

- Swiss Banking

# The Swiss Bankers Association and the Swiss financial centre

Swiss Bankers Association (SBA)

January 2022

# 1

## The Swiss Bankers Association



“My goal is to put the Swiss financial centre back on a growth path. For a financial centre to grow, it must be competitive. This requires a high intensity of competition, the same rules for the same business, openness and open banking, no new entry barriers, and cyber resilience. It requires as many people as possible who have been well trained in our dual education system and a policy geared to promoting Switzerland as an attractive location for business and entrepreneurship.”

Marcel Rohner,  
Chairman of the Swiss Bankers Association



“As the umbrella association of Switzerland’s banks, we focus concerns and combine strengths into a consolidated position, and act as a powerful voice representing our diverse banking sector. Together, we achieve more for the Swiss financial centre.”

Jörg Gasser,  
CEO, Swiss Bankers Association

# Swiss Bankers Association

Umbrella association of banks in Switzerland

• **Swiss Banking**  
Swiss Bankers Association



The Swiss Bankers Association (SBA) is the umbrella association of banks in Switzerland, bringing together some 300 member institutions and 12,000 individual members.

## Year of foundation

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# 1912

...is the year the Swiss Bankers Association was founded in Basel.

## Network

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# 500

...experts and specialists from the banks tackle the key issues and topics affecting the financial centre in the Swiss Bankers Association's committees and working groups.

## Individual members

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# 11,800

...bank employees are individual members of the Swiss Bankers Association.

## Member institutions

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# 268

...institutions are members of the Swiss Bankers Association.

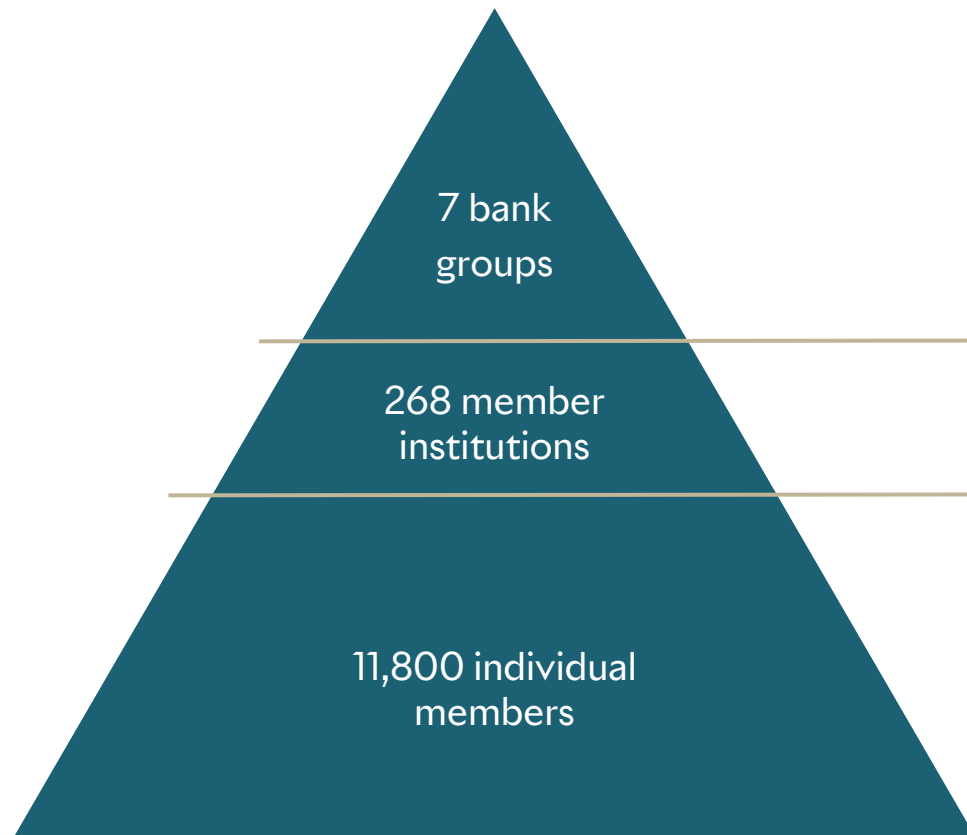
## Staff at the SBA's offices

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# 55

...members of staff (full-time equivalents) at the SBA's offices support the committees, working groups and public relations activities.

