



**SEMINAR DIGITAL  
INNOVATION, AI AND DIGITAL  
SECURITY – BUSINESS  
AND SOCIAL OPPORTUNITIES**

Hong Kong – Shenzhen – Shanghai  
10 to 17 May 2025

*Version 1.3*

## Alliance Digital Security Switzerland ADSS



# CONTENT

## I. Grusswort

**Seminar «Digital Innovation, AI and Digital Security – Business and Social Opportunities» China, 10. bis 17. Mai 2025 4**

## II. Welcome

**Seminar «Digital Innovation, AI and Digital Security – Business and Social Opportunities» China, 10 to 17 May 2025 5**

## III. Program Overview

**Pre-seminar, 10 – 11 May 6**

## IV. Program Overview

**Seminar, 12 – 17 May 7**

## V. Detailed Program

**Pre-seminar, 10 – 11 May (Hong Kong) 10**

## VI. Detailed Program

**Seminar, 12 – 17 May (HKG – Shenzhen – Shanghai) 11**

## VII. The Speakers

**Introducing the Speakers 22**

## VIII. The Participants

**Introducing the Attendees 50**

## IX. GENERAL INFORMATION

**General information 78**

# I. GRUSSWORT

## **Seminar «Digital Innovation, AI and Digital Security – Business and Social Opportunities»**

**China, 10. bis 17. Mai 2025**



Sehr geehrte Damen und Herren,  
liebe Teilnehmende, sehr geehrte Referierende,

Im Namen der Allianz Digitale Sicherheit Schweiz ADSS freue ich mich, Sie zu unserem Seminar vom 10. bis 17. Mai 2025 in Hongkong, Shenzhen und Shanghai begrüßen zu dürfen.

Wir werden Themen wie digitale Innovation, Cybersicherheit, die Rolle der künstlichen Intelligenz in Wirtschaft und Gesellschaft sowie die Herausforderungen und Chancen der digitalen Transformation diskutieren. Ein wesentliches Ziel ist es, das Potenzial der wirtschaftlichen und wissenschaftlichen Beziehungen zwischen China und der Schweiz, insbesondere im Bereich der Informationstechnologie, für den gesellschaftlichen und wirtschaftlichen Fortschritt zu erkennen.

China ist bereits heute nach Deutschland und den USA das dritt wichtigste Exportland für die Schweiz. Das Handelsvolumen zwischen den beiden Ländern hat in den letzten 25 Jahren stark zugenommen. Diese langfristige Beziehung bietet enorme Chancen für die Schweizer Wirtschaft, insbesondere auch für kleine und mittlere Unternehmen (KMU), die von den verbesserten Handelsbedingungen und dem Zugang zu einem der grössten Märkte der Welt profitieren können.

Ich bin überzeugt, dass wertvolle Impulse in die Schweiz zurückfliessen werden. Ich erwarte einen intensiven Austausch von Erfahrungen, Ideen und Interessen zwischen den Teilnehmenden aus Politik, Verwaltung, Wirtschaft und Wissenschaft sowie den Referierenden und Gästen aus Wirtschaft, Verwaltung und Wissenschaft. Insbesondere erhoffe ich mir, dass sich aus diesem Austausch für beide Seiten vorteilhafte Kooperationsmöglichkeiten ergeben.

Die vorliegende Seminarbroschüre enthält das detaillierte Seminarprogramm sowie die Lebensläufe der Teilnehmenden und Referierenden.

Herzliche Grüsse,

**Andreas W. Kaelin**

*Allianz Digitale Sicherheit Schweiz ADSS*

*Mitbegründer, Vorstandsmitglied und CEO*

## II. WELCOME

### **Seminar «Digital Innovation, AI and Digital Security – Business and Social Opportunities»**

**China, 10 to 17 May 2025**



Ladies and Gentlemen,  
dear Participants, dear Speakers

On behalf of Alliance Digital Security Switzerland ADSS, I am pleased to welcome you to our seminar from May 10 – 17, 2025, in Hong Kong, Shenzhen and Shanghai.

We will discuss topics such as digital innovation, cybersecurity, the role of artificial intelligence in the economy and society, and the challenges and opportunities of digital transformation. A key objective is to recognize the potential of economic and scientific relations between China and Switzerland, particularly in the field of information technology, for social and economic progress.

China is already Switzerland's third largest export market after Germany and the United States. The volume of trade between the two countries has increased significantly over the past 25 years. This long-term relationship offers enormous opportunities for the Swiss economy, especially for small and medium-sized enterprises (SMEs), which can benefit from improved trading conditions and access to one of the world's largest markets.

I am convinced that valuable impulses will flow back to Switzerland. I am looking forward to an intensive exchange of experiences, ideas and interests between the participants from politics, administration, business and academia, as well as the speakers and guests from business, administration and academia. In particular, I hope that this exchange will lead to mutually beneficial cooperation opportunities.

This seminar brochure contains the detailed seminar program as well as the curricula vitae of the participants and speakers.

