

Back to Work!



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It's time to put your capital in play and back to work for you. With low interest returns seeing into the future, you have two options: Either you lose money in low-interest investments that are beaten by the growing inflation with actuarial certainty, or you put part of it in an investment that can help restart the stalled global economy. How can you make a difference? Easy. The billions of sovereign debt are a fraction of what investors small and large can do through independent action. Switzerland is home to the largest concentration of offshore wealth in the world. Our daily decisions literally make a world of difference. So it's time to take matters into our own hands and get those hands busy working to create new jobs around the world.

No, I am not an investment advisor, but I do know global business and economic development. Take a look at other countries: They are betting on their future and you can do the same. Japan, after the tough times of Sony and its traditional industry, has now focused on reinventing itself with new technology. Of course they have a great way to copy others ... and they are copy-

ing the USA. If you take a look at what is going on in North America, there is an enormous groundswell of support for technical innovation. The State of Ohio, known as the "Mother of Invention" for everything from tires to automated teller machines to liquid crystal displays has been approved by its citizens to create a \$1 billion fund to develop new technology. With 7 engineering schools, it is the real technical heart of the U.S. and knows the way out of its economic problems is to design, invent and engineer its own future.

In another part of the U.S., the product trademarked as "Graphene" is quietly changing the world. Its high conductivity and lubricant attributes are about to transform packaging, clothing and many other industries like Teflon in the go-go years of the U.S. Many industries have grown old and are open to new solutions. The aircraft industry is just one example. We still fly in the same Boeing 747 jet airframe that was introduced in 1972, 40 years ago. How many more runways can be built at Heathrow, JFK or Hong Kong? It is has been a wonderful success, but new technology has created a huge potential for radical changes in that industry. Airbus and Boeing know that too.

The reason for the discussion is that investment in technology creates great reward, and the time is now to be on the ground floor of major changes in how we make things and live our lives. It is a chance for your capital to become real "working capital". It certainly beats sitting in an account or some financial product going up and down with market fluctuations and doing little to create real growth here and around the world. It's time to look to the ETH and other technical universities around the world to see what is really happening and how the future will look. I know that because in a recent family-office conference in London, during a workshop of family-office owners, the University of Akron in Ohio was mentioned twice by different people, and not by me. Not Yale, not Harvard, not

the London School of Economics or some Chinese University, but the University of Akron for its practical, technical prowess and innovations.

Some say we are evolving into a new era where capital is not valued as much as ideas and intellect. Ask the man or woman who invented the wheel about that topic. We are not evolving, but returning to our basic roots. You have to make things someone wants to buy somewhere in the world. Put capital to work to finance that growth and you have no need for financial products that need nuclear physicists to structure some form of derivative value. Ohio and its engineering schools know that model. If you forget that basic rule and try to service the world, you most definitely need the world, but the world does not necessarily need you. Brazil, Singapore and other countries are shining examples to prove that capital flows where it is best used.

So look at what you are really earning, look at the converted buildings of the companies that really made Zurich and Switzerland a world center for innovation, then put your money back to work. You will be amazed. Families like the Rockefellers, Vanderbilts, Carnegies, Edisons and Fords needed the money of the Mellons, Morgans and others like them to turn their dreams into reality and power the world for over a century. The same is with the Benz family, the Carlsbergs, the Dassaults, the Krupps and great Swiss and European industrial giants.

Imagine what the next generation will bring. They are now in their garage creating the future and looking for the capital to bring Europe and North America back to their feet. Put a portion of your capital to work in new technical developments and the rewards at this time can far exceed your expectations. Just ask the guy who invested, then sold, his founders' shares of stock in a risky start-up years ago, a tiny computer company known as Apple.

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