



Media Release

CNNMoney Switzerland at the 2018 Swiss Economic Forum

Zurich and Geneva, June 4, 2018 - **CNNMoney Switzerland is pleased to announce its partnership with the Swiss Economic Forum (SEF). On 7 and 8 June, CNNMoney Switzerland will report on the SEF as a media partner. The anchor Hannah Wise, senior producer Andreas Schaffner, and video journalist Tanya König will use this special platform to conduct interviews and discussions with the business leaders and decision-makers at the Forum.**

“Over the years, the SEF has developed into one of Switzerland’s most important economic events,” says Christophe Rasch, founder and CEO of CNNMoney Switzerland. “As the country’s only English-language multimedia business channel with an international reach, CNNMoney Switzerland will act as a bridge for leaders between Switzerland and the rest of the world. We are therefore delighted to be in Interlaken in our first year after the successful launch of CNNMoney Switzerland and support the SEF as a media partner.”

The motto of this year’s Swiss Economic Forum is “Hello from the other side.” With the world becoming increasingly complex and uncertain, the summit will “switch perspectives and welcome participants from the other, unknown side,” featuring discussions and debates that revolve around the idea of exploring alternatives. This year the SEF is welcoming high-profile personalities to mark the summit’s 20th anniversary. The most prominent guest will be former U.S. Secretary of State John Kerry, who will present his assessment of current geopolitical affairs. Other notable guests will include business expert Lars P. Feld, best-selling British author Tim Harford, and African entrepreneurs Funmi Iyanda and Ola Orekunrin. Federal President Alain Berset is set to open the event, which will feature insights from around 60 speakers from Switzerland and abroad. Every year the SEF gathers over 1,350 business, political, and institutional leaders to exchange views and discuss their professional sectors.

Further information

CNNMoney Switzerland
Christophe Rasch
Founder and CEO
Tel.: +41 79 214 33 36
christophe.rasch@cnnmoney.ch

Media office in German-speaking
Switzerland
Cornelia Schmid
c/o Lemongrass Communications
Tel. +41 79 693 06 23
cornelia.schmid@cnnmoney.ch

Media office in French-speaking
Switzerland
Delia Collardi
CNNMoney Switzerland
Tel.: +41 78 786 72 20
delia.collardi@cnnmoney.ch

About CNNMoney Switzerland

CNNMoney Switzerland was launched on January 24, 2018. It produces three hours of live programming daily, broadcast between 6 p.m. and 9 p.m., and features hard news, market updates, and various shows on technology and culture. The more than 250 guests who have already appeared on the network include members of the Federal Council, foreign heads of state, CEOs of SMI-listed companies, and leaders of international organizations. CNNMoney Switzerland can be received via free-to-air cable operators, as well as on www.cnnmoney.ch, Facebook, LinkedIn, Twitter, YouTube, and Instagram.