Best regards,

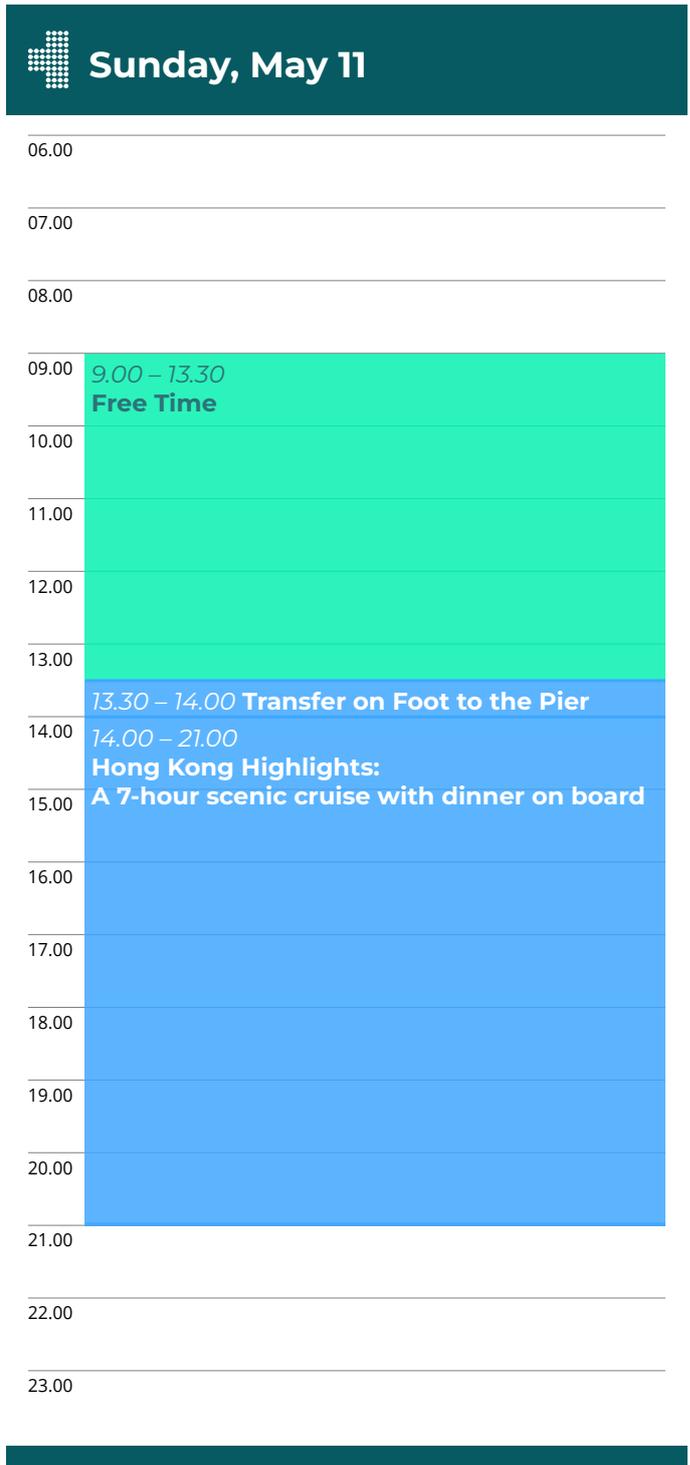
**Andreas W. Kaelin**

*Alliance Digital Security Switzerland ADSS*

*Co-Founder, Member of the Board and CEO*

# III. PROGRAM OVERVIEW

## Pre-seminar, 10 – 11 May



# IV. PROGRAM OVERVIEW

## Seminar, 12 – 17 May



### Monday, May 12

06.00

07.00

08.00

09.00 9.00 – 9.30 Guest Reception

9.30 – 12.00

10.00 Official Opening of the Seminar:  
Hong Kong – Gateway to China and Asia

11.00

12.00 12.00 – 12.45 Buffet lunch

13.00 12.45 – 13.15 Luggage Collection &amp; Check-out

14.00 13.30 – 15.00 Transfer by bus  
from the hotel Harbour Grand in Hong Kong  
to the hotel InterContinental in Shenzhen15.00 15.00 – 17.30  
Free Time or Visit HuaQiangBei

16.00

17.00 17.30 – 17.45 Guest Reception

18.00 17.45 – 19.30  
Opening of the Shenzhen part  
of the seminar

19.00

20.00 19.30 – 21.30  
Dinner at El Chino Chinese Restaurant  
in the hotel

21.00

22.00

23.00



### Tuesday, May 13

06.00

07.00

08.00

09.00 8.45 – 9.30 Transfer to Huawei Campus

9.30 – 13.00

10.00 Tour of the VonNeumann  
and Plank Exhibition Halls,  
followed by Executive Meeting

11.00

12.00

13.00 13.00 – 14.30  
Lunch in Campus

14.00

15.00 14.30 – 16.30  
Visit to the Watt Exhibition Hall  
and Flagship Store

16.00

17.00 16.30 – 17.00 Transfer to Shenzhen Museum

18.00 17.00 – 18.00  
Development and Success of Shenzhen  
Special Economic Zone:  
Visit of The Shenzhen Museum

19.00

18.30 – 21.00  
Dinner in downtown

20.00

21.00

22.00

23.00



## Wednesday, May 14

06.00	
07.00	
08.00	8.00 – 9.00 Transfer by bus from the hotel to the Shenzhen Bao'an International Airport.
09.00	
10.00	
11.00	10.30 – 12.45 Domestic flight from Shenzhen to Shanghai
12.00	
13.00	
14.00	13.45 – 14.45 Transfer by bus from Shanghai Hongqiao International Airport to the hotel.
15.00	14.45 – 18.00 Check-in at the <u>Hotel Bellagio</u> in Shanghai and Free Time
16.00	
17.00	
18.00	18.00 – 18.30 Guest Reception 18.30 – 19.55
19.00	Opening of the Shanghai part of the seminar
20.00	20.00 – 22.00 Dinner at the <u>Restaurant Lago</u> in the Hotel Bellagio
21.00	
22.00	
23.00	



## Thursday, May 15

06.00	
07.00	
08.00	7.45 – 9.15 Transfer by bus from the hotel to Jiading campus 9.15 – 9.30 Arrival at Schindler Jiading Campus, Gate 1
09.00	9.30 – 13.00 Visit of Schindler
10.00	
11.00	
12.00	
13.00	13.00 – 13.30 Networking and Light Lunch 13.30 – 15.00
14.00	Transfer by bus to MGM Shanghai West Bund
15.00	15.00 – 22.00 Participation in the <u>Sino Swiss Business Forum</u> event organized by Swiss Cham in Shanghai and Gala Dinner.
16.00	
17.00	
18.00	
19.00	
20.00	
21.00	
22.00	
23.00	

## Friday, May 16

06.00	
07.00	
08.00	
09.00	8.45 – 9.30 Transfer by bus to Swissnex
	9.30 – 11.00
10.00	The perspective of academia & startups: session curated by Swissnex in Shanghai
11.00	11.00 – 12.00 Transfer to Poizon with Light Lunch Onboard
12.00	12.00 – 14.00 Visit of Poizon
13.00	
14.00	14.00 – 15.00 Transfer by bus to Jade Buddha Temple
15.00	15.00 – 20.00 Cultural program:
16.00	• Jade Buddha Temple
	• The French Concession
	• River Cruise
17.00	• Nanjing Road
18.00	
19.00	
20.00	20.00 – 20.30 Walk to the Restaurant
	20.30 – 22.30
21.00	Traditional closing dinner at Haidilao Hot Pot in Shanghai
22.00	
23.00	

## Saturday, May 17

06.00	
07.00	
08.00	
09.00	9.00 – 12.00 Individual departures
10.00	
11.00	
12.00	
13.00	
14.00	
15.00	
16.00	
17.00	
18.00	
19.00	
20.00	
21.00	
22.00	
23.00	

# V. DETAILED PROGRAM

## Pre-seminar, 10 – 11 May (Hong Kong)

### Saturday, May 10

20.00 – 22.00

#### **Pre-seminar opening dinner at Le 188° Restaurant & Lounge in the hotel Harbour Grand Hong Kong**

This dinner marks the official opening of the pre-seminar program, providing a relaxed setting for initial introductions and informal networking among participants.

### Sunday, May 11

09.00 – 13.30

Free Time

13.30 – 14.00

Transfer on Foot to the Pier

14.00 – 21.00

#### **Hong Kong Highlights: A 7-hour scenic cruise with dinner on board**

Departure from Causeway Bay for a scenic cruise through Victoria Harbour, including a swimming stop near one of the outlying islands. The journey continues to Cheung Chau Island for a leisurely walk along its picturesque coastline. Return to Victoria Harbour in time for sunset and the Symphony of Lights show.

## VI. DETAILED PROGRAM

### Seminar, 12 – 17 May (HKG – Shenzhen – Shanghai)

#### Monday, May 12

09.00 – 09.30	 Guest Reception
09.30 – 12.00	<b>Official Opening of the Seminar: Hong Kong – Gateway to China and Asia</b>
<i>09.30 – 09.50</i>	<b>Opening Remarks:</b> <ul style="list-style-type: none"> <li>• Ms. Elisabetta Depace, Public affairs and international activities, Alliance Digital Security Switzerland ADSS</li> <li>• Mr. Franz Grüter, National Councillor, Swiss Parliament</li> <li>• Mr. Andreas Kaelin, Co-Founder, Member of the Board and CEO</li> </ul>
<i>09.50 – 10.00</i>	<b>Welcome:</b> <ul style="list-style-type: none"> <li>• Mr. Daniel Freihofer, Consul General of Switzerland in Hong Kong</li> </ul> <b>Switzerland and Hong Kong: Diplomatic Priorities and Partnership Outlook</b> <p>This session begins with welcome remarks and an overview of Switzerland’s presence and diplomatic engagement in Hong Kong. It will outline the broader priorities of Swiss international cooperation in the region and offer reflections on the dynamic relationship between Switzerland and Hong Kong. Emphasis will be placed on areas of mutual interest and the continued importance of maintaining strong bilateral connections in an evolving global environment.</p>
<i>10.00 – 10.20</i>	<b>Keynote Speeches:</b> <ul style="list-style-type: none"> <li>• Mr. Benno Jaeggi, Co-President, Swiss Chamber of Commerce in Hong Kong</li> </ul> <b>The Role of the Swiss Chamber of Commerce in Hong Kong:</b> <p>Hong Kong serves as a strategic entry point to China and the broader Asian market. This session will explore how the Swiss Chamber of Commerce in Hong Kong supports Swiss businesses in navigating this dynamic region. Unlike other chambers, it offers tailored services, a strong community network, and deep regional insights—helping companies bridge cultural, legal, and commercial differences with confidence.</p>

