

• **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.



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## Priorities of the SBA 2021 1/3

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- **Sustainable finance:** The Swiss financial centre aims to become a leading international location for sustainable finance. The SBA is committed to promoting market-based framework conditions and, in the area of sustainability, is focusing on current issues relating to **disclosure** and **classification**.
- **Digitalisation:** The SBA supports technology-neutral framework conditions and innovative business models, particularly in the area of **open finance**. At the same time, **cyber risks** must be countered with an effective defence system that is coordinated among all stakeholders.

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## Priorities of the SBA 2021 2/3

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- **Financial market regulation:** The SBA is committed to a commensurate implementation of the international **Basel III final** standards. The competitiveness of the Swiss financial centre is to be taken into account as part of this process. In addition, the SBA advocates an effective and balanced revision of **depositor protection** as part of the current partial revision of the Banking Act. An appropriate cost-benefit ratio is to be ensured.
- **Regulation:** The SBA supports the current revision of the **Anti-Money Laundering Act** in order to take international requirements duly into account. In addition, the SBA supports its members in the implementation of the **Financial Services Act (FinSA)** and the **Financial Institutions Act (FinIA)**, which have entered into force, and is adjusting its self-regulation models accordingly. The SBA is also committed to a modern **trust law** in Switzerland.

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## Priorities of the SBA 2021 3/3

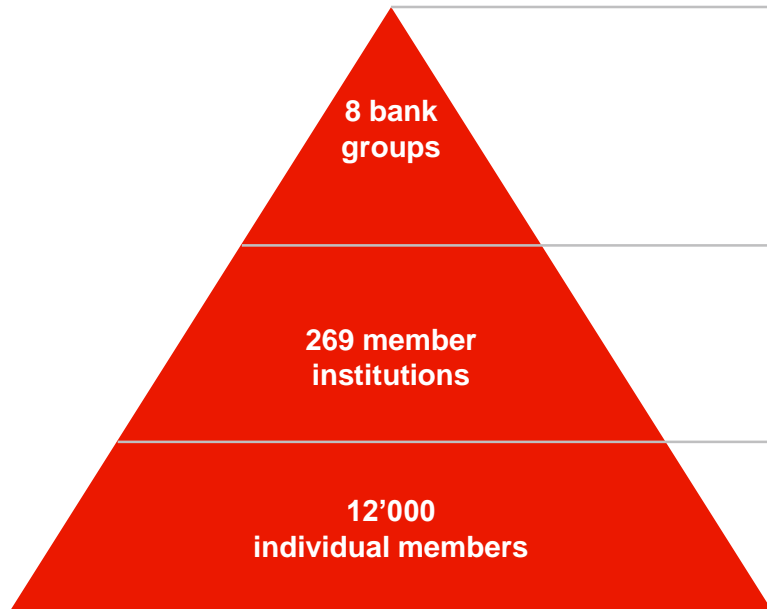
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- **Tax framework:** The abolition of **stamp duty** as well as an implementation-friendly reform and partial abolition of **withholding tax** are designed to strengthen the Swiss capital market. At the international level, Switzerland's attractiveness as a business location is to remain unchanged in terms of the **tax on corporate profits**.
- **Market access:** Good market access is vital for Swiss banks in order to offer their services in target markets in a way that meets the needs of their customers. As an export-oriented industry, the banks require improvements both with regard to the **EU** and at the **bilateral country level**.



