

# • Swiss Banking

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## “finance.swiss” – Federal government and financial sector launch information platform

Basel & Zurich, December 07, 2020 – The new joint information platform “finance.swiss”, which can be found at [www.finance.swiss](http://www.finance.swiss), is being launched today by the federal government and the financial sector. The platform serves as a centralised hub for information and questions regarding the Swiss financial centre.

- The “finance.swiss” information platform was launched jointly today by the federal government and the financial sector: [finance.swiss](http://finance.swiss)
- The platform provides information about Switzerland as a leading location for comprehensive financial services. Its aim is to raise the Swiss financial centre’s profile internationally and strengthen its competitive position globally.
- “finance.swiss” was jointly developed and launched by the Federal Department of Finance (FDF), the Federal Department of Foreign Affairs (FDFA), the Swiss Bankers Association (SBA), the Asset Management Association Switzerland (AMAS), SIX, Swiss Re and Zurich Insurance Group.
- The platform is embedded in the sector and federal government’s overall activities in Switzerland and abroad aimed at increasing awareness of the qualities of the financial centre.

“finance.swiss” provides comprehensive information about the services, strengths and importance of the Swiss financial centre as well as facts about the legal framework conditions. It contains key figures, and explains the values and locational advantages of the financial centre. “finance.swiss” provides information about important topics and trends, and highlights the financial centre’s varied nature and innovative strength. The platform also gives an overview of conferences in Switzerland and abroad, and of the activities and publications of the various stakeholders. Its goal is to make an active contribution to presenting Switzerland as an attractive and competitive international business location. Numerous competing financial centres operate similar platforms.

The Swiss Bankers Association (SBA) and Asset Management Association Switzerland (AMAS), the financial market infrastructure provider SIX and insurers Swiss Re and Zurich Insurance Group are supporting the information platform on

the part of the financial sector. They are doing so through the provision of content as well as financially (CHF 1 million spread over five years).

The authorities responsible for coordinating and supporting the platform are the Federal Department of Finance through the State Secretariat for International Finance (SIF), and Presence Switzerland, a unit within the FDFA which is responsible for Switzerland's communication abroad.

“finance.swiss” is operated by the authorities and is part of Presence Switzerland's communication activities as well as the FDFA's financial market policy to actively safeguard the interests of the Swiss financial centre.

The information platform is a component in the financial sector's overall commitment to increasing awareness of the strengths and qualities of the financial centre both in Switzerland and abroad. With its international scope, the platform complements the comprehensive activities pursued in Switzerland, such as the [BAK Economics study](#) on the economic importance of the financial sector and a widespread presence at national and regional events, job and trade fairs, and conferences.

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