

• **SwissBanking**

# **The Swiss Bankers Association and the Swiss financial centre**

Swiss Bankers Association (SBA)



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# The Swiss Bankers Association



**«The Swiss Bankers  
Association advocates for  
entrepreneurial freedom that  
enables banks to innovate  
and develop.»**

**Herbert J. Scheidt, SBA President**

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## The Swiss Bankers Association (SBA)

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- Umbrella organisation for the Swiss banks
- Founded in 1912
- Our main purpose: maintain and promote the best possible framework conditions for the Swiss financial centre both at home and abroad.



# Priorities of the SBA 2020



## 01 Sustainable finance

Positioning Switzerland as a leading location



## 02 Digitalisation

Creating room for manoeuvre and promoting innovation



## 03 Financial market stability

Taking new risk factors into account



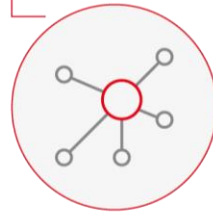
## 04 Tax framework

Overcoming hurdles and strengthening the capital market



## 05 Market access

Opening the doors to target markets



## 06 Basel III final

Safeguarding competitiveness



## 07 Depositor protection

Achieving a balanced reform



## 08 Money laundering

Taking international standards into account



## 09 Occupational pension plans

Modernising the investment guidelines



## 10 Education

Strengthening the skills of bank employees





## Priorities of the SBA 2020 1/3

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- **Sustainable finance:** The SBA wants to position Switzerland as a leading international hub for sustainable finance. The banks are taking ESG criteria into account and broadening their offering to this end. In order to be successful, they require attractive framework conditions.
- **Digitalisation:** Banks need scope for entrepreneurial freedom and reliable framework conditions that enable them to establish and further develop innovative business models.
- **Financial market stability:** The discussion about the risk factors for the stability of the financial centre must be broadened. Cyber risks, new business models and market participants, and the side effects of negative interest rates on the economy must also be included in this discussion.



## Priorities of the SBA 2020 2/3

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- **Tax framework:** The Swiss financial centre requires good and coherent fiscal framework conditions that are in line with national and international developments. The abolition of stamp duty and an implementation-friendly withholding tax are to strengthen the capital market.
- **Market access:** Good market access is vital for Swiss banks to be able to offer their services in target markets in a way that meets the needs of their customers. As a major export industry, the banks require improvements in this area, in particular with a view to the EU as their most important market. The framework agreement between Switzerland and the EU is a key prerequisite for this.
- **Basel III final:** The SBA advocates the commensurate implementation of the international standards. The competitiveness of the Swiss financial centre is to be taken into account in terms of the timing and content thereof.





