

## PRESS RELEASE

### **Second Swiss Digital Summit: Business leaders and academics discuss how to help shape digital change**

**After last year's success and great interest, digitalswitzerland, in cooperation with Swisscom, Ringier, EY Switzerland and Mercedes-Benz Switzerland (mobility partner), invited high-ranking national and international executives to the second edition of the Digital Summit Switzerland in Zurich on 25 and 26 November 2019. The Swiss Digital Summit – under the patronage of the Federal Department of Finance (FDF) – has established itself as an important platform for exchange and networking of corporate, academic, entrepreneurial and political stakeholders in Switzerland. High-calibre panel discussions and expert presentations shed light on the key topic of «digital transformation» from various perspectives.**

Zurich, 26 November 2019 – The Swiss Digital Summit is making an important contribution to help shape and tackle the complex effects of digitalisation in Switzerland. The summit emphasises awareness both of the urgency and the magnitude of the changes resulting from digital change. digitalswitzerland is organising the summit.

Marc Walder, founder of digitalswitzerland and CEO of Ringier: «With the Swiss Digital Summit, digitalswitzerland launched another relevant initiative. The summit provides an important platform for executives of leading Swiss companies, research institutions and politicians to exchange information regarding digital transformation. We are all united by the will to promote digitalisation in Switzerland – and to actively accompany this change».

The 2nd Swiss Digital Summit was opened by Professor Dr. Thomas J. Jordan, Chairman of the Governing Board of the Swiss National Bank. Jordan spoke about «The Future of Money». Sergio Ermotti, CEO UBS, and Tidjane Thiam, CEO Credit Suisse, then debated «The New World of Finance» during a panel discussion. The renowned investor Klaus Hommel spoke about Europe's role as a sustainable destination for digital innovation.

Other well-known speakers at the 2nd Swiss Digital Summit were: Vas Narasimhan, CEO Novartis («The new world of life sciences»); Professor Marcel Salathé, EPFL («The new way of getting digital skills»); Guillaume Pousaz, Founder and CEO Checkout.com («The new world of payment»); Professor Luc Van Gool, ETH («The new computer vision – Deep learning, high hopes»); Sabine Scheunert-Porth, Vice President Digital & IT Sales/Marketing Mercedes-Benz («The new world of mobility»); Professor Julia Vogt, ETH («The new way of medicine – personalized health») and Professor Jamie Paik, Head of the Reconfigurable Robotics Lab at EPFL («The new paradigm of robotics – Reconfigurable robots»).

Partners of the 2nd Swiss Digital Summit were Swisscom, EY Switzerland, Mercedes-Benz Switzerland and Ringier.

Urs Schaeppi, member of the Steering Committee digitalswitzerland and CEO of Swisscom: «I am delighted with the great response that the first Digital Summit triggered last year. In

2019, we once again succeeded in engaging top-class speakers. In order for companies to remain competitive in the digital world, they need inspiring impulses from outside and dialogue with other companies and organisations.»

Marcel Stalder, member of the Executive Committee digitalswitzerland and CEO of Chain IQ Group AG, adds: «The prosperity we enjoy in Switzerland must be preserved. Together with my colleagues, I am happy to work to ensure that Switzerland is in no way inferior when it comes to digitalisation. This also includes preserving our leading education and research location, changing the framework conditions to meet future needs, and creating sufficient risk capital to finance innovations.»

### **About [digitalswitzerland](#)**

digitalswitzerland is the joint initiative of the economic and academic spheres and the public authorities aimed at shaping Switzerland into a leading international digital innovation hub. To this end, digitalswitzerland is already active in a wide range of fields such as collaboration, knowledge transfer, education, start-up ecosystems and the political framework. More than 160 of the best-known companies and organisations as well as innovative locations throughout Switzerland belong to the association. The initiative was launched in 2015.

### **Media contact**

Stéphanie Schenk

Head of Marketing & Communications

digitalswitzerland

+41 78 795 73 78

[stephanie.schenk@digitalswitzerland.com](mailto:stephanie.schenk@digitalswitzerland.com)