THE SWISS FINANCIAL CENTRE

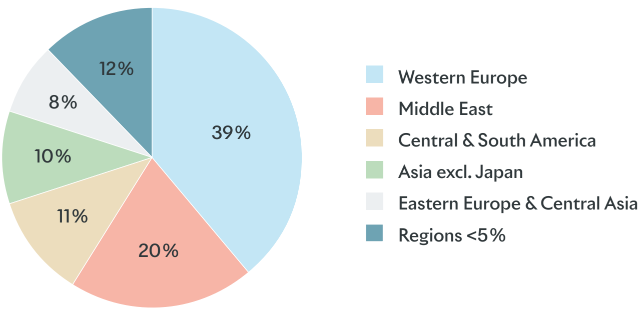
Open Markets: Powering Global Connectivity

- **Switzerland's financial sector is globally connected and highly competitive comprising over 140 national and more than 90 international banks as well as a stock exchange with CHF 1.8 trillion in market capitalization.**
- **The Swiss banking sector manages CHF 9.3 trillion in assets including over 20 % of the world's cross-border privately held assets – amounting to CHF 2.4 trillion – reinforcing its status as the leading wealth management hub worldwide.**
- **The financial sector drives innovation through forward-looking regulation, with digital platforms like SDX and agreements like the Berne Financial Services Agreement (BFSA).**

Truly International

Switzerland's financial centre is a thriving ecosystem, where global connections spark innovation and drive investment success. Known for its openness and global connectivity, it stands out by embracing free market principles and welcoming foreign financial institutions. Its dynamic marketplace hosts over 140 national and more than 90 international banks including 24 cantonal banks, in addition to numerous commercial, private, co-operative and regional banks as well as wealth managers. Through this diverse banking landscape, the Swiss financial centre delivers exceptional international connectivity, solid currency access, cutting-edge innovation and tailored financial solutions for clients worldwide. This global significance is reflected in the fact that Switzerland's financial institutions manage over 20 % of the world's cross-border privately held assets – amounting to CHF 2.4 trillion – reinforcing its status as the leading wealth management hub worldwide. In total, banks in Switzerland oversee nearly CHF 9.3 trillion in assets under management (AuM), with around CHF 4.2 trillion – or 46 % – originating from foreign clients.[1]

Origin of Wealth Management Assets in Cross-Border Business



Note: World regions with <5 % share are combined into one group for each financial centre. **Source:** BCG, Swiss Bankers Association 2024

Innovative Stock Exchange

As one of Europe's leading exchanges, SIX Swiss Exchange powers European finance with over CHF 1.8 trillion in free float market capitalization and more than 250 premier listed companies. Its global appeal is evident in 20 % international listings, while its pioneering spirit is exemplified by SDX – redefining the future of finance as the world's first fully regulated digital asset infrastructure, offering comprehensive digital securities services from issuance to custody.[2]

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1 Swiss Bankers Association, Banking Barometer 2025

2 Six Group, Full Year Report 2024, p. 2

Game-changer

Switzerland's regulatory framework is robust, principles-based, and technology-neutral, meeting the highest international standards. This is evidenced by regular assessments from global bodies such as the International Monetary Fund (IMF). The groundbreaking Berne Financial Services Agreement (BFSA) with the UK showcases the country's innovative approach to market access, enabling new possibilities in trading, capital flows, and cross-border expertise. This visionary agreement powers transformation across banking, securities, asset management, insurance, and exchanges, creating seamless market access and fostering healthy competition. The BFSA, signed in 2023, represents a milestone in financial services, introducing a new approach to market access through mutual and outcome-based recognition of regulatory frameworks. This step highlights Switzerland's active role in global finance, connecting markets and supporting international economic collaboration.

Strong Growth in Asset Management

The Swiss financial centre is competitive as an asset management hub in terms of business environment, innovation, talent, regulation, and sustainability. Its global presence is reflected in the 31% of assets under management, amounting to CHF 1.04 trillion, that serve international clients, highlighting its role as a key contributor to Switzerland's export industry. Its strong performance is evident in the CHF 3.5 trillion managed by asset management companies in 2024, achieving an 5.5% year-on-year growth.[3]

A Prime Location not only for Banking

Switzerland offers a unique combination of global opportunity and high quality of life. Its appeal as an international location stems from its business-friendly tax system, featuring competitive corporate rates and advantageous policies for high-net-worth individuals. At just below 16%, Switzerland has the second-highest proportion of USD millionaires per capita worldwide. Switzerland is also a leader in innovation and many Swiss companies, both large and small, excel in their respective markets. The country benefits from world-class education and research institutions such as ETH Zurich, which attract global leaders in technology. In Switzerland safety meets sophistication, surrounded by pristine landscapes and vibrant cultural diversity. The country's unique blend of German, French and Italian influences, coupled with its role as host to prestigious international organizations like the UN and the International Committee of the Red Cross, makes Switzerland the ultimate destination for global citizens.

The Swiss Bankers Association: Committed to a Strong Financial Centre

The Swiss Bankers Association is the uniting force behind Switzerland's banking excellence, representing around 270 member institutions. For over a century, we have championed the Swiss financial centre's interests, crafting an ideal environment for banking accomplishment and success. Through strategic partnerships with relevant stakeholders, we are shaping tomorrow's banking landscape, focusing on critical priorities like banking stability, market access, anti-money laundering and digital currencies – ensuring Switzerland's continued leadership in global finance. · www.swissbanking.ch

[3] AMAS, Swiss Asset Management Study 2025

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