

# *BFI Perspectives*

*We cherish independent and rational analysis.*

## ***BFI Bullion Proudly Joins ASFCMP, and Welcomes Two Great Additions to the Board***

*By Scott Schamber*

*BFI Bullion is proud to announce we have just been accepted as a member of the ASFCMP, a not-for-profit private association that represents the Swiss precious metals industry. The association is now comprised of 16 members that all work in the processing or trade of precious metals in Switzerland. And, if that weren't enough, we also want to welcome two new Board Members by introducing them to you today. Exciting news!*

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BFI Bullion is a leading Swiss precious metals solution for worldwide investors and institutions that puts a premium on transparency, security, direct ownership, and an alternative to traditional banking solutions, amongst others. As part of our continuing growth and strategic evolution, it gives us great pleasure to announce we have strengthened our position further by being accepted as members to the ASFCMP.

The **ASFCMP**, Association Suisse des Fabricants et Commerçants de Métaux Précieux (or Swiss Association of Manufacturers and Traders in Precious Metals, in English), founded in 1978, is an organization that sets high standards for its members, ensuring that only those who demonstrate expertise, integrity, and a commitment to advancing industry practices can take a spot amongst their group.

Their goals include, as paraphrased from the ASFCMP website:

- Contributing to the development of the Swiss precious metal industry and highlighting the significant role the industry plays in the Swiss economy.
- Representing the interests of its members with the general public, political authorities, as well as national and international regulatory authorities.
- Promoting and supporting the initiatives of this industry of excellence as it regards ethical, economic, environmental, social, technological and human aspects.
- Collaborating as the industry's key contact, with media, academia, and other professional organisations in order to continue constructive and clear dialogue with all parties involved.

With BFI's membership, we, as well as our clients, stand to benefit by staying ahead of industry trends, enhancing our team's expertise, and solidifying our commitment to upholding strict operational guidelines of the precious metals industry in Switzerland.

The ASFCMP responded to BFI Bullion's membership by stating, "We are pleased to welcome BFI Bullion into our association. Their commitment to transparency, integrity, and innovation reflects the high standards we

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uphold for our members. Together, we will continue to strengthen Switzerland's role as a global leader in responsible precious metals trade."

We invite you to have a look at the ASFCMP website by clicking here [Home - ASFCMP](#), or pasting the following website into your browser: <https://asfcmp.ch/?lang=en>. You'll see we join excellent company.

## ***BFI Welcomes New Board Members***

We are also proud to announce the addition of two distinguished industry leaders to the BFI Bullion Board of Directors: Mr. Bernhard Schnellmann and Mr. Martin Keller.

With more than 40 years in the global precious metals sector, Mr. Bernhard Schnellmann has held senior leadership positions at several prominent international banks. He also served as director of the highly reputable Swiss refinery, Argor Heraeus, for two decades. His expertise in the precious metals arena includes trading, logistics, risk management, product development, and digital solutions for physical precious metals.

Since founding the *Bernhard Schnellmann Precious Metals Advisory* in 2020, he has been at the forefront of integrating traditional commodities with digital finance, while also advising central banks in Latin America and a major Eastern European bank. He joins the BFI Bullion Board bringing with him an extensive knowledge of the precious metals industry.

Mr. Martin Keller brings over three decades of extensive expertise in capital markets, institutional asset management and private wealth management. He has held C-level leadership roles in and served on the boards of multiple globally recognized banks and investment firms. Additionally, Mr. Keller has a passion for sports, evidenced by having served on the board of the Swiss soccer club, the Grasshopper Club Zurich. He brings his strategic insights and deep industry knowledge to the Board.

The extensive knowledge and strategic vision of Mr. Schnellmann and Mr. Keller will also serve to enhance BFI Bullion's ability to deliver institutional-grade services to our local and international private and institutional investors.

We welcome them to the team and look forward to their contributions that will surely help raise the bar of our service offering!

For more information, have a look at [Team | BULLION](#), or enter the following link to your browser: <https://www.bficapital.com/precious-metals/services/team>.

The year isn't over. Stay tuned for more news!

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## *About the Author*



**Scott Schamber** is the Managing Director of BFI Bullion Inc., a Swiss precious metals dealer and storage provider (bfibullion.ch). Scott advises international clients around the world. And, as a “good ole’ boy” from Wisconsin, he loves to work and help American clients too.



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