10.20 – 10.45

- Mr. Michel Solioz, Managing Director, Eurogroup Far East LTD  
**Importance of Asia for Switzerland – from a perspective of a Swiss retail sourcing company**

In the presentation the audience will get a chance to hear how, where and why the Coop Group, a well-known large Swiss retail, trading and manufacturing company, is doing the sourcing of their products in Asia.

Furthermore, Mr. Solioz will show the current challenges of the sourcing business, which transformation process European companies are facing in sourcing, what digitalization has to do with it, and what role is China playing in that process.

10.45 – 11.00

Coffee break

11.00 – 11.05

- Mr. Arnold Lau, Associate Director-General, Invest Hong Kong, the HKSAR Government

**InvestHK: Supporting Strategic Foreign Investment in Hong Kong**

Invest Hong Kong (InvestHK) is the dedicated department of the HKSAR Government responsible for attracting and retaining foreign direct investment. With a vision to reinforce Hong Kong's position as Asia's premier international business hub, InvestHK provides free, end-to-end support to entrepreneurs, SMEs, and multinational companies seeking to establish or expand their presence in the city. Guided by values such as professionalism, responsiveness, and innovation, InvestHK delivers tailor-made services to foster sustainable economic growth and long-term partnerships.

11.05 – 11.20

- Mr. Daniel Cheung, Deputy Commissioner (Digital Infrastructure), Digital Policy Office, the HKSAR Government

**The Digital Policy Office: Shaping Hong Kong's Future in Digital Governance**

Led by the Commissioner for Digital Policy, the Digital Policy Office (DPO) of the Hong Kong Special Administrative Region Government is at the forefront of developing data-driven, user-centric policies to enhance the efficiency and quality of government services. Established in July 2024, the DPO merges the expertise of the former Office of the Government Chief Information Officer and the Efficiency Office, focusing on digital government, data governance, and information technology. DPO's work plays a pivotal role in advancing digital transformation, fostering innovation, and strengthening governance to meet Hong Kong's long-term strategic needs.

11.20 – 12.00

### **Panel Discussion: Digital Transformation and Cybersecurity Threats in the AI Era**

This panel will explore the intersection of digital transformation and cybersecurity in the age of artificial intelligence. As businesses and governments embrace AI-driven technologies, the need for robust cybersecurity measures has never been more critical. Experts will discuss the evolving landscape of cyber threats, the challenges of protecting digital infrastructures, and strategies to safeguard data and privacy in an increasingly interconnected world. The session will offer valuable insights into balancing innovation with security in the AI era.

Moderator: Wendy Chow, Head of ICT, Invest Hong Kong, the HKSAR Government

Panelists:

- Franky Lam, Head of IT, Hong Kong-Shenzhen Innovation and Technology Park
- Silvia Ihensekhien, Director of Information Security and Risk Management, Swire Coca-Cola
- Wayne Hui, Area Vice President, AppSec & DataSec, Greater China and Korea, Thales

12.00 – 12.45

Buffet lunch

12.45 – 13.15

Luggage Collection and Hotel Check-out

13.30 – 15.00

Transfer by bus from the hotel Harbour Grand in Hong Kong to the hotel [InterContinental](#) in Shenzhen

15.30 – 17.30

Free Time or Visit HuaQiangBei (one of the largest electronics markets in the world)

17.30 – 17.45

Guest Reception

17.45 – 19.30

### **Opening of the Shenzhen part of the seminar: «Navigating New Frontiers: China's Evolving Economy and Swiss Engagement» Part I**

17.45 – 18.15

#### **Welcome and opening Remarks:**

- Mr. Markus Thür, Consul General of Switzerland in Guangzhou  
**China-Switzerland Economic and Trade Relations from the Greater Bay Area Perspective**

As the forerunner of China's opening-up policy, the South China region hosts all five of the country's Special Economic Zones. After four decades of reform and opening-up that yielded re-

markable achievements, China now confronts unprecedented geo-economic challenges. In this context, the Chinese central government has launched the strategic initiative to develop the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), aiming to elevate the nation's openness to new heights. Swiss enterprises have consistently maintained an active presence in this dynamic region. Against the backdrop of the 75th anniversary of Sion-Swiss diplomatic relations and upgrading China-Switzerland Free Trade Agreement, this presentation attempts to inspire thinking of Swiss businesses on how to expand commercial opportunities in the GBA – a market comparable in size to Switzerland yet boasting a population tenfold larger. Strengthening Sino-Swiss economic cooperation will serve as a stabilizing force amidst global economic volatility.

18.15 – 18.45

### Keynote Speeches:

- Mr. Kuno Gschwend, Chief Investment Officer and Deputy Head at Swiss Business Hub China

#### **Swiss Trade and Investment Promotion in China**

Introduction of the Swiss Trade Promotion and Investment Promotion activities in China. Which services does S-GE and the Swiss Business Hub China offer, and which initiatives do we create in order to support Swiss SMEs and to attract Chinese greenfield investment to Switzerland?

What are the major challenges and opportunities and how can you benefit from our presence in Asia-Pacific?

18.45 – 19.25

- Mr. Markus Herrmann, Chen Co-Founder and Managing Director, China Macro Group

#### **China's strategic business context – evolved development strategy, macro policy priorities and post-Covid economic recovery**

The input seeks to provide an up-to-date, holistic and coherent interpretation of China's economy and strategic business context for a foreign business perspective considering China's evolved development strategy (since 14th Five-Year-Plan), macro policy-making (esp. development and structural reform priorities) including external factors (esp. geopolitical/geoeconomic factors), as well as shorter-term macroeconomic management. It will further add inputs on Sino-Swiss relations summarize key findings and recommendations from CMG's third-party evaluation of the Swiss government's official China strategy (2021 – 2024).

