

PLK & Partners : win with a combination of innovation and respect for our legacy

Why launch our company in 2010?

In Chinese, the notion of “crisis” is often associated to “opportunities”.

The decision to create our own Wealth Management Company comes at a time of profound social changes. Strange? Not at all. Bold? For sure a bit, but mostly logical: at a time of crisis, established ideas and concepts should be revisited. This allows for opportunities to be revealed and encourages innovation.

For us, the questioning phase, has unveiled clear opportunities: it has exposed the weaknesses of the financial system and it has given us the freedom to imagine a different future.

Our DNA: we are bankers, entrepreneurs, a team and a family

We are both bankers and entrepreneurs: respectful of traditional values, serious, enthusiastic, meticulous, and, at the same time, proactive and open minded.

Jacques Attali suggests in his book "La crise et après" that a banker should have remained modest and boring...

Modest, of course but boring, we disagree. We believe that a banker, in addition to adhering to innovation and entrepreneurship, should offer respect and integrity to its clients.

Our mission, to serve you, can only be achieved through team work. For this reason we share valuable principles such as respect of the individual and their families.

Our values enable us to adequately interpret patrimonial situation along the way.

Sincerely



Laurent Kretz



Philippe Kretz