



**SWITZERLAND**  
CeBIT Partner Country 2016



Media Release

Hanover, 14/03/2016

CeBIT 2016 – Partner Country Switzerland

## **CeBIT Start – Switzerland is globally high-profile**

**The CeBIT in Hanover, the world’s largest B2B event for the digital economy, starts today. The focus is on Switzerland as this year’s partner country, which will provide a top-class supporting programme along with first-class exhibitors. Today, the Swiss President of the Federal Council, Johann N. Schneider-Ammann and the German Vice Chancellor and Federal Minister for Economic Affairs and Energy, Sigmar Gabriel will declare the trade fair officially open. The live streaming of the Welcome Night will be broadcast from 6 pm onwards.**

Between the 14<sup>th</sup> and 18<sup>th</sup> March 2016, Switzerland as the CeBIT partner country will be at the centre of the international ICT clientele attention. Ruedi Noser, a member of the Swiss Council of States and ICTswitzerland President, takes the view that the Swiss ICT economy can easily assert itself on an international level: “Switzerland is a dynamic hub for research, development and innovation. At the same time, it stands for quality and reliability. Switzerland has a thriving start-up and spin-off scene and has internationally established ICT companies as well as top-class institutions of higher education available.” More than 70 Swiss top exhibitors will present themselves at this year’s CeBIT.

### **Spectacular Opening**

The CeBIT Switzerland Summit will be the prelude to the opening of the supporting programme of the Swiss partner country this afternoon. The opening statements from the German Federal Minister for Education and Research Prof Dr Johanna Wanka and the Swiss President of the Federal Council Johann N. Schneider-Ammann will be followed by expert input on the subject of Digital Transformation by *Accenture AG, SIX Group, Swisscom AG, Google, ETH Zurich* (Swiss Federal Institute of Technology) as well as *BITKOM* and *ICTswitzerland*. Following this, the official opening of the trade fair by the Swiss President of the Federal Council Johann N. Schneider-Ammann and Vice Chancellor Sigmar Gabriel will take place as part of the Welcome Night. On Tuesday morning, the traditional fair tour by the German Federal Chancellor Angela Merkel together with the Swiss President of the Federal Council Johann N. Schneider-Ammann will start at the partner country SWISS Pavilion in hall 6.

*Taking place for the very first time, the live streaming of the Welcome Night will be broadcast today from 6pm:*  
[www.tv-on-web.de/kunden/dmag/cebit2016/er\\_en](http://www.tv-on-web.de/kunden/dmag/cebit2016/er_en)

### **The SWISS Pavilion Arena – Swiss Keynotes**

During the entire trade fair week, the SWISS Pavilion Arena in the partner country SWISS Pavilion in hall 6 will come up with top-class keynotes, workshops and product presentations. Regarding these events, please find an excerpt here: keynote on the subject of ‘Innovation with Speed – how to sprint from an initial idea to real



digital value' by Thomas Wüst, CEO and Founder of *ti&m*; presentation of the SIX FinTech Incubator F10 by Markus Graf, Head of Innovation Management at *SIX Group Services AG*; joint presentation of and discussion regarding the digital wallet SwissWallet by Dr Andrej Vckovski, CEO of *Netcetera*, Marc Bütikofer, CTO and Director Innovation for the Airlock Security Products at *Ergon Informatik* as well as Marco Marchesi, CEO of *ISPIN AG*; *RUAG* workshop on the subject of 'Cyber Security: Your Excuses are Void' headed by Florian Schütz, Business Development Manager Cyber & Intelligence at *RUAG*; lecture on the subject of technologies behind the Internet of Things by Dawn Antle Linke, Senior Business Development Manager, Mobile Services & M2M / IoT, Swisscom; demonstration by Vasileios Triglianos from the *Università della Svizzera italiana* (university of the Italian-speaking Switzerland) regarding interactive lesson organisation with the web application ASQ.

*Live streaming of all SWISS Pavilion Arena appearances shown by ICTswitzerland:*

[www.ictswitzerland.ch/en/themen/cebit/swiss-pavilion-arena](http://www.ictswitzerland.ch/en/themen/cebit/swiss-pavilion-arena)

### **Networking thanks to the Switzerland CeBIT App**

Swiss exhibitors and travellers can network via the Switzerland CeBIT App which is provided by SAP. It offers comprehensive information regarding the Swiss supporting programme, the SWISS Pavilion Arena lecturers, the Swiss exhibitors and much more.

*The app download is located here:* [www.ictswitzerland.ch/en/themen/cebit/app](http://www.ictswitzerland.ch/en/themen/cebit/app)

The umbrella organisation ICTswitzerland supports and coordinates in close collaboration with the Swiss government, the representative office of *Deutsche Messe Hannover* in Switzerland/Liechtenstein, *travelXperts* as well as the responsible partners *T-LINK Management AG* and *EXPO GATE GmbH* all activities in terms of the presence of Switzerland as the partner country. Furthermore, the partner country project counts on the support of further cooperation partners.

### **Any further information by one click:**

→ [List of Partner Land Cooperation Partners](#)

→ [List of Swiss Exhibitors](#)

→ [Swiss Supporting Programme at the CeBIT 2016](#)

### **In case of enquiries or for further information:**

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**About CeBIT**

CeBIT in Hanover is the most world's most important event for digitalisation; a unique combination of trade fair and conference. The global firms, SMEs and start-ups taking part present a range of relevant topics in the fields of IT business and digitalisation, such as big data and analytics, cloud applications, mobile business, social business, IT security and the Internet of Things. In its role as Partner Country, Switzerland will be presenting itself as a high-tech nation. The keynote speeches and forums of CeBIT Global Conferences provide an overview of the most important trends and issues in the digital world. The main theme of this year's event will be "d!conomy: join – create – succeed." The exclusive event partner of CeBIT 2016 is the Salesforce World Tour, which is holding a series of events.

[cebit.de](http://cebit.de)

**About ICTswitzerland**

ICTswitzerland is the Swiss umbrella organisation of trade associations, providers and users of information and communications technology. It represents the interests of the ICT industry towards the general public, as well as seeking to promote and develop the sector, boost Switzerland's leading position in research and development and encourage young people to qualify as ICT specialists.

[ictswitzerland.ch/en](http://ictswitzerland.ch/en)