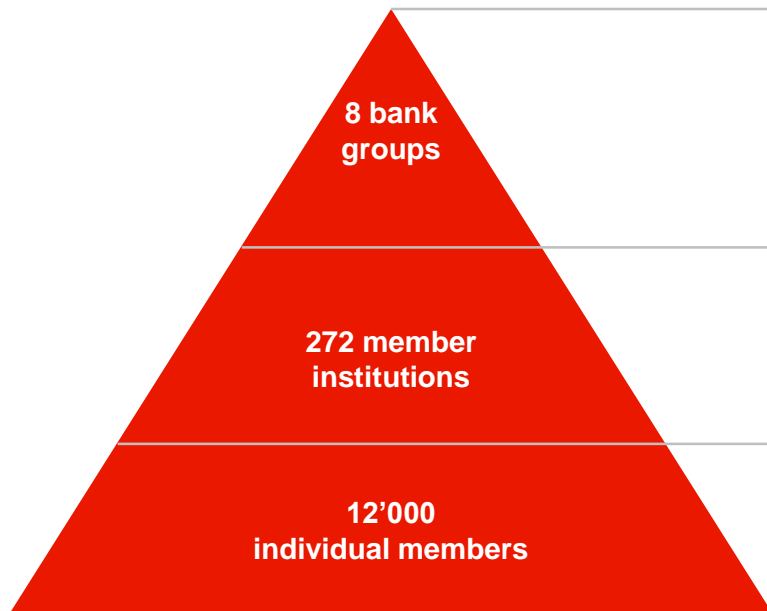
## Priorities of the SBA 2020 3/3

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- **Depositor protection:** The SBA is committed to an effective and balanced revision of depositor protection. An appropriate benefit-cost ratio is to be ensured.
- **Money laundering:** With the revision of the anti-money laundering provisions, the international requirements are to be taken into account in a commensurate manner.
- **Occupational pension plans:** Occupational pension plans are to be strengthened long term through the modernisation of the investment guidelines (Prudent Investor Rule).
- **Education:** The SBA creates optimal framework conditions for further developing the skills of Swiss bank employees in line with future trends.

## Members of the Swiss Bankers Association

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- Big banks
- Cantonal banks
- Foreign banks
- Raiffeisen group with independent cooperative banks
- Other banks
- Stock exchange banks
- Regional- und savings banks
- Private bankers

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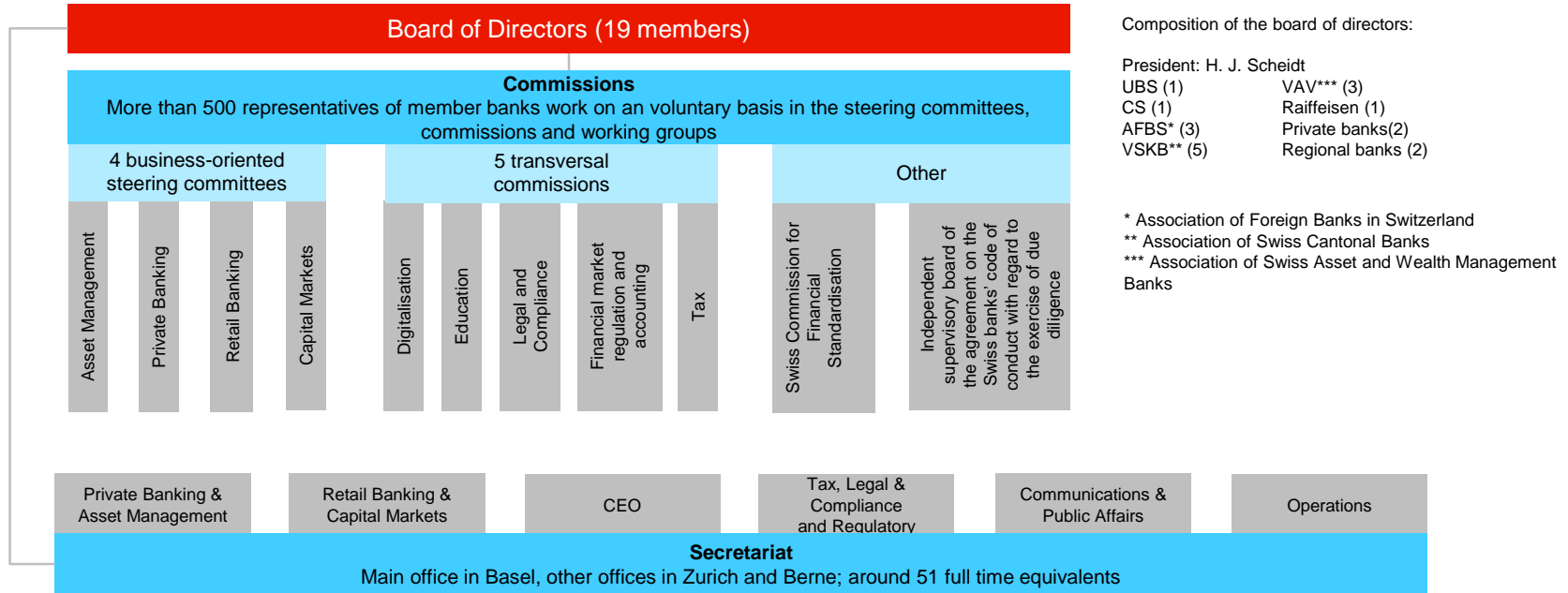
The SBA has 272 member institutions, of which 218 are banks.