## 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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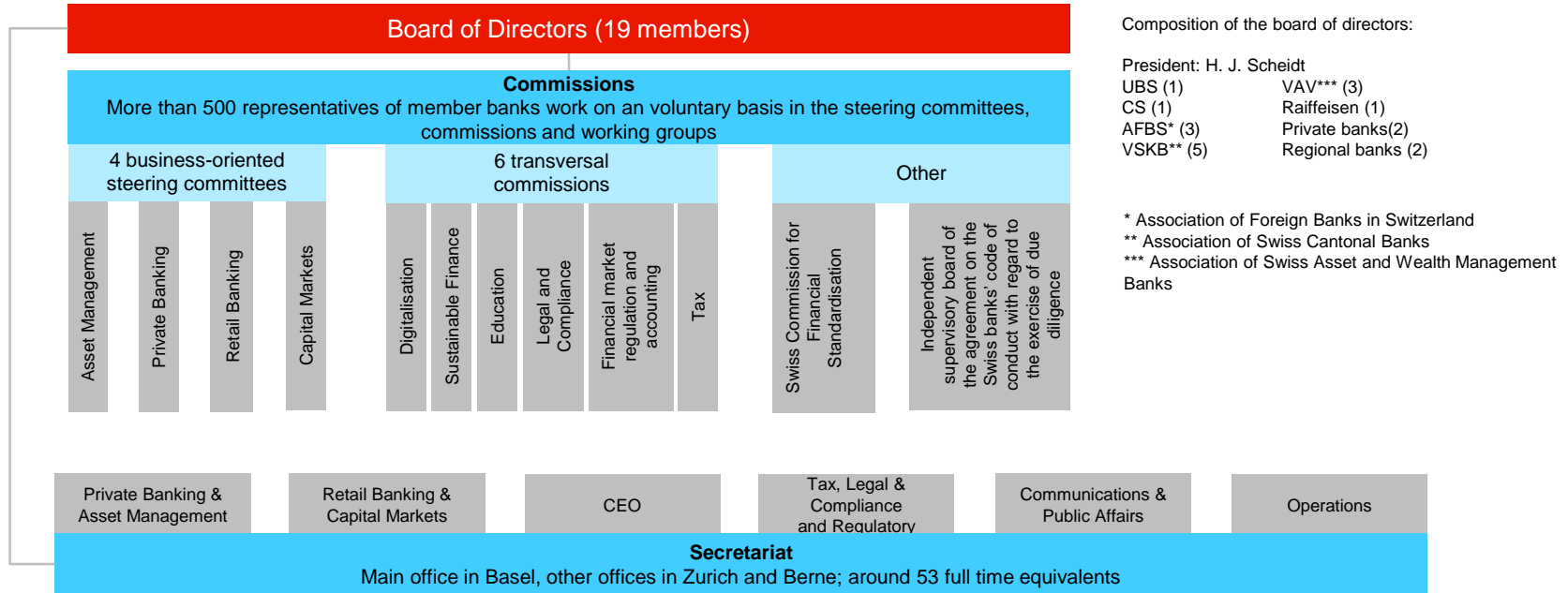
The SBA has 269 member institutions, of which 217 are banks.

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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 – irrespective of their business model and size – enjoy the best possible operating conditions in Switzerland, which allow for effective competition, development and success. We are therefore committed to promoting entrepreneurial freedom and open markets. »**

**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







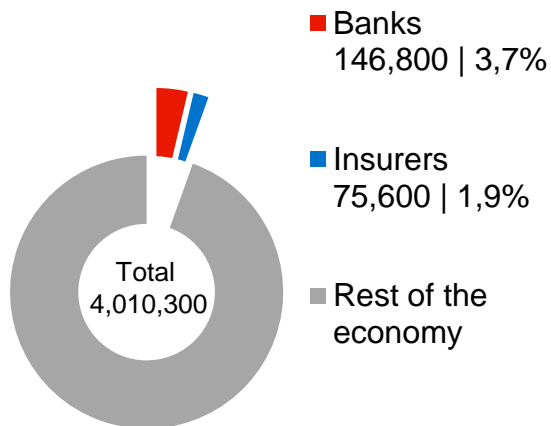
## The banks in Switzerland

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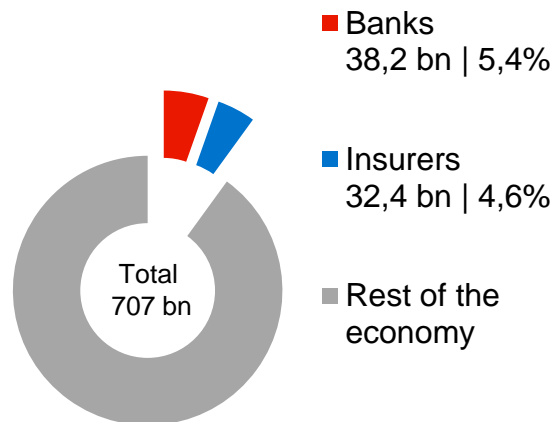
- 4 Big banks
- 24 Cantonal banks
- 94 Foreign banks
- 1 Raiffeisen-group with 226 independent cooperative banks
- 42 Stock exchange banks
- 60 Regional- & savings banks
- 5 Private bankers
- 16 Other banks

