

SEC Thought Leadership & Dialogue

SHAPING THE FUTURE OF THE SWISS FINANCIAL CENTER



Prof. Dr. MARLENE AMSTAD
Chair,
Finma



Dr. JÜRIG MÜLLER
Director,
Avenir Suisse

This event brings together a distinguished regulatory leader shaping Swiss financial markets and a prominent voice offering independent analysis and strategic foresight.

Marlene Amstad, Chair of FINMA, will reflect on key lessons from past challenges and the recent banking crisis, provide an overview of current developments in regulatory matters, and offer insights into how technological innovation is impacting global financial markets and their supervisors alike.

Jörg Müller, Director of Avenir Suisse, will complement this perspective by sharing his views on regulation and the financial markets.

An engaging panel discussion will follow, diving deeper into technology, innovation, and the future positioning of the Swiss financial ecosystem.

Join us for an inspiring evening of forward-looking insights, strategic dialogue, and networking with leaders from across the Swiss business community.

Wednesday 25th of February 2026 | Time: 17:30 – 21:00

Prof. Dr. Marlene Amstad

Marlene Amstad is Chair of the Swiss Financial Market Supervisory Authority (FINMA) and Chair of the SupTech Forum, supporting over 160 financial authorities in digital transformation under the auspices of IOSCO. She has held senior and expert roles at the Swiss National Bank, the Bank for International Settlements in Hong Kong, the Federal Reserve Bank of New York, and the Swiss Business Cycle Institute (KOF/ETH), combining leadership with deep technical expertise to develop innovative, data-driven tools for credit, inflation, and business cycle assessment.

With nearly a decade of experience in Asia, Marlene brings in-depth knowledge of Asian and Chinese markets. She leads FINMA through a pivotal period, driving new supervisory powers and bridging the Swiss financial center with global markets, technology, and innovation.

Dr. Jürg Müller

Dr. Jürg Müller is Director of Avenir Suisse and has overall responsibility for the work of the think tank. He studied international relations and economics at the Universities of St. Gallen and Cambridge and received his doctorate from ETH Zurich. He then worked as a business editor at the "Neue Zürcher Zeitung" and from 2019 as a Senior Fellow at Avenir Suisse. Under the collective pseudonym Jonathan McMillan, Jürg Müller has published the two books "Capitalism and the Market Economy" and "The End of Banking", which have been translated into several languages. He has written various economic articles, is a columnist for the "NZZ am Sonntag" and a lecturer at the University of Zurich.

Program Overview

17:30 - Registration & Coffee

18:00 - Welcome by Oliver Bertschinger, President & MD SEC,
Thomas Zürcher, Senior Partner OBT

18:10 - Keynote Prof. Dr. Marlene Amstad: Shaping the Future of the
Swiss Financial Center

18:40 - Q&A

19:00 - Impuls Thoughts Dr. Jürg Müller

19:10 - Panel Discussion

19:45 - Network Apéro

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