

Are we still competitive?

# INVESTMENT SUMMIT 2019



OFFICIAL PROGRAM

# Summary

|                           |   |
|---------------------------|---|
| <b>EVENT</b>              | 16 <sup>th</sup> Investment Summit  |
| <b>DATE / LOCATION</b>    | Thursday, March 28 <sup>th</sup> , 2019 @ riverside, Zweidlen-Glattfelden (Canton of Zurich)  |
| <b>SPEAKERS</b>           | <p>Josef Renggli, Deputy Head of the Directorate for European Affairs, Swiss Federal Department of Foreign Affairs<br/>Peter Grünenfelder, Director, Avenir Suisse<br/>Raymond Cron, Director, Switzerland Innovation<br/>Shira Kaplan, CEO, Cyverse AG<br/>Jana Koehler, CEO, German Research Center for Artificial Intelligence<br/>Nicolas Bürer, Managing Director, digitalswitzerland<br/>Marc Bros de Puechredon, Executive Board, Chairman, BAK Economics AG<br/>Nicolas Bideau, Director, Presence Switzerland<br/>Mauro Moruzzi, Ambassador, State Secretariat for Education, Research and Innovation SERI<br/>Lijin Aryananda Blatter, Head of Robotics Platform, Wyss Zurich<br/>Hanspeter Kipfer, Country Manager, Oracle Switzerland<br/>Eric Jakob, Head of the Promotion Activities Directorate, State Secretariat for Economic Affairs</p> <p>Daniel Küng, CEO, Switzerland Global Enterprise<br/>Patrik Wermelinger, Head of Investment Promotion, Switzerland Global Enterprise<br/>Liv Minder, Director Investment Promotion, Switzerland Global Enterprise<br/>Sirpa Tsimal, Director Investment Promotion, Switzerland Global Enterprise</p> |
| <b>MODERATION MORNING</b> | Chris Watts, SBH UAE, Dubai   |
| <b>ORGANIZER</b>          | Switzerland Global Enterprise<br>Kim Matzner, Project Manager Support Investment Promotion, Switzerland Global Enterprise   |
| <b>WEBSITE</b>            | <a href="http://www.s-ge.com/invest">www.s-ge.com/invest</a>  |
| <b>TARGET GROUP</b>       | Economic Promotion Agencies on cantonal and regional level<br>Heads of Swiss Business Hubs and Trade Points<br>Representatives of Cantonal Executive Councils<br>State Secretariat of Economic Affairs SECO<br>Federal Department of Foreign Affairs FDFA   |

# Agenda

**THURSDAY, MARCH 28, 2019**

**RIVERSIDE, ZWEIDLLEN-GLATTFELDEN**

|             |   |   |
|-------------|---|---|
| From 09:30  | Check-in / Registration   | All   |
| 10:00-10:10 | Welcome Words   | Patrik Wermelinger, Switzerland Global Enterprise   |
| 10:10-10:25 | Switzerland and the European Union  | Josef Renggli, Swiss Federal Department of Foreign Affairs  |
| 10:25-10:40 | Are we ambitious enough?  | Peter Grünenfelder, Avenir Suisse   |
| 10:40-10:55 | Connecting Great Minds  | Raymond Cron, Switzerland Innovation  |
| 10:55-11:10 | A View from another Tech Nation   | Shira Kaplan, Cyverse AG  |
| 11:10-12:00 | Back to the Top   | Peter Grünenfelder, Avenir Suisse<br>Shira Kaplan, Cyverse AG<br>Josef Renggli, Swiss Federal Department of Foreign Affairs<br>Raymond Cron, Switzerland Innovation<br><br>Moderation: Chris Watts, SBH UAE |
| 12:00-13:50 | Lunch Talks   | All Swiss Business Hubs and Trade Points  |
| 14:00-14:50 | Artificial Intelligence in Healthcare   | Jana Koehler, GRCAI<br>Nicolas Bürer, digitalswitzerland<br>Marc Bros de Puechredon, BAK Economics AG   |
| 15:00-15:50 | Artificial Intelligence in Finance  | Moderation: Sirpa Tsimal, Switzerland Global Enterprise   |
| 14:00-14:50 | Robotics & Drones -<br>Switzerland and the World                                    | Mauro Moruzzi, State Secretariat for Education, Research<br>and Innovation SERI<br>Nicolas Bideau, Presence Switzerland<br>Lijin Aryananda Blatter, Wyss Zurich   |
| 15:00-15:50 | Robotics & Drones -<br>Where is the technology leading to?                          | Moderation: Liv Minder, Switzerland Global Enterprise   |
| 15:50-16:15 | Coffee Break  | All   |
| 16:15-16:45 | Research Capital Switzerland –<br>Opportunities and Risks in Today's<br>Environment | Hanspeter Kipfer, Oracle Switzerland  |
| 16:45-17:00 | Preparing the Future  | Daniel Küng, Switzerland Global Enterprise<br>Eric Jakob, State Secretariat of Economic Affairs   |
| 17:00-17:10 | Are we still competitive?   | Patrik Wermelinger, Switzerland Global Enterprise   |
| 17:10-18:30 | Apéro   | All   |
| 18:30       | Dinner  | All   |
| From 21:30  | Drinks + Music at Hotel Bar   | All   |

Switzerland Global Enterprise  
Stampfenbachstrasse 85  
CH-8006 Zürich  
T +41 44 365 51 51

Switzerland Global Enterprise  
Corso Elvezia 16 – CP 5399  
CH-6901 Lugano  
T +41 91 601 86 86

Switzerland Global Enterprise  
Chemin du Closel 3  
CH-1020 Renens  
T +41 21 545 94 94

[s-ge.com](http://s-ge.com)