

PRESS RELEASE

## CFA Society Switzerland and Swiss Finance Institute Cooperation

*Pursuing a common goal to foster financial education and strengthen the Swiss banking and finance community*

**The two Swiss financial education institutions CFA Society Switzerland and Swiss Finance Institute (SFI) aim to intensify their cooperation and jointly contribute to professionalizing the Swiss banking and finance community. Aside from proactively promoting the quality standards of today's financial professionals, the focus will also be on research, education and innovation in the sector.**

**Zug and Zurich, 12 September 2013** – CFA Society Switzerland and Swiss Finance Institute (SFI) are planning new joint activities to foster continuing education for financial professionals in Switzerland. In an initial step, the two non-profit organizations intend to make their course offerings mutually accessible, and to coordinate them to a greater extent. They already complement each other very well: CFA Institute, the parent organization of CFA Switzerland, has been offering the CFA program worldwide for 50 years, for instance. The latter is regarded as the international standard in continuing education for financial professionals. Candidates can only apply for the coveted CFA Charter if they pass all three exams and possess the relevant professional experience. CFA charterholders attach great importance to continuing education (CE) in their endeavor to maintain cutting-edge educational levels. The educational offerings and knowledge transfer seminars by SFI, a private foundation established in 2006, constitute a valuable enhancement. The new CFA partner works closely with Swiss universities and industry and, in particular, supports the continuing education of PhD students and managers. Many conferences and courses are offered as part of the cooperation, attendance of which will earn CFA charterholders CE credits in the future.

Cooperation also covers the promotion of research and innovation, and international knowledge transfer, to which CFA Switzerland contributes the CFA Institute's international research activities. For its part, SFI grants access to its research projects, including those conducted as part of PhD programs. In the near future, a Swiss Innovation Award is to be bestowed with the aim of making the innovative potential of the Swiss banking and finance community accessible to a wider professional public. "Creating new knowledge and transferring it into practice is becoming increasingly important in the financial sector. For Switzerland, as a business location in this sector, it is particularly pertinent. We aim to attract outstanding financial research and teaching to Switzerland to a greater extent, and thus build up a pool of talented newcomers in research and industry," explains Gabriela Maria Payer, Head of Education at SFI. She stresses the importance of cooperation: "CFA Institute's global network is the perfect counterpart for us, and it will play a key role in promoting the development and transfer of know-how."

CFA Switzerland and SFI essentially pursue the same goals: to professionalize the Swiss banking and finance community through consistent continuing education and research. Delighted about the cooperation, Christian Dreyer, CEO CFA Switzerland remarks: "Joining forces places us in a better position to achieve these goals. However professionalizing is not only about academic skills, but also social competence, so our courses also cover ethical and moral conduct." This is entirely in keeping with CFA Institute's recent worldwide initiative "Future of Finance Starts with You", aimed at enhancing the tarnished image of

financial professionals since the 2008 financial crisis. Know-how transfer and research also play a key role in this initiative. The advisory committee of Future of Finance headed by the academic and author John Kay thus includes eminent professors, including Robert J. Shiller.

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The Swiss Finance Institute (SFI) is a private foundation created in 2006 by Switzerland's banking and finance community in cooperation with leading Swiss universities. The SFI supports and promotes research, PhD programs, knowledge transfer and continuing education in banking and finance. The Institute also advocates a dialogue between researchers and practitioners in the financial industry to ensure that the results of their research are translated into practice. SFI is supported by Swiss banks, the Swiss Stock Exchange, Swiss universities and the Swiss Federal Government.

More details at: [www.SwissFinanceInstitute.ch](http://www.SwissFinanceInstitute.ch)

**CFA Institute**

The CFA Institute is a global non-profit professional association for investment managers, financial analysts and professional investors with more than 118,000 members in 140 countries worldwide. Aside from its Chartered Financial Analyst (CFA) vocational education program, the leading qualification standard in the financial industry, the Institute enjoys an international reputation for its initiatives in the areas of capital market ethics, investment standards and financial education. The association is organized in 138 local branches worldwide. More details at [www.cfainstitute.org](http://www.cfainstitute.org)

**CFA Society Switzerland**

Founded in 1996 as the Swiss Society of Investment Professionals, CFA Society Switzerland is one of the CFA Institute's 138 local member organizations worldwide. CFA Society Switzerland is a non-profit organization and the first national society in the EMEA region directly affiliated to the CFA Institute. CFA Society Switzerland numbers over 2,500 members, earning it the title of continental Europe's largest national CFA organization. CFA Society Switzerland aspires to a leading role in promoting profound knowledge, professionalizing skills and integrity in the investment business in Switzerland. CFA Society Switzerland represents the interests of its members and investors in the following areas: communicating the values set out in the CFA articles, promoting vocational continuous education, supporting CFA candidates, fostering contact and communication between CFA Society Switzerland members. More details at <http://www.cfaswitzerland.org>.

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