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

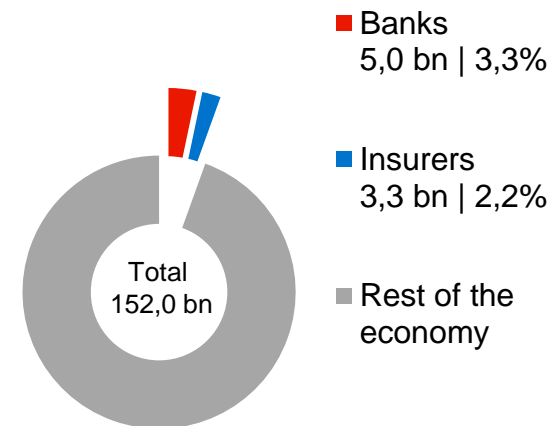
### Employment In FTE\*



### Added value in CHF



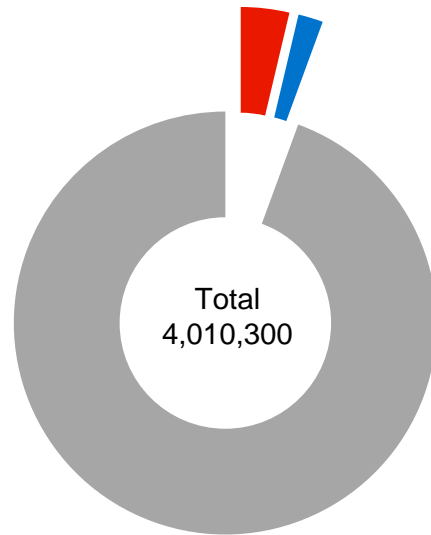
### Tax In CHF



\*Full time equivalent

## Employment in the Swiss financial sector

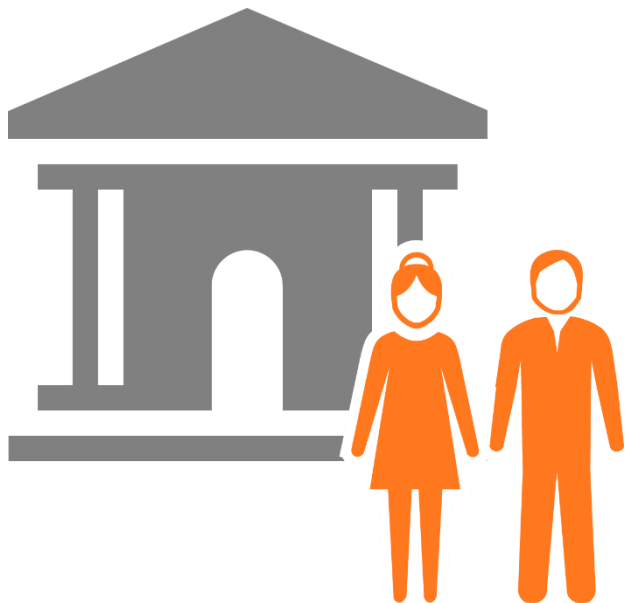
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- Banks  
146,800 | 3,7%
- Insurers  
75,600 | 1,9%
- Rest of the economy

## Jobs in the Swiss banking sector

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The banks in Switzerland offer **146,800** Jobs  
(full time equivalents).

This represents **3,7%** of all jobs in Switzerland.

## Vocational training at Swiss banks

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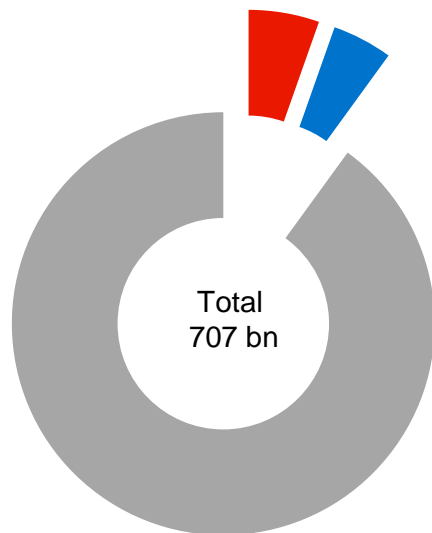


Swiss banks offer **3,062** training positions for commercial apprentices.

