



Media Release

Former Premier Gordon Brown to attend FINANZ'19

Switzerland's largest financial fair, which will take place for the 21st time on 22 and 23 January 2019, will be attended by leading financial experts and is poised to set a new exhibitor record. Among others, the speakers will include former UK Prime Minister Gordon Brown. While other fairs are closing their doors for good, a record number of exhibitors – numbering more than 90 companies – will be present at FINANZ'19.

Zurich, 5 December 2018. Many public trade fairs may be closing their doors for good, but Switzerland's largest financial fair is enjoying undiminished popularity as a platform for personal meetings and exchanges of ideas. FINANZ'19 will see as many as 97 exhibitors from the financial industry and 66 real estate companies – who will take part in IMMO'19 – present their products, strategies and services. This represents a new exhibitor record. Like last year, this financial event for professional investors will take place in the StageOne event hall in Zurich-Oerlikon (www.stageone.ch).

The slogan of the 2019 event is "Navigating through Challenging Times". In an era of heightened volatility and persistently low interest rates, even professionals are finding it challenging to pick out suitable investment opportunities that will bring them a promising return for a calculable level of risk.

Both days of this year's fair, which will be staged just before Switzerland's winter holidays, will offer numerous talks and panels involving leading financial experts. On Tuesday, 22 January, Gordon Brown will give a talk on globalization. The former UK Prime Minister will then participate in a roundtable discussion on the consequences of protectionism and trade wars, together with Martin Dahinden, Switzerland's Ambassador to the US, and Yves Serra, CEO of Georg Fischer AG.

At a separate panel also being held on the first day of the fair, a number of well-known figures will discuss the dangerous cocktail of debt, rising interest rates, and illiquidity. This panel will include Konrad Hummler, Chairman of Private Client Bank AG, and Andréa M. Maechler, a member of the Governing Board of the Swiss National Bank.

On Wednesday, 23 January 2019, the spotlight will then focus on the theme of sustainability in particular. Is impact investing the golden highway for sustainable investors? And how can sustainability approaches be integrated into the investment process? Here too, leading figures from the financial sector and the political establishment will clash swords. For example, SVP National Councilor Thomas Aeschi and Ethos Foundation Chairman Rudolf Rechsteiner will join other experts to debate the incorporation of the UN sustainability targets into the asset management activities of pension funds and foundations.

finanzmesse.ch provides you with an overview of all speeches, talks and discussion events. The new responsive website, which has been completely overhauled, replaces the existing trade fair app.

Media representatives can obtain accreditation for the event up until **4 p.m.** on **18 January 2019**. We look forward to welcoming you or someone from your editorial team in person to FINANZ'19.

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