



digital**switzerland**

MAKING A DIFFERENCE. NOW!

Conference formation-regiosuisse, 9 novembre 2017

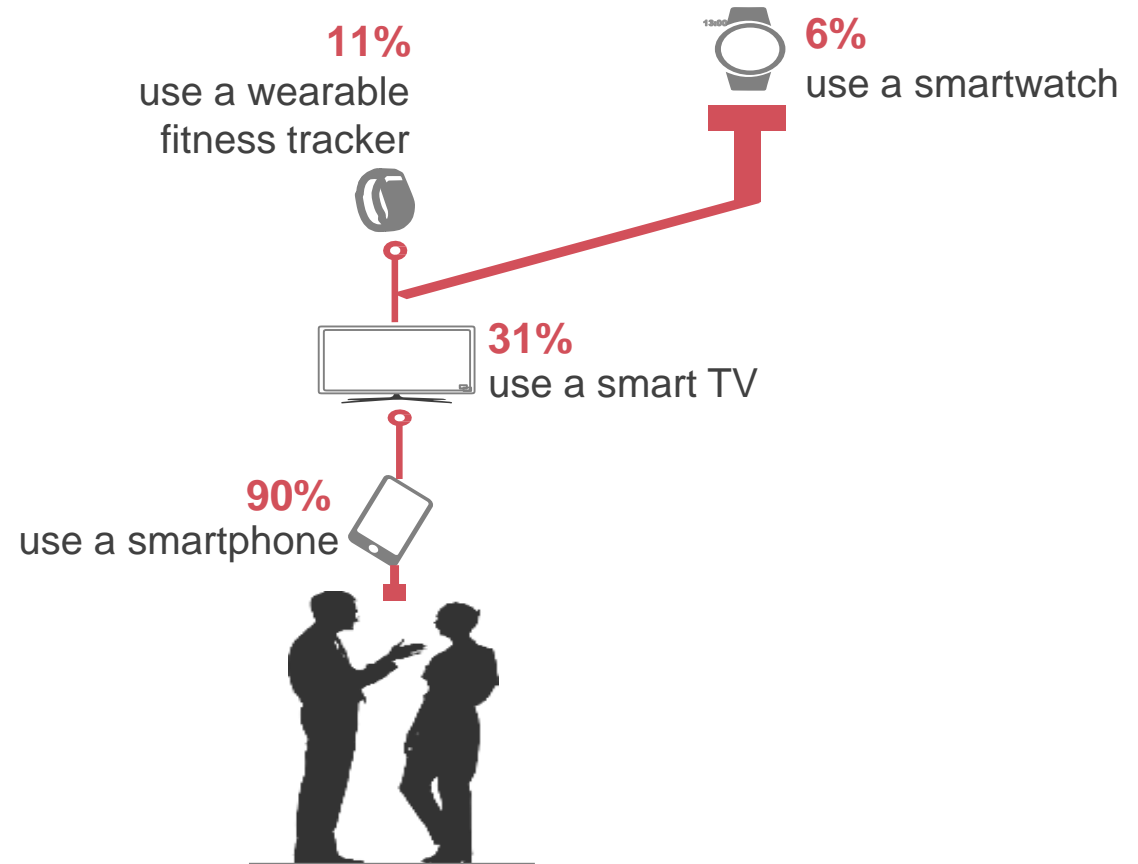
Current State of Digitalisation

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

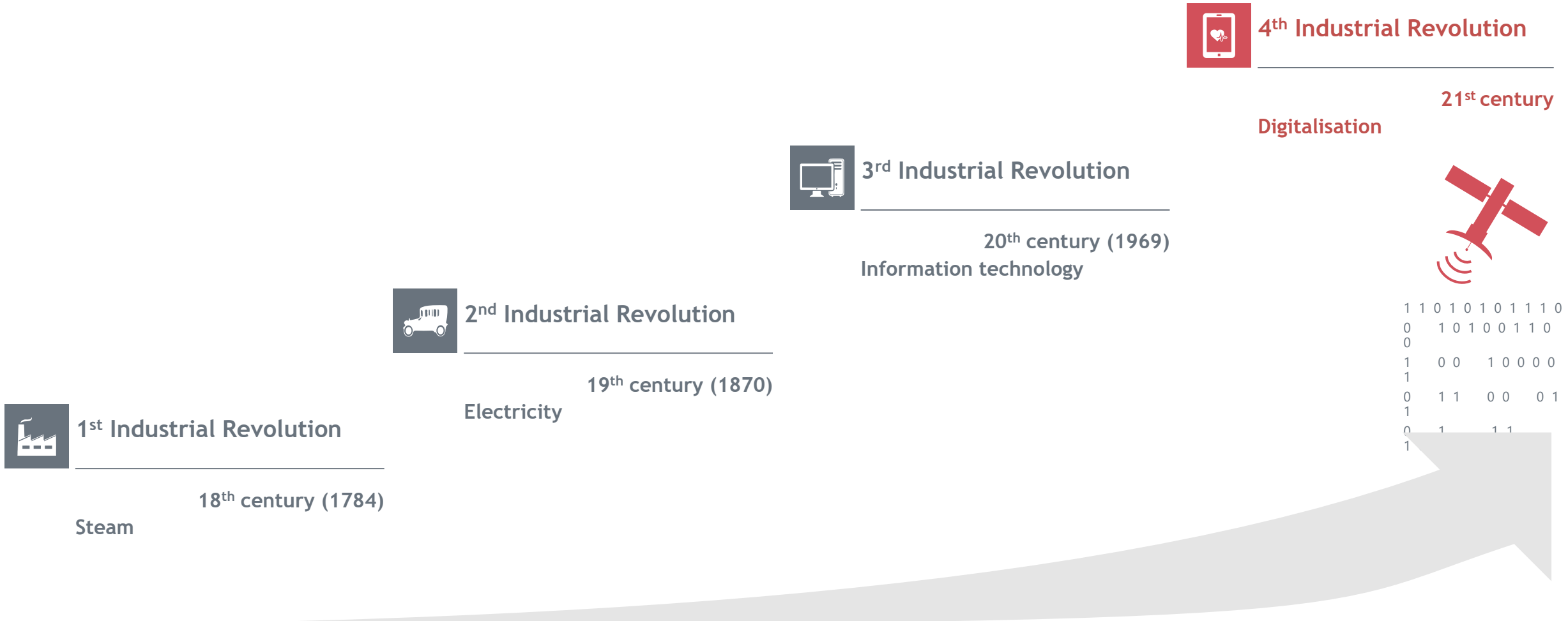
8 hrs
48 mins



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

DIGITALISATION

Blurring the lines between the physical, digital and biological spheres



RELEVANCE & URGENCY

Major changes to happen in our economy within 4 years!

