Media Relations

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Media release

Opening of the UBS history exhibition “Key Moments – how banking helped shape modern Switzerland”

The inaugural UBS exhibition highlights the key aspects of the history of our predecessor institutions and showcases the successful development of the Swiss economy in a visible and tangible way. It focuses on the formation of UBS’s most important predecessor banks during the 19th century and illustrates their role in the construction of Switzerland’s railway network and its diverse industrial landscape.

Zurich, 27 February 2025 – UBS is pleased to announce the opening of the “Key Moments” exhibition series. The inaugural exhibition looks at the important role banks played in the development of modern Switzerland and is open to the public from 27 February 2025 at UBS’s global headquarters at Bahnhofstrasse 45 in Zurich. It showcases key milestones in the more than 160-year history of UBS and its predecessor banks.

Sergio P. Ermotti, UBS Group CEO: “The vision of a modern, entrepreneurial Switzerland has shaped the history of UBS. Its current position is based on its historical roots as a bank that was founded for the pioneers of commerce and industry in Switzerland. The exhibition emphasizes UBS’s contribution to the Swiss economy over the years.”

Many of UBS’s more than 520 predecessor institutions drove entrepreneurship and innovation in Switzerland. Focusing on the most important predecessor banks, which were founded in the second half of the 19th century, the exhibition spells out the role that banks played in financing and enabling the realization of pioneering ideas. It also shows UBS’s crucial contributions that enabled Switzerland’s economic rise.

Interactive journey through history

“Key Moments” takes visitors on a journey through Switzerland’s most fundamental economic developments from the 19th to the early 20th century. Through visualizations, digital animations and historical exhibits, the exhibition invites visitors to experience – in German and English – the pioneering era of Swiss industry along with the historical beginnings and important milestones of the industrial and commercial banks. The exhibition reflects the founders’ confidence and vision at the time and their notion of a modern and prosperous Switzerland.

UBS and Switzerland: strong partners

With this rich, historical DNA pool, UBS still considers itself a driving force for progress, entrepreneurship and prosperity in Switzerland. UBS has been supporting sustainable growth in Switzerland since its very beginning and providing impulses for the future. It is also committed to social causes, promotes sports and culture, advocates for vocational apprenticeships, works closely with universities and offers high-quality jobs and training. Through around 35,000 jobs, 2,300 positions for education and training, around CHF 2.5 billion in taxes paid in 2023 and around CHF 4 billion spent on goods and services in Switzerland, UBS makes a major contribution to Swiss society.

Links
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