19.30 – 21.30

Dinner at El Chino Chinese Restaurant in the hotel

## Tuesday, May 13

08.45 – 09.30	Transfer from the Intercontinental Hotel to Huawei Campus
09.30 – 10.30	<b>Tour of the VonNeumann Exhibition Hall:</b> Digital transformation, Digital government, Smart city, Smart hospital and Smart port
10.35 – 11.30	<b>Tour of the Plank Exhibition Hall:</b> Cloud & AI
11.30 – 13.00	<b>Executive Meeting:</b> This executive meeting will focus on the evolving landscape of cybersecurity.
13.00 – 14.30	Lunch in Campus
14.30 – 15.30	<b>Visit of the Watt Exhibition Hall:</b> Digital Power & Green Energy
15.30 – 16.30	<b>Flagship Store &amp; Autonomous Driving Experience:</b> Visit the flagship store to explore the latest in automotive innovation, including firsthand experiences with autonomous driving technology.
16.30 – 17.00	Transfer to Shenzhen Museum
17.00 – 18.00	<p>Development and Success of Shenzhen Special Economic Zone: Visit of <u>The Shenzhen Museum</u></p> <p>Founded in 1981, Shenzhen Museum is the city's first cultural museum, covering four key sites. It spans over 60'000 square meters, offering a mix of history, culture, and education. Recognized as a National First-Grade Museum, it also serves as a hub for cultural exchange and patriotic education, and the promotion of Guangdong-Hong Kong-Macao cooperation.</p> <p>Visit of:</p> <ul style="list-style-type: none"> <li>• The Exhibition Hall of Shenzhen Before the Reform and Opening up</li> <li>• The Exhibition Hall of the Reform and Opening-up History in Shenzhen</li> </ul>
18.30 – 21.00	Dinner in downtown

## Wednesday, May 14

08.00 – 09.00	Transfer by bus from the hotel to the Shenzhen Bao'an International Airport.
10.30 – 12.45	Domestic flight from Shenzhen to Shanghai
13.45 – 14.45	Transfer by bus from Shanghai Hongqiao International Airport to the hotel.
14.45 – 18.00	Check-in at the <u>Hotel Bellagio</u> in Shanghai and Free Time
18.00 – 18.30	Guests Reception
18.30 – 19.55	<p><b>Opening of the Shanghai part of the seminar: «Navigating New Frontiers: China's Evolving Economy and Swiss Engagement» Part II</b></p>
18.30 – 18.40	<p><b>Welcome and opening Remarks:</b></p> <ul style="list-style-type: none"> <li>Mr. Jürg Burri, Ambassador of Switzerland to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea</li> </ul> <p><b>The Strategic Importance of China for Switzerland</b></p> <p>The seminar in Shanghai was officially opened by the Ambassador of Switzerland to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea. In his address, the Ambassador emphasized the strategic relevance of China for Switzerland, not only as a key economic and trade partner, but also as an increasingly important player in the fields of digital transformation, innovation, and cybersecurity.</p>
18.40 – 18.50	<ul style="list-style-type: none"> <li>Mr. Sacha Bachmann, Consul General of Switzerland in Shanghai</li> </ul> <p><b>The Meaning of Shanghai for Switzerland</b></p> <p>In this speech, the Consul General of Switzerland in Shanghai will discuss the deepening ties between Switzerland and Shanghai, underscoring the city's role as a vital hub for trade, innovation, and technology. Special emphasis will be placed on the growing bilateral cooperation in key areas such as artificial intelligence, digital security, and sustainable development. The speech will highlight how Switzerland and Shanghai are working together to foster mutual growth, addressing global challenges through collaboration and innovation.</p>

18.50 – 19.15

**Keynote Speeches:**

- Mr. Raymond Wang, Managing Partner of Shihui Partners

**China's data protection legal landscape and cross-border data transfer rules**

With the formal entry into force and gradual implementation of a series of laws and regulations, such as the Cybersecurity Law, Data Security Law and the Personal Information Protection Law, China is also strengthening its legislative and supervisory capabilities in the fields of cybersecurity and data security. Over recent years, cross-border data transfer compliance issue is an increasing concern for regulators. The issuance of the Provisions to Facilitate and Regulate the Cross-Border Flow of Data has generally relaxed the regulations on transferring PI overseas, which is good news for multinational companies. This speech focuses on China's data protection legislation system and the basic rules for cross-border data transfer.

Facilitate and Regulate the Cross-Border Flow of Data has generally relaxed the regulations on transferring PI overseas, which is good news for multinational companies. This speech focuses on China's data protection legislation system and the basic rules for cross-border data transfer.

19.15 – 19.30

- Ms. Venchi Fan, Director of Management Consulting of Tencent Cloud

**Tencent: Technology, Transformation, and Business Innovation**

Tencent is a world-leading internet and technology company, known for its vast digital ecosystem that spans social networking, digital content, entertainment, cloud computing, and fintech. With over 1.3 billion monthly active users on WeChat, it dominates China's digital landscape and operates one of the most integrated and influential internet service platforms globally. Tencent's ecosystem covers over 98% of Chinese internet users and accounts for 60% of their online time, serving both consumers and enterprises across nearly all sectors. Within this ecosystem, Tencent Consulting as a Service (CaaS) team operates as the company's internal strategic consulting arm under the Cloud and Smart Industry Group (CSIG). Its mission is to empower businesses through digital transformation and strategic consulting, blending Tencent's platform know-how with global consulting best practices. The CaaS consulting services have a comprehensive global presence and solid practice, solving business problems and delivering tailored solutions for industry-leading clients in Europe, Africa and Asia. The CaaS team is composed of experienced consultants from firms like BCG, Bain, and Deloitte, provides not only comprehensive consulting project but also flexible focused workshops

19.30 – 19.45

- Mr. Anthony Huang, Vice President, POV BU General Manager of Pony.ai

**Pony.ai: Autonomous Mobility, Intelligent Systems, and Cybersecurity in Motion**

Founded in 2016 in Silicon Valley, Pony.ai is a pioneer in autonomous driving technology, specializing in robotaxis, autonomous freight solutions, and self-driving systems for personal vehicles. With over 32 million kilometers of autonomous testing across complex global environments, the company continues to push the boundaries of mobility innovation. This presentation introduces Pony.ai's core business and digital ecosystem, focusing on its proprietary «virtual driver» platform and collaborations with leading automotive manufacturers. It also explores the company's integrated cybersecurity strategy, highlighting how AI, big data, and secure system design work together to ensure safety, resilience, and trust in autonomous mobility solutions.

19.45 – 19.55

- Ms. Angela Nicoara, Head of IoT Innovation Lab / IoT Systems and Software Research at Lucerne University of Applied Sciences (HSLU), Switzerland

**IoT and Edge Computing Revolution: Challenges, Technologies and Future Trends**

Over 32 billion connected devices at the edge of IoT will be installed worldwide by 2030. The amount of data being generated by connected things is massive, which will need to be collected, stored, managed, and analyzed. The vast amounts of IoT data, availability requirements and role of this data will drive the industry to develop, adopt and deliver more IoT and AI intelligent architectures, distributed computing technologies, and IoT-specific edge networks. These will transform businesses, people's lives and drive growth and massive economic transformations in our global market in the coming years. In this talk, we will discuss how these IoT and AI technologies could change our world, as well as their benefits and challenges. We will show what trends, developments, and effects of IoT and AI are expected, how these trends are driving more and more computing, storage and analytics capabilities at the edge. Practical real-world examples in manufacturing, smart buildings, and energy industries show where the opportunities and challenges lie.