80%

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

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

100M

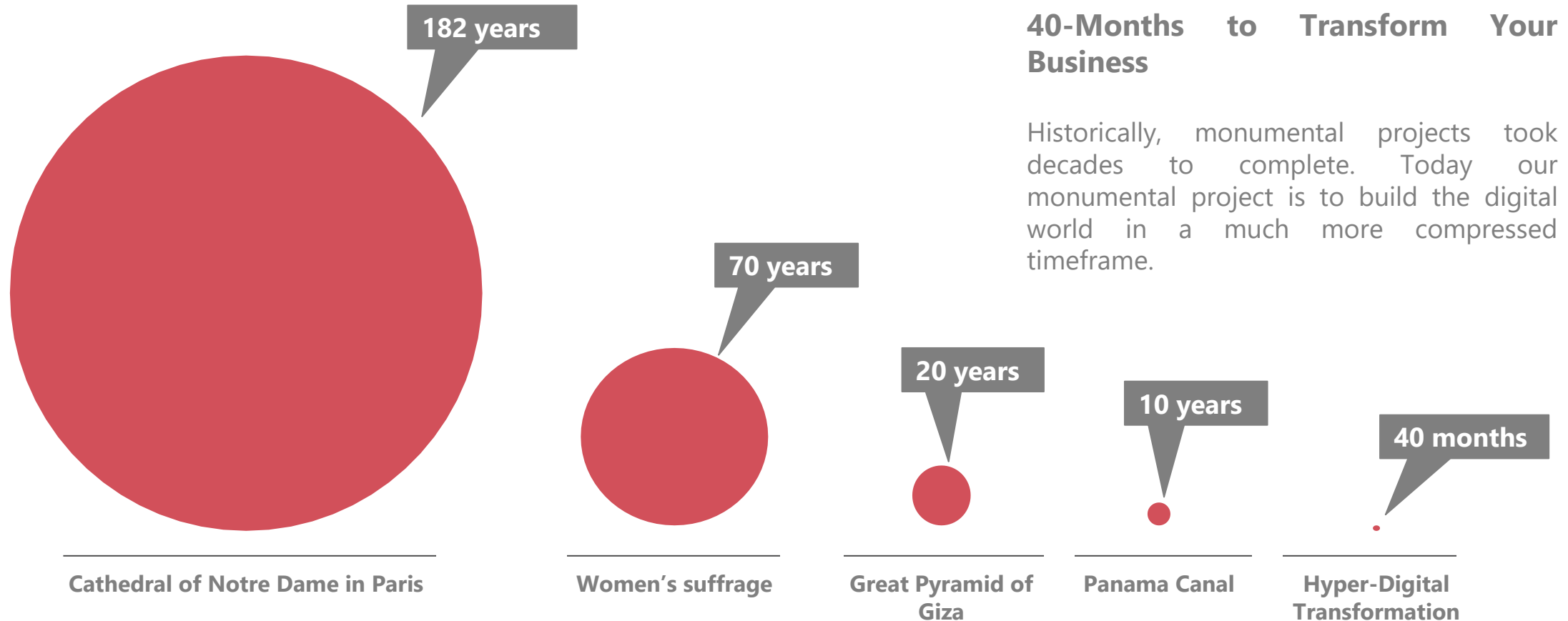
50%

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

Reference: Gartner

LESS THAN 4 YEARS TO TRANSFORM

Speed of business transformation is dramatically increasing



