

CfC St. Moritz
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MEDIA RELEASE

Global Thought Leaders and Blockchain Industry Experts Meeting at Third Annual Crypto Finance Conference in St. Moritz

October 1, 2019 – St. Moritz:

- First speakers for CfC St. Moritz 2020 from January 15th to 17th include Sterling Witzke (Winklevoss Capital), Michael Sonnenshein (Grayscale), Kavita Gupta (Stanford University) and Bob McElrath (Fidelity Digital Assets)
- Strategic partnerships with PwC Switzerland and the University of Basel's Center for Innovative Finance
- New look and feel for the exclusive conference: Back to the 20ies

Strategic Partnerships with PwC Switzerland and University of Basel's Center for Innovative Finance

After the fruitful start of the partnership in 2018, PwC Switzerland is again acting as a main partner of the Crypto Finance Conference. In addition to the investors-only main conference in St. Moritz from January 15th to 17th 2020, PwC is organizing various side events with the CfC St. Moritz during the year, such as the CfC St. Moritz / PwC Inter-Sessionals, which consist of industry expert panels, followed by dinner and networking for participants, speakers and experts in Zurich or other cities in Switzerland and abroad.

This year, the University of Basel's Center for Innovative Finance is joining the CfC St. Moritz as an official academic partner. Though Prof. Dr. Fabian Schär and Prof. Dr. Aleksander Berentsen have previously joined the conference as speakers, they are now expanding their involvement into an academic partnership.

*"The Crypto Finance Conference is one of the few blockchain conferences that connects investors, founders and academia and at the same time attaches great importance to content. We are delighted to be an academic partner of this fantastic conference", states **Prof. Dr. Fabian Schär**, who is leading the University of Basel's Center for Innovative Finance.*

Additional strategic partners are the Boston Consulting Group (BCG), Silicon Valley Blockchain Association (SVBS), Cointelegraph, furrerhugi/Narwal PR and Wachsmann. Amongst first confirmed speakers are executives, founders and innovators such as **Sterling Witzke** (Partner at Winklevoss Capital), **Bob McElrath** (Blockchain Architect at Fidelity Digital Assets), **Michael Sonnenshein (Managing Director)**, Eva Kaili (Member of the European Parliament), **Andy Bromberg** (Co-Founder and President of CoinList) and **Kavita Gupta** (Stanford University).

“The blockchain and crypto investment environment has matured greatly. We are now where internet has been post 2001. I therefore believe that it is an excellent opportunity to learn about the latest trends and investment opportunities at the Crypto Finance Conference in St. Moritz”, says **Tobias Reichmuth**, President of the Board of the CfC St. Moritz.

Vintage Ambiance Meets Modern Tech

The Crypto Finance Conference will be back in St. Moritz from January 15th to 17th, 2020 with a new name, look and feel. What began as a startup-like adventure, has now grown into an established, successful, international conference with the home base St. Moritz as well as events in Europe and the US.

“With the growing business and the ever-changing industry, it was time to give the CfC St. Moritz a distinctive and unique look and feel, that also shows visually that we are more than yet another crypto event. With the help of [Contexta](#), we achieved that and are excited to move forward with the name CfC St. Moritz and a vintage look combined with modern technology. We now have a visual appearance that reflects the special and intimate atmosphere of our event”, says **Nicolo Stoehr**, CEO of the CfC St. Moritz.

Inspired by the St. Moritz of the Roaring Twenties and the well-known posters and postcards from that era, the new branding combines the vintage atmosphere of the internationally known luxury winter resort with elements and colors familiar to contemporary visitors. The CfC Moritz is marrying modern tech to old-world glamour at this new technology investors conference in the Swiss Alps.

About CfC St. Moritz

The Crypto Finance Conference (CfC St. Moritz) is the most private crypto finance and blockchain conference for investors only. At the conference, cocooned in the Swiss alps of St. Moritz, investors benefit from a matchless open-hearted and open-minded atmosphere with friends, visionaries, analysts and entrepreneurs. The international and application-only gathering offers expert education, investment insights and excellent networking opportunities in a breath-taking setting. The annual three-day conference takes place from January 15th to 17th 2020 in St. Moritz, Switzerland, followed by the World Economic Forum in Davos one week after.

www.crypto-finance-conference.com



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