidence of having fulfilled the certification requirements, based on the certification programme "Certified Crypto Finance Expert" of 24 April 2023.

The technical knowledge was evaluated in a standardised qualification procedure. During the period of validity of this certification, the holder is entitled to use the title „Certified Crypto Finance Expert SAQ“. The certificate is valid for 3 years and can be renewed, subject to the required evidence being furnished.

Certification program: Certified Crypto Finance Expert SAQ

Qualification procedure: Written examination

Examination topics: Money, financial system and Bitcoin

Blockchain basics

Altcoins; Ethereum; Smart Contracts; DeFi; Tokenization; NFTs

Asset management; investment; trading; brokerage for cryptoassets

Legal; compliance; regulation; taxes

Certificate valid from: 24.12.2025

Certificate valid until: 23.12.2028

Certificate no.: 25CCFE1634650/1

Bern, 24 December 2025

SAQ Swiss Association for Quality

Ursula Grunder
President SAQ

Daniel Meyer
Head of Certification SAQ

Swiss Digital Asset Finance Immersion Program



Bitcoin Suisse



Crypto Valley Association

Swiss Digital Asset Finance Immersion Program



Lunch with Industry leaders



Swiss Insurtech Hub

Swiss Digital Asset Finance Immersion Program



Syignum Bank



21 Shares

Swiss Digital Asset Finance Immersion Program



University of Zurich
Blockchain Center



Switzerland Fintech
Association

Swiss Digital Asset Finance Immersion Program



Lugano – Plan B



CCFE & SAQ



Crypto Valley Conference

Q & A

Q: What makes SwissDA® unique in digital asset education?

A: SwissDA® integrates real-world Swiss compliance and banking models with an international network, providing practical and global insights.

Q: Who should enroll in SwissDA® programs?

A: Our programs are ideal for executives, compliance leads, bankers, and professionals seeking international digital asset expertise.

Q: Are the programs based in Switzerland or available online?

A: SwissDA® programs include both on-site Swiss sessions and online components for international accessibility.

START YOUR JOURNEY

Connect with Swiss Innovation Leaders



Custom your Plan with consultant

We will architect your plan, 1:1 consulting.



Join Open Chat

Connect directly via KakaoTalk for real-time Q&A and community updates.



General Inquiries

For partnership or media proposals, please reach out directly.

info@swissdigitalassethub.ch

Upcoming Cohorts

Spring 2026 Immersion

Zurich, Finanz Messe Forum

OPEN

Summer 2026 Immersion

Zug, Crypto Valley Conference

OPEN

Fall 2026 Executive

Zurich, CV Summit

OPEN

Fall 2026 Executive

Lugano Plan B Focus

WAITLIST

Custom dates available for corporate groups (min. 10 participants).

Connect Directly

<https://www.linkedin.com/company/swiss-digital-asset-education-innovation-hub>

www.swissdigitalassethub.ch

Swiss Digital Asset Hub Channel