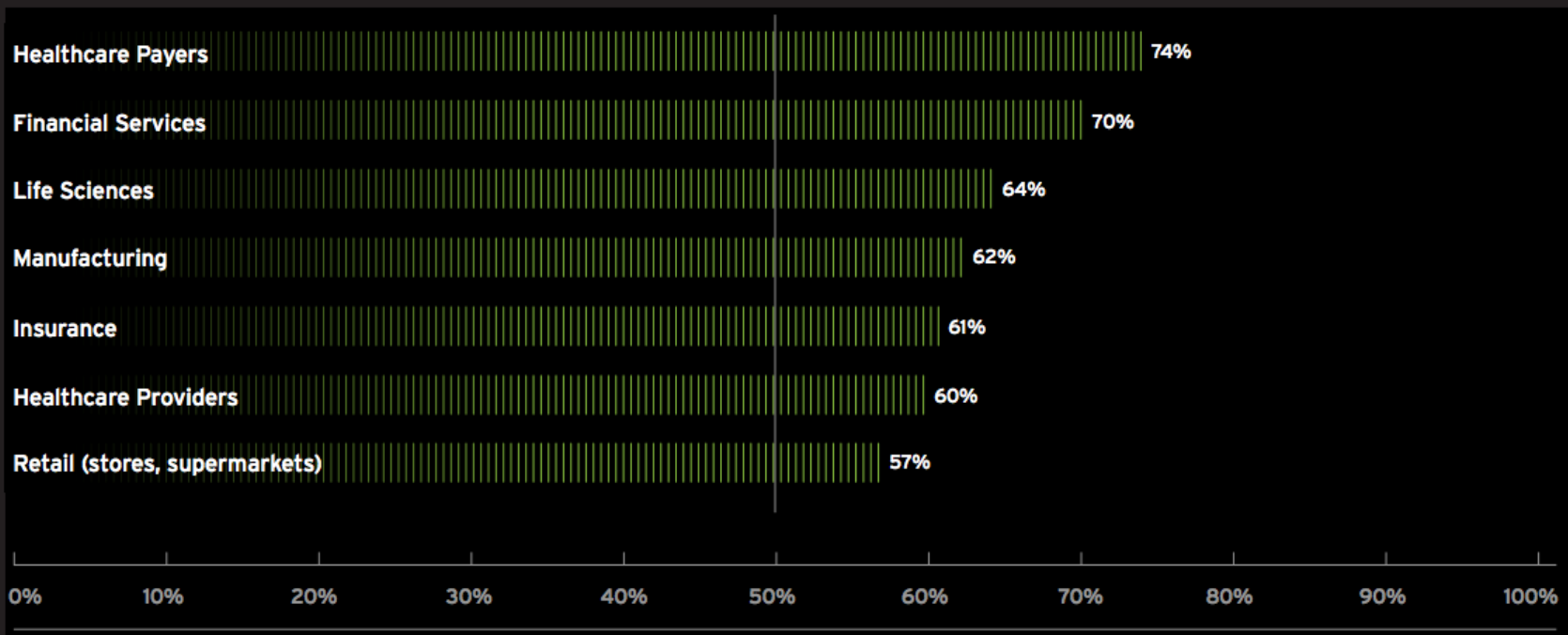
Reference: Cognizant Center for the Future of Work, 2016

WE ARE ALL INVOLVED IN THIS PROCESS

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

Digital Transformation Is Important to All Industries

All industries believe digital transformation is important to their future success, yet many are still failing to act.