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The following members of member institutions can become individual members: chairmen, vice-chairmen, members of the executive board and senior management.  
They alone have a voting right at the general assembly.



## Structure of the Swiss Bankers Association





**«The Swiss Bankers Association works to ensure that all banks enjoy the best possible operating conditions in Switzerland, so that they are able to compete with each other effectively.»**

**From the SBA's mission statement**

## The mission of the Swiss Bankers Association

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# Our strategy for the banking sector

Objective: A competitive, diversified and high-performance banking sector that benefits clients, the economy and Switzerland.

Improve **framework conditions** for the banking sector

Improve the **regulatory process** and limit overregulation

Ensure and improve **access to important export markets**

Promotion of high standards in relation to **quality** of service and products, a good **reputation**, and a strong capacity for **innovation** in the banking sector

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## The SBA's overarching areas of focus

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- Clear positioning
- Acting with foresight
- Close collaboration between the members of the SBA and other associations

# Facts and figures about the Swiss financial centre



## The Swiss financial centre's core values

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Stability

Universality



Responsibility

Excellence





## The banks in Switzerland

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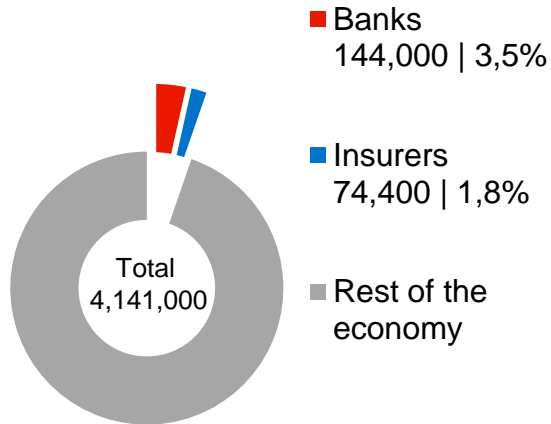
- 4 Big banks
- 24 Cantonal banks
- 97 Foreign banks
- 1 Raiffeisen-group with 229 independent cooperative banks
- 43 Stock exchange banks
- 60 Regional- & savings banks
- 5 Private bankers
- 14 Other banks