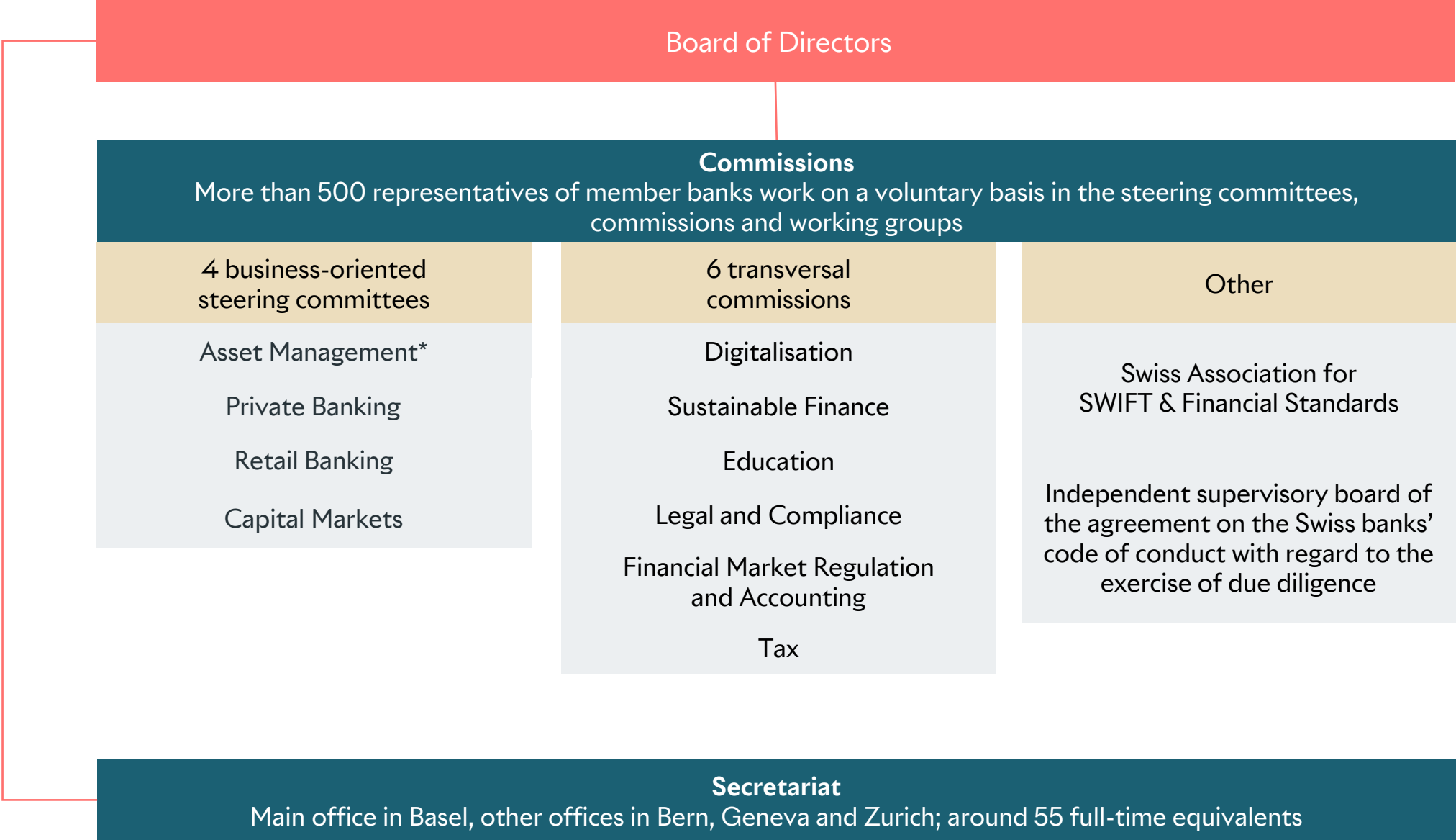
# Members of the Swiss Bankers Association



- Big banks
- Cantonal banks
- Foreign banks
- Other banks
- Stock exchange banks
- Regional- and savings banks
- Private bankers

The SBA has 268 member institutions, of which 215 are banks.

The following members of member institutions can become individual members: chairmen, vice-chairmen, members of the executive board and senior management. They alone have a voting right at the general assembly.



\* The Asset Management steering committee corresponds exactly to the Board of the Asset Management Association Switzerland (AMAS).



«The Swiss Bankers Association works to ensure that all banks – irrespective of their business model and size – enjoy the best possible operating conditions in Switzerland, which allow for effective competition, development and success. We are therefore committed to promoting entrepreneurial freedom and open markets. »

From the SBA's mission statement



# The mission of the Swiss Bankers Association



## Priorities of the SBA 2022 - 1/3



- **Sustainable Finance:** The Swiss financial centre intends to position itself as a world-leading location for sustainable finance. To this end, the SBA is committed to promoting market-driven frameworks and is currently focusing on embedding relevant **self-regulatory structures**.

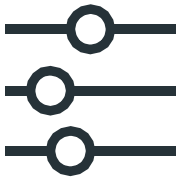


- **Digital transformation:** The SBA supports an innovative, competitive and resilient financial centre that creates scope for technological advances and enables innovative business models. To achieve this, it requires robust **system of cyber defences**. The SBA is also committed to enhancing the financial centre's status as a location for the production and trading of **digital assets**.

## Priorities of the SBA 2022 - 2/3



- **Financial market regulation:** The SBA supports proportionate and competitive implementation of the international **Basel III final** standards and the revised deposit insurance scheme. The SBA also opposes allowing **PostFinance** to engage in lending activities unless accompanied by a binding commitment to privatisation.



- **Regulation:** The SBA favours a robust **anti-money laundering** regime that takes international requirements into account. Looking ahead to the revision of the **Financial Market Infrastructure Act (FinMIA)**, the SBA advocates efficient and internationally recognised regulation.



- **Taxation:** The SBA favours a tax regime that supports Switzerland's attractiveness to business, and is committed to internationally competitive implementation of the **OECD taxation project** in the country.

## Priorities of the SBA 2022 - 3/3



- **Market access:** The SBA is committed to improving Swiss banks' access to **core markets in Europe and beyond**, communicating the value added by open markets, and strengthening the financial centre's reputation as an important export industry.



