



Media release

## **FINANZ'22: Heading into the future with fresh vigour**

Following this year's coronavirus-related hiatus, the 23rd edition of Switzerland's largest financial fair is now fast approaching on 19 and 20 January 2022. The event organizers and exhibitors are very much looking forward to the prospect of once again being able to congregate and interact personally with visitors. As is customary, this traditional fair for professional investors will offer a programme geared around financial market trends, and will be staged for the first time in the newly opened Halle 550 in Zurich Oerlikon. At the very heart of this year's fair will be an Open Forum on the topic «Traditional investing meets crypto investing», marking the transition of the financial industry to a new era.

**Zurich, 8 November 2021.** FINANZ'22 will once again offer a wealth of future-oriented thematic highlights. On the first day of the fair, the event organizers are delighted to welcome Fritz Zurbrügg, Vice Chairman of the Swiss National Bank, who will give a keynote speech exploring the extraordinary level of government indebtedness and the role of central banks. At the subsequent panel, he will be joined in a debate on this issue by Daniel Lampart, Head of the Secretariat and Chief Economist at the Swiss Federation of Trade Unions; Konrad Hummler, Chairman of Private Client Bank, and Professor Christoph A. Schaltegger, Professor Ordinarius of Political Economics at the University of Lucerne. A number of other roundtables containing prominent figures will discuss inflation and whether the current surge is likely to prove temporary or permanent, the pros and cons of the sustainability boom, and the global risk situation.

### **Financial fair as place of learning**

Lifelong learning is important in the financial industry too. As in the past, this year's financial fair will be not just a place of encounter for exhibitors and visitors from the financial industry, but also a sought-after place of learning – whether it be for information on market and investment trends, new products, or pioneering themes. Accordingly, in addition to the roundtables, the specialist panels and talks organized by exhibitors themselves will be a fixed part of the programme at FINANZ'22 too. The training seminars for financial specialists held at FINANZ'20 for the first time were extremely well received by visitors. Once again therefore, a number of short training sessions will be arranged by the financial fair's training partners, AZEK Swiss Training Centre for Investment Professionals, in conjunction with the Swiss Financial Analysts Association (SFAA), the CFA Society Switzerland and the VQF Academy, together with the continuous training platform of the Swiss Association of Asset Managers (SAAM) and the Zurich University of Applied Sciences (ZHAW).

### **Open Forum: On the road to a new, digital age**

A focal point of the fair this year will be the new Open Forum at which various new and established exhibitors will shed light on issues relating to digital currencies and assets, blockchain technology, and artificial intelligence, providing professional visitors with insights into the future-oriented topics of the new financial world.

### **New trade fair hall with state-of-the-art technology**

Tradition meets innovation at the new venue, Halle 550 in Zurich Oerlikon ([www.halle550.ch](http://www.halle550.ch)). The former production site of the mechanical engineering company Oerlikon has undergone a comprehensive facelift, and now boasts state-of-the-art technical facilities as well as flexible spatial options, making it ideally suited for a trade fair and its accompanying programme.

Exhibitors are generally keeping the faith with the popular trade fair format, and the number of registrations is already above the level of previous years. IMMO, the real estate fair for professional investors, which has been an integral component of the financial fair since 2013, has decided to stand alone as an independent trade fair in future due to significant growth in exhibitor and visitor numbers.

A detailed overview of all exhibitors and the fair programme will be available from mid-November 2021 at [finanzmesse.ch](http://finanzmesse.ch).

The staging of FINANZ'22 will be subject to the prevailing federal regulations set out by the FOPH («3G rule»), with the corresponding health protection concept.

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