## The financial sector: above average productive and a good tax payer

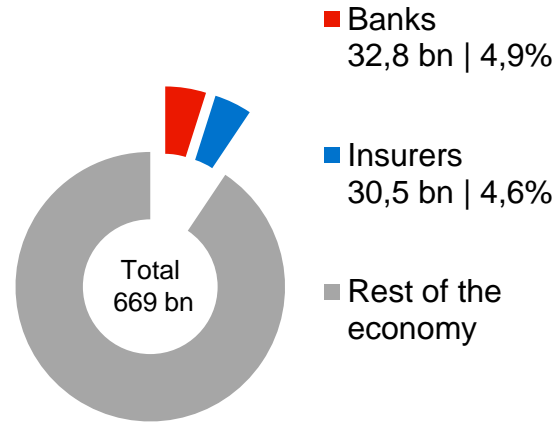
### Employment

In FTE\*



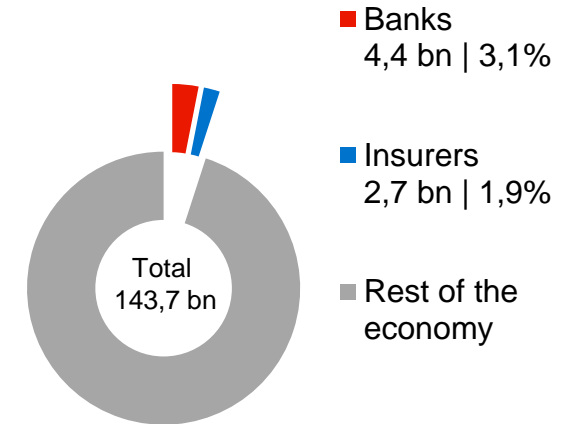
### Added value

in CHF



### Tax

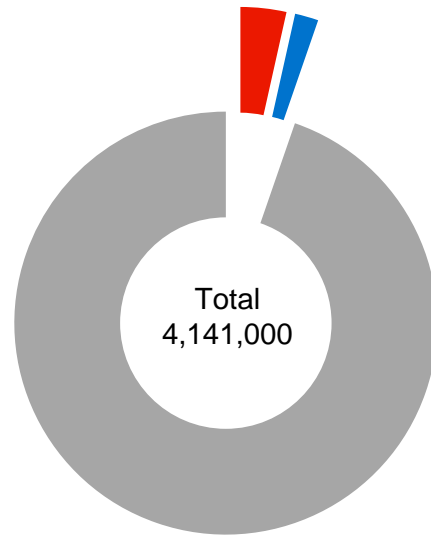
In CHF



\*Full time equivalent

## Employment in the Swiss financial sector

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- Banks  
144,000 | 3,5%
- Insurers  
74,400 | 1,8%
- Rest of the economy

## Jobs in the Swiss banking sector

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The banks in Switzerland offer **144,000** Jobs  
(full time equivalents).

This represents **3,5%** of all jobs in Switzerland.

## Vocational training at Swiss banks

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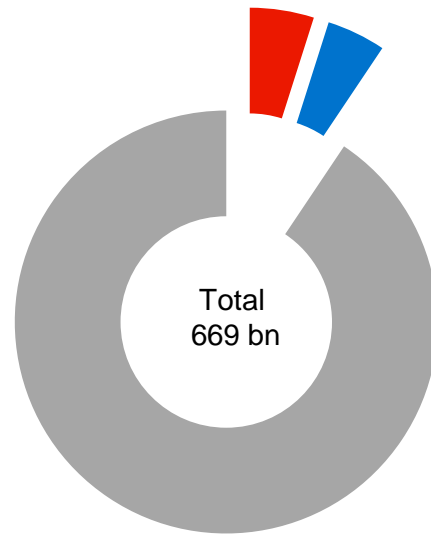
Swiss banks offer **3,181** training positions for commercial apprentices.

This represents almost **8%** of all commercial training positions in Switzerland.



## Value creation by the Swiss financial sector

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- Banks  
32,8 bn | 4,9%
- Insurers  
30,5 bn | 4,6%
- Rest of the economy

## Value creation by the Swiss banking sector

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The Swiss banks' value creation amounts to  
**CHF 32,8 bn** a year.

This corresponds to **4,9 %** of the total value  
created by the Swiss economy.

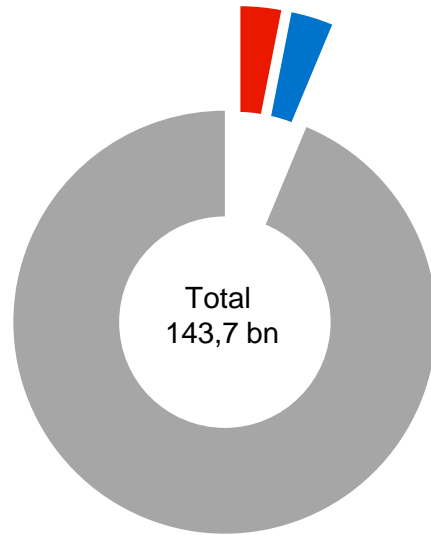






## Taxes paid by the Swiss financial sector

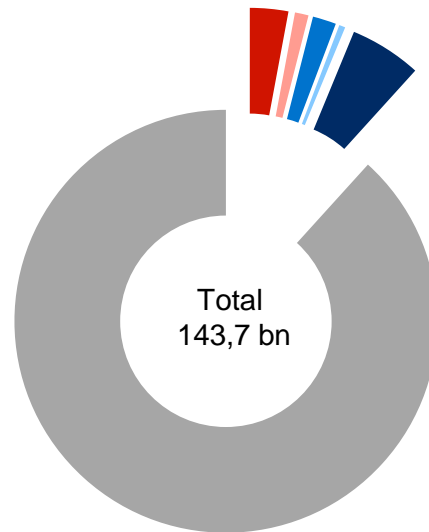
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- Banks  
4,4 bn | 3,1%
- Insurers  
2,7 bn | 1,9%
- Rest of the economy