- **Financial market infrastructure:** The SBA supports a first-class operating environment for payment services and, along with relevant players, is focusing on the opportunities opened up by **digital money**.



- **Training:** The SBA fosters an environment conducive to **lifelong learning**, new forms of working, and the skills of the future.

# 2

## Facts and figures about the Swiss financial centre

# The banks in Switzerland

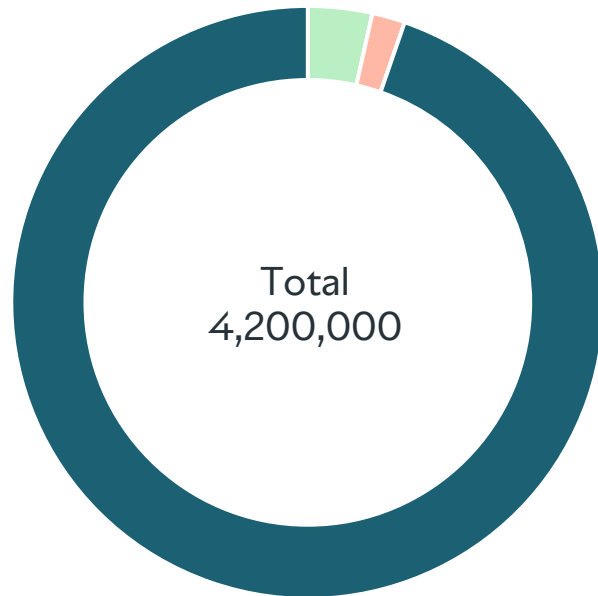
- 4 Big banks
- 24 Cantonal banks
- 94 Foreign banks
- 1 Raiffeisen-group with 226 independent cooperative banks
- 39 Stock exchange banks
- 59 Regional- & savings banks
- 5 Private bankers
- 17 Other banks

Source: SNB



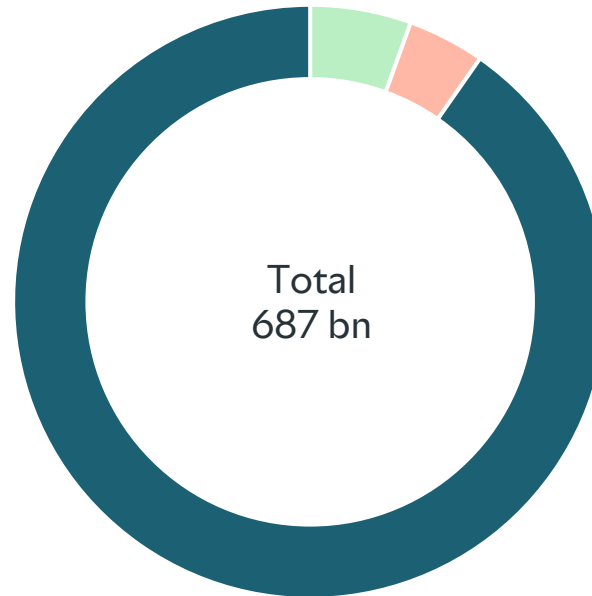
# The financial sector above average productive and a good tax payer

Employment in FTE\*



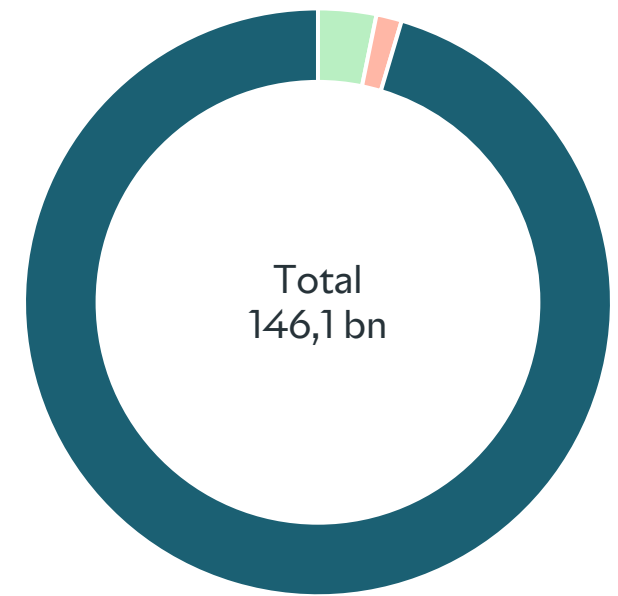
- Banks: 148,100 / 3.5 %
- Insurers: 76,400 / 1.8 %
- Rest of the economy

