Bankers Day to celebrate centenary

Basel, 5 September 2012 – This year's Bankers Day was celebrated in Basel with a message of greeting from the Federal Council and a speech from the Chairman. The Bankers Association is celebrating its 100th birthday this year and this formed the backdrop for this day of celebration.

The Bankers Day, the annual general meeting of the Swiss Bankers Association (SBA), is one of the highlights in the Swiss banking year. This year's Bankers Day took place today on the Novartis Campus in Basel. Head of the Federal Department of Economic Affairs Johann Schneider-Ammann delivered the message of greeting from the Federal Council. Patrick Odier, Chairman of the SBA, called on the bankers of Switzerland to lend their full support to the ongoing efforts to position Switzerland as the world’s most successful wealth management centre. The annual general meeting of Swiss bankers in Basel was an excellent occasion for bankers, politicians and businesspeople to gather for an exchange of ideas. Numerous ambassadors were also present, which gave the event an international flair. Around 50 trainees – the bankers of tomorrow – took part in Bankers Day for the very first time.

This year's Bankers Day formed part of the 100th birthday celebrations of the Bankers Association. The banking industry has launched various campaigns throughout the whole year in order to say thank you to those who have contributed towards Switzerland's success every day, regardless of the size of their contribution. The SBA is also including the general public in its thanks, an example of which is the “Dankomat”, a booth to record thank-you messages which will be present at Barfüsserplatz in Basel on 7 September 2012 for all those who would like to thank someone. All thank you messages and campaigns of the SBA for the centenary year can be found at www.merci-danke-grazie.ch.

Pictures from Bankers Day are available at http://www.swissbanking.org/en/medienmitteilung-20120905.htm

Press release
The documents for yesterday’s media conference are available at www.swissbanking.org. The media package includes the complete Banking Barometer, the speeches by Patrick Odier and Claude-Alain Margelisch and the annual report.

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