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

## Value creation by the Swiss financial sector

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- Banks  
38,2 bn | 5,4%
- Insurers  
32,4 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 38,2 bn** a year.

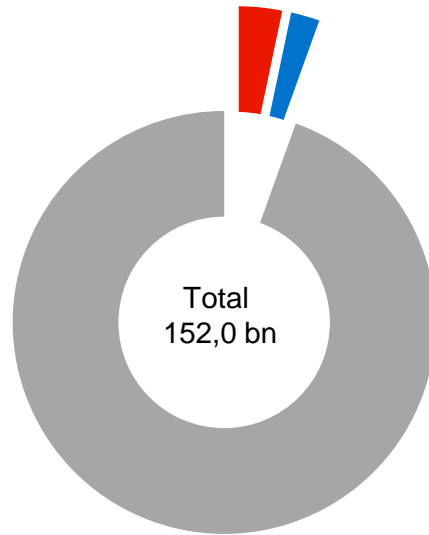
This corresponds to **5,4 %** of the total value  
created by the Swiss economy.





## Taxes paid by the Swiss financial sector

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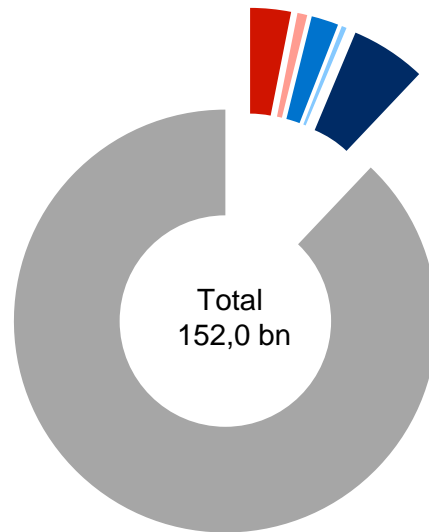
- Banks  
5,0 bn | 3,3%
- Insurers  
3,3 bn | 2,2%
- Rest of the economy





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

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

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

**4,1%** 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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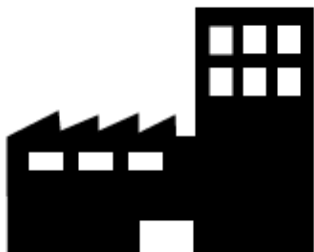


## Significance of the banks for the Swiss economy

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Credits to companies in  
Switzerland (09/2018):

CHF **396** bn



**88%** of the credits  
go to SMEs, in total  
CHF **346** bn.

**12%** of the credits  
go to big companies.



## Assets under management

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The banks in Switzerland manage

