

26 June 2023

## FIND ready to go: Swiss Financial Innovation Desk

**On 1 September 2023, a new type of office will be established in Switzerland: the Swiss Financial Innovation Desk - FIND. The newly appointed head of FIND, Eva Selamlar, is in the starting blocks.**

FIND will act as a central public hub for all financial innovation matters in Switzerland. As such, it will bring together innovation projects, research, investors and authorities at national and international level and facilitate exchanges between the various stakeholders.

FIND aims to promote financial innovation in Switzerland and thus contribute to consolidating Switzerland's position as one of the world's leading financial locations.

In the initial phase, FIND will be established as a unit within State Secretariat for international finance in the Swiss Ministry of Finance. The operational start is planned for the third quarter of 2023. In addition to the management, FIND will have two employees, who will also be recruited in 2023.

The newly appointed head of FIND, Eva Selamlar, is on hand at the Point Zero Forum fintech conference in Zurich on 26 June to further develop international contacts. Eva is an attorney-at-law LL.M. and certified crypto finance expert. She is passionate about business development and innovation.



(photo Eva Selamlar)

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