



THURSDAY, 12TH SEPTEMBER 2019
WIDDER Hotel, WIDDER ballroom
Eingang: Augustinergasse 24, 8001 Zürich

AGENDA
«Integrity of Information in the Age of Fake News»

Moderator

Kaspar Loeb, Senior Consultant cR-Kommunikation

13:30 Welcome Coffee

14:00 Official Welcome

Pierre-Yann Blanchandin, Country Manager, Coface Suisse

Introduction

Kaspar Loeb, Senior Consultant cR-Kommunikation

14:15 Economic Outlook & Reliable data are crucial for economic analyses

Julien Marcilly, Group Chief Economist, Coface

14:45 Integrity of information and personal integrity

Olivier Bovet, State Secretariat for Economic Affairs, SECO

15:05 Coffee break & Networking

15:35 Trusted media in the age of fake news

Andreas Schaffner, Editor-in-Chief, CNN Money

15:55 How people deal with fake news

Bruno Wüest, Forschungsstelle sotomo

16:15 Panel discussion

Julien Marcilly, Coface

Olivier Bovet, SECO

Andreas Schaffner, CNN Money

Bruno Wüest, Forschungsstelle sotomo

16:45 Closing remarks

Pierre-Yann Blanchandin, Country Manager, Coface Suisse

16:50 Apéro & Networking