Added value in CHF



- Banks: 37.9 bn / 5.5 %
- Insurers: 28.6 bn / 4.2 %
- Rest of the economy

Tax in CHF

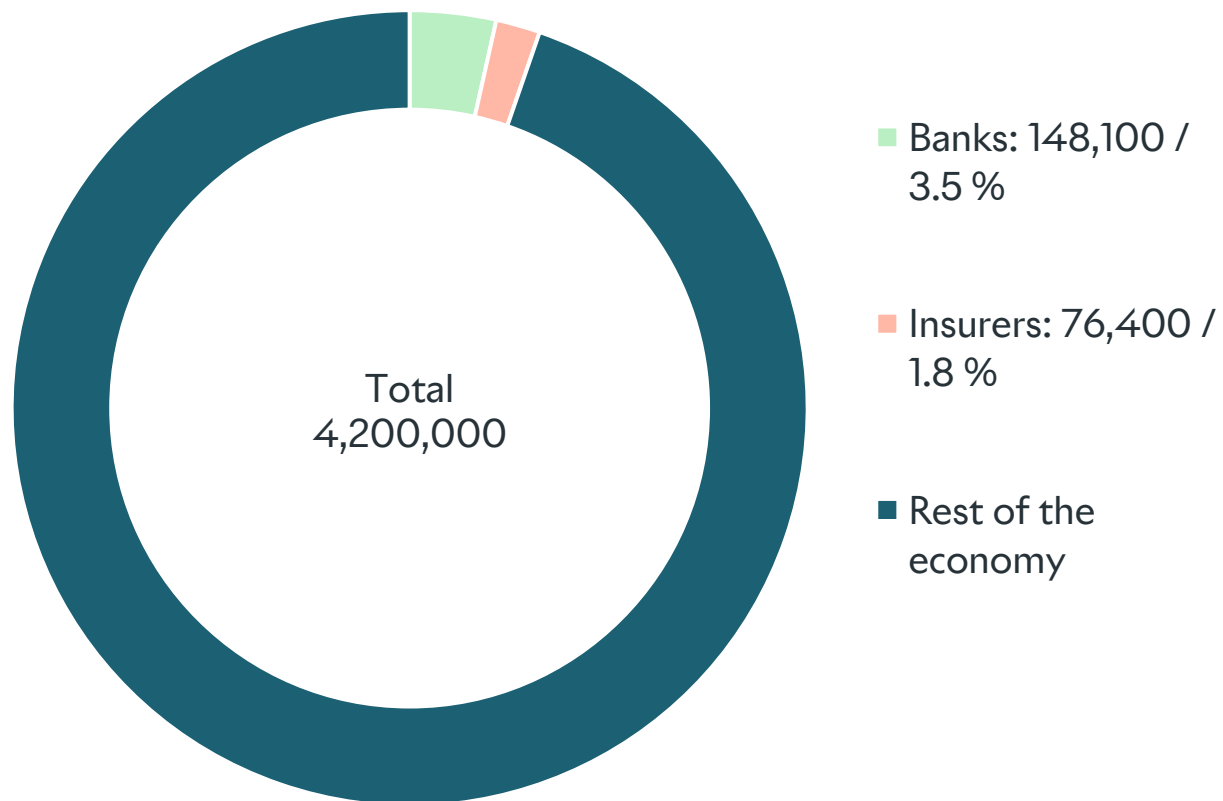


- Banks: 4.7 bn / 3.2 %
- Insurers: 2.1 bn / 1.4 %
- Rest of the economy

Source: BAK Economics study 2021  
\*Full-time equivalent



# Employment in the Swiss financial sector



Source: BAK Economics study 2021

## Jobs in the Swiss banking sector

# 148,100

jobs (full-time equivalents) are offered by banks in Switzerland. This represents 3.5 % of all jobs in Switzerland.