20.00 – 22.00

Dinner at the [Restaurant Lago](#) in the Hotel Bellagio

## Thursday, May 15

07.45 – 09.15	Transfer by bus from the hotel to Jiading campus
09.15 – 09.30	Arrival at Schindler Jiading Campus, Gate 1
09.30 – 10.30	<p><b>Welcome and Opening Session by Robert Boog, Managing Director Global Large Projects, Schindler</b></p> <ul style="list-style-type: none"> <li>• <b>Welcome to Schindler and its business in China ... from history to today's reality!</b> You will be onboarded on the Schindler history in contributing to the China growth since 1980 and what role the Schindler Jiading Campus plays globally. With the help of some used cases, you will learn about critical success factors in doing business in China, and what it means in today new market reality.</li> <li>• <b>How does Digital Transformation change our business and enhance our value proposition?</b> You will get a glance at Digital Transformation in Schindler with specific focus on the role Digitalization plays today in Schindler's offering. How we leverage Digitalization to enhance our offering towards most sustainable services and how this creates values for our customers. You will also get insights into some of our latest innovations like Schindler R.I.S.E, the first industrial robot to support elevator installation, and Schindler PORT.</li> </ul>
10.30 – 11.30	<b>Customer Experience Center Tour</b>
11.30 – 11.45	<b>Break at the Customer Experience Center and Briefing on Test Tower / Factory Tour</b>
12.00 – 13.00	<p><b>Escalator Factory and Test Tower Tours</b></p> <p>Team One (approx. 15 pax):</p> <ul style="list-style-type: none"> <li>• 12.00 – 12.30: Escalator Factory Tour</li> <li>• 12.30 – 13.00: Test Tower Tour</li> </ul> <p>Team Two (approx. 15 pax):</p> <ul style="list-style-type: none"> <li>• 12.00 – 12.30: Test Tower Tour</li> <li>• 12.30 – 13.00: Escalator Factory Tour</li> </ul>
13.00 – 13.30	Networking and Light Lunch

13.30 – 15.00	■	Transfer by bus to MGM Shanghai West Bund
15.00 – 22.00	■	<p>Participation in the <a href="#">Sino Swiss Business Forum</a> event organized by Swiss Cham in Shanghai and Gala Dinner.</p> <p>The Sino Swiss Business Forum 2025 celebrates over 20 years of Swiss companies' contributions to China. The event will feature the Sino Swiss Legacy Award ceremony, discussions on Swiss innovation, tradition, and quality, as well as talks by leaders, corporate government round tables, and an experiential exhibition. More than 100 Swiss brands will be showcased, with VIP speakers, including ambassadors and ministers from both countries. Topics will include AI's impact on finance, industry innovation, and resilient value chains. The forum offers a unique opportunity for networking with government officials and business leaders, fostering stronger Sino-Swiss ties and exploring new opportunities in China's dynamic market.</p>

## Friday, May 16

08.45 – 09.30	■	Transfer by bus to Swissnex
09.30 – 11.00	■	<p><b>The perspective of academia &amp; startups:</b></p> <p>This session, curated by Swissnex in China, will feature leading researchers and entrepreneurs at the forefront of AI innovation and application in China. The delegation will gain exclusive insights into groundbreaking research at universities and explore the dynamic AI startup ecosystem in Shanghai. Participants will discover how China is harnessing AI to drive transformation across industries and society, while addressing the ethical and regulatory challenges that lie ahead.</p>
11.00 – 12.00	■	Transfer to Poizon with Light Lunch Onboard
12.00 – 14.00	■	<p><b>Visit of Poizon</b></p> <p>POIZON – commonly known as Dewu or 得物 – is an online shopping platform that Shanghai Shizhuang Information Technology launched. Poizon is a platform for authentic sneakers, apparel, bags, watches, and accessories of designers and luxury brands.</p>

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14.00 – 15.00		Transfer by bus to Jade Buddha Temple
15.00 – 20.00		Cultural program: <ul style="list-style-type: none"><li>• <a href="#">Jade Buddha Temple</a></li><li>• <a href="#">The French Concession</a></li><li>• <a href="#">River Cruise</a></li><li>• <a href="#">Nanjing Road</a></li></ul>
20.00 – 20.30		Walk to the Restaurant
20.30 – 22.30		Traditional closing dinner at <a href="#">Haidilao Hot Pot in Shanghai</a>

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## Saturday, May 17



09.00 – 12.00		Individual departures
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# VII. THE SPEAKERS

## Introducing the Speakers

### Speakers List

First Name	Last Name	Position	Company/ Association
<b>Sacha</b>	<b>Bachmann</b>	Consul General of Switzerland in Shanghai	Consulate General of Switzerland in Shanghai
<b>Robert</b>	<b>Boog</b>	Managing Director Global Large Projects	Schindler
<b>Jürg</b>	<b>Burri</b>	Ambassador of Switzerland to China	Embassy of Switzerland in China
<b>Daniel</b>	<b>Cheung</b>	Deputy Commissioner (Digital Infrastructure)	Digital Policy Office, the HKSAR Government
<b>Wendy</b>	<b>Chow</b>	Head of ICT	Invest Hong Kong, the HKSAR Government
<b>Elisabetta</b>	<b>Depace</b>	Public affairs and international activities Legal Project Manager	Alliance Digital Security Switzerland ADSS National Test Institute for Cybersecurity NTC
<b>Venchi</b>	<b>Fan</b>	Director of Management Consulting	Tencent Cloud
<b>Daniel</b>	<b>Freihofer</b>	Consul General of Switzerland in Hong Kong	Consulate General of Switzerland in Hong Kong
<b>Franz</b>	<b>Grüter</b>	National Councillor President	Swiss Parliament Alliance Digital Security Switzerland ADSS
<b>Kuno</b>	<b>Gschwend</b>	Chief Investment Officer, Deputy Head	Swiss Business Hub China
<b>Markus</b>	<b>Herrmann Chen</b>	Co-Founder and Managing Director	China Macro Group
<b>Anthony</b>	<b>Huang</b>	Vice President POV BU General Manager	Pony.ai
<b>Wayne</b>	<b>Hui</b>	Area Vice President, AppSec & DataSec, Greater China and Korea	Thales
<b>Silvia</b>	<b>Ihensekhien</b>	Director of Information Security and Risk Management	Swire Coca-Cola
<b>Benno</b>	<b>Jaeggi</b>	Co-President	Swiss Chamber of Commerce in Hong Kong
<b>Andreas W.</b>	<b>Kaelin</b>	Co-Founder Member of the Board and CEO	Alliance Digital Security Switzerland ADSS National Test Institute for Cybersecurity NTC
<b>Franky</b>	<b>Lam</b>	Head of IT	Hong Kong-Shenzhen Innovation and Technology Park
<b>Arnold</b>	<b>Lau</b>	Associate Director-General	Invest Hong Kong, the HKSAR Government
<b>Angela</b>	<b>Nicoara</b>	Professor of Computer Science, Head of IoT Innovation Lab / IoT Systems and Software Research	Lucerne University of Applied Sciences (HSLU)
<b>Raphaela</b>	<b>Oliver</b>	Deputy CEO, Head of Innovation	Swissnex
<b>Vittoria</b>	<b>Pesenti</b>	Executive Director	SwissCham Shanghai
<b>Lihua</b>	<b>Pu</b>	Vice President business environment affair department	Huawei Technologies Switzerland AG
<b>Philippe</b>	<b>Roesle</b>	CEO and Consul	Swissnex
<b>Michel</b>	<b>Solioz</b>	Managing Director	Eurogroup Far East LTD
<b>Markus</b>	<b>Thür</b>	Consul General of Switzerland in Guangzhou	Consulate General of Switzerland in Guangzhou
<b>Raymond</b>	<b>Wang</b>	Managing Partner	Shihui Partners
<b>Michael</b>	<b>Yang</b>	CEO	Huawei Technologies Switzerland AG



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## SACHA BACHMANN

### Consul General of Switzerland in Shanghai

Mr. Sacha Bachmann, originally from Lucerne, has been Consul General of Switzerland to Shanghai since October 2022. He joined the Swiss Federal Department of Foreign Affairs (FDFA) in 1997. Prior to his assignment in Shanghai, he was

(global) Head of Citizen Services at the FDFA's Consular Directorate in Berne (2019 – 2022). Other previous roles were Head and Deputy Head of Operations/Consular Affairs in Jakarta, Hong Kong, Chicago, and Marseille.



