



**digital**switzerland

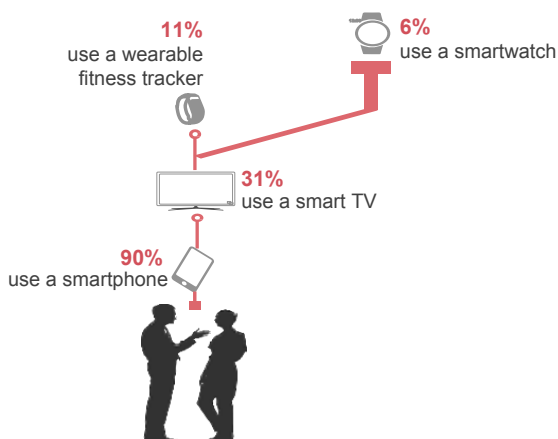
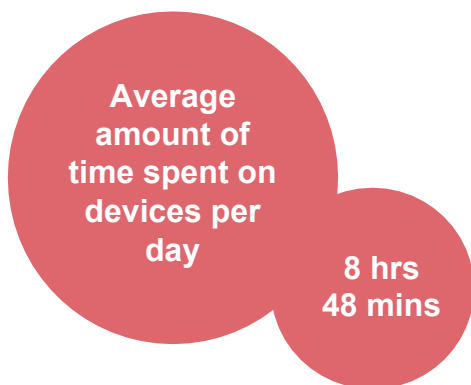
**MAKING A DIFFERENCE. NOW!**

19th September 2017

# Current State of Digitalisation

# SWITZERLAND is always online!

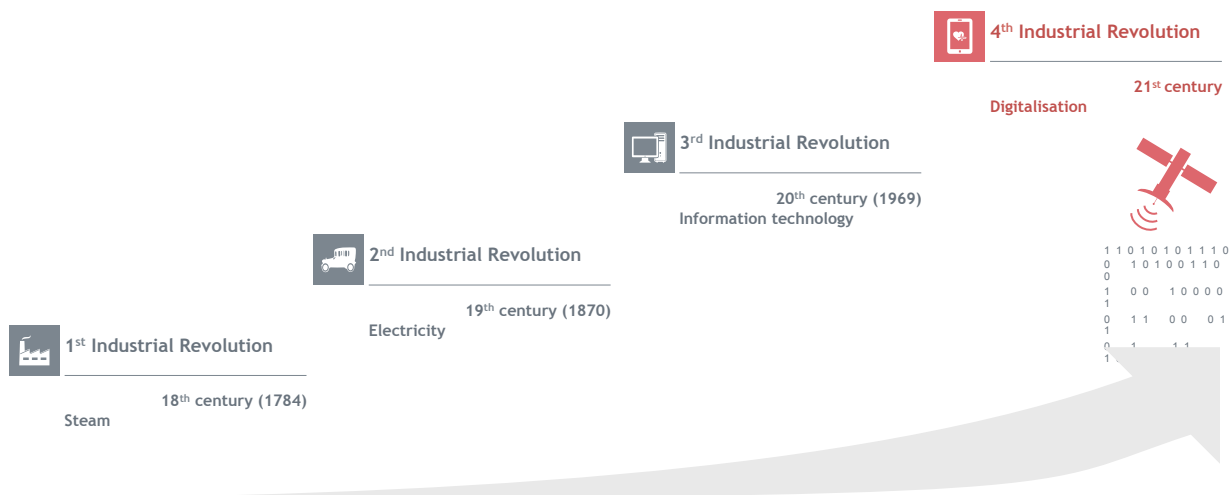
About 7 years ago, less than 10% of the population were using smartphones!



Reference: Ernst & young - Digital Nations – State of Switzerland 2016 - 2017

# DIGITALISATION

Blurring the lines between the physical, digital and biological spheres



## RELEVANCE & URGENCY

Major changes to happen in our economy within 4 years!



