



Media release

New exhibitor and visitor record for FINANZ'20 and IMMO'20

The 22nd staging of Switzerland's largest financial fair – which was the eighth time this event included the Swiss property fair for investors – closed its doors on 22 January. Even in an era of digitalization, this dual offering remains very popular. Thanks to more than 170 national and international exhibitors – of which 79 were exhibiting at IMMO'20 – and 3'800 visitors, the event organizers managed to surpass last year's figures. Particular attractions for attendees included the events on modern monetary theory, sustainable investing, the investment environment for pension funds, digitalization and new technologies in the financial world, and the IMMO'Forum.

Zurich, 23 January 2020. The number of professionals from all financial areas descending on FINANZ'20 and IMMO'20 for the two-day fair this week was 20 percent higher than last year. Thanks to 3'800 visitors and more than 170 exhibitors, the event organizers set a new attendance record.

Asset managers, private bankers, real estate investors, and representatives of family offices and pension funds were not only seeking one-to-one exchanges with the exhibitors, but also attending the multi-faceted framework programme in large numbers. A wide range of roundtables, specialist panels, and expert talks were offered under the fair slogan "Traditional values in a digital world".

On the first day of the fair, visitors displayed great interest in the observations of US economics professor Stephanie Kelton, a leading exponent of modern modern monetary theory, and the subsequent heated debate with Michael Heise, former Chief Economist of Allianz Group, and Tobias Straumann, Professor of Economic History at the University of Zurich.

Switzerland's status as a pioneer and trend-setter in sustainable investing was evident throughout the framework programme. With more than a dozen events relating to this focus topic, most notably a roundtable with leading industry figures and the launch of the "SSREI Swiss Sustainable Real Estate Index", the financial and property fair is establishing itself as an important sustainability platform. The event organizers have also committed themselves to sustainability: In collaboration with ClimatePartner, they offset the CO2 emissions of the two-day event for the first time this year.

In an environment of persistently low interest rates, institutional investors are focusing heavily on real estate investments, as was made abundantly clear by the popularity of the roundtable on pension funds, numerous specialist talks and the significant number of visitors attending IMMO'20.

A new feature of FINANZ'20 and IMMO'20 was the presence of seven training partners from the financial and real estate investment spheres, whose offerings underlined the educative aspect that has characterized both fairs since their inception. A particular highlight of this year's high-quality offering was the "fireside chat" involving Margaret Franklin, the newly elected President of the global CFA Institute, and Julius Baer non-executive board member Eunice Zehnder-Lai.

FINANZ'21 and IMMO'21 will take place for the first time in "Halle 550" in Zurich Oerlikon.

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