## Taxes (direct and indirect) emanating from the Swiss financial sector



- Direct taxes banks  
4,4 bn | 3,1%
- Indirect taxes banks  
1,6 bn | 1,1%
- Direct taxes insurers  
2,7 bn | 1,9%
- Indirect taxes insurers  
0,7 bn | 0,5%
- Financial market related taxes  
8,3 bn | 5,8%
- Rest of the economy

## Taxes (direct and indirect) emanating from the Swiss banking sector

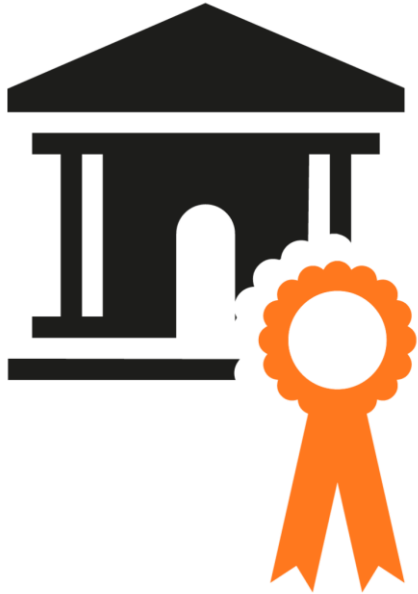
**4,2%** of all taxes paid in Switzerland  
come from the banking sector.

This amounts to more than **CHF 6 bn.**



## What clients think about the banks in Switzerland

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**85%**  
Satisfaction



**95%**  
Trust

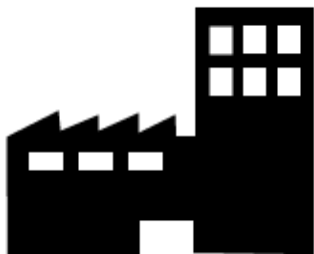
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## Significance of the banks for the Swiss economy

Credits to companies in Switzerland (09/2018):

CHF **376** bn



**86%** of the credits go to SMEs, in total CHF **325** bn.

**14%** of the credits go to big companies.



## Assets under management

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The banks in Switzerland manage

**CHF 6,9 Trill.**

**47,5%** come from foreign clients.



## Cross-border wealth management

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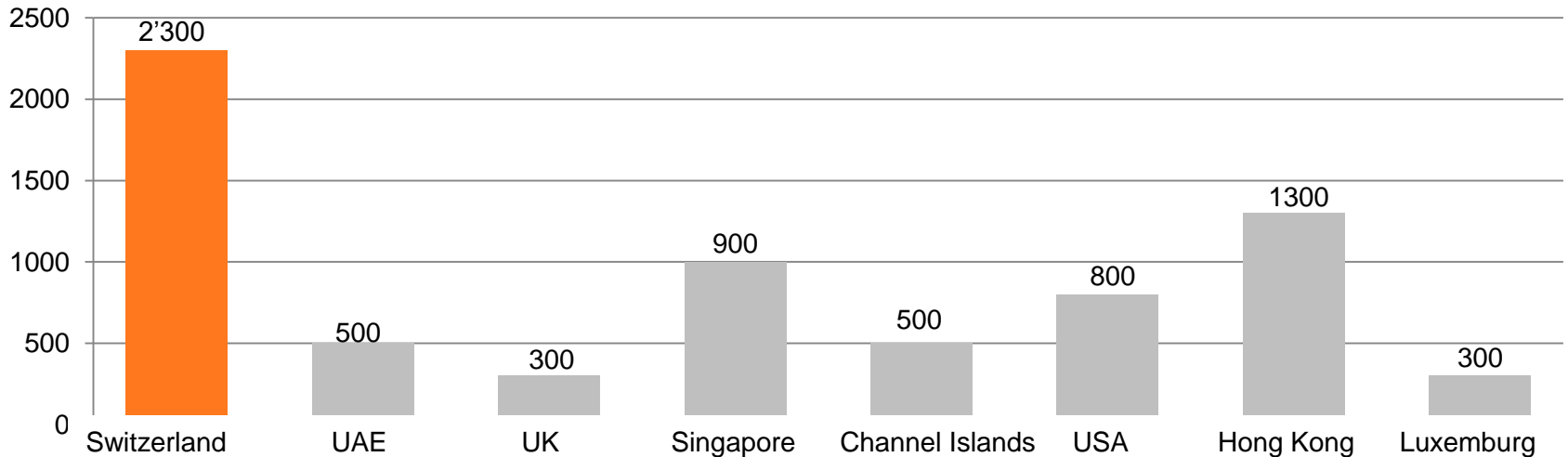
Swiss banks manage around **27%**  
of all assets that are invested cross-border worldwide.