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 2017

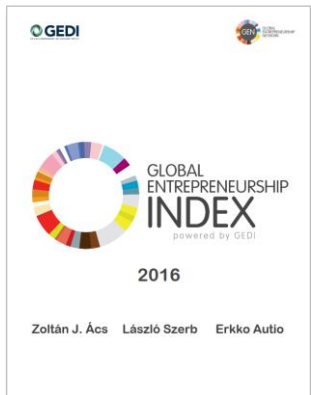
of kids today will do **jobs** that haven't
been invented yet

65%

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

Switzerland as key hub for digital innovation

1/4 Global Entrepreneurship Index, 2016 vs. 2017



2016

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

2017

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



Switzerland as key hub for digital innovation

2/4 Global Competitiveness Report (WEF), 2016-2017 vs. 2017-2018



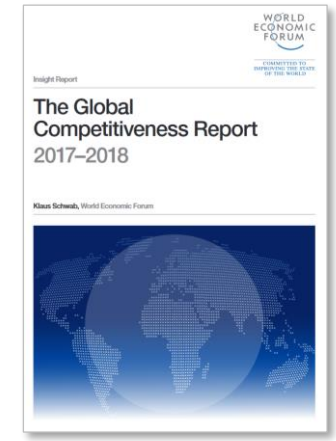
2016-2017

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



2017-2018

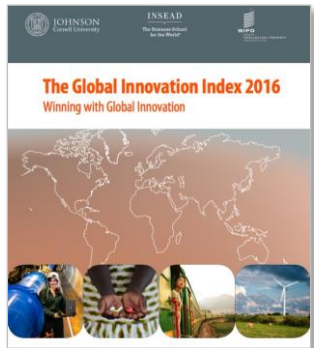
Rang	Land
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9	 Japan
10	 Finland



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

Switzerland as key hub for digital innovation

3/4 Global Innovation Index, 2016 vs. 2017



2016

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



2017

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



But: No reason to rest on our digital laurels...

4/4 World Digital Competitiveness Ranking (IMD), 2017



Rang	Land
1	 Singapore
2	 Sweden
3	 USA
4	 Finland
5	 Denmark
6	 Netherlands
7	 Hong Kong
8	 Switzerland
9	 Canada
10	 Norway

Source: IMD World Digital Competitiveness Ranking, 2017

What is digitalswitzerland?

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

WE ARE DIGITAL**SWITZERLAND**

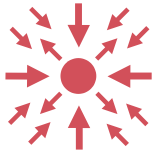
Making a difference. Now!



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

CURRENT MEMBERS

Many leading organizations - one strong community



PROJECT OVERVIEW

Core Projects

Political
Framework



DIGITALMANIFESTO

TOP100 Digital Shapers

Education
& Talent



educationdigital

ne**xt**
generation

Start-up
Enablement



KICKSTART
ACCELERATOR

INVESTORSUMMIT

VENTURE
KICK

Swiss
Startup INVEST

Thought
Leadership



challenge

Innovation Factory
Selnau

Public
Communication

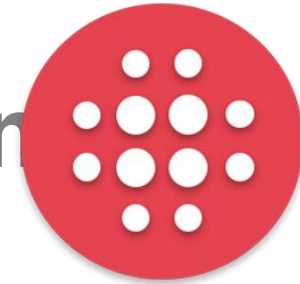


21.11.2017

Media partnerships

Advisory Council on Digital Transformation

supported by digitalswitzerland



Concrete implementation projects
from economic and academic actors -
the Advisory Council



