



Media release

FINANZ'22: Positive vibes from exhibitors and specialist public

Following two intensive days, the 23rd edition of Switzerland's largest financial fair closed its doors on 28 April 2022. The event was perceived to be a success by the more than 100 exhibitors as well as the event organizers. 2500 visitors obtained information from the fair stands of the exhibitors and from over 100 specialist talks given by exhibitors and training partners on investment trends in the current geopolitical environment and new financial products.

Zurich, April 29, 2022. Both the exhibitors and the specialist public appreciated the one-to-one meetings and exchanges of experiences on site all the more following the pandemic-related hiatus. This much was apparent even before the start of the fair – for the first time since the repositioning of the event as a specialist trade fair for professional investors four years ago, the number of exhibitors from the financial industry registering for the event broke through the 100-mark.

«Thanks to the deliberate move from the Stage One event hall to the neighbouring Halle 550 in Zurich Oerlikon, we had no problem in meeting what was an impressive level of demand. For the first time, not a single exhibitor needed to be turned away for a lack of space», reported FINANZ'22 Managing Director Bernhard Zosso, before adding: *«What's more, the generous space allocation facilitated by the newly conceived premises with their state-of-the-art fit-out allowed for sufficient distancing between exhibitor stands, which was appreciated by those involved even though the financial fair was not subject to any pandemic-related restrictions.»*

The round table discussions on government indebtedness including a keynote speech by SNB Vice Chairman Fritz Zurbrügg, on inflation, sustainability, and global risks – proved extremely popular. Visitors demonstrated particular interest in the newly introduced Open Forum event, the theme of which was «Traditional investing meets crypto investing».

Permanent switch of financial fair to spring

Ever since it was first established back in 1999, it was traditional for the financial fair to be held just before the winter sports holidays of the city of Zurich. However, in 2021 the onset of coronavirus required the financial fair to be initially postponed and then cancelled altogether. In 2022 too, a further postponement was required by the COVID-19 situation. Given this background, and following consultation with the exhibitors, the event organizers have decided to hold the financial year in the spring going forward, as a permanent break from previous tradition. FINANZ'23 will therefore take place on 3 and 4 May 2023, once again in Halle 550 in Zurich Oerlikon.

For further information, please contact Bernhard Zosso, Managing Director of FINANZ'22, +41 (0)44 241 30 60, b.zosso@finanzmesse.ch.