Source: BAK Economics study 2021



## Vocational training at Swiss banks

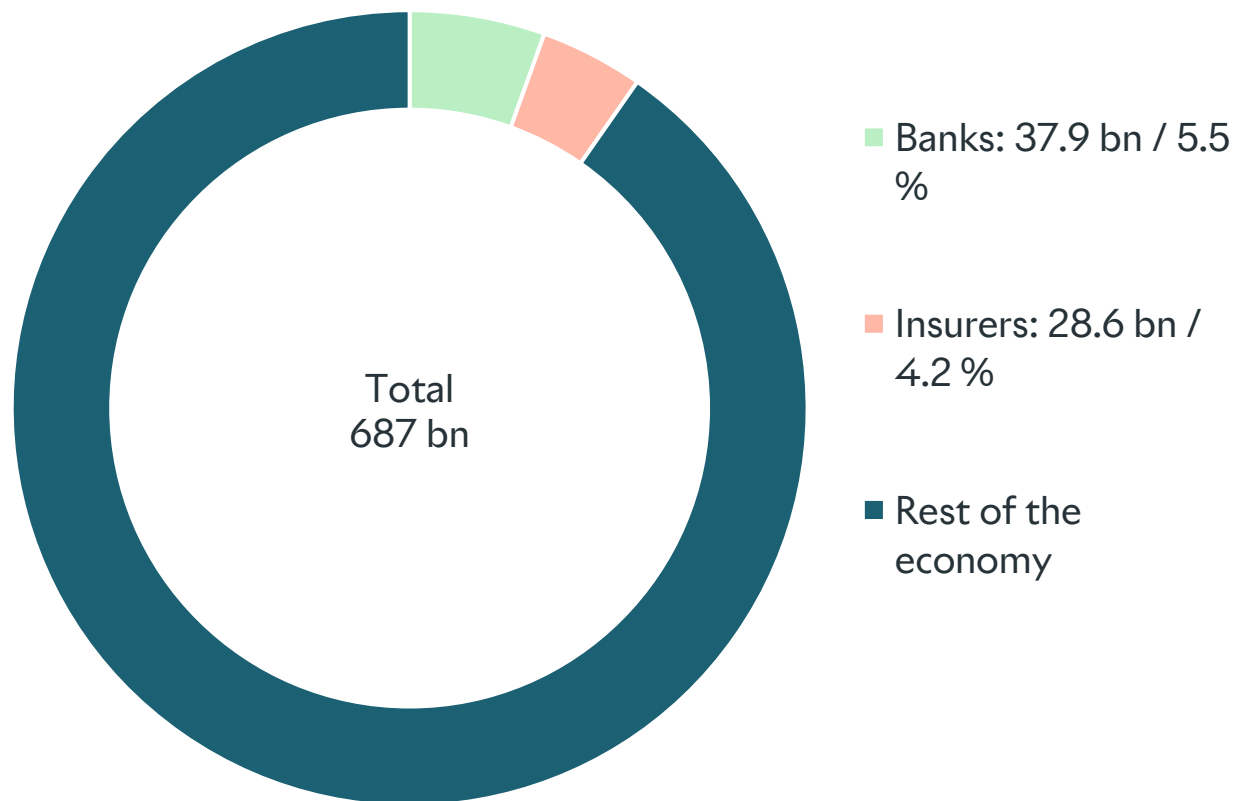
# 3,011

training positions for commercial apprentices are offered by Swiss banks. This represents almost 8 % of all commercial training positions in Switzerland.

Source: : BFS April 2021



# Value creation by the Swiss financial sector



Source: BAK Economics study 2021

## Value creation by the Swiss banking sector

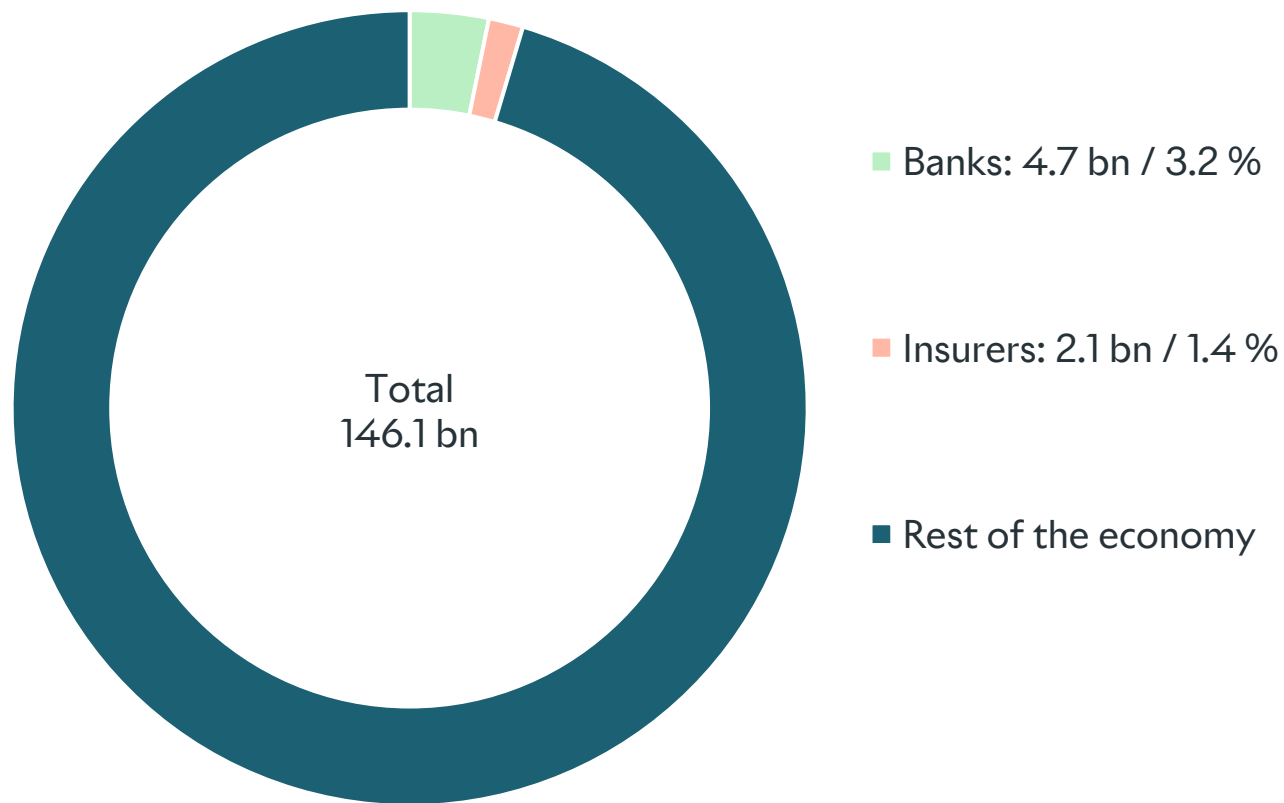
# 37.9 bn

a year in value is created by the Swiss banks. This corresponds to 5.5 % of the total value created by the Swiss economy.

