

In your view what
makes ubs
successful give
evidence of how your
personal quali...

[Business](#)



UBS' dominant position at the apex of global wealth management is underlined by the many accolades it has received. According to the UK's Sunday Times/Starline analysts of the year awards, investment analysts at UBS were the most successful in London last year. UBS was also reported in Forbes as being one of the most successful in the American dominated investment banking business.

Being a global financial powerhouse does not happen by accident. UBS' success is attributable to its ambitious vision and a carefully formulated plan for success. The company's keen insight into the importance of providing clients services that reach far beyond each client's basic needs separates it from the rest and fuels its success. When a client begins a relationship with UBS, her financial adviser takes time to understand what her goals are. The client receives services that far surpass satisfying her financial needs.

A financial firm is only as good as its analysts. UBS clearly appreciates this with depth and flair and this is one of the many reasons for its success. To be the world's leading financial firm, UBS excels at clients' success by drawing on the firm's expertise - expertise that is gained from picking the keen and sharp brains of its employees. Besides being an industry leader in terms of compensation/revenue ratio, UBS adopts a culture that nurtures the best talent and allows outstanding individuals to thrive, while encouraging an esprit de corps, teamwork and loyalty. Such a positive working environment, in turn, encourages professionalism and technical excellence, with the highest integrity and standards in the work of its staff.

In today's fast developing economy, being the best also means being far-sighted. Undoubtedly, UBS' history of thinking ahead is a key ingredient in its

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recipe for success. The company's recent expansion into China is an example of setting one's vision to the future as this move reflects UBS' desire to tap into the increasing affluent Chinese clientele.

Equally important to UBS' success is the firm's strategic mergers with other financial institutions for the past 12 years. Today, UBS consists of 14 other firms that have been merged into the company.

A firm of such pedigree certainly attracts the best of young aspiring talents. As someone who has excelled both academically and in other areas of life, I believe I would be able to contribute to UBS' success.

By nature a challenge taker, I am drawn to the investment banking industry because of its complexity. Notwithstanding the complexity of this business, I believe I can contribute to UBS' success because I share your company's belief of surpassing expectations and delivering quality work. My result-oriented outlook has become stronger after I began studying at the MIT because the pressure of competing with the best in the MIT constantly propels me to deliver high and consistently good quality work in a deadline-oriented environment.

My varied experiences both in and outside of university have honed my communication skills. For example, my continuous pursuit of music and orchestral experience demonstrates my zest for team-oriented activities. Being the leader of many music ensembles has cultivated my leadership skills and allowed me the occasions to inspire my team with the enthusiasm I possess. My past internships at Bates Advertising, HSBC and Citigroup have also furnished me with solid communication skills.

The above are indications that I will be able to contribute to UBS' success.

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Quite apart from these, I have the added advantage of a rich cultural background that is well exemplified by my linguistic skills. Being fluent in English, Cantonese and Mandarin, I believe I can participate in UBS' success by delivering quality financial advice to both international and local clients with sensitivity to cultural and social differences.