

Media release, March 22, 2021

Credit Suisse and the University of St.Gallen enter into a partnership to strengthen research and teaching at the interfaces of finance, management and law

Credit Suisse and the University of St.Gallen (HSG) are entering into a strategic partnership that will encompass three specific areas of funding. In the context of this partnership, Credit Suisse will contribute CHF 20 million over the next ten years.

A key focus of the partnership is the development of expertise at the interfaces between finance, management and law. The University of St.Gallen is establishing the **HSG Center for Financial Services Innovation** for this purpose and will build up new interdisciplinary research areas. Credit Suisse is facilitating the establishment of the Center and the creation of several professorships with an initial contribution of CHF 10 million. The bank will also be the founding and strategic partner of the HSG Center for Financial Services Innovation for the next ten years.

In addition, Credit Suisse is supporting the creation of the [HSG Learning Center](#) with a donation of CHF 3 million to the HSG Foundation. The HSG Learning Center will open in February 2022, and will act as an innovative center of work and thought that will facilitate new forms of learning and interaction between students, lecturers, and industry practitioners.

Furthermore, Credit Suisse and the University of St.Gallen have agreed a number of different **cooperation activities**. For example, Credit Suisse will become the HSG Campus Bank, lend its name to a Co-Creation Space in the HSG Learning Center, and act as partner to a variety of campus and HSG activities, including workshops and presentations for students relating to career planning, skills development, and specialist topics from the world of financial services. A total of CHF 7 million will be invested in various cooperation activities over the contract term of ten years.

Views on the partnership:

- **André Helfenstein, CEO of Credit Suisse (Switzerland) Ltd.:** "Through our partnership with HSG, we want to contribute to the strengthening of Switzerland as a center of education and business. As a financial services provider, we deal intensively with themes such as digitalization, innovation and entrepreneurship. The HSG Center for Financial Services Innovation will provide valuable impetus for academic research on issues that are relevant to Credit Suisse. At the same time, as a strategic partner, we can ensure that this research has a direct practical application. I very much look forward to our collaboration with HSG. Well-educated young people are of key importance to both Switzerland and Credit Suisse."
- **Professor Bernhard Ehrenzeller, President of the University of St.Gallen:** "The University of St.Gallen is very pleased to be able to expand this area of research at the interfaces between finance, management and law, which is very important from both a Swiss and an international standpoint. This provides us with the ideal platform to position ourselves as one of the globally leading institutions in this field of research. I would like to express my sincere thanks to Credit Suisse for making this possible for us. In addition to our essential basic public funding, cooperations of this nature with external partners facilitate international research, teaching, and training at HSG at the very highest level. We are proud to be embarking on the largest-ever research cooperation project for the University of St.Gallen with Credit Suisse, and we hope to be able to build on this cooperation as a platform for additional partnerships."

- **Stefan Kölliker, Member of the Cantonal Council and Director of Education of the Canton of St. Gallen, and President of the Board of Governors of the University Council:** "If the University of St.Gallen is to remain a leading business university and maintain its high level of value creation for our region, it needs to develop permanently and invest in research, teaching and training. Thanks to its partnership with Credit Suisse, HSG can tap into funds that simply would not be available without such initiatives and projects. I am delighted that Credit Suisse is investing in groundbreaking research and teaching together with the University of St.Gallen."
- **Dr. Urs Landolf, Trustee of the HSG Foundation:** "We are extremely pleased that Credit Suisse is contributing to the establishment of the new HSG Learning Center. The innovative center of learning is currently being built and is set to open its doors in the spring of 2022, as planned. It will provide students, lecturers, industry practitioners, and the HSG community with a new space in which to think and learn. The project will be wholly financed by donations, making it the largest fundraising initiative in HSG's history to date."

Additional information on the HSG Center for Financial Services Innovation

With its new HSG Center for Financial Services Innovation, the University of St.Gallen is investing in the development of future-oriented expertise at the interfaces between finance, management and law. By creating the corresponding professorships, it is seeking to advance research and teaching in the important field of financial market innovation. The University of St.Gallen can, in turn, offer research and teaching at the very highest level in future-oriented subject areas. The aims of the newly created Center are as follows:

- To increase academic excellence in the areas of finance and financial innovation, and to advance HSG's position in impact-oriented research at the very highest level with a focus on innovative themes in the areas of financial markets and financial services.
- To deliver – through the newly created professorships affiliated with the Center and the associated bundling of expertise and collaborative networking – profile-raising results in the latest interdisciplinary questions in the fields of digital ecosystems and platform economies, entrepreneurship, financial market regulation, fintech, sustainable finance and private markets. The focus will also extend to the insurance industry.
- To optimize the education of HSG students in current financial industry topics and to increase the pool of graduates qualified to become future managers in the financial sector.
- To expand collaboration between the university and the private sector in questions of particular significance for the financial industry.

