



Media Release

CNNMoney Switzerland becomes a new partner of digitalswitzerland

Zurich and Geneva, February 25 - CNNMoney Switzerland joins the circle of members of digitalswitzerland, the platform that aims to promote digitization in Switzerland

CNNMoney Switzerland, the Swiss digital media platform specializing in business and economics, has become a member of digitalswitzerland, and thus joins the circle of organizations and companies committed to making Switzerland a leading center for digitization and innovation. Within digitalswitzerland, CNNMoney Switzerland will bring its technical skills, its media and content production expertise, but also its in-depth knowledge of cutting-edge topics such as blockchain, cryptocurrencies, robotics, and artificial intelligence. CNNMS will be involved in the most important events of digitalswitzerland.

Digitalswitzerland is a Swiss-wide, multi-stakeholder initiative to strengthen Switzerland's position as a leading innovation hub. By supporting business and the economy, universities of applied sciences, and the confederation and cantons as well, the objective of the platform, which is managed by Nicolas Bürer, is to create a favorable environment for the various digital players and to make Switzerland a hub for digital innovation and digitization in the world. Since its launch at the World Economic Forum in 2015 by Marc Walder, CEO of the media group Ringier, digitalswitzerland has created a very powerful ecosystem. Today, the platform has more than 135 members, including UBS, Swisscom, SBB, Swiss Post, Google, Migros, IBM, and the Swiss Federal Institute of Technology (ETH).

Further information

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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.