Source: BAK Economics study 2021

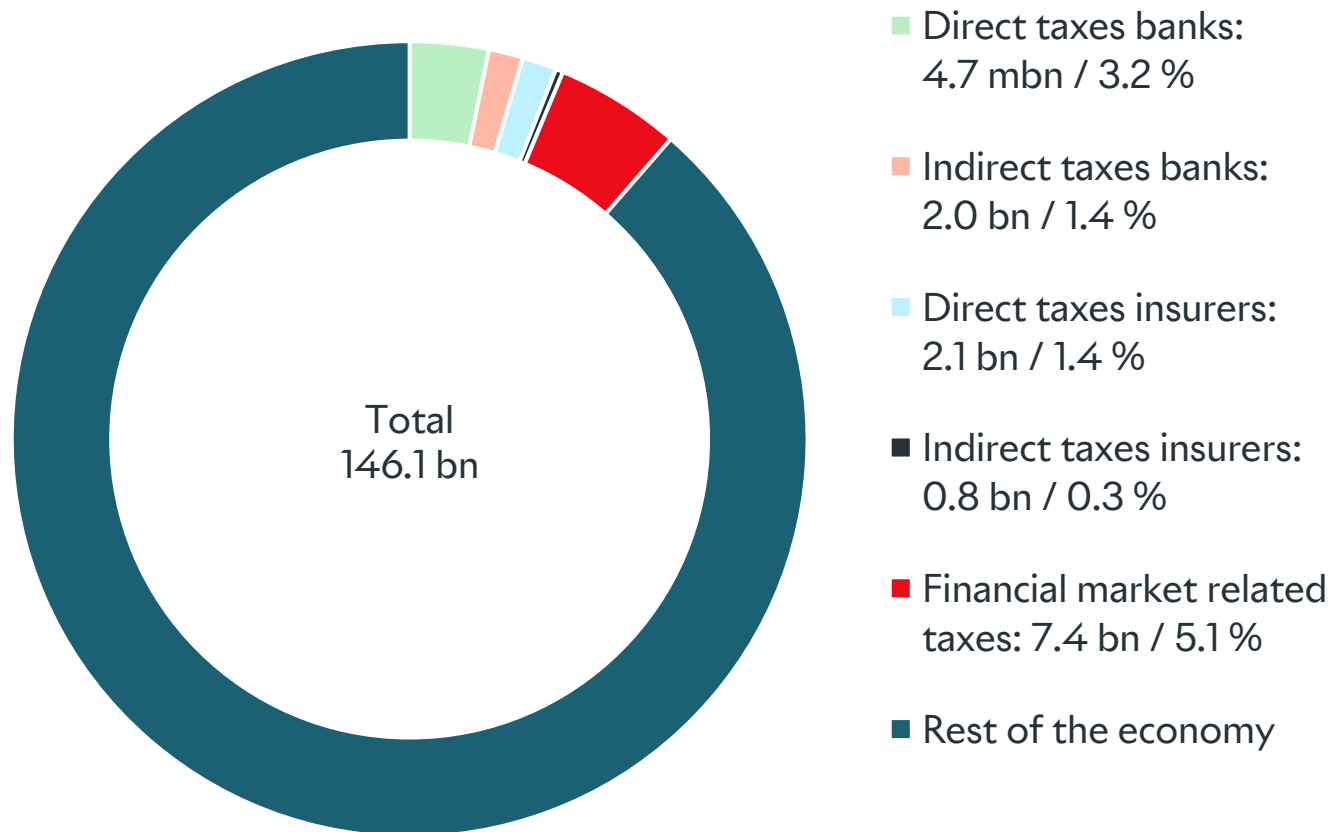


# Taxes paid by the Swiss financial sector



Source: BAK Economics study 2021

## Taxes (direct and indirect) emanating from the Swiss financial sector



Source: BAK Economics study 2021

## Taxes (direct and indirect) emanating from the Swiss banking sector

# 3.2 %

of all taxes paid in Switzerland come from the banking sector. This amounts to almost CHF 5 bn.

