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UBS boss touts back-to-basics future

UBS CEO Marcel Rohner says it's time to go back to basics in the banking industry. Gone are the days of high risk—possibly high reward schemes, at least for now. A more stable model is what's needed in these harsh financial times, according to what the Swiss banking giant's boss told a crowd at the Swiss Finance Institute's Third Annual Meeting in Geneva. World Radio Switzerland's Alex Helmick was at the meeting and has this report.

By [Alex Helmick](#), World Radio Switzerland



UBS CEO Marcel Rohner told a crowd at the Swiss Finance Institute's Third Annual Meeting that he sees the banking sector getting back to a more stable business model. He told the crowd that he "would like to be more boring," if boring meant moderate, stable profits. UBS has lost billions in the current financial crisis. (KEYSTONE)