



# digital**switzerland**

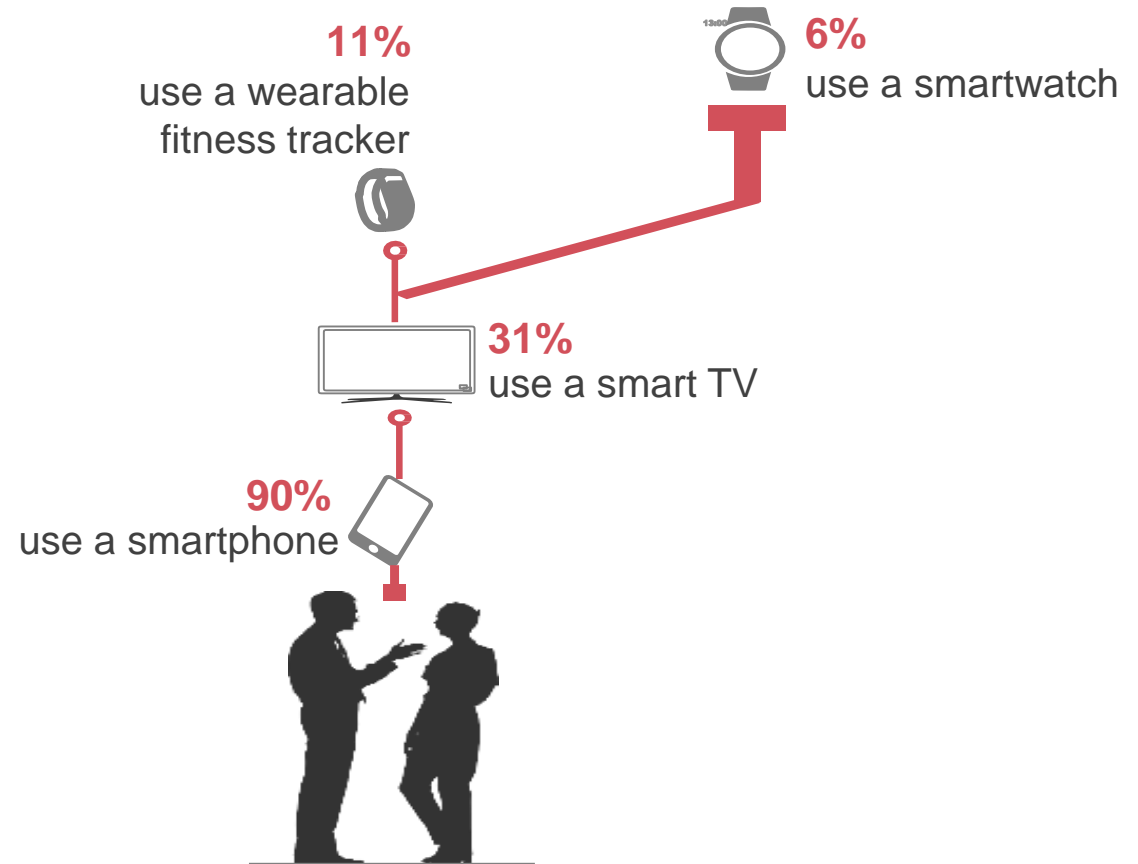
**Digitalisierung in der Schweiz –  
wie fit sind wir und wie weiter?**

# SWITZERLAND is always online!

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

Average  
amount of  
time spent on  
devices per  
day

8 hrs  
48 mins



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

# RELEVANCE & URGENCY

Major changes to happen in our economy within 4 years!

