

Becoming a member of a closely-knit **online community enables you to quickly meet people and get the best tips in a foreign country.** We've met up with the chairman of Asmallworld to find out more about this concept.

The success behind social networking

■ **Can you briefly tell us what Asmallworld is about?**

Asmallworld is an invitation only by a community of internationally minded people. I like to refer to it as a digital country club where the clubhouse is Asmallworld.com. This is where our Members interact and share information about the good life, from restaurants and hotels recommendations to private events invitations.



«The level of trust within ASW is extraordinary and absolutely unique.»

Patrick Liotard-Vogt
Chairman of Asmallworld

■ **What is your background and how did you come up with that idea?**

I have been an entrepreneur at heart since very young. Starting at the age of 13, I was making extra pocket money by selling mobile phones to my colleagues at Boarding school. Then at the age of 17, I founded a company called The World's Finest Clubs, which I led as CEO until now. It awards the most exclusive night-clubs around the globe, and issues a membership card that is sold to selected personalities for 2000 euros.

In 2009, I acquired the majority stake in ASW from Bob and Harvey Weinstein, and became chairman of the company. My team and I have a vision and a dream with ASW and we are working on it with passion, day and night.

■ **In which countries is Asmallworld the strongest? What are the main nationalities?**

As we have members in more than 190 countries, ASW is truly global. In sheer numbers however, our largest markets are the US, the EU, and the UK.

■ **What is unique in this community that members won't find in other networks?**

In a single word: trust! The level of trust within ASW is extraordinary and absolutely unique. Even before being involved with ASW I had Members of the network staying at my house in Zurich and I personally received invitations to stay at other Member's home when traveling.

■ **Are there many expatriates using it to ease socialization abroad? How does it benefit this category of people in particular?**

Absolutely, ASW is very useful to Members who are relocating. This is especially the case in non-English speaking countries, such as Russia and China for example.

The site provides expatriates with basically everything they need, from house rental, recommendations for babysitters, local restaurants, hairdressers, and a marketplace to sell or buy their car and much more. And the most important of it all, it allows them to become part of a local community that they socialize with. Right upon arrival, they have a social agenda and they don't need to wait long before building one.

YVES BONZON

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BUSINESS MAN
When he was 13 years old, Patrick already showed his entrepreneurial qualities.
PHOTO: PHOTOPULSE.CH

3 FACTS

1 Asmallworld is the world's leading private online community and has Members in more than 190 countries.

2 It captures an existing international network of people who are connected by three degrees of separation.

3 Membership to Asmallworld is by invitation only. A connection is thus required with someone who has the privilege of inviting people to the network, to be found in one's personal or professional circles.

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