


digitalswitzerland 

MAKING SWITZERLAND  
A LEADING DIGITAL  
INNOVATION HUB

# THE 9<sup>TH</sup> PARLIAMENTARY SEMINAR

A photograph of the Dubai skyline at dusk, featuring several prominent skyscrapers like the Burj Khalifa and Burj Dubai International Finance Centre, illuminated against a dark blue and purple sky. The buildings are reflected in the water in the foreground, which also shows some small sailboats.

Explore the vibrant innovation ecosystem of  
the Middle East and meet digital pioneers all  
over the world at Dubai

World Expo and the GITEX Technology Week

**16 – 17 October 2021 | Dubai**

# PREFACE



Dear Ladies and Gentlemen,  
Dear Colleagues,

On behalf of digitalswitzerland, I am pleased to welcome you to the 9th. