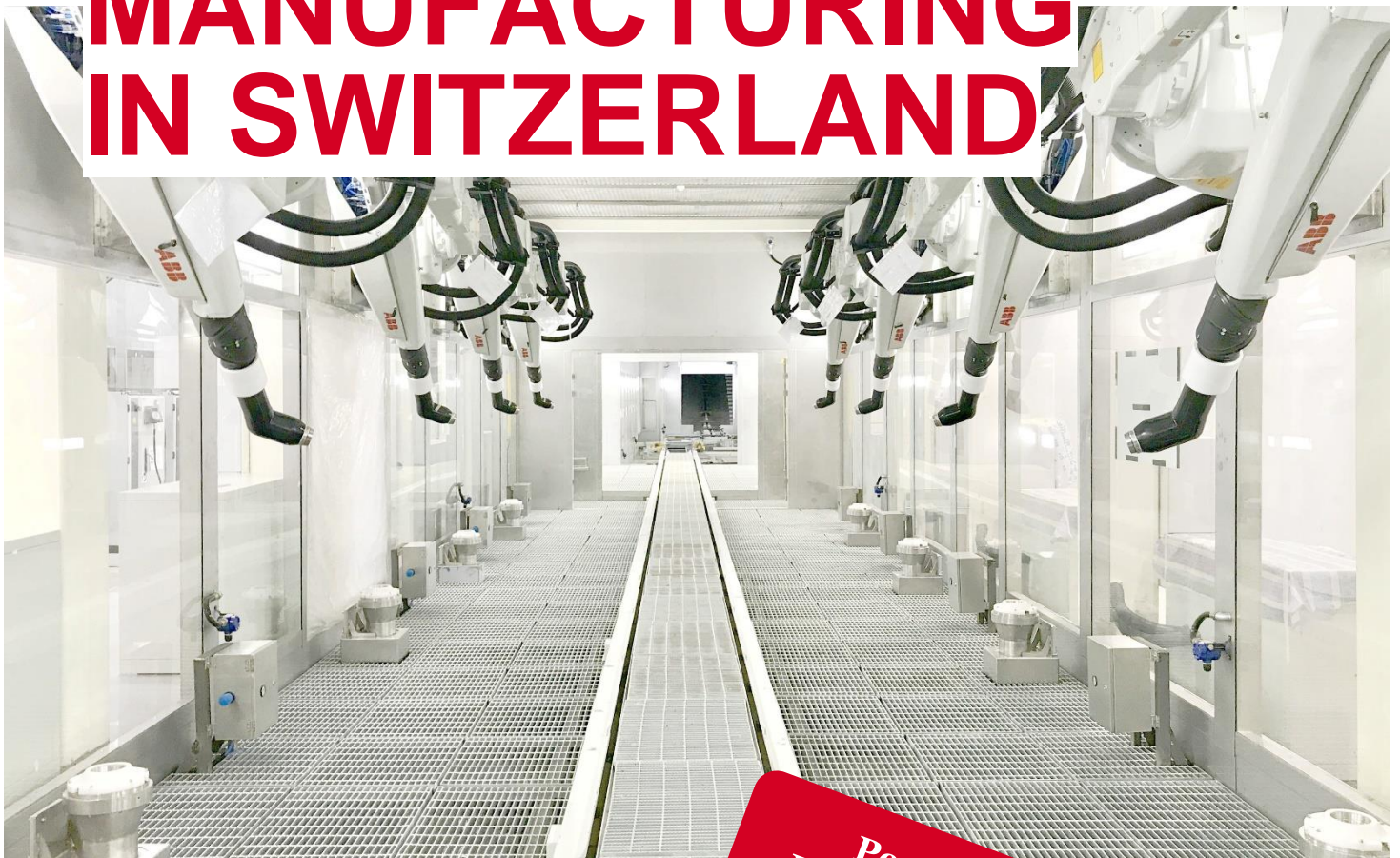


Personal Invitation to the S-GE Talk in Davos
Thursday, January 23, 2020, 11:00 a.m. – 2:00 p.m.

DIGITAL MANUFACTURING IN SWITZERLAND

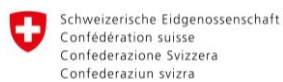


**Personal
Invitation Only**

OFFICIAL PROGRAM



PARTNER



Swiss Confederation

Program

Decision-makers from around the world will gather to meet at the 50th World Economic Forum in Davos, Switzerland. A new “WEF Davos Manifesto” has been launched for this year’s edition, guiding global companies in the age of the Fourth Industrial Revolution with a set of ethical principles.

Please join us at this exclusive lunch meeting, when we will discuss Switzerland's vision on this and other important topics, demonstrating Switzerland’s practical approach to sustainable, safe and ethical manufacturing in an increasingly digital world. Switzerland is a location of contrasts, standing for emerging tech such as artificial intelligence and blockchain, as well as traditional values such as trust and safety. It offers globally active companies a place to develop and validate their digital manufacturing and supply chain processes in this new age. Hear about the latest trends and challenges in digital manufacturing from our panel of experts in cyber security, intelligent aerospace, supply chain and digital transformation, and find out why Switzerland is leading the way in advanced manufacturing.

