



Media Release

CNNMoney Switzerland goes to China and launches a new program with swissnex

Zurich and Geneva, September 28 - **CNNMoney Switzerland debuts a special series about China and presents its new editorial partnership with the Swiss global network swissnex**

For five days beginning October 1, CNNMoney Switzerland will bring the latest on what Swiss companies need to know when they do business in China. “China: Dealing with the New Superpower” will be about market access, the consequences of the trade war with the U.S., and China's new ambitions in specific sectors, including its capabilities to shift to an innovation-driven economy. With a dedicated team there, including Olivia Chang, Joël Espi, and Frédéric Lelièvre, CNNMoney Switzerland will feature special coverage of the World Economic Forum meeting in Tianjin. It will also produce some content from the CNN International studio in Hong Kong.

“China is a very important market for Switzerland and Swiss companies, and we want to take a close look at how the new superpower changes the international political and economic landscape,” says Editor in Chief Urs Gredig.

Editorial partnership with swissnex

CNNMoney Switzerland is pleased to announce the launch of a special monthly program with swissnex, the Swiss global network connecting the dots in education, research, and innovation. Together they will inform their communities and viewers on what Swiss innovators and entrepreneurs need to know from the fastest major markets around the globe.

“Scientific and technological innovation and its impact on society concerns us all,” says Christian Simm, CEO of swissnex Boston. In collaboration with CNNMoney Switzerland and from five of the world’s most innovative regions, the swissnex network is delighted to share the dreams, challenges and achievements of the researchers, creators, and entrepreneurs who are inventing the future.”

Every first Monday of the month, CNNMoney Switzerland will link with one of the swissnex offices to learn about the latest trends on a specific market or to share the example of a Swiss company. This content will be broadcast in the “Tech Talk” show, hosted by Ana Maria Montero. The first of these branded shows will be launched on October 1 from China and presented by Olivia Chang.

“swissnex deserves to be brought closer to viewers in Switzerland and the rest of the world. As part of these special programs, we will certainly be able to point out interesting trends and companies,” says Urs Gredig.

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
Thomas Wyss
DMW Public Affairs AG
Tel. +41 79 334 46 52
thomas.wyss@dmw.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 content daily, broadcast between 6 p.m. and 9 p.m., and features news, market updates, and specialized 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 watched on television, as well as on www.cnnmoney.ch, Facebook, LinkedIn, Twitter, YouTube, Xing and Instagram.

About Swissnex

Swissnex is the Swiss global network connecting the dots in education, research, and innovation. The mission is to support the outreach and active engagement of our partners in the international exchange of knowledge, ideas and talent. The five swissnex locations and their outposts are established in the world's most innovative hubs. Together with around twenty Science and Technology Offices (STO) and Counselors (STC) based in Swiss Embassies, they contribute to strengthen Switzerland's profile as a world-leading innovation hotspot.