

January 3-9, 2021, Silicon Valley / CES Las Vegas

TECH DISCOVERY MISSION, USA



Disruptive innovation and go-to-market strategies! Experience entrepreneurship at the epicenter of the digital industry.

PARTICIPANTS

Business executives and institutional representatives from a wide range of sectors creating a stimulating group for sharing experiences made during the mission and for networking thereafter.

PROGRAM

Part 1: San Francisco/Silicon Valley (3 days) - an intense program of visits at prominent global innovators and thriving start-ups, investor talks and network events. Discussions with CXOs of companies in the field of cloud computing, AI/AR, robotics and automation will reveal the intertwining of entrepreneurship and innovation.

Part 2: Consumer Electronics Show in Las Vegas (2 days, optional: 1 additional day)
www.ces.tech the world's largest event for consumer technologies with 4'400 international exhibitors and 180'000 visitors; access limited exclusively to professionals from various industries, investment and public sector. The visit consists of:

- 1 day guided tour and demonstrations at booths of key players
- 1 day individual visit of exhibition with assistance to prepare itinerary (option 1 add. day)
- Network reception on Swiss Pavilion

You will see applied innovations of today that will change your life tomorrow.

Note: program subject to modification; details on <https://www.s-ge.com/en/event/fact-finding-mission/ffmusa>.

