



Press Release

A New Voice on the Swiss and International Media Landscape

## **CNNMoney Switzerland begins broadcast on January 24, 2018 with renowned studio guests at the World Economic Forum in Davos**

Zurich and Geneva, January 22, 2018 - **On January 24, 2018, at 6pm, CNNMoney Switzerland is going on the air with a special focus on the annual meeting of the World Economic Forum in Davos. In the first few days, guests include not only members of the Federal Council, but also His Serene Highness Hereditary Prince Alois of Liechtenstein, banker Boris Collardi, former top politician Joschka Fischer and Nobel Prize winner Joseph Stiglitz.**

As the first national English-speaking multimedia business and finance channel, CNNMoney Switzerland is filling a void for a Swiss-focused media and creating a connection between Switzerland and the world. "We are taking account of this aspect by analyzing relevant topics for Switzerland in more detail and illuminating them from a Swiss as well as an international perspective," says editor-in-chief Urs Gredig, summarizing the CNNMoney Switzerland approach. The video contributions will be distributed via the social media networks and the website CNNMoney.ch. "Through the continuous broadcasting of our video content across all our platforms, we leverage our core competency as a content producer to meet the increased demand for on-demand content," says Christophe Rasch, founder and CEO of CNNMoney Switzerland.

**The daily live show "The Swiss Pulse" airs from 6pm to 9pm** and offers three main topics:

**"The Living Markets" from 6pm to 7pm** is dedicated to the financial markets in Switzerland and abroad. Integral parts of this program entail assessments from analysts and economists on daily corporate news as well as information regarding New York's Wall Street and regular comments by CNN anchor Richard Quest. In a fifteen-minute interview block, business leaders comment on current topics. At the World Economic Forum in Davos, CNNMoney Switzerland will speak with several of the many CEOs in attendance.

**From 7pm to 8pm, "The Big Picture"** addresses a current topic that has economic, political or social effects on Switzerland, using reports, research and interviews. On the occasion of US President Donald Trump's participation in the WEF, the US experts Daniel Warner and Thomas Borer will discuss the topic of "The US and us", the relationship between the USA and Switzerland. The round table will be supplemented by comments from former US ambassador Suzi LeVine and Martin Naville, CEO of the Swiss-American Chamber of Commerce. Former Foreign Minister and Vice Chancellor Joschka Fischer will be addressing the topic of "Trump and the World". In the course of the WEF, former top diplomat Alexis Lautenberg will give his take on Switzerland's relationship to Europe.

In the second week, Alexandre Fasel, Swiss Ambassador in London, and Denis MacShane, former British Minister for Europe, will discuss the topic of Brexit. Beatrice Fihn will talk about the Nobel Peace Prize and her commitment as Head of the International Campaign to Abolish Nuclear Weapons.



In **"The Newsmaker" from 8pm to 9pm**, a personality from the area of business, politics, international organizations, sports or culture will answer questions in an in-depth interview. In the first edition on January 24, Boris Collardi will speak in his capacity as Chairman of the Association of Swiss Asset and Wealth Management Banks about the Swiss financial center. On Thursday, WEF Chairman Børge Brende will address the theme of the WEF "Creating a Shared Future in a Fractured World" and the role of US President Donald Trump in Davos. Michael Møller, Director-General the United Nations Office at Geneva, explains the future of his organization in Switzerland. In the week following the WEF, HSH Hereditary Prince Alois of Liechtenstein comments on the status of Liechtenstein's relationship to Switzerland. Oswald Grübel, former CEO of Credit Suisse and UBS, analyses the Swiss financial center. Economist and Nobel Prize winner Joseph Stiglitz and Graeme Maxton, Secretary General of the Club of Rome, talk about the development of the global economy.

"The Swiss Pulse" will be supplemented with the day's news from Switzerland and abroad, as well as stock market data, sports news and the weather report. The daily program also includes a thematic program. The spectrum ranges from "Tech Talk" (technology), "Front Seat" (automotive), "Learning Curve" (education), "Feeling Good" (health), "International Geneva" (organizations and international community in Geneva), to "Spotlight" (entertainment, culture and sports).

#### **Four anchors of international caliber**

"The Swiss Pulse" is moderated by four prominent journalists: Martina Fuchs (Reuters TV, CCTV), Amanda Kayne (BBC News, CNBC), Ana Maria Montero (CNN, CNN Espanõl) and Hannah Wise (BBC News, France24), who all offer years of international experience as reporters and news anchors. "This valuable know-how will enable us to produce top-quality content that complies with CNN standards. In addition, these four women have excellent knowledge of the important markets relating to the Swiss economy," explains Christophe Rasch, founder and CEO of CNNMoney Switzerland.

The CNNMoney Switzerland team works in Zurich and Geneva. The state-of-the-art 204 m<sup>2</sup> studio in the Media Park in Zurich has a 5.5x2.5m video wall and a 214cm touch screen on which images, graphics and data are played. In Gland VD, a studio is being built that will be similar in size to the one in Zurich. It will be operational at the end of 2018. "I look forward to launching CNNMoney Switzerland along with a world-class team of Swiss and foreign journalists - all of whom have international experience and are trained in working with digital platforms. For us, this is the culmination of a novel project on the Swiss media scene."



## The highlights from January 24 to February 1, 2018

### «The Big Picture»

- 24.1.2018                   **“The US and us”**  
Daniel Warner, Thomas Borer, US experts  
Martin Naville, CEO of the Swiss-American Chamber of Commerce  
Suzi LeVine, former US ambassador
- 25.1.2018                   **“EU and Switzerland”**  
Alexis Lautenberg, former Swiss Ambassador to Great Britain and former  
Head of the Swiss Mission to the UN in Brussels
- 26.1.2018                   **“US President Donald Trump and the world”**  
Joschka Fischer, Former German Foreign Minister and Vice Chancellor
- 2.2.2018                    **“Brexit and its implications for Switzerland”**  
Alexandre Fasel, Swiss Ambassador in London  
Denis MacShane, former British Minister for Europe

### «The Newsmaker»

- 24.1.2018                   Boris Collardi, Chairman Association of Swiss Asset and Wealth  
Management Banks
- 25.1.2018                   Børge Brende, Chairman World Economic Forum
- 26.1.2018                   Michael Møller, Director-General UNO Geneva
- 29.2.2018                   Oswald Grübel, former CEO Credit Suisse und UBS
- 30.1.2018                   His Serene Highness Hereditary Prince Alois of Liechtenstein
- 31.1.2018                   Joseph Stiglitz, Nobel Prize winner in Economics
- 1.2.2018                    Uli Sigg, Contemporary Chinese art collector and business man



**Further information**

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**Pictures are available for download here:** <https://mediago.ch/cnnmoney/pressroom>

**About CNNMoney Switzerland**

CNNMoney Switzerland is part of the CNNMoney brand's international development strategy. With studios in Zurich and Geneva, CNNMoney Switzerland occupies a previously non-existent market niche in Switzerland, as a multiplatform source of content focused on Swiss-related economic, cultural, financial and lifestyle news, while having a national and international reach. The channel will broadcast its programs from January 24, 2018, free-to-air via cable and IPTV operators, as well as on [www.cnnmoney.ch](http://www.cnnmoney.ch), Facebook, LinkedIn, Twitter, YouTube and Instagram.