**Recommendations for
improvement of legal
and structural
requirements**

Inputs

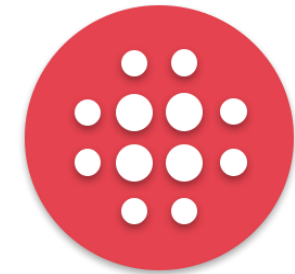
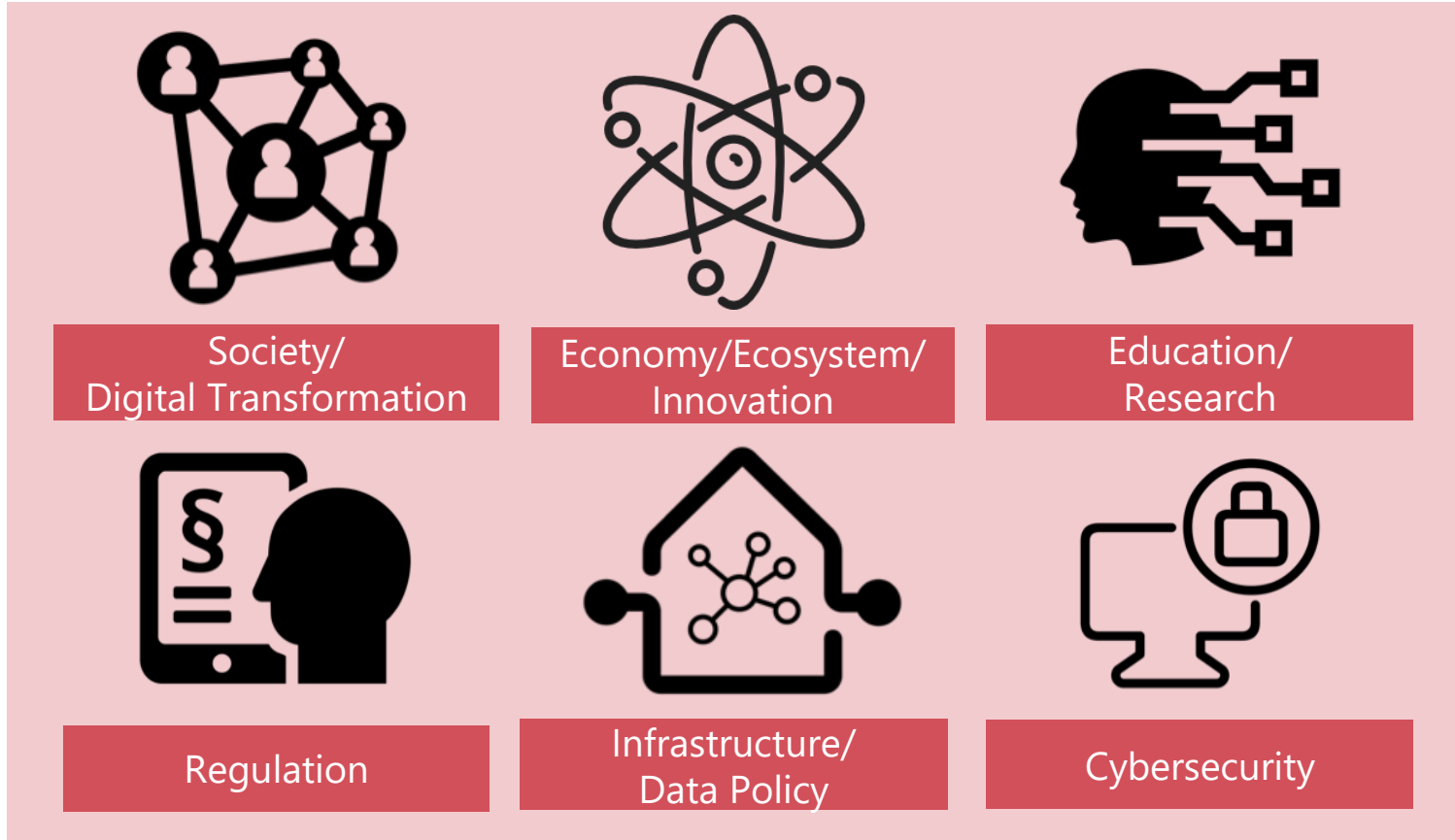
Federal Authorities:
UVEK, WBF, Federal
Chancellor

(coordination of other departments
via Secretary General Conference)



Digital Action Plan for Switzerland

What and how?



DIGITAL ACTION PLAN
FOR SWITZERLAND

NEXT GENERATION

One week summer camp for the 6-19 years old

next
generation



Coding Camps for children
aged 5-12



MINT & Robotics Summer
Camp for children aged 10-14



Digital Entrepreneurship
Summer Camp for teenagers
aged 15-19



DIGITAL DAY – 21st NOVEMBER 2017



Activities



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

UPCOMING EVENTS 2017 – Suisse romande

21. Nov 2017

Digital-Day

19. Dec 2017

Cybersecurity Day



digital**switzerland**

THANK YOU!