

Booklet

SWISS Delegation to GITEX GLOBAL: Strategic Dialogue on Digitalization,
Innovation and Sovereignty

13 to 14 October 2025 | Dubai

Table of contents

1	Introduction to the event	3
2	Program	3
3	General information	5

1 Introduction to the event

For over 15 years, the SWISS Pavilion at GITEX has been a dynamic platform for showcasing Swiss innovation, excellence, and technological leadership. Organized by T-LINK, the pavilion continues to serve as a hub for promoting impactful collaboration and global visibility for Swiss companies.

Alliance Digital Security Switzerland ADSS is proud to participate as a key cooperation partner, reinforcing Switzerland's commitment to digital security and international cooperation.

The delegation trip is designed to foster high-value connections between Swiss exhibitors and international stakeholders through targeted networking opportunities, strategic meetings, and direct engagement.

In addition to exploring the exhibition, the program features visits to local organizations and an exchange with the Swiss diplomatic representation in Dubai — all with the goal of generating mutual value through meaningful dialogue and long-term collaboration.

We look forward to welcoming you to Dubai and to sharing this unique experience with you.

Andreas W. Kaelin, Co-Founder, Member of the Board and CEO

Dr. Elisabetta Depace, Public affairs and international activities

2 Program

Monday, October 13

10:30 – 12:00

Transfer from Le Royal Méridien hotel to GITEX

12:00 - 12:30

Official **ribbon-cutting ceremony**

13:00 - 13:30

Light Lunch at the **SWISS Pavilion**

13:30 - 14:30

Pitch presentations at the SWISS Pavilion

14:30 - 15:30

Guided tour of **GITEX GLOBAL**:

Dubai Police und General Directorate of Identity and Foreigners affairs

15:30 - 17:00

Individual exploration

17:00 - 18:30

Transfer to the **Swiss consulate in Dubai**

18:30 - 21:30

Reception and Swiss Evening at the residence of the Consul General – a networking event in cooperation with the Swiss Business Hub, bringing together Swiss exhibitors, their clients, and local partners.

21:30 – 22:30

Transfer from the consulate to the Le Royal Méridien hotel

Tuesday, October 14

9:15 – 10:25

Transfer from Le Royal Méridien hotel to Dubai airport

10:30 - 12:30

Dubai International Airport: A Global Hub of Technology and Efficiency

The program will feature a presentation on Dubai International Airport's role as a global hub, providing insights into passenger flow management and operational efficiency, an overview of the smart technologies and digital innovations in use, and a focus on safety, sustainability, and customer service excellence.

With the participation of **Mr. Arthur Mattli**, Ambassador of Switzerland to United Arab Emirates and Kingdom of Bahrain, **Ms. Yasmine Choualhi**, Trade Advisor UAE, Swiss Business Hub Middle East and Consulate General of Switzerland in Dubai, and **Ms. Louana Pochon**, Attaché, Swiss Business Hub Middle East and Consulate General of Switzerland in Dubai.

12:30 - 15:00

Transfer from the airport to Dubai Harbour and light lunch on the bus

15:00 - 17:00

Guided Tour of **North Star** – The Platform for Future-Tech and Startups

17:15 - 18:00

Transfer from Dubai Harbour to Le Royal Meridien hotel

18:00 - 19:30

Free time

19:30 – 19:40

Jacqueline Duvoisin, Middle East Market Entry Expert, Senior Business Executive, and Digital Transformation Specialist: ***Experience Life and Work in the UAE***

19:40 – 21:30

Closing dinner at Al Khaima restaurant (inside the Le Royal Meridien hotel).

3 General information

Organizer

Alliance Digital Security Switzerland
Baarerstrasse 53, 6300 Zug
Tel. +41 41 712 03 89
office@digitalsecurityswitzerland.ch
www.digitalsecurityswitzerland.ch

Program and organization

Andreas W. Kaelin
Co-Founder and Member of the board
P: +41 41 210 38 02
M: +41 79 320 24 34

Dr. Elisabetta Depace
Public affairs and international activities
P: +41 41 317 00 12
M: +41 79 235 52 16

Seminar hotel in Dubai

Le Royal Méridien Beach Resort & Spa
(about 35 minutes from the airport by taxi)
Al Mamsha Street, PO Box 24970
Tel: +971 4-3995555

Additional information

The seminar will be in English.

Participants must have a passport valid for at least six months beyond the date of entry in Dubai. Swiss citizens do not require a visa. For citizens of other nationalities, please consult the information on your country's institutional reference site.

Participants are responsible for organizing their travel to and from Dubai. Participants are responsible for arranging their own transfer from Dubai airport to the hotel on the day of arrival and from the hotel to Dubai airport on the day of departure.

All transfers, accommodation and food during the seminar are provided by the organizers.

Participation fee

The seminar, 13-14 October participation fee of CHF 1'500.- includes: 2-nights stay (12-14 October 2025) at the hotels in Dubai (breakfast included), all transfers (some exceptions are set up for seminar participants who are not staying at the Le Royal Méridien hotel), food and beverages during the seminar

Participants are responsible for their own travel expenses, all additional services at the hotel and the use of the minibar.

Dress Code

Business Casual and Swimsuit

Let's share our experiences! Share your experience during the seminar on social media

#GITEXGlobal2025 #AllianzDigitaleSicherheitSchweiz#CyberSecurity#Innovation#ExportInitiative