

*Press release – Press embargo until 16th September 2016, 00:01 CET*

## **DigitalZurich2025 becomes digitalswitzerland and launches new platform Education Digital**

Zurich, 16<sup>th</sup> September 2016: DigitalZurich2025, a cross-industry association has today announced that it will operate under a new name, [digitalswitzerland](http://digitalswitzerland.com) and is expanding its engagement throughout Switzerland in order to establish the country as a leading digital innovation hub in Europe. Additionally, it is launching “[Education Digital](#)”, an online platform with a focus on education and further training in digital.

Since its inception last year as DigitalZurich2025, the association has played an integral role in promoting Zurich as a digital hub. Now, with the rebrand to digitalswitzerland, it seeks to take a more national-focused outlook. In doing so, the association aims to enhance cooperation between various sectors and regional digital hubs within Switzerland to create a collaborative and talent rich ecosystem that will highlight the advantages Switzerland has to offer companies seeking to expand into Europe.

Marc Walder, founder of digitalswitzerland, commented: “It will be beneficial to shift our focus towards a Swiss-wide initiative, in order to even better use the cross-sectorial location advantage of Switzerland. This is why we will expand into Western Switzerland and the Ticino, establishing an office at the Ecole polytechnique fédérale de Lausanne (EPFL).”

### **International presence and strengthening Swiss SMEs**

The digitalswitzerland initiative currently counts more than 30 members comprising an increasing number of leading personalities, companies and organisations from politics, science and economics including its latest member [The World Economic Forum \(WEF\)](#).

Next year, Marc Walder, founder of digitalswitzerland, wants to pay special attention to the most important market segment, the SMEs. He adds: “Small and medium sized enterprises are an important driver for innovation in the Swiss economy. However, time and money are often sparse when it comes to moving exciting ideas forward. We want to make a substantial contribution to a thriving SME-market in Switzerland with the help of our programs, conferences and educational offers.”

### **Education Digital – the search engine for digital education and further training**

Parallel to the new brand image, digitalswitzerland has also launched its newest initiative, “Education Digital”. The newly created not-for-profit, online platform offers a comprehensive and transparent overview of what is available in terms of educational opportunities in Switzerland in the digital field. Education Digital has launched nationwide today and counts 21 institutions from Switzerland and Germany among its partners (in alphabetical order): ADC Switzerland,

Berner Fachhochschule (BFH), CREA Genève, Digicomp Academy AG, EB Zürich, ETH Zürich, Google, HWZ Hochschule für Wirtschaft Zürich, IAB Switzerland, KV Zurich Business School Weiterbildung, Master21 Academy, Marketing & Business School Zürich (MBSZ), Klubschule Migros, SAWI Academy for Marketing and Communication, Schweizerisches Institut für Betriebsökonomie (SIB), SOMEXCLOUD, Steinbeis School of Management and Innovation (Steinbeis-SMI), Stiftung Wirtschaftsinformatikschule Schweiz (WISS), Universität St. Gallen (HSG), XU EXponential University of Applied Sciences, ZfU International Business School.

“Know-how is central to success when it comes to digital transformation,” says Patrick Warnking, Country Director at Google Switzerland and board member at digitalswitzerland. “The demand for well-trained employees is high – especially among Swiss SMEs. Several studies, including [PwC’s report ‘Digitisation: Where do Swiss SMEs stand?’](#) are pointing towards this. We are looking forward to supporting the digital transformation with the initiative Education Digital across businesses in Switzerland in a strategic manner, and thus enhancing their ability to compete in Europe and beyond.”

### **Five initiatives within a year**

Education Digital is already the fifth initiative launched by [digitalswitzerland](#) (formerly DigitalZurich2025) within a year of its inception alongside the associations other four initiatives, namely the [Kickstart Accelerator](#), [the Investor Summit](#), the [WORLDWEBFORUM](#) and the [CeBIT](#). Education Digital is an additional and significant building block on the path to making Switzerland the leading hub for innovation in Europe.

+++

### **For further information, please contact**

Stephan Kuester / Managing Director digitalswitzerland

Mobile: +41 79 171 99 69 / Mail: [stephan@digitalswitzerland.com](mailto:stephan@digitalswitzerland.com)

Office: Limmatquai 2, 8001 Zürich, Switzerland

Web: [www.digitalswitzerland.com](http://www.digitalswitzerland.com) / Twitter: [@dgt\\_switzerland](https://twitter.com/dgt_switzerland) / Facebook: [www.facebook.com/digitalswitzerland](https://www.facebook.com/digitalswitzerland)

### **About digitalswitzerland**

digitalswitzerland (formerly DigitalZurich2025) is a cross-industrial initiative which aims at positioning Switzerland as an attractive location for digital start-ups, businesses and talents, as well as supporting Swiss businesses with mastering digital challenges. The initiative was launched in 2015 by prominent businesses, associations and representatives from politics and science. Today more than 30 of the best-known Swiss organisations belong to the group.