

# High-Value Private Clients and Private Placement Life Insurance – Views from Geneva International Insurance

Louis D. Zuckerbraun, Managing Director of Barbados-headquartered Geneva International Insurance offered delegates at the Hubbis HNW Insurance Summit on May 3 some valuable guidance and insights on Private Placement Life Insurance, its structure, its value and its regulatory advantages. Armed with a comprehensive slide show, he talked delegates through the main advantages of PPLI and how they should approach such structures and also explained more about Geneva International Insurance.

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**Louis D. Zuckerbraun**  
Geneva International Insurance

**Geneva Insurance Group** is comprised of a group of licensed life insurance companies offering Private Placement Life Insurance solutions to a global client base of high net-worth families and individuals. They offer a wide range of Private Placement Life Insurance products as well as Variable Annuity products which can all be tailored to service each client's unique financial needs.

The firm is Barbados-based and one of its carriers has made an election under IRC section 953d to be treated as a US person for US federal income tax purposes. Geneva offers US and internationally compliant products and is in the process of launching also a Sharia compliant product.

Zuckerbraun himself is based in Zurich, Switzerland and is the Managing Director of Geneva Insurance Group (Barbados) and Geneva International Insurance Inc., member companies of the Geneva Insurance Group.

His primary responsibilities include insurance product sales and development, and management of the insurance Companies.

Prior to joining Geneva International, he was previously Managing Director of the Bermuda based Valor Management and prior to that was co-CEO of a Swiss life and annuity company, Zenith Vie, that provided traditional life, savings, and annuity products to Swiss and international clients.

He was one of the founding partners of the Crown Global group of insurance Companies in Bermuda, Grand Cayman and Delaware and held the position of Managing Director. He was a former partner of swisspartners Wealth Management, Zurich and former Director of swisspartners Insurance Company, Grand Cayman.

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**Readers are invited to click the link below to view the PDF slide show from Zuckerbraun's presentation of May 3:**

<http://pdf.hubbis.com/pdf/geneva-international-hnw-insurance.pdf>