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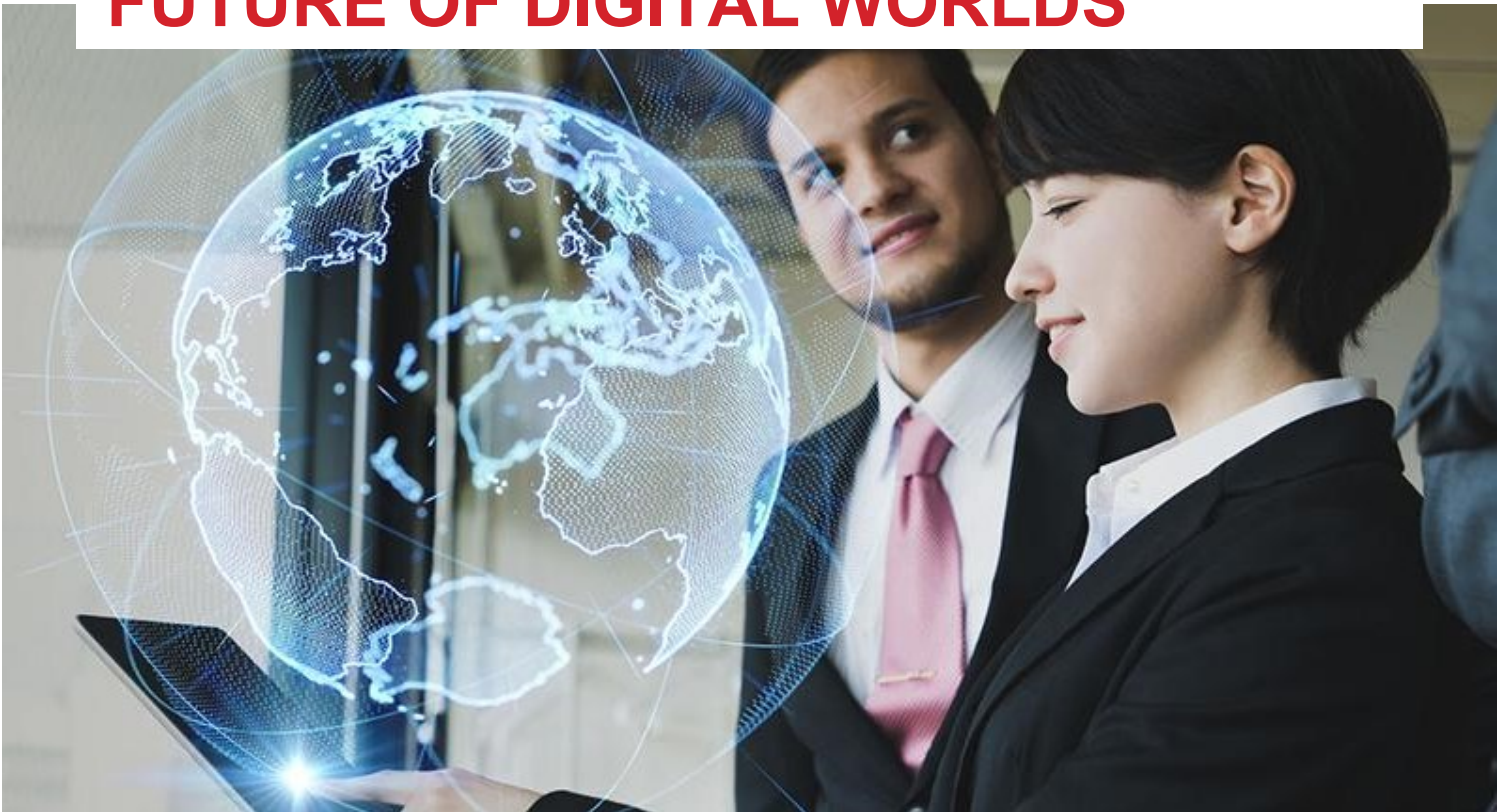
Embassy of Switzerland  
**Swiss Business Hub Spain**

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**

**swisstech.**

February 27, 2024 · Mobile World Congress · Barcelona


# FUTURE OF DIGITAL WORLDS




OFFICIAL PROGRAM



PARTNERS

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Consulado General de Suiza en Barcelona



# Programme

Within the framework of the Mobile World Congress in Barcelona, the **Swiss Business Hub Spain**, the representative of Switzerland Global Enterprise in Spain, is organising the Swisstech Night.