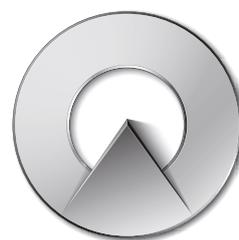
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## JÜR G BURRI

### Ambassador of Switzerland to China

Jürg Burri was born in 1965 in Thun, Switzerland. After graduating from the University of Berne with a licentiate in Contemporary History and Political Sciences, he briefly worked as journalist before joining the Swiss Foreign Service in 1996. He completed his diplomatic training with positions in the United Nations Section at the headquarters in Berne and with the Swiss Mission to the United Nations in New York. From 1998 to 2002, he was posted in the United Nations Section in Berne, working on preparations for Switzerland's accession to the United Nations. Subsequently, he was appointed as Science, Education and Space Counselor to the Mission of Switzerland to the European Union in Brussels, Belgium, until 2006. From the same year until 2009, he served as the Minister/Deputy Head of Mission at the Embassy of Switzerland in Beijing.

Upon his return to Berne in 2009, he was appointed Deputy Director of the State Secretariat for Education, Research and Innovation with the Federal Department of Home Affairs. From 2013 to 2014, he was the Head of the Research and Innovation Directorate for the State Secretariat for Education, Research and Innovation in the Federal Department of Economic Affairs, Education and Research. From 2014 to 2018, he was the Director General of the Consular Directorate of the Federal Department of Foreign Affairs in Berne. In 2018, he was appointed as Ambassador of Switzerland in Poland with residence in Warsaw, where he served until 2022. Since September 2022, Jürg Burri is the Ambassador of Switzerland to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea, with residence in Beijing.



**Schindler**

## ROBERT BOOG

### Managing Director Global Large Projects

Robert Boog, a Swiss national, has been with Schindler Elevator Ltd. since 1999 and joined Schindler China in 2003, playing key roles in sales and product management and building global capabilities. In 2021, he was appointed Managing Director of the Global Large Projects Division, with 350 employees focused on some of our most challenging projects, including skyscrapers, airports and metros around the world.

He has witnessed the transformation of cities in China and around the world. At home here in Shang-

hai, this growth and change inspires my daily work. He is proud to help build modern cities and contribute to the quality of life in urban centers.

He holds degrees in engineering and business administration and completed his EMBA at Ivey Business School in Hong Kong. Since March 2025, he has also been a member of the Board of the Swiss Chamber of Commerce and looks forward to contributing to its mission in a broad way.



## DANIEL CHEUNG

### **Deputy Commissioner (Digital Infrastructure), Digital Policy Office, the HKSAR Government**

Mr. Daniel Cheung JP is currently the Deputy Commissioner for Digital Policy (Digital Infrastructure) of the Government of the Hong Kong Special Administrative Region. He supports the formulation of policies and strategic initiatives for driving the development of digital government and smart city in Hong Kong by strengthening local digital infrastructure, fostering the development of local IT industry and facilitating closer collaboration with the Mainland on the connectivity of digital infrastructures and data, with a view

to laying a solid foundation for accelerating the development of digital economy. In addition, he oversees and implements policies and measures relating to project governance and cybersecurity of government IT systems. As a strong advocate for digital inclusion, Mr Cheung actively promotes wider adoption of digital technologies in the community. With over 30 years of professional experience in the field of IT, his expertise contributes significantly to the continuous advancement of Hong Kong's digital landscape.



## WENDY CHOW

### **Head of ICT, Invest Hong Kong, the HKSAR Government**

Wendy Chow is the Head of Information and Communications Technology at Invest Hong Kong, the government department that aims to attract and retain foreign direct investment which is of strategic importance to the economic development of the Hong Kong Special Administrative Region.

Wendy received her B.A. and M.B.A degrees from The University of Hong Kong. She also completed an M.A. programme at University of Massachusetts at Amherst. Prior to joining Invest Hong Kong, she worked in the international market development division of a telecommunications company.



## ELISABETTA DEPACE

**Public affairs and international activities  
Legal Project Manager**

See the curriculum vitae on the list of participants



# Tencent

## VENCHI FAN

### Director of Management Consulting

Venchi Fan is Consulting Director at Tencent CaaS consulting team, with over 8 years of experience in management consulting across strategy, digital transformation, and data-driven marketing. She holds a degree from Imperial College London and began her career at Deloitte Consulting in the Strategy & Operations team.

Venchi has worked extensively with leading companies across the internet, retail, media, and tourism sectors, offering both strategic insight and execution expertise to

top domestic and international clients. Her project portfolio includes leading the strategic planning of a Super App for a global telecom giant, driving a digital transformation roadmap for a major media group, and advising a multinational manufacturing firm on localized digital marketing during market entry into China.

With a blend of global vision and local depth, she helps businesses navigate complex digital transitions and unlock sustainable growth.



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## DANIEL FREIHOFER

### Consul General of Switzerland in Hong Kong

Daniel Freihofer is the Consul-General of Switzerland in Hong Kong, representing Swiss interests in one of Asia's key global hubs since August 2023. A career diplomat with more than 20 years of international experience, he has held senior postings across Asia, Africa, Europe, and North America.

Before his current role, Mr. Freihofer served as Deputy Head of Mission at the Swiss Embassy in Kinshasa, overseeing bilateral relations with the Democratic Republic of Congo, the Republic of Congo, and Gabon. He was previously posted in

Washington, D.C., as Minister-Counselor and Head of Economic, Trade and Financial Affairs, where he managed Switzerland's economic diplomacy with the United States.

His background also includes significant experience in trade policy at the State Secretariat for Economic Affairs (SECO) in Bern, as well as diplomatic assignments in India and Bhutan.

Mr. Freihofer holds a Master's degree in International Relations from the Graduate Institute in Geneva. He speaks German, English, and French.



## FRANZ GRÜTER

**National Councillor  
President**

See the curriculum vitae on the list of participants



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Embassy of Switzerland in China  
瑞士驻华大使馆

Swiss Business Hub China  
瑞士贸易与投资处

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**  
瑞士贸易与投资署

## KUNO GSCHWEND

**Chief Investment Officer  
Deputy Head**

See the curriculum vitae on the list of participants



## MARKUS HERRMANN CHEN

**Co-Founder and Managing Director**

See the curriculum vitae on the list of participants



小马智行 · pony.ai

## ANTHONY HUANG

**Vice President  
POV BU General Manager**

Since joining Pony.ai in August 2018, Anthony Huang has played a pivotal role as a core founding member in establishing Pony.ai's Shanghai R&D Center, where he has spearheaded breakthroughs in autonomous driving technology R&D and product commercialization.

As the leader of Pony.ai's domain controller business, he has overseen the complete lifecycle from strategic planning to commercial deployment. Under his leadership, the team has developed multiple automotive-grade domain controller products that have been widely deployed across various autonomous driving applications.



## WAYNE HUI

### **Area Vice President, AppSec & DataSec, Greater China and Korea, Thales**

Wayne Hui has more than 30 years of experience in the IT and IT Security industry. He has been with Thales since 2015; and currently is the Area Vice President, AppSec & DataSec of Greater China and Korea for Thales, leading the Application and Data Security sales teams in Hong Kong, Mainland China, Mongolia, Taiwan and South Korea, responsible for

delivering business growth, developing partner and channel networks and accelerating the company's footprint in the public sector and enterprise markets.

