



Media release

## Full house at FINANZ'19

**Switzerland's largest financial fair closed its doors in Zurich Oerlikon on 23 January 2019. With a total of 3'100 people attending, attendance figures matched those of the previous year. While this major industry event may be 21 years old, it has lost nothing of its pulling power. A particular magnet at FINANZ'19 was the appearance of the former UK Prime Minister Gordon Brown.**

*Zurich, 24 January 2019.* In contrast to traditional trade fairs open to the public, which find themselves increasingly beset and replaced by online formats, Switzerland's largest investment event once again attracted hundreds of professionals from all areas of the financial world over the last two days. On Tuesday and Wednesday this week, the event organizers of FINANZ'19 recorded a total of 3'100 visitors. The Swiss financial fair, which is aimed exclusively at asset managers, private bankers, family offices and pension funds, therefore matched the strong visitor numbers of last year. Another positive aspect was the average length of stay of visitors of four to five hours. Furthermore, the financial fair set a new record with a total of 98 exhibitors.

At IMMO'19, which once again took place as part of the wider financial fair at the StageOne event hall in Zurich Oerlikon, no less than 67 companies from the national and international real estate sector presented their products, strategies and services. For IMMO'19, this likewise represented a new exhibitor record.

In the week following the UK parliament's resounding "No" to the proposed Brexit deal, the presence of former UK Prime Minister Gordon Brown proved something of a magnet for attendees. He was present to give a speech at the investment event on the future of globalization, while also participating in a roundtable discussion with Martin Dahinden, Swiss Ambassador to the US, and Georg Fischer CEO Yves Serra on the consequences of protectionism and trade wars.

Another event at which spare seats were in short supply was the discussion round at which Konrad Hummler of Private Client Bank, Andréa M. Maechler of the Swiss National Bank, and other leading figures discussed the dangerous cocktail of indebtedness, rising interest rates and illiquidity.

A further focus of this year's 21st Swiss financial fair was the theme of "sustainable investing", which was discussed by various panels and keenly followed by attendees. The roundtable tackling the incorporation of the UN's Sustainable Development Goals into the asset management activities of pension funds and foundations was another particularly popular feature, with National Councillor Thomas Aeschi and Ethos Chairman Rudolf Rechsteiner among those crossing swords.

FINANZ'19 was the first financial fair to have the input of Bernhard Zosso, the new Managing Director of JHM Finanzmesse AG. "I could not have wished for a better start", he commented at the close of the event, adding that he looked forward to developing the successful fair format further in the future. "Standing still was never an option for us over the last two decades", summarized fair co-founder Gregor Johner, who will now step down from his active role as event organizer after the smooth handover of responsibility. And he expressed every confidence about the event's future: "An analogue skills and rendezvous platform that consistently gears itself around the needs of exhibitors and visitors has a future in the digital age too".

**FINANZ'20** will take place on **5/6 February 2020**, once again at the StageOne event hall in Zurich Oerlikon.

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