

## Joint media release

Zurich, September 6, 2010

### **Structured Investing in Volatile Times – Fourth Swiss Financial Fair for Structured Products**

**On October 20 and 21, 2010, the Structured Products Fair will provide an information platform for investors in Zurich's Kongresshaus for the fourth time. The event, staged by Scoach Switzerland Ltd and the Swiss Structured Products Association (SSPA), will see some 30 exhibitors – including the market's major players – answering a range of visitor questions on products, strategies, and investment themes. In addition, the fair will provide a multi-faceted supporting program with a number of speakers and roundtables focusing on the topic of «structured investing».**

Market participants in the world of structured products continue to work unrelentingly to improve transparency. The Structured Products Fair offers an ideal platform in this respect: The idea of creating transparency and conveying knowledge will be a key aspect of the multi-faceted and informative supporting program this year too.

The Structured Products Fair will kick off on October 20, 2010 with a speech by Professor Hans Tietmeyer. The former Chairman of the German Bundesbank will explore the question of whether the euro is currently experiencing a crisis. A roundtable on the issue of «Security for Investors» also forms part of the opening day's program. This topic will be explored from a number of different standpoints by a panel consisting of Professor Manuel Ammann, Director of the Swiss Institute of Banking and Finance at the University of St. Gallen, Banking Ombudsman Hanspeter Haeni, Christian Reuss, CEO of Scoach Switzerland Ltd., and Roger Studer, Head of Investment Banking at Bank Vontobel and Chairman of the SSPA.

The second day of the fair will see Theo Waigel, former German Finance Minister, give a talk on sustainable financial policy in times of volatile markets. Also on the second day, the current outlook for markets will be discussed by a panel consisting of Oliver Adler, Head of Global Economics & Real Estate Research at Credit Suisse, Philipp Baertschi, Chief Strategist of Bank Sarasin, Thomas Steinemann, Chief Strategist of Vontobel Group, and Professor Urs Mueller, Chief Economist at BAKBasel.

The Structured Products Fair will conclude on October 21, 2010 with the thoughts of Fleur Platow, financial publicist and consultant to the Smart Ladies Investment Club, and entrepreneur and business angel Alberto E. Romaneschi, on what really matters when investing.

Further information on the Structured Products Fair can be found at [www.stp-messe.ch](http://www.stp-messe.ch).

### **Opening times and admission fee for the Structured Products Fair 2010**

Kongresshaus Zurich

Wednesday, October 20, 2010, 10 a.m. to 6 p.m.

Thursday, October 21, 2010, 10 a.m. to 6 p.m.

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

### **Media Contacts**

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### **Scoach Switzerland Ltd**

Scoach embodies Europe's largest and most experienced market for structured products. Its parent companies, SIX Group Ltd and Deutsche Börse AG, stand for technological, functional and regulatory competence, as well as for innovativeness, flexibility, high quality and solidity. Scoach affords investors throughout Europe access to structured products at fair prices, even across national boundaries. Fast executions, fairness, transparency and security are the criteria by which we measure our success. More information can be obtained at [www.scoach.ch](http://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 20 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.sspa-association.ch](http://www.sspa-association.ch)