Prior to joining Thales, he held various regional sales leadership positions in Oracle, Adobe Systems and Hewlett-Packard.



## SILVIA IHENSEKHIÉN

### **Director of Information Security and Risk Management, Swire Coca-Cola**

Silvia is an experienced information security, data privacy and project management executive known for her success in mitigating cyber risks and implementing new technologies.

Recognizing information security and data privacy as crucial business drivers, her expertise encompasses governance, compliance, and risk mitigation. As a committed mentor and speaker, she actively volunteers at Hong Kong Polytechnic University

and serves as the Director of Professional Development for the ISACA HK Chapter.

Silvia has earned CIPM, CCISO, CGEIT, CISSP, PMP, ITIL, and MCSE certifications. She was honored with the CSO30 ASEAN Award, the Cyber Security Professional Award, and the Top 50 Women Tech Leaders Award. She is also featured as the 2024 Influencers in the December edition of the International Security Journal (ISJ).



## BENNO JAEGGI

### Co-President

Based in Hong Kong, Benno Jaeggi is a Partner at Egon Zehnder and a recognized leader in the financial services sector. He heads the Banking & Markets practice across Asia-Pacific and co-leads the firm's global Blockchain, Digital Asset, and Web3 practice. With a background spanning over a decade in wholesale banking and leadership roles at institutions such as ABN AMRO, RBS, and ANZ Bank, he brings deep industry expertise to his advisory work in executive search, leadership consulting, and board effectiveness.

Before joining Egon Zehnder, Benno held a senior position at one of

Asia's largest digital asset firms and most recently served as Global COO for Distribution and Origination at ANZ Global Markets.

In addition to his corporate roles, Benno is Co-President of the Swiss Chamber of Commerce in Hong Kong and sits on the boards of the German-Swiss International School and Balance Health Group.

He holds degrees in Business Administration and IT Management from the University of St. Gallen, and an MBA in Finance from the Hong Kong University of Science & Technology.



## ANDREAS W. KAELIN

**Co-Founder**  
**Member of the Board and CEO**

See the curriculum vitae on the list of participants



## FRANKY LAM

### **Head of IT, Hong Kong-Shenzhen Innovation and Technology Park**

With 20+ years of IT experiences and 15+ years of extensive IT team management experiences, Franky Lam expertise in building up IT infrastructure and cybersecurity. He has successfully launched a series of cyber security projects that help to strengthen the sustainable governance measures of enterprises.

Franky is also speaker in various cyber security events, including First Sub-Forum of Greater Bay Area Cyber Security Week 2024, PwC hackA-Day, and various industry events organized by Fortinet, Sangfor, and Edvance Technology.



## ARNOLD LAU

### **Associate Director-General, Invest Hong Kong, the HKSAR Government**

Arnold Lau is the Associate Director-General of Invest Hong Kong (InvestHK), the government department responsible for attracting and facilitating foreign direct investment into Hong Kong since October 2024.

Mr Lau oversees the business operations of the department's offices in Mainland China, as well as Mainland and GBA Business Development; Financial Services, FinTech & Sustainability; Startups; Tourism & Hospitality; Creative Industries, Sports & Entertainment; and Consumer Products sectors in the head office. The sector specialists and geographic teams under his purview offer a one-stop service to help enterprises from around the world leverage the business and investment

opportunities in and via Hong Kong, and help clients establish or expand their presence in the city.

Prior to joining InvestHK, Mr Lau had worked in both the public and private sectors and held various senior positions at Fortune Global 500 company, multinational and Chinese enterprises, large technology research institute, and management consulting firms with experience in a wide range of industry sectors.

Mr Lau holds Master of Business Administration and Master of Science in Management Information System degrees from Boston University and a Bachelor's degree in Social Science from The Chinese University of Hong Kong.



**HSLU** Lucerne University  
of Applied Sciences  
and Arts

## ANGELA NICOARA

**Professor of Computer Science  
Head of IoT Innovation Lab / IoT Systems  
and Software Research**

See the curriculum vitae on the list of participants



## RAPHAELA OLIVER

### Deputy CEO, Head of Innovation

Raphaëla Oliver is Deputy CEO and Head of Innovation at Swissnex in China, where she is committed to strengthening Switzerland's global leadership in education, research, and innovation. As part of the global Swissnex Network, her mission is to strengthen engagement with Swiss partners in China, notably by leading the startup program powered by Innosuisse and advancing corporate innovation through scouting initiatives.

With over 14 years of experience across Hong Kong, Singapore, and mainland China, she builds strategic bridges between academia, industry, and government. With a background at the intersection of techno-

logy, policy, and entrepreneurship, Raphaëla conducted research for a Swiss National Science Foundation project before founding and exiting a startup in Hong Kong and holding leadership roles at Alibaba and ANT Group. She is known for building agile, cross-functional teams across China and the DACH region, always focused on creating lasting impact through innovation.

Raphaëla holds a Bachelor of Arts, a Master of Arts, and a PhD from the University of St. Gallen (CH), including exchange semesters at the University of Geneva (CH), Universidad Diego Portales (CL), the University of Hong Kong (HK), and Singapore Management University (SG).



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**shanghai**

## VITTORIA PESENTI

### Executive Director

Vittoria Pesenti currently serves as Executive Director at SwissCham Shanghai, where she directs daily operations and implements strategic initiatives. She joined SwissCham Shanghai after two years with SwissCham Beijing.

Before her current role, Ms. Pesenti managed operations for her start-up, Tianjin Silkcom, while also working as Marketing Manager at GoExpats in Tianjin. Prior to that,

she worked as a sales assistant at Italiana Ferramenta, an Italian Fortune 500 company in the furniture sector.

Ms. Pesenti holds a Bachelor's degree in Business Administration and a Master's degree in Chinese. She also earned a Master's degree in German-Chinese Business Translation and Interpreting from Tianjin Foreign Studies University.



## **LIHUA PU**

**Vice President business environment affair department**

See the curriculum vitae on the list of participants



## PHILIPPE ROESLE

### CEO and Consul

Philippe Roesle is CEO and Consul of Swissnex in China. As part of the global Swissnex Network, his mission is to support and initiate the active engagement of Swiss actors in education, research and innovation in China, notably universities, researchers, startups and R&D driven corporates. He also serves as the Head of the Science, Technology and Education at the Embassy of Switzerland in Beijing, where he shapes the political dimensions of Switzerland's collaboration with China in these fields.

With extensive experience at the intersection of science and diplomacy, Philippe has held key positions in various locations. As Head of Bi-

lateral Relations at the Swiss State Secretariat for Education, Research and Innovation (SERI) within the Federal Department of Economic Affairs, Education and Research (EAER) in Bern, he was responsible for implementing Switzerland's international strategy for education, research and innovation across the world. In previous postings in Kazakhstan and London, he led initiatives to support the internationalization of Swiss universities and high-tech startups by establishing new collaboration platforms.

Philippe holds a Bachelor of Arts degree from the University of Basel (CH) and a Master of Arts and PhD from King's College London (UK).



## MICHEL SOLIOZ

### Managing Director

Michel Solioz is managing director at Eurogroup Far East Ltd., a company of the Coop Group, based in Hong Kong. In this role, Michel leads the company in sourcing and developing a wide range of food and non-food private label products for various retail, wholesale and manufacturing companies of the Coop Group, serving customers throughout Switzerland and European markets.

