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PRESS RELEASE

## Generali Switzerland is a new Main Partner of the Zurich Film Festival

**The Zurich Film Festival (ZFF) welcomes cooperation with Generali Switzerland as a new Main Partner. From 2020, the globally active insurance company will join the ranks of the existing Main Partners: Credit Suisse, Samsung and Mercedes-Benz.**

Generali Switzerland, which has over one million customers, is entering into a long-term partnership with the ZFF. As a Main Partner, Generali Switzerland will be visible throughout the festival with various activations. Besides the Main Partnership, Generali Switzerland is also supporting ZFF for Kids and the ZFF 72 competition.

Nadja Schildknecht and Karl Spoerri, who are stepping down from their leading roles in the Festival at the end of the year, are delighted: "It's wonderful that we were able to smooth the path for ZFF's future with this new Main Partnership and can hand over an even stronger Festival to the new operational management."

Mike Fuhrmann, CMO and Member of the Executive Board of Generali Switzerland, is enthusiastic: "The Zurich Film Festival has become one of the established greats of the Swiss cultural scene in the past 15 years, and has evolved into an internationally recognised and fêted event. We are happy to be supporting film culture in Switzerland from the 16th festival onward as a Main Partner of the ZFF."

The commitment to the ZFF marks a further expansion by Generali Switzerland of its positioning in the field of entertainment. "Film and music complement each other perfectly", says Mike Fuhrmann. "We became active in the area of music this year, and this partnership in the area of film is naturally a fitting addition. Films move us emotionally, they accompany us through various situations in life – just like we do as an insurance company. Music provides the soundtrack for life, and films deliver the matching moving images."

The ZFF has been able to rely on support from loyal partners for many years. In recent years, the ZFF has used innovative marketing ideas and attractive hospitality offers to gain the trust of numerous partners.

The 16th Zurich Film Festival will take place from 24 September to 4 October 2020.

### Further information:

You can see other partners at [ZFF](#).

You can download the media release [here](#).

### ABOUT GENERALI

The Generali Group is an independent Italian group with a strong international presence. Established in 1831, the company is now one of the world's leading insurers. Generali has around 70,000 employees serving more than 61 million customers in over 50 countries. The Group's total income came to more than EUR 66 billion in 2018, making Generali the market leader in Western Europe. The company is also an increasingly important player in Central and Eastern Europe as well as in Asia.

Generali's roots in Switzerland date back to 1887. Today, Generali (Switzerland) Holding Ltd. operates throughout Switzerland, with two head offices – one in Adliswil and one in Nyon – and a wide network of agencies. The insurer has more than one million customers and offers products for every situation in life. These include property insurance, legal expenses insurance, life insurance and pension

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**solutions. Generali partners with start-ups to develop innovative products. In 2018, the company became the first insurer in Switzerland to launch a digital pillar 3a.**

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**Generali (Switzerland) Holding Ltd.**

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