



Media release

## FINANZ'24: Anniversary edition shone spotlight on new world order

Switzerland's largest financial fair closed the doors on its 25th staging on 25 April 2024. 2800 specialist visitors attended the two days of the fair at Halle 550 in Zurich Oerlikon. Around 100 national and international exhibitors – along with around 80 expert talks – once again made the fair a sought-after platform for exchanges of views and opinion formation. Key magnets for the public at this anniversary edition included the Fireplace Talk with former Federal Councillor Ueli Maurer, as well as the roundtables on the too-big-to-fail issue, polarization, and the Swiss economy in the multipolar environment.

**Zurich, 26 April 2024.** To kick off FINANZ'24, former Federal Councillor Ueli Maurer provided fair visitors with some key takeaways on the future of the Swiss financial centre at the second staging of the Fireplace Talk. Ueli Maurer was not a new face at the fair, having previously opened the 20th edition of the event in 2018 when he was still serving as a Federal Councillor with responsibility for the Federal Department of Finance.

Other events to attract great interest included the two roundtables “Polarization – where current developments are leading and lessons from the past”, and “The Swiss economy in the multipolar environment”, which explored the fair slogan “New World Order” from different perspectives. Also popular was the roundtable “How the future of ‘too big to fail’ looks” after the Federal Council had just previously published its report on banking stability, which contained numerous measures for developing Switzerland’s “too-big-to-fail” toolkit further. Visitor interest was also stimulated by the Open Forum on Crypto Assets, which was being held for the third time.

You can find out more about the transformation of the fund fair for private investors into a financial fair for institutional investors, as well as detail on the key themes of this anniversary edition, in the accompanying magazine to FINANZ'24: <https://finanzmesse.ch/messefuehrer/aussteller/finanz24/Neutral/>

*“We have received a great deal of positive feedback on our anniversary event from both exhibitors and specialist visitors – some of whom have been attending the fair and contributing to its success for many years. What’s more, they have encouraged us to continue to develop the financial fair with flair and creativity,”* commented Bernhard Zosso, Managing Director of FINANZ'24.

FINANZ'25 will take place on 2 and 3 April 2025, once again at Halle 550 in Zurich Oerlikon.

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