



Media release

Spotlight of FINANZ'22 firmly on upheaval in the financial and investment world

Under the slogan «The Future of Finance», the 23rd staging of Switzerland's largest financial fair will tackle the key challenges currently facing financial service providers. The event, which will be held in Halle 550 in Zurich Oerlikon on 27 and 28 April 2022, will look at how a digital and sustainable future can be implemented in institutional portfolios, as well as focusing on inflationary developments, the role of central banks in government indebtedness, and how to manage the new wave of global risks. More than 100 exhibitors and a similar number of talks will provide orientation and answers to the most pressing questions of these challenging investment times.

Zurich, 4 April 2022. Switzerland's largest financial fair is continuing its tradition of putting the most pressing issues currently facing its specialist audience at the very heart of the two-day programme. In the first ever Open Forum of the fair, the worlds of traditional and crypto investing will meet. A variety of panels and short talks will increase the familiarity of fair visitors with crypto investments and the decentralized financial system. To kick off FINANZ'22, representatives from the worlds of business and academia will look at the question of whether inflation is here to stay. Leading this discussion will be **Anja Hochberg**, Head of Multi Asset Solutions in the Asset Management division of Zürcher Kantonalbank; Swiss Life Chief Economist **Marc Brüttsch**; KOF Director Professor **Jan-Egbert Sturm** from ETH Zurich; and **Tobias Straumann**, Professor of Economic History at the University of Zurich.

On the afternoon of the first day of the fair, **Fritz Zurbrügg**, Vice Chairman of the Governing Board of the Swiss National Bank, will kick off the round table discussion on «The extraordinary levels of government indebtedness and the role of central banks» with a keynote speech. He will then debate this topic in detail with entrepreneur and publicist **Konrad Hummler**; SGB Chief Economist **Daniel Lampart**; and **Christoph A. Schaltegger**, Professor Ordinarius of Political Economics at the University of Lucerne.

On the second day of the fair, the round table «ESG, but the right way» will illuminate topics such as current market developments, the confusing multiplicity of ratings, and the role of institutional investors, while also appraising trends and hurdles on the road to creating a sustainable financial economy. Leading specialists ready to debate this topic include **Sabine Döbeli**, CEO of Sustainable Finance; **Rudolf Rechsteiner**, Vice Chairman of the Ethos Foundation, and **Silvia Ruprecht** from the Climate Policy Section of the Federal Office for the Environment. The programme of the financial fair also includes numerous other specialist panels and talks on the theme of sustainability.

To bring down the curtain on the financial fair, **Jérôme Haegeli**, Chief Economist of Swiss Re; **Jeronim Perović**, Academic Director of the Center for Eastern European Studies and Professor of Eastern European History at the University of Zurich, and **Markus Somm**, Editor-in-Chief of the magazine Nebenspalter, will analyse what the financial world has learned from global risks and whether institutions and investors have the «right» risks on their radar.

For the second time, this year's programme of talks will also involve the participation of six training partners.

The financial fair website finanzmesse.ch provides detailed information on the framework programme and the more than 100 exhibitors present at FINANZ'22, which will now take place in Halle 550 in Zurich Oerlikon (<https://halle550.ch>).

For further information please contact Bernhard Zosso, Managing Director of FINANZ'22, +41 (0)44 241 30 60, b.zosso@finanzmesse.ch. Editors of financial and business media can obtain accreditation for the fair up until 4 p.m. on 21 April 2022.