80%

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

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

100M

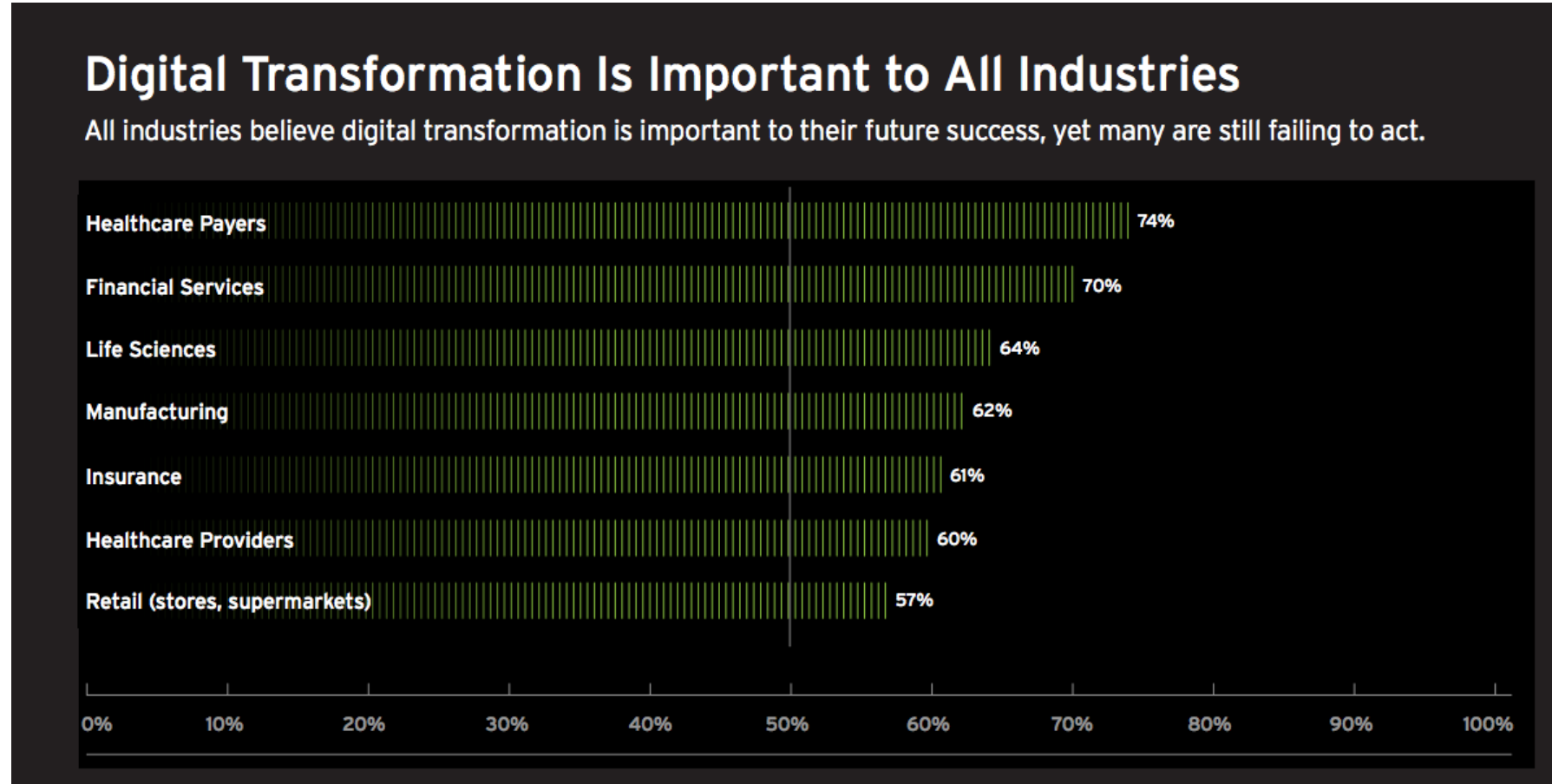
50%

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

Reference: Gartner

# WE ARE ALL INVOLVED IN THIS PROCESS

Is there any industry which is not in the transformation so far? Maybe not.



Reference: Cognizant Center for the Future of Work,  
2016 | Response base: 2000 global executives

# 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 2018

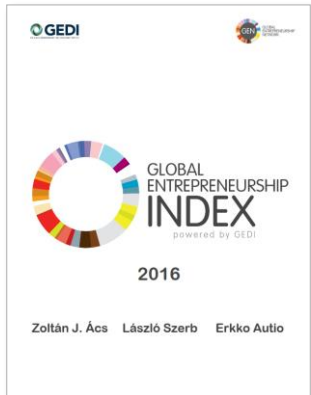
of kids today will do **jobs** that haven't  
been invented yet

**65%**

**Switzerland... ? Digital... ?**

# CH: KEY HUB FOR DIGITAL INNOVATION

1/3 Global Entrepreneurship Index, 2016 vs. 2017



Rang	Land
1	 USA
2	 Canada
3	 Australia
4	 Denmark
5	 Sweden
6	 Taiwan
7	 Iceland
8	 Switzerland
9	 UK
10	 France

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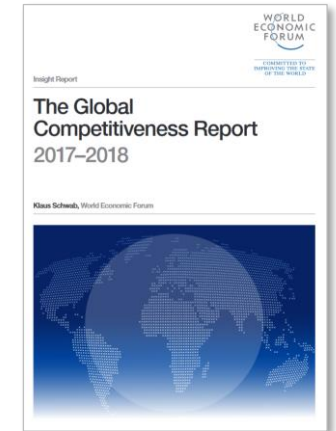
2/3 Global Competitiveness Report (WEF), 2016-2017



Rang	Land
1	Switzerland
2	Singapore
3	USA
4	Netherlands
5	Germany
6	Sweden
7	UK
8	Japan
9	Hong Kong
10	Finland



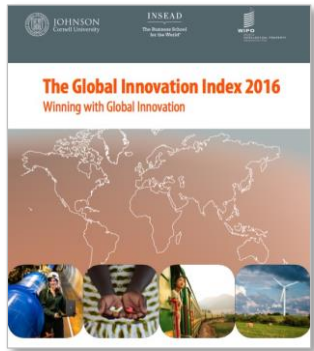
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Source: The Global Competitiveness Report 2016-2017 \* 2016-2017 rank of 138 economies.