Source: BAK Economics study 2021



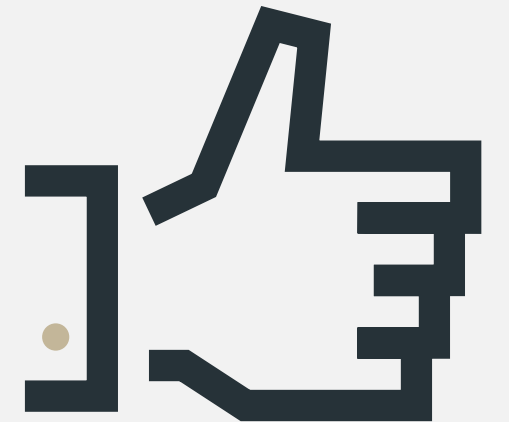


# What clients think about the banks in Switzerland

90%

Satisfaction

Source: SBA survey 2021



# What clients think about the banks in Switzerland

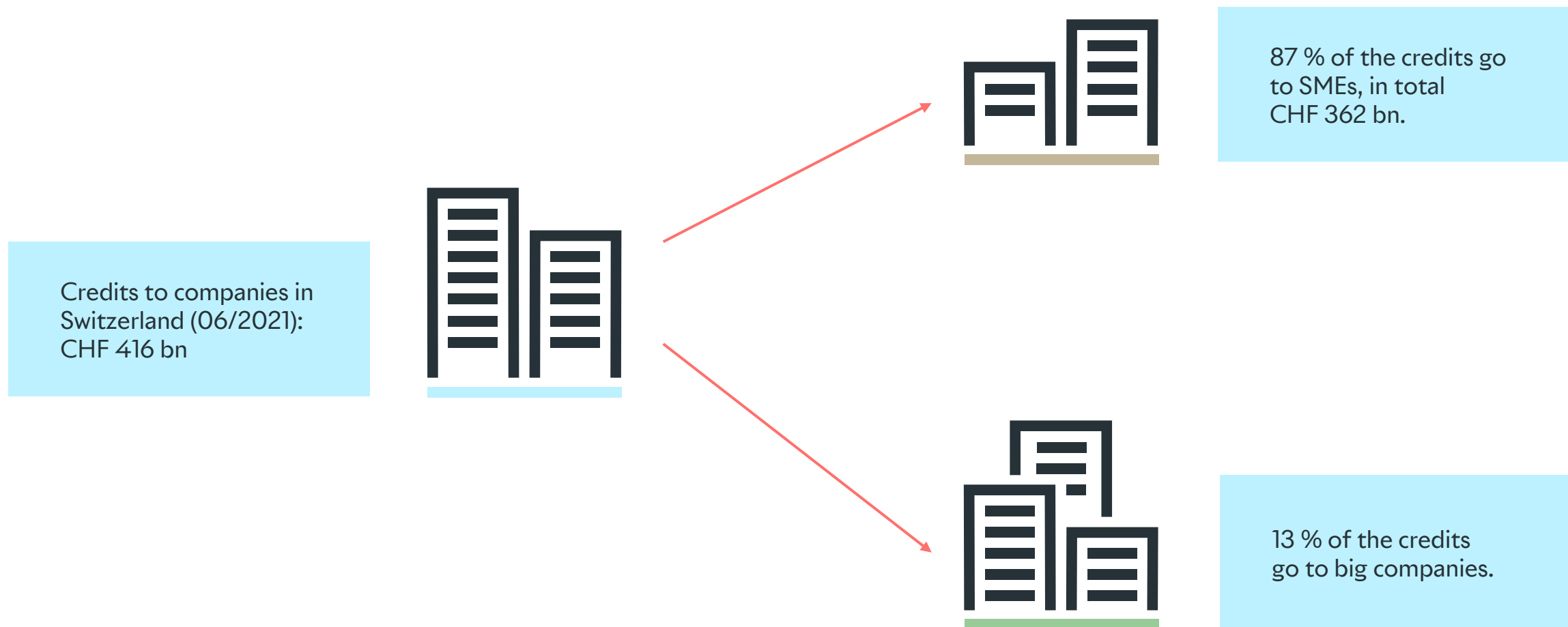
99%

Trust

Source: SBA survey 2021



# Significance of the banks for the Swiss economy



## Assets under management

# CHF 7.9 trn.

are managed by banks in Switzerland.  
46.3 % come from foreign clients.



