

# Finance 2030

The future of the Swiss financial industry

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## LINEUP

The special «Finance 2030 – this is what the future of the Swiss financial center looks like» revolves thematically around the (inevitable) digital transformation of the Swiss financial center. The publication identifies fields of action that traditional financial institutions will have to deal with in this decade in order to meet the expectations of clientele and the challenges of the market. Since the turnaround in interest rates, banks are once again earning more money from their traditional business. How does this affect the pressure to innovate? Newly emerged ecosystems now have to prove their capabilities. The traditional financial world is still struggling with legacy systems, its somewhat dusty image, and its digital know-how, which in many cases still needs to be developed. The digitization of the financial industry will continue for decades to come and will not suddenly stop. Now is the time to set the course and invest substantially in digital innovation.

**The special «Finance 2030 – this is what the future of the Swiss financial centre looks like» is published as a piggyback to the «Netzwoche», describes and analyses the opportunities and challenges posed by the digital transformation of the traditional financial world and offers innovative companies from the financial and technology environment a journalistic platform.**

## TARGET GROUP

- Companies affected by the digitalization of finance, such as banks, insurance companies, financial advisors, management consultants, or their decision-makers
- ICT investment managers of medium-sized and large companies in Switzerland (70%)
- Providers and implementation partners of hardware, software, services, networks, consulting services (20%)
- Intermediaries such as IT consultants, ICT consultancies, associations, PR agencies, media (10%)

## MAIN TOPICS

- BPM
- Digitalization of Swiss banks and insurance companies
- Core banking esoftware
- Robo-Advisors
- Crypto, blockchain, bitcoin, smart contracts, etc.
- E-signature, E-ID
- Mobile Payment
- EDPC and banks
- Data management / regulations
- Insurtech
- Onboarding
- Security
- Outsourcing
- Fintech-Start-ups
- Regtech

## EDITION 2025

### PRINT

<b>Release date</b>	02.07.2025
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	Ecosystem Finnova
	Individual dispatch
	Special prints 500 / 1000 / 2000 Ex. or more on customer request
<b>Paper</b>	PlanoJet, bright white FSC   Cover: 240 g/m <sup>2</sup>   Content: 120 g/m <sup>2</sup>
<b>Format / Finishing</b>	A4 / adhesive binding

### ONLINE

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\* average data

				Price		
Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser	Online Only 1 week «SPONSORED POST»	Content- Creation (Reference value)
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Ad 2nd cover page	✓	–	210 x 297 mm + Edge droppng of 3 mm	11850 print only	–	–
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