Michel has an extensive experience of over two decades in the retail industry, with a special expertise in procurement from international sourcing markets and development of assortment ranges. Prior to joining Eurogroup, Michel held several key positions in Category Management at Interdiscount, a Swiss consumer electronics retailer.

Michel holds a Swiss Federal Diploma in Marketing management and a Federal Certificate in Sales.



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## MARKUS THÜR

### Consul General of Switzerland in Guangzhou

Markus Thür, male, was born on 21 July, 1966 in Scherzingen/Thurgau in the Eastern part of Switzerland.

Graduated in International Relations with college degree, Mr. Thür joined the Swiss Department of Foreign Affairs in 1992. After his consular training in Berne/Switzerland and São Paulo/Brazil, he was subsequently transferred to the Swiss consular and diplomatic representations in Lyon/France, San José/Costa Rica, Houston/USA and Dakar/Senegal. From 2008 to 2011, he was head of the section for Foreign Services PFA at the Recourses Di-

rectorate of the Foreign Ministry in Berne/Switzerland.

From June 2011 to 2016, he was in charge of the section for the Citizen Services and Support for Representations at the Consular Directorate of the Foreign Ministry in Berne/Switzerland followed by the appointment as Consul General of Switzerland in Munich, Germany.

From September 2020 to August 2024, Mr. Thür was the Consul General of Switzerland in Cape Town.

Since November 2024, Mr. Thür is the Consul General of Switzerland in Guangzhou



## RAYMOND WANG

### Managing Partner

Raymond Wang is a partner at Shihui Partners, with more than 20 years of experience, specialising in cybersecurity and data protection. He provides in-depth legal services to notable companies including Roche, Nestle, Siemens, Nike, IHG, and provides expert support for the review of data related legislation and supervision by multiple ministries

and government in China. He sits on the expert panel for the ICC's Data Governance Working Group and the B20 Organization Compliance Working Group. He has taught data protection courses as a lecturer at China's top Universities, and received top rankings from Chambers, Legal 500, and ALB China Law Awards.



## MICHAEL YANG

### CEO

Michael Yang joined Huawei in 2008. After graduating from Beijing Foreign Studies University, he started as an Account Service Manager at Motorola in 2005.

Michael has gained experience in the management of Huawei serving as a CEO in the Netherlands and West Africa. In his more than 14-year career at Huawei, he has held many other executive positions, including overseeing the major cus-

tomers Deutsche Telekom for over 4 years as General Manager.

Prior to joining Huawei Switzerland, he headed from 2021-2022 the Berlin office as Chief Representative. There he was responsible for government relations, communications and activities such as the Huawei Cyber Security Innovation Lab in Bonn and the Huawei Digital Competence Center in Saarbrücken.

## IX. GENERAL INFORMATION

### Organizer

#### Alliance Digital Security Switzerland

Baarerstrasse 53, 6300 Zug

Tel. +41 41 712 03 89

[office@digitalsecurityswitzerland.ch](mailto:office@digitalsecurityswitzerland.ch)

[www.digitalsecurityswitzerland.ch](http://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

#### Elisabetta Depace

#### Public affairs and international activities

P: +41 41 317 00 12

M: +41 79 235 52 16

## Seminar hotels

### Hotel in Hong Kong

(about 35 minutes from the airport by taxi)

#### **Harbour Grand Hong Kong**

23 Oil Street, North Point,

Hong Kong (MTR Fortress Hill Station, Exit A)

+852 2121 2688

#### **Responsible contact:**

**Spencer Ng**, Senior Sales Manager

+852 2121 2680

[spencern@harbourgrand.com](mailto:spencern@harbourgrand.com)



HARBOUR GRAND

HONG KONG

港島海逸君綽酒店

### Hotel in Shenzhen

#### **InterContinental Shenzhen**

9009 Shennan Road | Overseas Chinese Town

Shenzhen 518053

+86 755 3399 3388

#### **Responsible contact:**

**Candice Yang**, Assistant Director of Event

+86 158 9979 7758

[candice.yang@icshenzhen.com](mailto:candice.yang@icshenzhen.com)



INTERCONTINENTAL  
SHENZHEN

深圳 華僑城 洲際大酒店

## Hotel in Shanghai

(about 45 minutes from the hotel to the airport by taxi)

### **Bellagio by MGM Shanghai**

No.188 Beisuzhou Road, Hongkou District

Shanghai 200080

+86 21 3680 6666

### **Responsible contact:**

**Ivy Pan**, Sales Executive

+86 21 36806815

[ivypan@bellagioshanghai.cn](mailto:ivypan@bellagioshanghai.cn)



## Starting and ending point of the seminar

### Arrival point

The starting place for the seminar is the Harbour Grand Hotel in Hong Kong (**23 Oil Street, North Point**). The agenda includes a pre-seminar and a seminar that allows participants to join it at different stages of the program. The place of arrival, on the other hand, remains the same for all participants: there are two options regarding the time of arrival.

#### Option 1

For participants arriving in Hong Kong on Saturday, 10 May 2025: Le 188° Restaurant & Lounge in the hotel Harbour Grand Hong Kong on Saturday, 10 May at 8 PM (local time, UTC+8).

#### Option 2

For participants arriving in Hong Kong on Sunday, 11 May 2025: Venue, Salon Rooms VI – VIII, 5/F on Monday 12 May 2025 at 9.00 AM (local time, UTC+8).

### Departure point

Individual departure from Shanghai

## Additional information

### Seminar language

The seminar will be in English.

### Entry requirements Hong Kong – China

Participants must have a passport valid for at least six months beyond the date of entry in Hong Kong and China. Swiss citizens do not require a visa. For citizens of other nationalities, please consult the information on your country's institutional reference site. For organisational reasons, participants are asked to provide their mobile phone number (for emergencies) and a copy of their passport for the duration of the seminar.

### **Journey to and from the seminar**

Participants are responsible for organizing of their travel to Hong Kong / from Shanghai and for obtaining all necessary travel documents.

Participants are responsible for arranging their own transfer from the Hong Kong airport to the hotel on the day of arrival and from the hotel to the Shanghai airport on the day of departure.

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

### **Participation fee**

The Pre-Seminar, 10 – 11 May participation fee of CHF 790.– includes:

1-night stay (10 – 11 May, 2025) at the Hotel Harbour Grand Hong Kong (breakfast included), all transfers, food and beverages during the pre-seminar.

The seminar, 11-17 May participation fee of CHF 4'990.– includes:

6-nights stay (11-17 May, 2025) at the hotels in Hong Kong, Shenzhen (InterContinental) and Shanghai (Bellagio) (breakfast included), all transfers, food and beverages during the seminar. It includes the domestic flight from Shenzhen to Shanghai.

Participants are responsible for their own travel expenses, all additional services at the hotel and the use of the minibar. After receipt of the registration, the participation fee will be invoiced by ICPRO GmbH.

### **Dress Code**

Pre-Seminar: Smart Casual and Swimsuit

Seminar: Business Casual

Exceptions: Business Formal (including tie) on the morning of Monday, May 12 and on Thursday, May 15.

## **Let's share our experiences!**

Share your experience during the seminar on social media using the recommended hashtags and take advantage of our photographer's professional shots.

**#allianzdigitalessicherheitschweiz**

**#digitaleSicherheit**

**#AI**

**#Innovation**

**#Networking**

**#Seminar**

**Alliance Digital Security Switzerland**  
**Allianz Digitale Sicherheit Schweiz**  
**Alliance Sécurité Digitale Suisse**  
**Alleanza Sicurezza Digitale Svizzera**

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