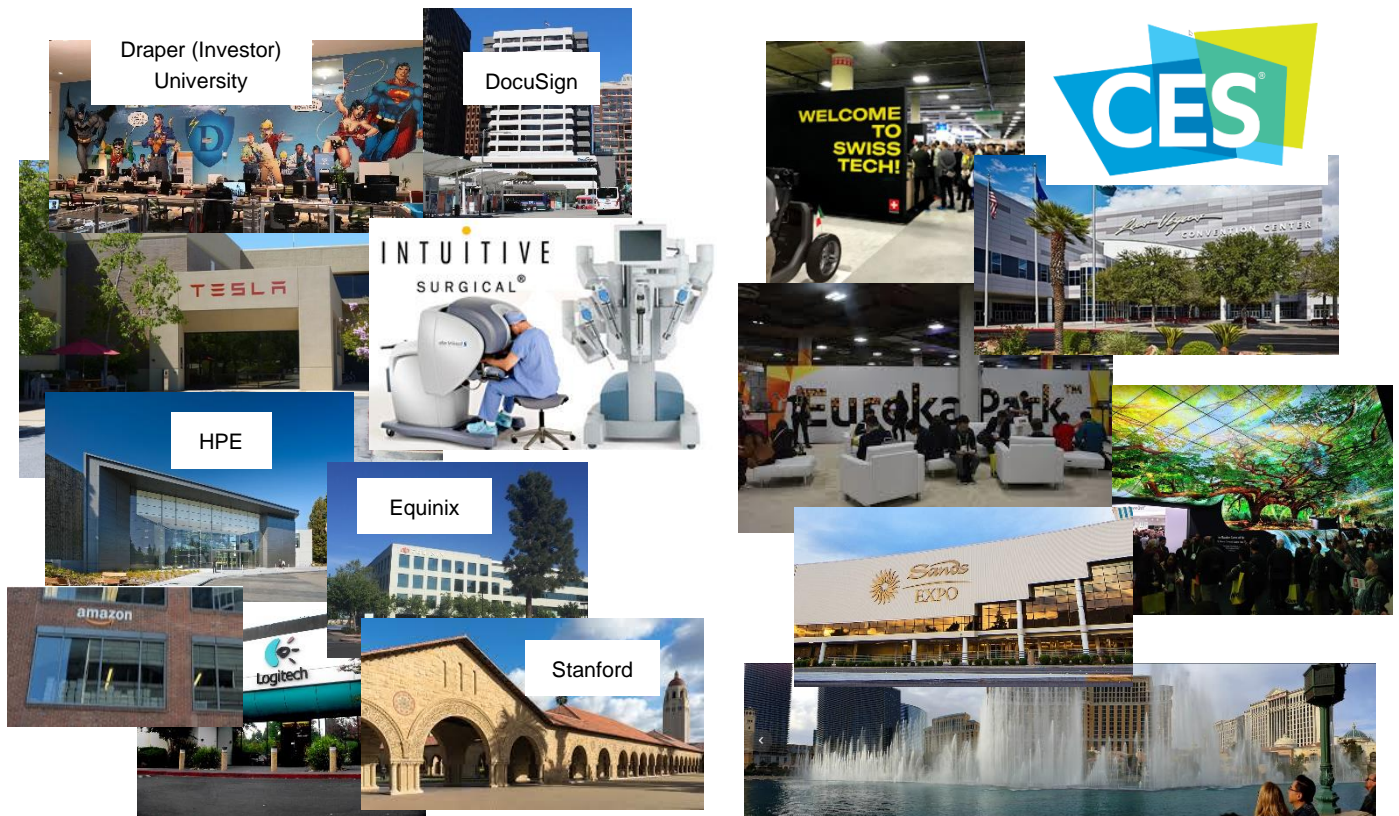


2 American hubs:
San Francisco /
Las Vegas



**Innovation and
go-to-market**

A GLIMPSE OF PREVIOUS TECH DISCOVERY MISSIONS



WHAT PREVIOUS PARTICIPANTS THINK ABOUT THE MISSION

“A well-balanced mission delivering valuable insights on the tech business”
Philipp Sutter - Chairman Zühlke Group

“Immersion into what drives innovation and disruption; no better way to start the year!”
Florent Donzé, Project Manager Economic Promotion Jura

“This mission is a unique opportunity to get behind the scene of the most dynamic economic ecosystem and to learn from its success.”
François Gabella - Independent board member

“The mission was very informative and gave a strong boost!”
Gregor Naef, CEO achemann ict-services ag

“The Tech Discovery Mission was one of my best experience in my whole business life. If you are interested in future technologies and how to manage them, this is the right event.”
Jörg Eugster - Internet-Pioneer, Board member, Keynote Speaker

“The Tech Discovery Mission was an inspiring view "over the fence" to get an understanding of how innovation and start-ups are supported and financed in the US.”
Thomas Plattner - Head of business area KernPack

COST OF PARTICIPATION (indicative)

S-GE gold members: CHF 5'200.-; S-GE silver members: CHF 5'500.-; Non-members: CHF 5'700.-
Prices for arrival on Sunday Jan 3, and departure Saturday Jan 9, 2021; additional cost of CHF350.- for optional departure on Sunday Jan 10, 2021

Prices include:

- Hotel accommodation from arrival to departure dates
- Flight San Francisco – Las Vegas (economy class)
- Local transportation to events and visiting locations
- Participation at events mentioned in program
- Breakfast, lunches and dinners (except free evenings and breakfasts in LV)
- CES entry pass
- Preparation + Navigation Package for CES visit
- Certificate of participation

and exclude:

- Intercontinental flight arriving to, and departing from the US destinations
- Transportation to and from hotel on arrival and departure at airports
- Some local transportation and minor expenses
- Items listed as optional and any other items not specifically mentioned as included

REGISTRATION

To secure your place, please send a mail to the below listed contact person indicating name, company name, function, e-mail and mobile number. An offer with detailed information and conditions will be provided later for confirmation of your participation.

Please note that bookings in Silicon Valley and Las Vegas at the time of the CES have to be made well in advance, which forces us to close registration early. Places for participation are limited.

YOUR CONTACT AT SWITZERLAND GLOBAL ENTERPRISE



Benedikt Schwartz
Senior Consultant
bschwartz@s-ge.com
+41 21 545 94 91
+41 79 668 15 16
Ch. du Closel 3
1020 Renens