



Press Release

FINANZ'25: Designing tomorrow

Keeping an overview in a world in turmoil and managing the simultaneity of manifold challenges requires orientation and foresight. Not letting the future simply happen has inspired the organizers of FINANZ'25 to choose this year's trade fair motto: «Designing tomorrow». Experts from business, science, and technology will analyse the global situation at the 26th edition of this traditional fair, taking place on April 2nd and 3rd 2025, in Zurich Oerlikon. They will share their insights on the upheavals on the path to a new global order – among them, Member of the Governing Board SNB Petra Tschudin, UBS CEO Sergio P. Ermotti, and former economic advisor Lars P. Feld.

Zurich, March 17, 2025. Geopolitical tensions and territorial conflicts have become constant companions. The increasing political polarization and a rise in protectionism add further pressure. At the same time, the spread of artificial intelligence, the energy transition, and climate change demand the development of sustainable strategies for the future. In this challenging environment, the global economy and stock markets have proven to be surprisingly resilient, seemingly ignoring the many adversities and hurdles – at least for now.

Firsthand Expert Insights

FINANZ'25 places complex challenges and their simultaneous occurrence at the heart of its program, providing a forward-looking perspective. The first day of the fair kicks off with a roundtable discussion titled «Artificial Intelligence – Growth Engine or Societal Disruptor?» Debating this controversial topic are **Roi Y. Tavor**, Managing Director of Google Cloud Switzerland & Austria, and **Jan-Egbert Sturm**, Professor of Applied Macroeconomics and Director of the KOF Economic Research Institute at ETH Zurich, moderated by Markus Diem Meier, Editor-in-Chief of Handelszeitung. Later that day, **Lars P. Feld**, Professor of Economic Policy at the Albert Ludwig University of Freiburg, Germany, will engage in a critical assessment during a Fireplace Talk with BILANZ Editor-in-Chief Dirk Schütz. They will discuss how geopolitics and protectionist trends impact the global economy in general and global supply chains in particular.

On the second day of the fair, **Petra Tschudin**, Member of the Governing Board of the Swiss National Bank, will take part in a Fireplace Talk with Marc Dittli, founder and CEO of «The Market», to discuss the challenges faced by central banks, whose independence is under pressure and whose resilience in fulfilling their core mission is being severely tested. How Switzerland's banking sector can navigate the tension between stability concerns and technological challenges will be explored in another Fireplace Talk between UBS CEO **Sergio P. Ermotti** and BILANZ Editor-in-Chief Dirk Schütz. This discussion format was introduced by the fair's organizers in 2023 to complement the roundtable discussion. At that time with the same team.

Expectations for the future of financial markets and inspiration for shaping tomorrow's investment landscape will also be central to the approximately 90 specialist lectures and panel discussions. These topics will also dominate discussions at the booths of around 100 exhibitors. «In times of great uncertainty and an overwhelming flood of information, personal exchanges of opinion play a crucial role. The fair provides a valued platform for industry professionals», emphasizes Bernhard Zosso, Managing Director of FINANZ'25.

Credit Points for Fair Attendance

Cooperation with financial education partners has a long tradition and will continue at FINANZ'25. The Open Forum – Crypto will be part of the fair for the fourth time, now under the patronage of HWZ. For the first time, CFA Society Switzerland, the Association of Swiss Asset Managers (VSV), and the Swiss Association of Actuaries (SAV), as well as the Swiss Chamber of Pension Fund Experts (SKPE), which is participating for the first time, will award credit points to their members for attending the fair. Additionally, various industry and professional associations count among the cooperation partners.

Continuous Optimization of the Trade Fair Format

The financial fair is continuously adapted to the changing needs of exhibitors and visitors to enhance the trade fair experience with each edition. This applies to the content and formats of knowledge transfer as well as the opportunities for exhibitors to present themselves. For example, at FINANZ'25, a provider specializing in fund distribution services will create an «exhibition village» featuring 12 asset managers.

The detailed program and exhibitor list are available at www.finanzmesse.ch.

For further information, please contact Bernhard Zosso, Managing Director of FINANZ'25, at +41 (0)44 241 30 60 or b.zosso@finanzmesse.ch. Editors of financial and business media can register online until **Monday, March 31, 2025, at 4:00 PM** or on-site.