That makes Switzerland by far the **No. 1**  
in international wealth management.



## The most important cross-border financial centres

Offshore AUM 2018 (bn USD)

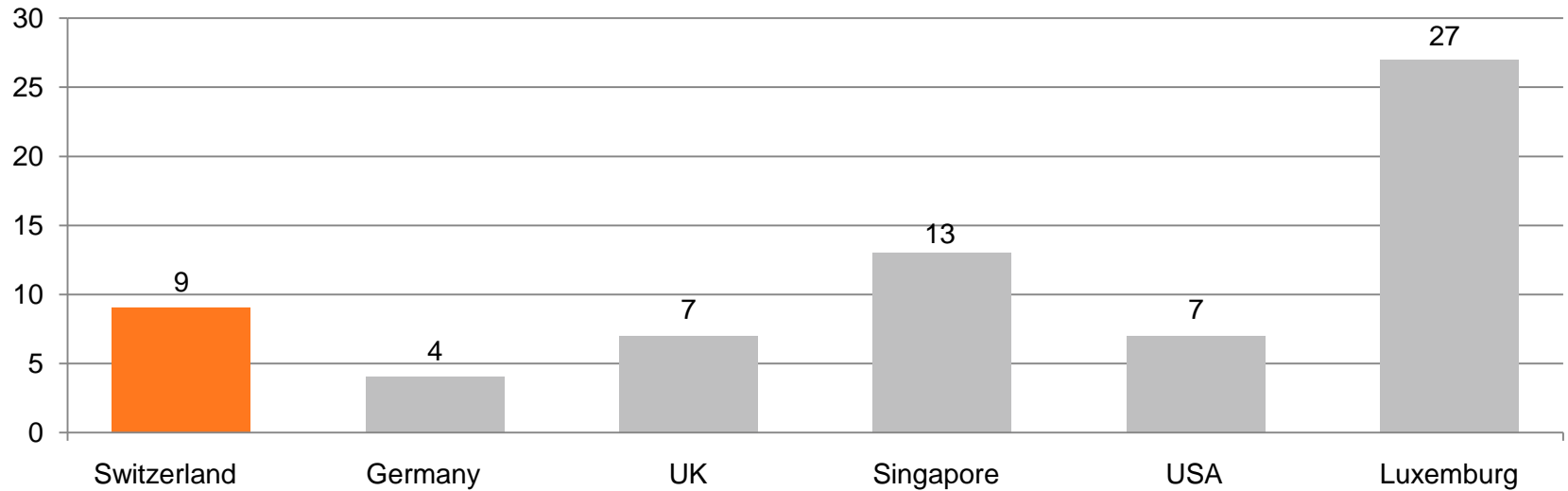






## Financial centre's share of GDP

Share in in %, 2019



**For more information, visit our website:**

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**Or follow us on Twitter:**

**[@SwissBankingSBA](https://twitter.com/SwissBankingSBA)**



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**Thank you!**