## Cross-border wealth management

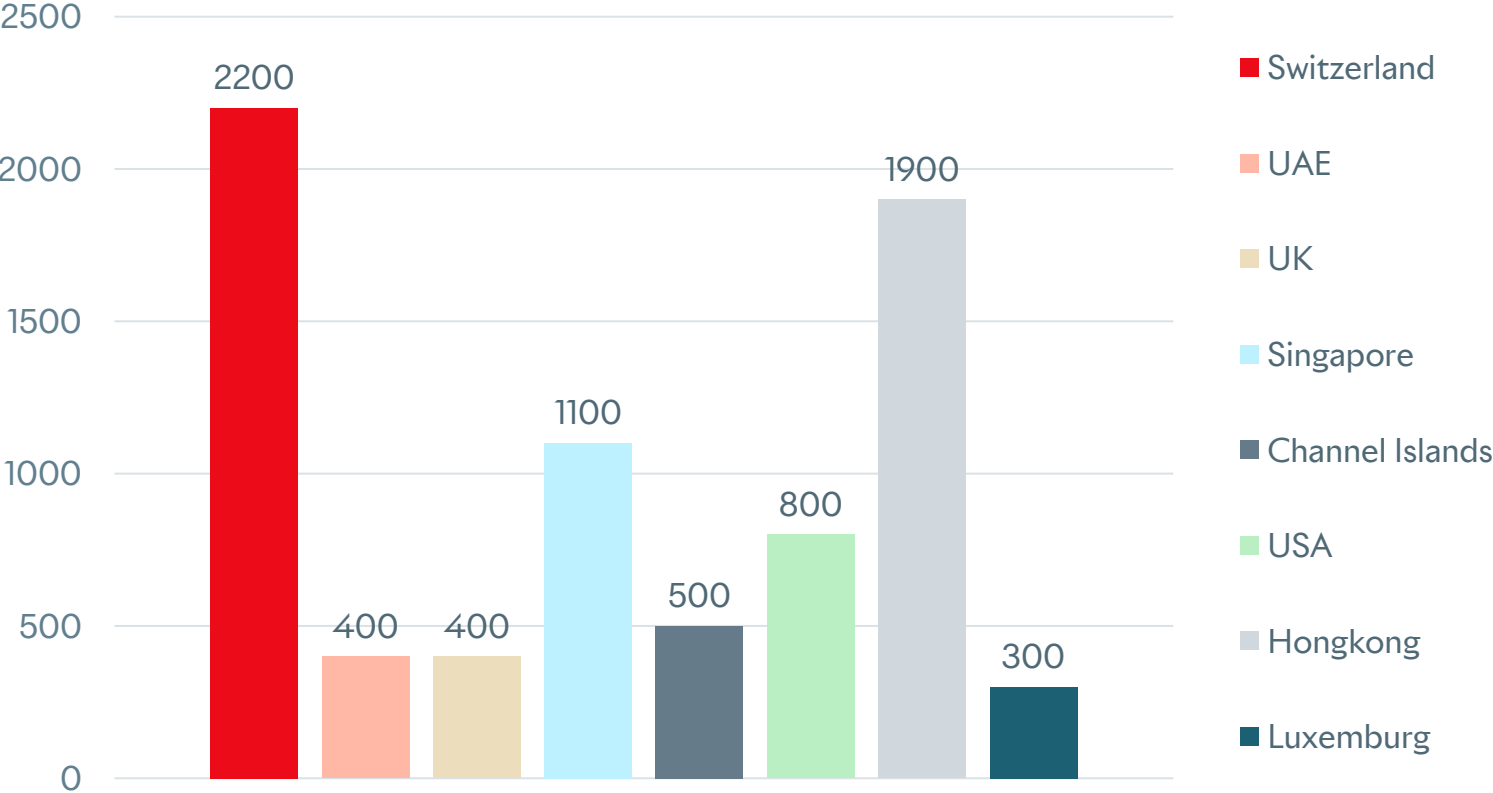
# 24 %

of all cross-border invested assets worldwide are managed by Swiss banks. That makes Switzerland by far the No. 1 in international wealth management.



# The most important cross-border financial centres

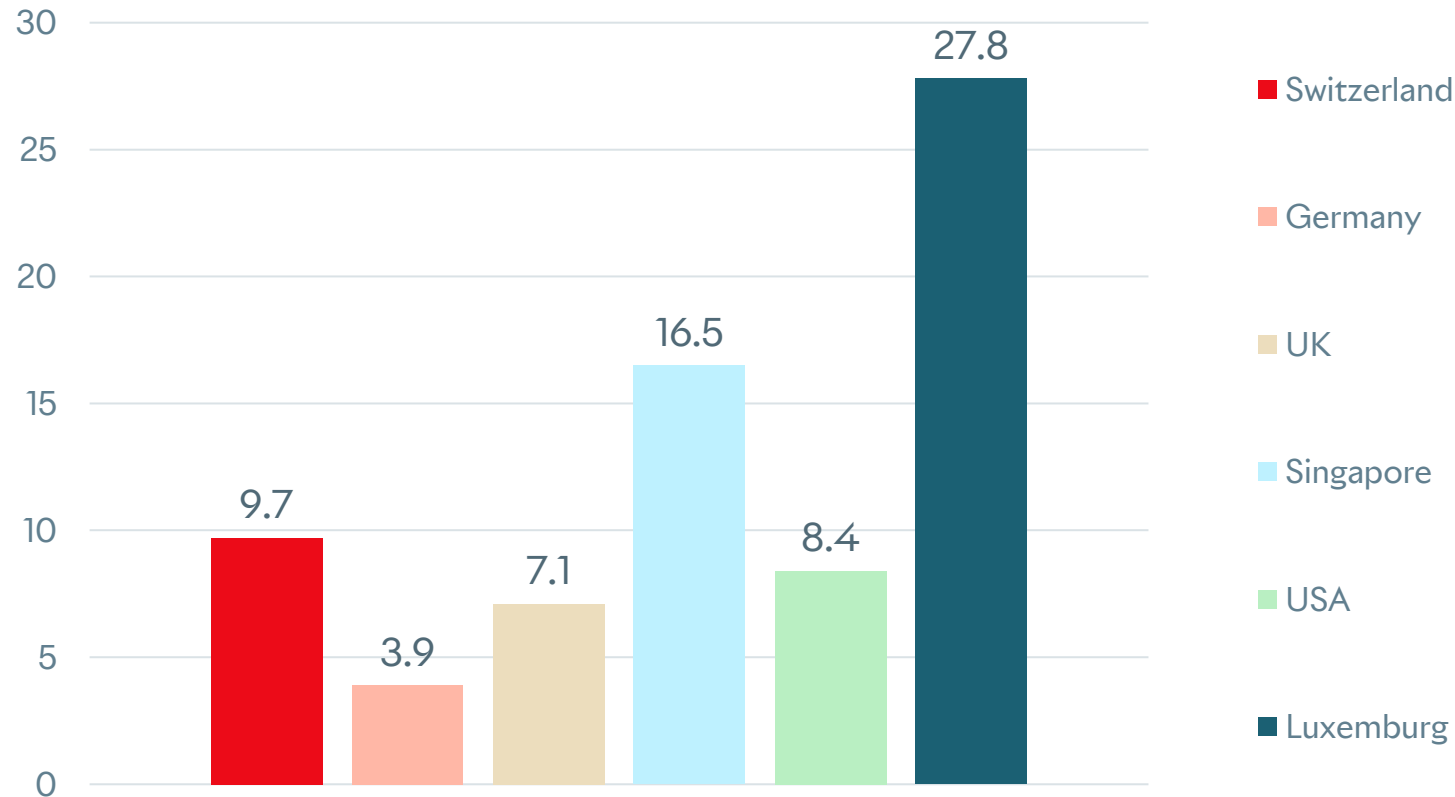
Offshore AUM 2020 (bn USD)



Source: BCG

# Financial centre's share of GDP

Share in %, 2020



Source: BAK Economics

# • Swiss Banking

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