



Media release

Traditional values in a digital financial world

On 21 and 22 January 2020, financial professionals will descend on Zurich for the 22nd staging of Switzerland's largest financial fair. Under the slogan «Traditional values in a digital world», FINANZ'20 will shed light on a number of key themes such as modern monetary theory, sustainable investing and technological leadership. A huge amount of specialist knowledge and investment expertise will be provided by both the exhibitors and the accompanying framework programme. What's more, renowned training partners will be showcasing their skills to financial professionals in a temporary lecture theatre at the financial fair.

Zurich, 4 December 2019: Every year, numerous financial experts interact with one another at Switzerland's largest financial fair. FINANZ'20 provides the vehicle for these encounters. More than 80 exhibitors have already registered for the event, encompassing the entire spectrum of financial expertise. The enormous interest in real estate investment is reflected in the registrations already received for IMMO'20: Some 80 exhibitors will be present at this real estate fair for professional investors, which has formed part of the financial fair since 2013. Once again, the event will be held at StageOne in Zurich Oerlikon (www.stage-one.ch).

New monetary policy approaches for a new world

Ballooning central bank balance sheets, rising government debt mountains and historically low interest rates call for new monetary policy approaches. On the first day of the fair, a panel made up of prominent figures will engage in heated debate on this issue. A key participant here will be Stephanie Kelton, leading exponent of modern monetary theory and Professor of Public Policy and Economics at Stony Brook University in New York. As early as 2016, when acting as an adviser to Bernie Sanders in the electoral battle to contest the US presidential election as Democratic candidate, she was expounding the view that individual states could issue an unlimited amount of money in their capacity as currency guardians. Such an approach is viewed with scepticism by Michael Heise, formerly the long-standing Chief Economist at Allianz Group. For his part, Tobias Straumann, Professor of Economic History at the University of Zurich, will shed light on the historical development of money market theories.

The second day of the fair will see three different panels – made up of leading representatives from the financial industry, academia and politics – discuss sustainable investments, the asset allocation of pension funds, and technological leadership & digitalization.

New font of wisdom at the financial fair

The compact dissemination of trends, current themes and pioneering developments has been at the heart of the fair since its inception. For the first time ever, this year's framework programme will be expanded to include a number of brief training sessions for financial professionals. In addition, Margaret Franklin, president of the global CFA institute, will hold the presentation «Broken Ceilings – Leadership in an uncertain world».

You can find a detailed overview of all exhibitors and the framework programme at finanzmesse.ch

For further information, please contact Bernhard Zosso, Managing Director of FINANZ'20, +41 (0)44 241 30 60, b.zosso@finanzmesse.ch. Representatives of financial and business media can obtain accreditation for the fair up to **4 p.m. on 16 January 2019**.