

Press release

Switzerland is “Guest of Honor” at the World Money Fair 2025

The “Federal Mint Swissmint” will present the new edition of the legendary 100-franc gold Vreneli as an anniversary coin for the first time at the world's largest coin fair

(Berlin, October 14th, 2024) The world's largest coin fair, the World Money Fair, which will take place at the Estrel Congress Center in Berlin from January 30 to February 1, 2025, will present Switzerland as its guest country next year - represented by the Federal Mint Swissmint. And it has a very special trade fair highlight in store: the Swiss mint will be presenting the 100-franc Gold Vreneli anniversary coin to the world for the first time. This will mark the 100th anniversary of this very special coin, which is regarded as the largest and most beautiful gold coin of the Swiss Confederation.

Switzerland's most famous and least known coin

The jubilee coin is an enlarged version of the 10-franc gold Vreneli, minted in 1925 in an edition of only 5,000. It is one of Switzerland's most famous and least known coins. The gold coin was not only a means of payment, but also a gift of honour and a diplomatic gift. There are various stories about the 5,000 pieces originally minted, but it is certain that not all examples of the 100-franc coin came into circulation. Well-preserved examples are currently fetching between 10,000 and 20,000 Swiss francs at auction.

"The World Money Fair is the ideal place to celebrate this milestone in Swiss coinage history," says Jan Niklas Betz, Head of Marketing and Sales at the Federal Mint Swissmint, who will also unveil details of the design and availability of the new anniversary coin at the fair.

World Money Fair

Goetz-Ulf Jungmichel, Managing Director of the World Money Fair, adds: "With the invitation to be the Guest of Honour, each year we highlight one mint and its products to bring them to the attention of the international numismatic community. We are delighted that Switzerland is using our event to present this world premiere.

Goetz-Ulf Jungmichel, Managing Director of the World Money Fair, adds: 'With the invitation as "Guest of Honour", we highlight a mint and its products every year in order to bring them to the attention of the international numismatics scene. We are delighted that Switzerland is using our event to present this world first.'

About the World Money Fair:

The World Money Fair is the world's largest coin fair, held annually at the end of January/beginning of February in Berlin. It is the most important event in the international coin industry. Dealers, accessory providers, and auction houses from around the world showcase their numismatic offerings, while state mints and private mints present their innovations. In the technical sector, various machine manufacturers and suppliers of the coin industry gather to display the entire manufacturing process for coins and medals, from circuit board production to minting, packaging, and the corresponding tool technology. Since its debut in January 1972, where it was initially held in Switzerland as the "International Coin Exchange," the World Money Fair has continuously evolved. Today, during the three-day fair held in Berlin since 2006, more than 300 exhibitors, including mints and central banks from about 50 nations, present themselves on 9,000 sqm of space at the Estrel Congress Center. The World Money Fair also provides an excellent opportunity for investors to learn about physical precious metals and their significance as an investment. The exhibition includes coins from numerous countries, special mintings, high-quality commemorative coins, as well as special fair editions and various commemorative coins.

www.worldmoneyfair.de

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