Increase of **digital revenues** of large organisations is expected by 2020

Customers will shop in **augmented reality** by 2020

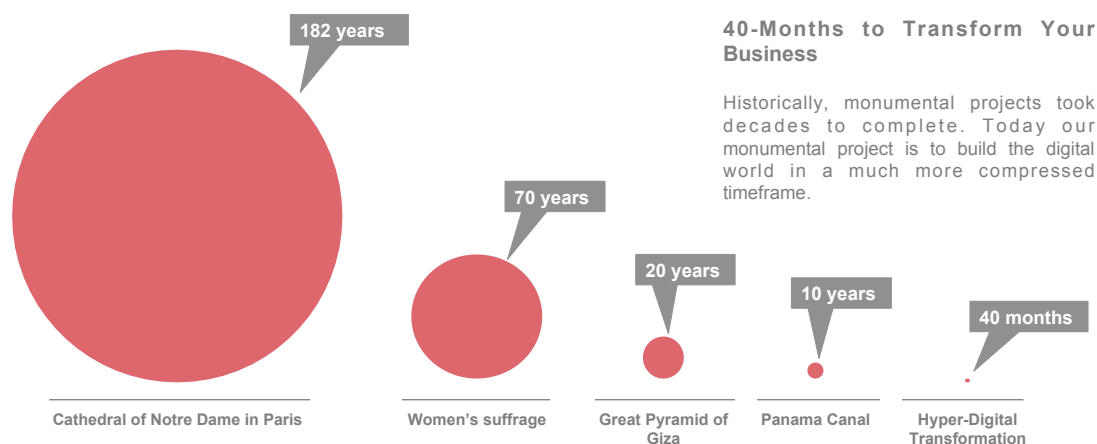


of enterprises will launch advanced **digital transformation** initiatives by 2020

Reference: Gartner

## LESS THAN 4 YEARS TO TRANSFORM

Speed of business transformation is dramatically increasing



Reference: Cognizant Center for the Future of Work, 2016

## IMPACT ON LEADERSHIP

Profound transformation to happen on the tomorrow leaders of the economy



### Horizontal innovation

no single business sector is safe from the threat of **new entrants**



### Technological Literacy

leaders will need to **train** and get up to speed with the realities of modern technology



### Digital skills gap

put together a workforce with the appropriate skills to **manage the transformation**



### Leadership Characteristics

**technological literacy** and data driven (less vision, competitive drive)

**50%**

of revenues will be at risk due to shifting **consumers' spending** after 2017









of kids today will do **jobs** that haven't been invented yet

**65%**

# Switzerland... ? ... Digital... ?

## CH: KEY HUB FOR DIGITAL INNOVATION

1/3 Global Entrepreneurship Index, 2016 vs. 2017

Rank	Country	Rank	Country
1	 USA	1	 USA
2	 Canada	2	 Switzerland
3	 Australia	3	 Canada
4	 Denmark	4	 Sweden
5	 Sweden	5	 Denmark
6	 Taiwan	6	 Iceland
7	 Iceland	7	 Australia
8	 Switzerland	8	 UK
9	 UK	9	 Ireland
10	 France	10	 Netherlands

## CH: KEY HUB FOR DIGITAL INNOVATION

2/3 Global Competitiveness Report (WEF), 2016-2017

The top 10 most competitive global economies	
Global Competitiveness Report 2016-2017	Global rank*
Switzerland	1
Singapore	2
United States	3
Netherlands	4
Germany	5
Sweden	6
United Kingdom	7
Japan	8
Hong Kong SAR	9
Finland	10

Source: The Global Competitiveness Report 2016-2017.  
\*2016-2017 rank out of 138 economies.

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## CH: KEY HUB FOR DIGITAL INNOVATION

3/3 Inclusive Development Index (WEF), 2017

Rank	Country
1	 Norway
2	 Luxembourg
3	 Switzerland
4	 Iceland
5	 Denmark
6	 Sweden
7	 Netherlands
8	 Australia
9	 New Zealand
10	 Austria

Source: Inclusive Development Index 2017, World Economic Forum

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**What is digitalswitzerland?**

**Making Switzerland a  
Leading Digital Innovation  
Hub. Worldwide!**

# WE ARE DIGITAL SWITZERLAND

Making a difference. Now!



