

Media Release

National Digital Day with joint patronage of Doris Leuthard and Johann Schneider-Ammann

On November 21, 2017, digitalswitzerland is launching the first digital day of Switzerland. More than 30 renowned companies and organizations, together with Federal President Doris Leuthard, as well as Economics and Education Minister Johann Schneider-Ammann, will showcase to people across Switzerland what digitalization means for them and for our entire country.

March 31, 2017 – Digitization: It’s a slogan and a revolution, but what does it mean for all of us? digitalswitzerland would like to bring digitization to the forefront to the entirety of the Swiss population on November 21, 2017: we want to inform, stimulate, entertain, and have a conversation with everyone.

The following high-profile companies and organizations have already confirmed taking part in unique campaigns throughout Switzerland and providing an experience to remember:

ABB | Accenture | Codillion | Coop | Credit Suisse | Swiss Post | UZH Digital Society Initiative | Dodigital.ch | Economiesuisse | EPFL | EY | ETHZ | Flughafen Zürich | Google | IT St.Gallen Rockt | KPMG | Migros | NZZ-Mediengruppe | PwC Switzerland | Raiffeisen | Ringier | Ruag | SBB | SRG SSR | SWISS | Swisscom | Swiss Life | Switzerland Global Enterprise | Tamedia | UBS | Universität Zürich | Valora | WEF | W.I.R.E | ZHdK

You will be able to see this digital revolution everywhere and how it affects us all; at places of business, stores, on your smartphone, and all around you.

SBB will play a central role on this national digital day: railway stations in all parts of the country will become digital arenas and platforms for dialogue between the population, business, and politicians.

The Federal President and the Minister of Economic Affairs to participate

digitalswitzerland is very honored that the first Swiss National Digital Day will take place with participation from Federal President Doris Leuthard and Federal Councilor Johann Schneider-Ammann.

President Doris Leuthard:

“We are excited about digitization, but also recognize that this can cause fear in some. The business community along with politicians have the beautiful task and also the responsibility to show people that they are witnessing history, which Switzerland is strongly positioned to be able to handle.”

On November 20, one day before the digital day, the federal government will hold its first national conference on the "Digital Switzerland" strategy adopted by the Federal Council on April 20, 2016. Representatives from the Federal Council, businesses, civil society, politics, and science will further discuss the development of digitalization in our country at this conference.

About digitalswitzerland

digitalswitzerland is a joint partnership between businesses, public authorities and the scientific community, which wants to shape Switzerland as the leading international digital location for innovation. digitalswitzerland is already active in a wide range of fields such as knowledge transfer, education, start-up ecosystems, and political framework conditions. The association includes more than 60 of the most renowned companies and organizations as well as innovative locations throughout Switzerland. The initiative was launched in 2015.

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