



Media release

## Anniversary event: 25th edition of financial fair keeping pace with the future

The 25th edition of Switzerland's largest financial fair will take place on 24 and 25 April 2024, in Halle 550 in Zurich Oerlikon. The focus of this anniversary edition will be the new world order, which is gradually taking shape under the influence of geopolitical tensions and flux in the banking market. Ever since it was founded, the financial fair has conveyed a wealth of specialist knowledge and experience, trends and stimuli, in each case thanks to the presence of renowned experts. Leading names at FINANZ'24 will include former Federal Councillor Ueli Maurer, Professor of Economics Yvan Lengwiler, Professor Klaus Wellershoff, and Suzanne Thoma, Chair of Sulzer AG.

**Zurich, 3 April 2024.** A comprehensive framework programme has become an indispensable element of the financial fair, as well as a crucial success factor. The 25th edition of Switzerland's largest financial fair is readying itself to explore a wide range of future-oriented topics. Under the slogan "New World Order", the fair will engage with two key themes – the future of the Swiss financial centre and the multipolar environment.

### Reform of too-big-to-fail regime needed

The organizers of FINANZ'24 are delighted to welcome former Federal Chancellor **Ueli Maurer** to the Fireplace Talk, which will take place for only the second time following its inaugural staging last year. Together with Handelszeitung Editor-in-Chief Markus Diem Meier, he will provide food for thought on what would make the Swiss financial centre fit for the future.

The CS crisis, which resulted in the state-supported takeover of this historic financial institution by UBS last year, has now rekindled the too-big-to-fail debate. This topic will be critically scrutinized on the second day of the fair by a panel of experts chaired by Mark Dittli, Managing Director of «The Market». The authoritative figures participating in this roundtable will be Professor **Erwin W. Heri**, Lecturer at the University of Basel and founder of fintool.ch, **Adriel Jost**, Economist and Fellow at the Institute for Swiss Economic Policy (IWP), **Jürg Müller**, Director of Avenir Suisse, and **Yvan Lengwiler**, Professor of Finance at the University of Basel, and a member of the banking stability group of experts appointed by the Federal Department of Finance (FDF) last year to establish the lessons learned from the CS crisis and evaluate Switzerland's too-big-to-fail regime.

### On the road to a New World Order

Under the influence of pandemic-related restrictions, geopolitical tensions, and overarching global issues such as climate change and migration, a picture of economic decoupling, deglobalization, and fragmentation is starting to form. The concept of multipolarity has rapidly established itself in the fields of politics, economics, science and society as a result. Whether or not a more divided world will genuinely pave the way for the emergence of a multipolar world order has long been a point of dispute in expert circles. On the first day of the fair, **Alexandra Janssen**, CEO of ECOFIN Portfolio Solutions AG, **Marius Brühlhart**, Professor of Economics at the University of Lausanne, **Caspar Hirschi**, Professor of History at the University of St.Gallen, and Professor **Klaus W. Wellershoff**, CEO and Chairman of Wellershoff & Partners Ltd., will participate in the roundtable «Polarization – where current developments are headed and lessons from the past», which will be chaired by Fabio Canetg, editor of SRF and freelance journalist.

What the multipolar environment signifies for the Swiss economy will be discussed on the second day of the fair by **Suzanne Thoma**, Executive President of Sulzer, **Philip Mosimann**, Chairman of Bucher Industries, and **Andreas Wieland**, Chairman of Hamilton Medical. This roundtable will be moderated by Philippe Béguelin, Head of the Markets team at «Finanz und Wirtschaft».

### **Wealth of expertise on display at the fair stands, at specialist talks, and in the Open Forum**

In the first quarter-century of its existence, the financial fair has evolved from being a public fair for investment funds to a specialist fair for professional investors, always keeping pace with changes in the financial industry. The latest example of this is the Crypto Open Forum, which is being incorporated into the financial fair for the third consecutive year and will focus on crypto assets as a new asset category along with the associated technology.

Right from the outset, the financial fair has been a sought-after platform for exchanges of views and opinion formation. «At no other place in Switzerland does so much financial know-how and expertise come together once a year as it does at the financial fair», emphasizes Bernhard Zosso, Managing Director of FINANZ'24. «This comes to the fore not just in one-to-one discussions at the stands of the 100 or so exhibitors, but also in the framework programme comprising some 80 expert talks», he adds.

In addition to existing partners AZEK, the Asset Management Association, the SFAA, the VQF Academy together with the continuous training platform of the Association of Swiss Asset Managers, and the Zurich University of Applied Sciences (ZHAW), the circle of cooperation partners of FINANZ'24 now also includes the Swiss Pension Fund Association (ASIP), the Swiss Association of Actuaries (SAA), and representatives of the Certified Crypto Finance Expert advanced training programme.

The detailed programme, and a list of exhibitors can be found at [www.finanzmesse.ch](http://www.finanzmesse.ch).

**For further information** please contact Bernhard Zosso, Managing Director of FINANZ'24, +41 (0)44 241 30 60, [b.zosso@finanzmesse.ch](mailto:b.zosso@finanzmesse.ch). Editors of financial and business media can obtain accreditation for the fair either online **up until 4 p.m. on 22 April 2024**, or at Halle 550 on the days of the fair itself.

### **Milestones of the financial fair**

- 1999 FONDS' stages its inaugural event at Zurich's Kongresshaus, at that point being a three-day public trade fair focusing on investment funds.
- 2007 The organizers of FONDS' are commissioned by the Structured Products Association and SIX Swiss Exchange to set up the Structured Products Fair.
- 2009 A specialist visitors day is incorporated into the three-day FONDS' event for the first time.
- 2012 FONDS' gets an overhaul and is given a fair slogan for the first time («Turning Points»).
- 2013 FONDS' is split into two distinct days – a public day and a specialist visitors day.
- 2015 The fair is held for the first time under the name FINANZ', following the decision of the organizers in 2014 to merge FONDS' and the Structured Products Forum (previously the Structured Products Fair).
- 2019 To coincide with the 20th anniversary, the organizers reposition the fair as a specialist event and hold it in Zurich Oerlikon for the first time.
- 2021 FINANZ'21 is cancelled due to coronavirus.
- 2022 The fair, which had previously taken place at the end of January/beginning of February ever since its inception, is moved to the spring.
- 2024 The 25th staging of Switzerland's largest financial fair opens its doors on 24 and 25 April 2024.