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GLOBAL
ENTERPRISE**

10. October 2019

POLISH-SWISS INNOVATION DAY WARSAW 2019

BETTER URBAN LIFE WARSAW AND ZÜRICH
two metropolitan regions in transformation



ORGANIZERS

 **Swiss**
Chamber Poland



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Poland

in cooperation with



Faculty
of Architecture

WARSAW UNIVERSITY OF TECHNOLOGY

FACULTY OF ARCHITECTURE
WARSAW UNIVERSITY OF TECHNOLOGY

POLISH SWISS INNOVATION DAY WARSAW 2019

BETTER URBAN LIFE WARSAW AND ZÜRICH



10th October 2019



Venue:

MS Mermaid (Wioślarska 8, Warsaw)



About the event:

Polish-Swiss Innovation day is organised for the fourth time by the Embassy of Switzerland in Poland and the Polish-Swiss Chamber of Commerce. This yearly event gathers professionals from different branches and industries and is a perfect place to promote Swiss innovative solutions and products in Poland and CEE.



Patronages:

City of Warsaw, Architecture Faculty of the Technical University in Warsaw, Architects Chamber in Poland, Association of Architects in Poland, Association of city planners and surveyors



Target Audience:

200-250 professionals & market experts: architects, representatives of industry and city administration, sponsors and partners; students and young professionals (second half of the day)

AGENDA

BETTER URBAN LIFE WARSAW AND ZÜRICH two metropolitan regions in transformation

OPENING SPEECHES



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Poland


Swiss
Chamber Poland



MIASTO
STOŁECZNE
WARSZAWA



Faculty
of Architecture

WARSAW UNIVERSITY OF TECHNOLOGY

OPENING PRESENTATIONS

Werner Hubner
Hochparterre

Jędrzej Kolesiński
Foster&Partners

Marcin Chruśliński
HB Reavis Poland

Andreas Sonderegger
Pool Architects

Roger Boltshauser
Boltshauser Architekten

PANEL

Marlena Happach
City of Warsaw

Paweł Wierzbicki
Schindler

**Andreas Sonderegger/
Roger Boltshauser**

Marcin Chruśliński
HB Reavis Poland

Ewa Kuryłowicz
Kuryłowicz&Associates

AGENDA

BETTER URBAN LIFE WARSAW AND ZÜRICH two metropolitan regions in transformation

SLAM BATTLES

SLAM BATTLE 1 & 2
Mobility – a human right
or common good?
*Who has the right to the
city? Inhabitants or
urbanists?*

Jacek Szoltysek
*University of Economics,
Katowice*
Jerzy Hausner
*University of Economics,
Kraków*

LIVE-VOTING

BEST PRACTICE

What can industry do to
improve the quality of
urban life?

Przemysław Powalacz
Geberit

POWER SPEECHES

The role of architects in
shaping a better urban
life.

Przemo Łukasik
Medusagroup

Maria Saloni-Sadowska
Kuryłowicz & Associates

3rd architect tbc

OPEN PART FOR STUDENTS

PATRONAGES

City of Warsaw:



MIASTO
STOŁECZNE
WARSZAWA



Architects Chamber in Poland:



Association of Architects:



Association of City Planners and Surveyors:



POLISH SWISS INNOVATION DAY – YOUR GAINS

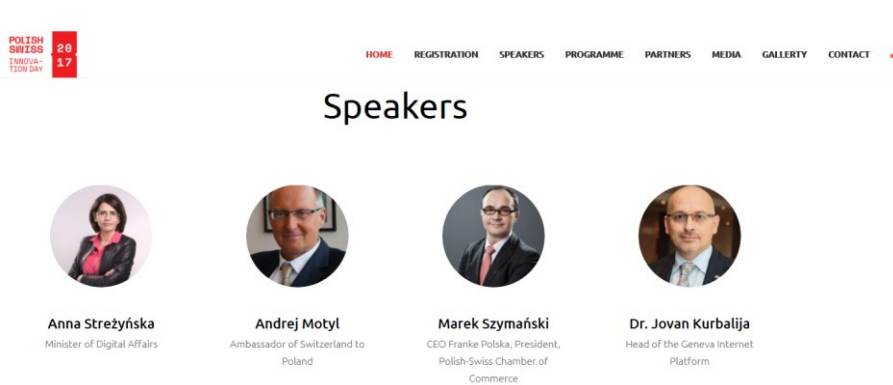
Meet the **market insiders**, approach **new customers** and maintain the relationships with **existing clients**.

Promote your solutions. An excellent possibility to present your latest product developments.

Emphasize your Swissness. According to the latest study there is a willingness in Poland to pay price premium for Swiss-made products.

PROMOTION ACTIVITIES

- Information on the Polish-Swiss Innovation Day will be published in various professional webportals
- Publishing information **on the webpage of the Embassy and the Polish-Swiss Chamber of Commerce**
- Sending out invitations to **local branch associations and their members**
- Distribution of **information leaflets among visitors** during the Polish-Swiss Innovation Day



The screenshot shows the website for the Polish-Swiss Innovation Day 2017. The navigation bar includes links for HOME, REGISTRATION, SPEAKERS, PROGRAMME, PARTNERS, MEDIA, GALLERY, and CONTACT. The main heading is "Speakers". Below this, four speakers are listed with their names, titles, and photos:

- Anna Streżyńska**, Minister of Digital Affairs
- Andrej Motyl**, Ambassador of Switzerland to Poland
- Marek Szymański**, CEO Franke Polska, President, Polish-Swiss Chamber of Commerce
- Dr. Jovan Kurbalija**, Head of the Geneva Internet Platform



The screenshot shows the website for the Polish-Swiss Innovation Day 2017, specifically the Conference section. The main heading is "HOW TO SHAPE A SUCCESSFUL DIGITAL ECOSYSTEM?". The conference is scheduled for the 23rd of May 2017, at the Centre for Innovation and Technology Transfer Management (CZITT), Warsaw. The text describes the conference as providing guidance and insights about the relevance of digitalisation and showing ways how to shape a successful digital ecosystem which provides competitive advantages for the future. Both Switzerland and Poland undertake endeavours to shape a digital ecosystem, search for opportunities and assess the risks. It is therefore important to compare approaches and to share experiences.

ESTIMATED COST

Standard price (submitted to individual negotiations)	CHF 2'000
<p>Our service package:</p> <p>Be a part of a joint stand of Switzerland Global Enterprise with networking area</p> <ul style="list-style-type: none">• logo on all printed and online materials (invitation, newsletter, social media, website, etc.)• promotion materials can be included in the conference gift bags (have to be approved by the organizer first)• photo & video report from the event• 4 invitations to the event for you and your business partners <p>Matchmaking</p> <ul style="list-style-type: none">• B2B meetings with selected guests and prospects at the venue <p>Promotion activities</p> <ul style="list-style-type: none">• Information on the Polish-Swiss Innovation Day will be published in various professional webportals• Publishing information on the webpage of the Embassy and Polish-Swiss Chamber of Commerce• Sending out invitations to local branch associations and their members• Distribution of information leaflets among visitors during the Polish-Swiss Innovation Day <p>Organization</p> <ul style="list-style-type: none">• Project management before and after the event• Support during the event <p>Touch of Swissness</p> <ul style="list-style-type: none">• Patronage of Swiss Business Hub Poland / Embassy• Swiss accents during the event: flags, rollups, printed materials	

YOUR CONTACT

Polish-Swiss Innovation Day 2019 Warsaw



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Organizers:



IMPRESSIONS: SWISSNESS IN POLAND

