

Joint media release

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Structured Product Fair 2012: Discover the potential

The Swiss Financial Fair for Structured Products opens its doors for the sixth time at the Kongresshaus Zurich on October 24 and 25, 2012. At the event, staged jointly by Scoach Switzerland Ltd and the Swiss Structured Products Association (SSPA), the exhibitors – including the market’s major players – will present the current trends and the manifold ways of using this investment instrument. Under the motto «Discover the potential» they invite visitors to their exhibition stands. The supporting program on both days of the fair features specialist presentations by renowned experts and roundtable discussions on current issues in the financial sector.

Thanks to their flexibility, structured products are a suitable alternative to direct investments in the continued challenging market environment. «As part of this year’s fair we want to show the potential and the advantages of structured products as flexible investment instruments that offer suitable solutions for every risk profile and every market opinion», explains Daniel Sandmeier, President of the Swiss Structured Products Association (SSPA). «The format of the fair is ideal for creating transparency and sharing knowledge», adds Christian Reuss, CEO of Scoach Switzerland Ltd.

The key speaker at the beginning of the first day of the fair on October 24, 2012 will be Jim Rogers, renowned American commodities guru and book author. On the same day, representatives of banks, associations and academia will discuss the challenges facing private banking at a roundtable.

At a further roundtable on the second day of the fair, the chief economists of various institutions will provide an outlook for financial market developments. The issue of client protection in the financial market will also be a subject for discussion on October 25, 2012.

The knowledge workshops on a variety of specialist topics, which were introduced last year and met with a positive response, will round off the program on both days of the fair.

Further information on the Structured Products Fair can be found at www.stp-messe.ch

Opening times and admission fee for the Structured Products Fair 2012

Kongresshaus Zurich

Wednesday, October 24, 2012, 10 a.m. to 6 p.m.

Thursday, October 25, 2012, 10 a.m. to 6 p.m.

The admission fee of CHF 20 includes a trade fair guide and entrance to all the supporting events on the day in question.

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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