Professor Manuel Ammann has been appointed Academic Director of the Center, while a Managing Director will oversee its operational activities. It is planned that the Center will be established in 2022 and developed in the following years. In addition to Credit Suisse, further partners for the Center are being sought.

Guaranteed freedom of research and teaching

When entering into partnerships, the University of St.Gallen seeks long-term agreements in pioneering and future-oriented research areas. The freedom of all research and teaching must be guaranteed in any scenario, and this is naturally enshrined in the agreements concluded with Credit Suisse. The University of St.Gallen is therefore complying with the requirements of the University Act

and University Statutes, as well as with its internally issued "[Basic principles of self-financing](#)" and "[Information and disclosure guidelines](#)" [available in German only].

Invitation to media conference

The University of St.Gallen and Credit Suisse invite you to a media conference at which the partnership will be discussed in more detail. This event **will take place virtually today, Monday, March 22, 2021, from 9:30 to 10:30 a.m.** The following speakers will take part:

- Professor Bernhard Ehrenzeller, President of the University of St.Gallen
- André Helfenstein, CEO of Credit Suisse Switzerland
- Video message from Stefan Kölliker, Member of the Cantonal Council and Director of Education of the Canton of St. Gallen, and President of the Board of Governors of the University Council
- Professor Thomas Zellweger, Vice-President, Research & Faculty at the University of St.Gallen
- Professor Manuel Ammann, Academic Director of the HSG Center for Financial Services Innovation

Dial-in options via **ZOOM**:

- Link: <https://unisg.zoom.us/j/89144234222?pwd=YlBUc2d3cG54NEFScXO4RjJ4ZGZXdz09>
- Meeting ID: 891 4423 4222
- Password: 403981

Contact for queries at Credit Suisse:

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Contacts for questions at the University of St.Gallen (today, Monday, March 22, 2021, from 10:30 a.m. to 12 noon):

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Vice-President, Research & Faculty

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Prof. Manuel Ammann, Academic Director of the HSG Center for Financial Services Innovation

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Opportunity for media representatives to view the agreement (today Monday, March 22, 2021, from 2:00 to 4:00 p.m.):

University of St.Gallen, Dufourstrasse 48 ([Building 04](#), Room 112, 9000 St. Gallen, in the presence of Prof. Thomas Zellweger, Vice-President, Research & Faculty, and Hildegard Kölliker, lic. iur. HSG, General Secretary of the University of St.Gallen.

The agreement may be viewed on-site only. **Please register by 12 noon at the latest**, either by phone on +41 224 22 25 or by e-mail to kommunikation@unisg.ch



Credit Suisse

Credit Suisse is one of the world's leading financial services providers. Our strategy builds on Credit Suisse's core strengths: its position as a leading wealth manager, its specialist investment banking capabilities, and its strong presence in our home market of Switzerland. We seek to follow a balanced approach to wealth management, aiming to capitalize on both the large pool of wealth within mature markets as well as the significant growth in wealth in Asia Pacific and other emerging markets, while also serving key developed markets with an emphasis on Switzerland. Credit Suisse employs approximately 48,800 people globally, of which 16,100 are based in Switzerland. Further information about Credit Suisse can be found at www.credit-suisse.com as well as on LinkedIn, Twitter, Instagram, and Facebook.

University of St.Gallen (HSG)

Founded in 1898, the University of St.Gallen (HSG) is Switzerland's leading business university, and consistently ranks among the top European business schools. In 2020, it ranked seventh in the Financial Times European Business School Ranking and its Strategy and International Management (SIM-HSG) programme was No. 1 in the world among master's programmes for the tenth straight year in 2020. The university, which offers bachelor's, master's and Ph.D. degrees, also is internationally recognized for the excellence of its integrative education on the highest academic level through EQUIS, AACSB and AMBA accreditation. Its focus on international, integrative and practical programmes in business administration, economics, law, social sciences and international affairs attracts a diverse and a motivated student body of 9000 students from 83 countries. The university also hosts 42 institutes, research units and centres that are managed independently as businesses. They augment its programmes with education and research based on real-world conditions, and train institute staff at the interface between academia and the professional world. A public university of the Canton of St.Gallen, HSG also offers comprehensive, world-class, executive-education programmes for more than 6,000 participants annually.

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