

Is your business model fit for the future? Forum for Swiss Foreign Trade & Investment, 21 April 2016, Messe Zürich, s-ge.com/forum

INDUSTRY 4.0



DANIEL KÜNG
CEO of Switzerland
Global Enterprise



RUTH METZLER-ARNOLD
President of the Supervisory
Board of Switzerland
Global Enterprise



ANDRÉ HELFENSTEIN
Head of Corporate &
Institutional Clients,
Credit Suisse AG



BRACKEN P. DARRELL
CEO of Logitech



DR. EBERHARD A. VEIT
Management of Industry
4.0 platform of the Federal
Republic



DR. THOMAS GOTTSSTEIN
CEO of Swiss Universal
Bank, Credit Suisse AG



RIET CADONAU
CEO of the dorma+kaba
Group



**ANDREA BERLINGER
SCHWYTER**
CEO of Berlinger + Co.



**CAROLINE MAGERL-
STUDER**
CEO of M. Opitz & Co



FRANCISCO FERNANDEZ
Group CEO of Avaloq



PATRICK WARKING
Country Director of
Google Switzerland



AURELIE DUPLAIS
Co-CEO of Virtua



PASCAL KAUFMANN
Founder & CEO of
Starmind



MARC STOFFEL
CEO of Haufe-umantis



MONA VETSCH
Host, Swiss Radio and
Television (SRF)

Program summary



10:45 a.m.
General assembly

Open networking platform for S-GE members, location promotion agencies & Swiss SME economy representatives

Welcome coffee, exchange with Ruth Metzler-Arnold, Nadja Schildknecht and S-GE's management

Talk, 11:30 a.m.



RUTH METZLER-ARNOLD
President of the Supervisory Board of Switzerland Global Enterprise

Discussion, 12:00 p.m.



NADJA SCHILDKNECHT
Director of Zurich Film Festival
"Position yourself on the world scene from Switzerland"



12:30 p.m.
Networking lunch



1:30 p.m.
Dip into the new world of Industry 4.0

What does Industry 4.0 mean for the competitiveness of SMEs? How is Industry 4.0 affecting our value-added chains? Which opportunities and risks does Industry 4.0 present for Swiss companies?

Talk, 1:30 p.m.



DANIEL KÜNG
CEO of Switzerland Global Enterprise

Interview, 1:50 p.m.



ANDRÉ HELFENSTEIN
Head of Corporate & Institutional Clients, Credit Suisse AG

Keynote speeches, 2:00 p.m.



BRACKEN P. DARRELL
CEO of Logitech
Stay hungry!
(Talk in English)



DR. EBERHARD A. VEIT
Management of the German Industry 4.0 platform, 4.0-Veit
Industry 4.0: "We will be all the better for being expensive!"



2:40 p.m.
Industry 4.0 in depth – the major aspects of internationalization

Experts will demonstrate the effects Industry 4.0 is having on the main aspects of the export economy in brief talks followed by discussion panels. S-GE's partners will provide insights into their clients' worlds.

Breakout sessions (in parallel)

1. Digital transformation in an industry undergoing massive change

provided by Credit Suisse AG
KEVIN AND MARC WILLY, Co-CEOs of Nile Clothing

2. Internet of Things and sharing economy – what remains of today's business models?

provided by Credit Suisse AG
CHRISTINE SCHMID, Head of Global Equity and Credit Research, Credit Suisse AG

3. Companies targeted by cyber criminals: how great is the risk to you?

provided by AXA Winterthur
DIETER GOSTELI, Head of Corporates, AXA Winterthur
IVANO SOMAINI, IT Security Analyst, Compass Security

4. Industry 4.0 – Swiss export industry moving with the times

provided by PricewaterhouseCoopers
STEFAN SCHRAUF, Head of Digital Operations, PwC Strategy&, Germany
ROGER MÜLLER, Head of Operations Services, PwC Strategy&, Switzerland

5. Challenges and risks in a digitized supply chain

provided by Amber Road
THOMAS KOFLER, Director of Sales, Amber Road Switzerland
DIETER WINTERGERST, Trade Compliance, ABB (Switzerland)

6. Grow worldwide with e-commerce

provided by Swiss Post / Asendia
CLAUDIA PATOCCHI, Head of E-Commerce, Swiss Post / Asendia Switzerland
SIMON AMSTUTZ, Head of Market Management and Marketing Communication, Swiss Post / Asendia Switzerland



3:40 p.m.
Networking break



4:20 p.m.
Success factors for Swiss exporters

Interview



RUTH METZLER-ARNOLD
President of the Supervisory Board of Switzerland Global Enterprise



Presentation of Export Award
Export Award categories "Step-in" and "Success"



Presentation, fireside talks



5:30 p.m.
Buffet



6:15 p.m.
Inspiration from practice

CEOs of renowned Swiss companies talk openly about their experiences of and thoughts on Industry 4.0. Benefit from this opportunity to take part in an intensive exchange in exciting discussion panels.



6:15 p.m.
Fireside talks – round 1
(in parallel)

CEOs from major export sectors face your questions.

Financial industry



DR. THOMAS GOTTSTEIN
CEO of Swiss Universal Bank
Credit Suisse AG
Upheaval in the financial industry – opportunities & risks of Industry 4.0 from a bank's perspective

Industry



RIET CADONAU
CEO of the dorma+kaba Group
Innovation and IoT – opportunities and challenges in the security industry

Consumption



CAROLINE MAGERL-STUDER
CEO of M. Opitz & Co
How does a family-owned SME master Industry 4.0?

High-tech



ANDREA BERLINGER SCHWYTER
CEO of Berlinger + Co.
Industry 4.0: How do we let go – what do we retain – what new investments should we make in our future?



7:00 p.m.
Fireside talks – round 2
(in parallel)



Innovation, knowledge management, finance and technologies: these CEOs provide impetus.

Financial industry



FRANCISCO FERNANDEZ
Group CEO of Avaloq
Upheaval in the financial industry – opportunities & risks of Industry 4.0 from financial services providers' viewpoints
Presented by Credit Suisse AG

Innovation



PATRICK WARKING
Country Director of Google Switzerland
How to promote a culture of innovation

Digital



AURELIE DUPLAIS
Co-CEO of Virtua
"Digital Woman of 2015"
Trends and challenges posed by the rapid development of the internet

Knowledge management



PASCAL KAUFMANN
CEO of StarMind
Employees 2.0 & Brain Tech: when artificial intelligence meets human intelligence and how companies can use this.

Human Resources



MARC STOFFEL
CEO of Haufe-umantis
Companies need a new operating system



8:15 p.m.
Networking party



Discover the unique atmosphere of the Forum for Swiss Foreign Trade and Investment for yourself. Enjoy the live entertainment and discuss your ideas and experiences with entrepreneurs from the export community and S-GE's consultants.

Your host



MONA VETSCH
Presenter, Swiss Radio and Television (SRF)

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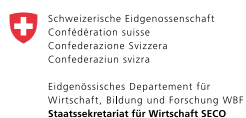
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