



Media Release

FINANZ'18: Good visitor numbers following reorientation

Zurich, 2 February 2018. Switzerland's largest financial fair closed its doors yesterday in Zurich Oerlikon. A total of 3'300 persons attended the two-day financial event. As expected, there was a decline in visitor numbers following the decision to restrict admission to FINANZ'18 to professional investors for the first time. Swiss investment professionals are less pessimistic at the moment than they have been for quite a while. As a representative survey shows, a majority of professional investors consider the probability of another financial crisis similar to the crash of 2008 to be fairly low.

Following its reorientation, the anniversary edition of Switzerland's largest financial fair proved a great success. FINANZ'18, which was the 20th staging of this event, attracted a total of 3'300 visitors on Wednesday and Thursday this week. Although this was a rather lower number of investors compared to the previous year's event, the attendees were precisely those targeted by the exhibitors. In a break with the established format, FINANZ'18 was aimed solely at asset managers, private bankers, family offices and pension funds for the first time. Private investors are now no longer admitted to the event. Furthermore, the financial fair set another new record with a total of 130 exhibitors present over the two days.

As another first, the financial event took place in Zurich North this year. Due to the renovation of Zurich's Kongresshaus, FINANZ'18 was held in the event hall StageOne in Zurich Oerlikon from 31 January to 1 February. This year's keynote address, which was given by Federal Councillor Ueli Maurer, was particularly well-attended. Other popular events at FINANZ'18 included the podium discussions on the financial crisis, on the future of fintech, and on the future development of sustainable investments. The panel discussion on the development of the Swiss asset management industry likewise drew a large audience. Last but not least, IMMO'18 also proved a magnet for visitors. The real estate exhibition formed part of the wider financial fair for the sixth time this year.

Representative investor survey

As part of this year's fair, the organizers of FINANZ'18 once again conducted a major survey. In response to the question of whether another financial crisis should be expected in the next 10 years, a majority of professional investors expressed the view that the probability of a crisis similar to that of 2008 is fairly low. This year's representative survey also showed that Swiss investment professionals believe the proportion of sustainable investments in Swiss portfolios will rise continuously over the next 10 years. On the other hand, the financial community sees the odd dark cloud on the horizon for the Swiss asset management industry: The overwhelming majority of financial specialists believe that the number of independent Swiss asset managers will decline steadily over the next 10 years. You can find all of the survey results in the attached PDF. The results of this representative survey may be freely used as long as the reference to FINANZ'18 is made.

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