Strengthening the **Swiss economy** in the new realities



**Cross-industry** nationwide initiative



Uniting visible members from **all disciplines**



**Bundling forces**, connecting topics and creating networks

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# CURRENT MEMBERS

Many leading organizations - one strong community



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# STEERING COMMITTEE

2017



Remo Lütolf, ABB



Domenico Scala, BaseArea.swiss



Walter Thurnherr, Bundeskanzler



Calvin Grieder, Bühler Management AG



Pierre Maudet, Canton of Geneva



Urs Suter, Coop Genossenschaft



Heinz Karrer, Economiesuisse



Martin Vetterli, EPFL



Lino Guzzella, ETH Zürich



Patrick Warnking, Google CH



Ivo Furrer, Helvetia Vers. & Julius Bär



Urs Honegger, PwC



Susanne Ruoff, Post



Marc Walder, Ringier AG



Andreas Meyer, SBB



Daniel Küng, S-GE



Ruedi Noser, Ständerat



Urs Schaeppi, Swisscom AG



Lukas Gähwiler, UBS



Michael Hengartner, Universität Zürich



Christian Wenger, Wenger & Vieli AG



Philipp Rösler, World Economic Forum

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# EXECUTIVE COMMITTEE

2017



Christian Wenger, Wenger & Vieli AG



Daniel Küng, switzerland global enterprise



Fathi Derder, Le Réseau



Marc Walder, Ringier AG



Marcel Stalder, Ernst & Young



Martina Larkin, World Economic Forum



Patrick Warnking, Google Switzerland



Marc Gruber, EPFL Lausanne



Patrizia Pesenti, Ringier AG



Pascale Vonmont, Gebert Rüt Stiftung



Roger Wuethrich-Hasenboehler, Swisscom AG



Roland Siegwart, VR NZZ



Ruedi Noser, Ständerat



Stefan Schöbi, Migros



Urs Häusler, Swiss Startup Association



Detlef Günther, ETH Zürich



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# OPERATIONS

Represented in all of Switzerland








 Established Operations  
 Members/Activities

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# PROJECT OVERVIEW

Core Projects

Political Framework	Education & Talent	Start-up Enablement	Thought Leadership	Public Communication
				
DIGITALMANIFESTO	educationdigital	KICKSTART ACCELERATOR	challenge	digital tag
TOP100 Digital Shapers	next generator	INVESTORSUMMIT	Innovation Factory Selnau	Media partnerships
		VENTURE KICK		
		INVEST		

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# KICKSTART ACCELERATOR

Start-up Enablement



- One of the largest multi-corporate startup accelerators in Europe
- A fast-track gateway for entrepreneurs to access the Swiss innovation ecosystem
- Running for 11 weeks from September to November in Zurich, Basel and Lausanne

KICKSTART  
ACCELERATOR



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# CHALLENGES

Project Vision

challenge

## 1. Focus auf realisation

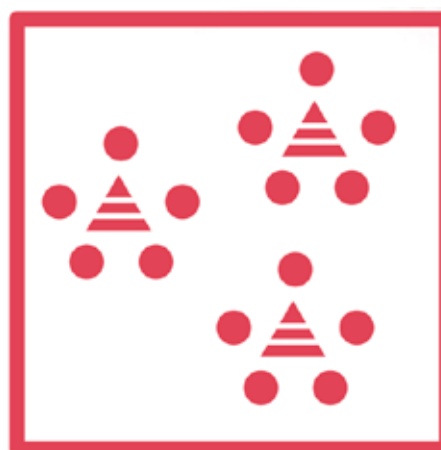
Key projects and impactful

## 2. Collaboration

for all industries and competitors

## 3. Agile and quick

Conditions to win the race



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# DIGITAL DAY – 21st NOVEMBER 2017

## Activities



- 4 train stations
- 3 Federal Councillors
- 1 dedicated digital train
- Huge media coverage
- Presence at EPFL

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## UPCOMING EVENTS 2017 – Suisse romande

22. Sep 2017	AI Geneva Summit
02. Oct 2017 romande	Inaugural party - digitalswitzerland in Suisse romande
02. Nov 2017	Swiss Robotics Industry Day
21. Nov 2017	Digital-Day
19. Dec 2017	Cyber Day

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**THANK YOU!**