

Joint media release

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Sixth Swiss Structured Products Fair Visitors discover the potential of structured products

The sixth Swiss Structured Products Fair, held at the Kongresshaus Zurich on October 24 and 25, 2012, was attended by 2,900 professional and private investors. Jointly organized by the Swiss Structured Products Association (SSPA) and Scoach Switzerland Limited, the event was a chance for visitors to learn first-hand about investment solutions and providers. The programme of speeches, roundtables, knowledge forums, product and theme-based presentations also proved extremely popular.

Taking the event's slogan «Discover the Potential» to heart, exhibitors – including the market's major players – showcased the diversity and flexibility of structured products, which offer investment solutions for every risk profile and market opinion. Summing up, Christian Reuss, CEO of Scoach Switzerland Ltd, said «In this, the fair's sixth year, the combination of a compact and transparent overview of products and providers with a wide-ranging information programme has once again proved a winning formula.»

On the opening day, American commodities guru Jim Rogers offered a packed house his «View on the World Economy», with an assessment of the global situation and an explanation of his own positioning in this challenging environment. On the second day, opening speaker Paul Donovan, Global Economist at UBS Investment Bank, asked the question «What happens when money dies?» The roundtables, at which experts debated the value and future of the «Swiss banking» brand and offered their perspective on financial market trends, were also well attended, while the podium discussions turned the spotlight on two other topical issues: the shift from a seller's to a buyer's market, and client protection in the financial sector.

«The Structured Products Fair is the perfect venue for the sector, acting as a trend barometer, knowledge marketplace, and platform for face-to-face meetings between providers and investors. Next year, we aim once again to foster transparency and promote knowledge in a compact format», stated Daniel Sandmeier, President of the SSPA. The seventh Structured Products Fair will take place on October 23 and 24, 2013, again at the Kongresshaus Zurich.

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Scoach Switzerland Ltd

Scoach, a joint venture between SIX and Deutsche Börse AG, is a leading exchange for structured financial products. Scoach operates trading platforms in Zurich for Swiss market participants, as well as in Frankfurt for investors in German and the EU member states. On Scoach Switzerland Ltd, only those products are traded that have completed the regulated listing procedure of SIX Swiss Exchange and fulfill clearly defined requirements with regard to investor protection. Trading is subject to strict rules that ensure transparent and fair dealings for all market participants. This regulated market vouches for the equal treatment of issuers and investors alike. Speed of execution, fairness, transparency, security and innovativeness are the criteria by which we measure our success.
www.scoach.ch

Swiss Structured Products Association SSPA

Your contact of choice for all questions relating to structured products is the Swiss Structured Products Association (SSPA). It represents the shared interests of 23 members, which together make up 95 percent of Switzerland's volume for structured products. The association is domiciled in Zurich. For more information, please visit www.svsp-verband.ch