

# Invitation

## Mr. Richard Koo's Seminar

Wednesday 2 March 2011

We are delighted to invite you to a seminar with Richard Koo.

**Date**

**Wednesday, 2 March 2011**

16:00 hrs. Registration

17:00 hrs. Seminar

18:30 hrs. Cocktails

**Location**

**SIX Swiss Exchange, Convention Point**

Conference Room on the 1st Floor

Selnaustrasse 30, 8021 Zurich

**Language**

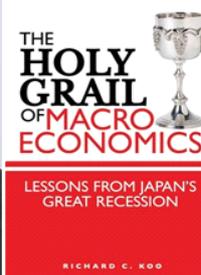
English

**Registration**

Close on 14 February 2011

**Admission fee**

Free of Charge



### Speaker's Profile – Richard C. Koo

Richard C. Koo is the Chief Economist of Nomura Research Institute, with responsibilities to provide independent economic and market analysis to Nomura, the leading financial group of Japan, and its clients. Before joining Nomura in 1984, Mr. Koo, a US citizen, was an economist with the Federal Reserve Bank of New York (1981-84). Prior to that, he was a Doctoral Fellow of the Board of Governors of the Federal Reserve System (1979-81). In addition to conducting financial market research, he has also advised several Japanese prime ministers on how best to deal with Japan's economic and banking problems.

Mr. Koo developed the idea of yin and yang business cycles where the conventional world of profit maximization is the yang and the world of balance sheet recession, where companies are minimizing debt, is the yin. Once so divided, many varied theories developed in macro economics since the 1930s can be nicely categorized into a single comprehensive theory, i.e., the Holy Grail of macro economics.

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