Switzerland Global Enterprise (S-GE) has a mandate from the Swiss government to promote exports and investment. S-GE directs Swiss companies to new markets and advises international companies on investing in Switzerland.

THURSDAY, JANUARY 23, 2020, 11:00 a.m. – 2:00 p.m.

11:00 – 11:10 a.m. **Welcome to Switzerland**

Marie-Gabrielle Ineichen-Fleisch, State Secretary, State Secretariat for Economic Affairs Switzerland SECO
Simone Wyss Fedele, CEO, Switzerland Global Enterprise

11:10 – 11:50 a.m. **Advanced Manufacturing in Switzerland: Digitalization in a location that stands for trust, (cyber)security, and industrial innovation**

Eric Prevost, Global Vice President, Industry 4.0, Oracle Industries Solutions Group
Laura Holmes, Executive Director, Aftermarket Services Actuation, Collins Aerospace
Robert Itschner, Country Managing Director, ABB Switzerland
Shira Kaplan, CEO & Founder, Cyverse AG

Moderator:
Patrik Wermelinger, Head of Investment Promotion, Switzerland Global Enterprise

11:50 a.m. – noon **Summary and final remarks**

Patrik Wermelinger, Head of Investment Promotion, Switzerland Global Enterprise

noon – 1:30 p.m. **Networking lunch**

PANELISTS



Eric Prévost, Global Vice President, Industry 4.0, Oracle Industries Solutions Group

Within the Oracle Industries Solution Group, Eric Prévost is developing the global strategy and solutions for Industry 4.0 and service transformation with emerging technologies such as IOT, blockchain, virtual/augmented reality and artificial intelligence. Eric Prévost's career experience includes senior positions in management and in digital transformation consulting at IBM Global Services and Capgemini, and 6 years leading the automotive and manufacturing innovative solutions at Oracle. Eric Prévost has been an active member of the IIC (Industrial Internet Consortium), the Alliance of the Industry of the Future France and the Industry 4.0 working group at Syntec Numerique (1st Digital Professional French Association).

oracle.com



Laura Holmes, Executive Director, Aftermarket Services Actuation, Collins Aerospace

Laura Holmes is Executive Director in Aftermarket Services Actuation at Collins Aerospace Systems, a unit of United Technologies Corp., which is a leader in technologically advanced and intelligent solutions for the global aerospace and defense industry. Laura Holmes was appointed as CEO of the Aerospace operating unit in the Materials Services division of thyssenkrupp AG on June 1, 2016. She was also managing director of Pratt & Whitney Aero Engines Int. GmbH in Switzerland, Germany and the Netherlands. While working for Pratt & Whitney, Laura Holmes held positions in a variety of areas, including sales, customer service, business operations, as well as learning and development.

collinsaerospace.com



Robert Itschner, Country Managing Director, ABB Switzerland

Since July 2018 Robert Itschner has been Country Managing Director of ABB Switzerland and since April 2019 also Head of the Motion business in Switzerland. He holds a Bachelor's degree in Electrical Engineering from the University of Technology Rapperswil and a Master's degree in Electrical Engineering and Computer Science from Northwestern University in Illinois, USA. He began his career at ABB in 1993 as a software engineer. In the course of his career, he held various local and global management positions in Switzerland and abroad, including Head of the Power Systems Division in Central Europe and Head of Marketing & Sales of the global Robotics & Motion Division.

abb.com



Shira Kaplan, Founder and CEO, Cyverse AG

Shira Kaplan is the founder and CEO of Cyverse AG, a Zurich-based cyber-security firm which supplies innovative, hands-on Israeli cyber-security solutions to global and local corporations. Shira Kaplan's technological training dates back to her military service in Unit 8200 of the Israeli Intelligence Corps, its elite technology unit, where she was an intelligence and cyber analyst. Prior to founding Cyverse, she held business management positions at publicly traded companies including Teva Pharmaceuticals Ltd. and Bank Julius Baer & Co. in Zurich. Shira Kaplan is an alumna of Harvard University (B.A.), where she studied Government and Chinese, and was a Shelby Davis Scholar. She holds an MBA from St. Gallen HSG University in Switzerland, where she was awarded the "Women in Business" Scholarship. In 2017, she was selected as Young Global Leader by the World Economic Forum.

cyverse.ch

LOCATION



House of Switzerland, Nordside, Davos Ice Rink, Vaillant Arena, Kurgartenstrasse 6, CH - 7270 Davos Platz
Presented by FDFA, Presence Switzerland

We recommend travelling by public transport, as no parking spaces are available on site.

REGISTRATION / CONTACT

Please register directly with Fabienne Bernet (fbernet@s-ge.com) by **January 22, 2020**, at the latest.

We look forward to seeing you soon!

Patrik Wermelinger

Head of Investment Promotion, Switzerland Global Enterprise
Mobile: +41 79 289 41 02, pwermelinger@s-ge.com