# CH: KEY HUB FOR DIGITAL INNOVATION

3/3 Global Innovation Index, 2016 vs. 2017



Rang	Land
1	 Switzerland
2	 Sweden
3	 UK
4	 USA
5	 Finland
6	 Singapore
7	 Ireland
8	 Denmark
9	 Netherlands
10	 Germany



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# BUT: NO REASON TO REST ON OUR DIGITAL LAURELS...

Switzerland is always ranked in the **top 10 field** when it comes to **innovation**. But if we take a look at our **future readiness** there is a long way to go.

- We believe that digitization will transform all aspects of life and work.
- The Transformation will be at different extends and speeds.
- Fast **adaptation** and right **preparation** are key.

**Switzerland** can do more to tackle, and embrace digital transformation and get out **on top of it!**

Knowledge	Technology	Future Readiness	Overall
1	1	6	Singapore 1 
2	5	5	Sweden 2 
5	6	2	USA 3 
9	4	4	Finland 4 
8	10	1	Denmark 5 
11	9	3	Netherlands 6 
6	3	17	Hong Kong SAR 7 
4	8	13	Switzerland 8 

Source: [IMD](#) has confirmed these findings in their first time [Ranking](#) of World Digital Competitiveness

**What is digitalswitzerland?**

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

# More than 100 Leading Organisations

One Community - One Mission



# Powerful Network

## Steering Committee 2018



**Alexander Grünwald**  
GCA  
Altium



**Andreas Meyer**  
SBB



**Alois Zwinggi**  
WEF



**Calvin Grieder**  
Bühler



**Carlo Giorgi**  
HPE



**Christoph Darbellay**  
Canton VS



**Christian Wenger**  
Wenger&Vieli AG



**Daniel Küng**  
S-GE



**Daniel Schmutz**  
Helsana



**Domenico Scala**  
BaselArea.swiss



**Heinz Karrer**  
economiesuisse



**Ivo Furrer**  
Helvetia & Julius  
Bär



**Jean-Francois Manzoni**  
IMD



**Joos Sutter**  
Coop



**Lino Guzzella**  
ETH Zürich



**Lucian Schönefelder**  
KKR



**Lukas Gähwiler**  
UBS



**Marc Walder**  
Ringier



**Martin Vetterli**  
EPF Lausanne



**Michael Hengartner**  
Universität Zürich



**Patrick Warnking**  
Google



**Peter Maurer**  
ICRC



**Philipp Gmür**  
Helvetia



**Philomena Colatrella**  
CSS



**Pierre Maudet**  
Canton Genève



**Remo Lütolf**  
ABB



**Roberto A. Busin**  
Infosys Consulting



**Ruedi Noser**  
Ständerat



**Stefan Pfister**  
KPMG



**Susanne Ruoff**  
Post



**Urs Honegger**  
PWC



**Urs Schäppi**  
Swisscom



**Urs Berger**  
die Mobiliar



**Walter Thurnherr**  
Bundeskanzler

# Operations

Represented in all of Switzerland





# Our impact drivers!

## Core Projects

Politico-Economic Environment



DIGITAL ACTION PLAN FOR SWITZERLAND

digitalshapers

Education & Talent



educationdigital

next generation

Start-up Enablement



BOOTCAMP **NEW** MARKET ENTRY

BOOTCAMP SCALE UP

INVESTORSUMMIT

Corporate Enablement



challenge

Kraftwerk

inspirationsessions

digitalgipfel

WEFbreakfast

Public Dialogue



International Connectivity



DeepTechSwitzerland

VIVA TECHNOLOGY



# Politico-Economic Environment

With the «Digital Actionplan» and support of the Advisory Council on Digital Transformation, digitalswitzerland aims to promote good framework conditions for optimal technological innovation in Switzerland.



# Education & Talent

**digitalswitzerland** reached 300+ Kids with its summercamps and helped sensitizing several thousand people through educationdigital



# Start-Up Enablement

digitalswitzerland accelerated 60 Startups out  
of more than 2000 applications



# Corporate Enablement

digitalswitzerland steers 18 working groups including more than 70 companies, academics, Institutions and NPO/NGO to drive impactful projects that solve social challenges

# #digitalday

## Public Dialogue



digitalswitzerland actively reached 200'000 people physically and more than 1Mio through online, TV, radio and print channels on the first national digitalday





digital**switzerland**

**THANK YOU!**