**CHF 7,9 Trill.**

**47,6%** come from foreign clients.



## Cross-border wealth management

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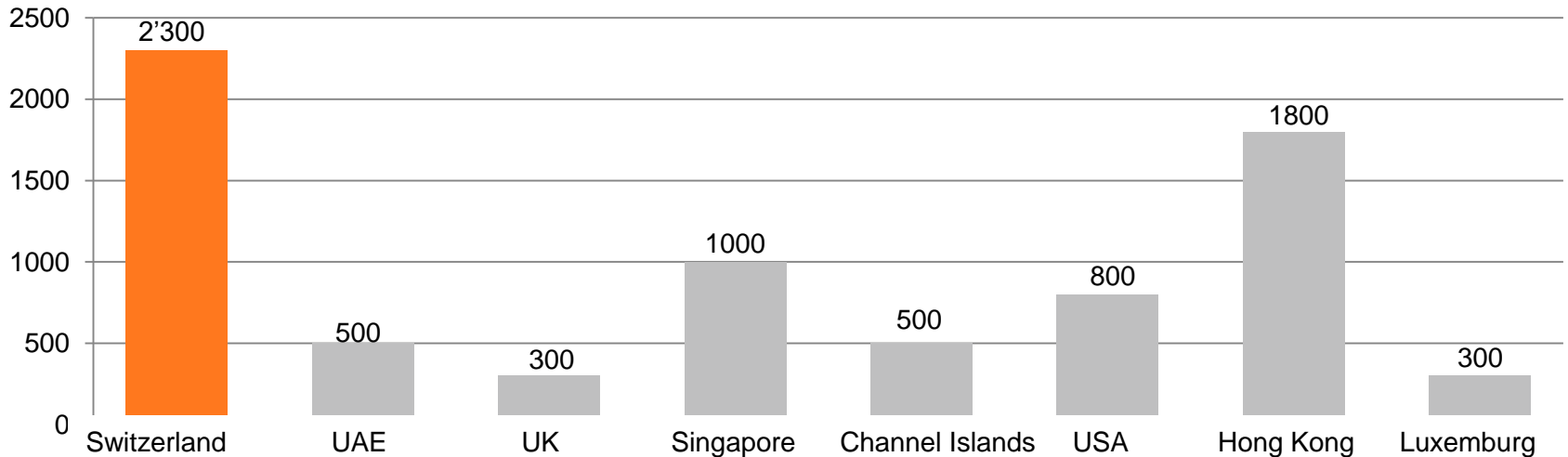
Swiss banks manage around **25%**  
of all assets that are invested cross-border worldwide.

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



## The most important cross-border financial centres

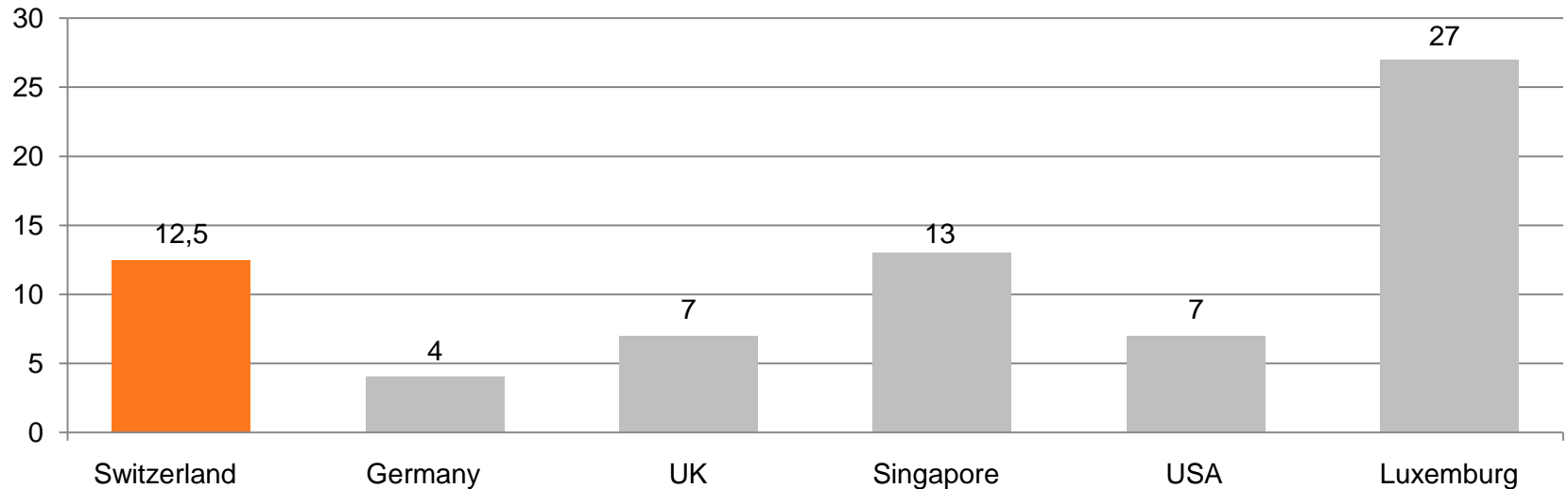
Offshore AUM 2019 (bn USD)





## Financial centre's share of GDP

Share in in %, 2019





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

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



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**Thank you!**