The event, hosted by the **Swiss Ambassador to Spain and Andorra, Mr. Hanspeter Mock**, aims at technology diffusion and networking among its participants: Swiss and international companies, investors and start-ups in the mobile technology sector.

RSVP by **23.02.2024 at 5pm** | [REGISTER HERE](#)

## TUESDAY, 27<sup>TH</sup> OF FEBRUARY

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19:50 Arrival & Registration

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20:00 **Welcome & Speaker Introduction**

- Mr. Guillem Vals, Head of Swiss Business Hub Spain

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20:05 **Innovation Circle, an open discussion on the FUTURE OF DIGITAL WORLDS**

- **All participants will be divided into three groups to participate, on a rotating basis, in the three 20-minute discussions. At the end of the sessions, each speaker will give a 5-minute summary of the main conclusions.**

### **TALK 1. ARTIFICIAL INTELLIGENCE: Switzerland's Role in Shaping the Global AI Landscape**

with Mrs. Dalith Steiger-Gablinger, Co-Founder | Managing Partner at **SwissCognitive**

Switzerland has emerged as a beacon of innovation and excellence in the field of Artificial Intelligence (AI), setting standards for ethical AI development and application worldwide. This session explores Switzerland's strategic approach to fostering AI technologies, highlighting key initiatives, partnerships, and regulatory frameworks that contribute to its global leadership. We will delve into case studies of Swiss AI breakthroughs, discussing how these innovations can drive sustainable growth and competitive advantage in various industries. Join us to uncover insights into how C-level executives can leverage Switzerland's AI prowess to shape the future of their organizations in the digital era.

### **TALK 2. AI LEADERSHIP: Navigating the Future: AI Leadership Strategies from the Swiss Perspective**

with Mr. Andy Fitze, Co-Founder & Member of the Foundation Board at **CognitiveValley**

with Mrs. Franziska-J. Klebôn, Head of Data & AI | Non-Regulated Industries · Tech for Sustainability Leader Switzerland

In an era where AI is transforming the business landscape, leadership strategies must evolve to harness its potential effectively. This discussion focuses on Swiss-inspired AI leadership principles that emphasize innovation, responsibility, and cross-sector collaboration. We will examine how Swiss companies are leading by example, adopting AI in ways that prioritize ethical considerations, workforce development, and competitive differentiation. The session aims to equip C-level executives with actionable insights on leading through the AI revolution, drawing lessons from Switzerland's commitment to excellence, sustainability, and global cooperation in the digital age.

### **TALK 3. BLOCKCHAIN: Blockchain Innovation: Switzerland's Path to Becoming a Global Crypto Nation**

with Mr. Sheraz Ahmed, Managing Partner at **STORM Partners**

Switzerland is renowned for its pioneering role in the blockchain and cryptocurrency domain, establishing itself as a "Crypto Nation." This segment will explore the Swiss ecosystem's unique characteristics, including progressive regulatory frameworks, a vibrant start-up culture, and robust financial markets, which collectively foster blockchain innovation. We will discuss the implications of blockchain technology for various industries, focusing on Swiss initiatives that demonstrate the potential for transparency, security, and efficiency enhancements. The session will provide C-level leaders with insights into leveraging blockchain technology for strategic advantage, inspired by Switzerland's forward-thinking approach and global leadership in the field.



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21:25 **Networking Cocktail**

**Welcome**

- Mr. Hanspeter Mock, Swiss Ambassador to Spain & Andorra
- Mr. Rolf Auf der Maur, Partner at Vischer AG
- Mr. Othmar Hardegger, Swiss General Consul of Barcelona

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**LOCATION**

**Real Club Náutico de Barcelona  
(Royal Yacht Club of Barcelona)**

Address: Moll d'Espanya s/n, 08039 Barcelona ([Map](#))

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**CONTACT**

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