

Exclusive: Geneva IAM opens first foreign office in Dubai

The long-standing Swiss independent asset manager is building up a presence in Dubai to cater to its increasingly international client base.

BY RICHARD BRANN • CITYWIRE



Geneva-based independent asset manager EMC Gestion de Fortune is opening a new office in Dubai, Citywire can reveal.

The firm launched the office, part of subsidiary EMC Wealth Management Dubai, in early September. The office will focus on creating a direct link between clients based in the Middle East and the home office in Geneva and building new relationships in the region.

It is the first foreign office of EMC Gestion de Fortune in its 45-year history.

Managing partner David Petulla has been named general manager of the Dubai office and will at first be the sole staff member, with future team growth coming later.

“Dubai places us closer to clients whose lives and interests span several markets, while Geneva offers a mature financial ecosystem and extensive experience in managing wealth internationally and across generations.”

Petulla said success depends on understanding the local environment and earning trust over time. EMC’s advantage, he added, must come from the quality of its relationships and the relevance of the connection it provides to Geneva.

With plenty of larger asset managers and private banks now developing presences in the Middle East, EMC Gestion de Fortune’s client base is expected to benefit from the move.

Professional footballers, entrepreneurs, executives and internationally mobile clients are among those who would benefit from the firm developing a Middle Eastern office, with recent geopolitical developments not affecting the company outlook.

“We distinguish between short-term periods of instability and Dubai’s longer-term development as an international business and financial centre.”



“Our confidence in Dubai is based on the region’s structural developments and on the increasingly international profile of our clients.”

A Geneva heritage, closer to clients

EMC’s Dubai presence is designed to create a direct bridge between two complementary financial centres: local proximity in the Middle East and a mature wealth management ecosystem in Geneva.

The office extends a relationship-led model developed over more than four decades. EMC Gestion de Fortune is one of the oldest independent asset managers in Switzerland, with a 17-person team and relationships spanning three generations of clients.

The expansion reflects the increasingly international lives and interests of the firm’s clients while preserving EMC’s focus on long-term trust, individual service and international wealth management across generations.



“Success depends on understanding the local environment and earning trust over time.”

Source: Citywire, 14 Sept. 2026.

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