



## **Virtual Swiss Retail Innovation Mission to the UK**

**February 24, 2021 - online**

A mission for Swiss Retailers and Tech providers who want to learn more about Europe's trendsetter in retail innovation.

### **Why UK?**

Switzerland Global Enterprise, the Swiss Embassy in UK and the Swiss Business Hub UK+I are organizing an exclusive digital retail innovation **mission to the UK on 24 February 2021**.

The UK retail sector is a leader in innovation and a trendsetter in Europe. Flexible retail, engagement, experience and personalisation are key themes driving retailers to develop innovative solutions that are both customer-centric and productivity gains enablers. The rise of omni-channel consumers and the industry's effort to provide frictionless customers' journeys open up a range of opportunities for collaboration both for legacy retailers and emerging tech companies.

### **Who should participate?**

The mission is for all those who are interested to generating long-term business and R&D collaboration with UK organisations. The Swiss delegation will be composed of Swiss Retailers with an interest in technology scouting and benchmarking, and of Swiss Technology looking at exporting or piloting their innovations in the UK.

To ensure the quality and exclusivity of interactions, the number of companies is capped at 15.

### **What to expect?**

While engaging with and innovative retailers and initiating strategic alliances and business collaborations between Switzerland and UK institutions, the program will have a special focus on:

- **Accelerating business** by enabling Swiss companies to benchmark their solutions with those of their UK competition, supporting Swiss companies with their market strategy as well as initiating productive discussions with UK opinion leaders and potential buyers or investors.

- **Promoting the Swiss expertise** of enhancing the position of Switzerland as an innovation leader, with technologies that benefit, the transformation of the retail sector, exploring the role of artificial intelligence in retail innovation, and validate the value proposition of leading Swiss innovators

Date	24 February 2021
Target Audience	Large retailers (Heads of Corporate Strategy, Heads of Innovation), innovative Swiss companies with AI-based solutions for retail like start-ups, mature new players and incumbents looking at renewing their position.
Organizer	Swiss Business Hub UK+I/ Embassy of Switzerland in the UK and Switzerland Global Enterprise
Event language	English
Platforms	MS-Teams/ Zoom/ Remo
Contact	Nadja Kolb / Katalin Dreher <a href="mailto:NKolb@s-ge.com">NKolb@s-ge.com</a> / <a href="mailto:KDreher@s-ge.com">KDreher@s-ge.com</a>
Participation costs	SMEs: CHF 450 Startups: CHF 350

### Media and communication

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Active social media campaign in the run-up, during and after the event, using the UK Embassy's Facebook and Twitter channels, as well as Switzerland Global Enterprise and the Swiss Business Hub's LinkedIn channels.

### Project Coordination

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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland  
**Swiss Business Hub United Kingdom & Ireland**

The Swiss Business Hub UK+I is the business section of the Embassy of Switzerland in the UK. Its role is to foster business and R&D collaborations between Swiss and UK / Irish organisations.

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On behalf of the Swiss Confederation and the Swiss cantons, S-GE supports Swiss exporters abroad and promotes Switzerland as business location. S-GE is the first point of contact in Switzerland for all internationalization topics.

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