

## Media Release

4 February 2010

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### **“Investment Know-how in a Nutshell”:** SIX Swiss Exchange presents start of education initiative for private investors at FONDS'10

**The first event as part of the education initiative for private investors will take place on Friday, 5 February at the FONDS'10 fair in the Kongresshaus Zurich under the heading “Anlagewissen kompakt” (Investment Know-how in a Nutshell). The initiative, developed by SIX Swiss Exchange in conjunction with independent partner organizations, is aimed at promoting financial education for private investors.**

Various studies and the financial crisis have shown that private investors have a great need for education regarding financial markets and individual investment products. This was SIX Swiss Exchange's motivation for creating the education initiative FinanzFITamine together with such independent cooperation partners as the Swiss Funds Association SFA, Fund Academy, iconomix (the Swiss National Bank's teaching programme), the Sunflower Foundation (MoneyMuseum and MoneyForum) and the Association of Foreign Banks in Switzerland. This education initiative will aim to teach sound financial knowledge to private investors over the coming years.

The first teaching module will take the form of a 90-minute series of talks held three times at the investment fund fair. The topics covered will be dealing with financial investments, the role of the Swiss National Bank and SIX Swiss Exchange, and investing with funds. Specialists in finance, stock markets and investment will give short talks that offer an insight into how financial markets work and explain the key players and the most common financial instruments. Following the talks, the audience will have an opportunity to discuss finance and investment issues with the speakers in person.

The education initiative will be developed further going forward in line with the most important needs and topics.

More information:

[http://www.six-swiss-exchange.com/about\\_us/events/fonds10\\_workshops\\_de.html](http://www.six-swiss-exchange.com/about_us/events/fonds10_workshops_de.html)

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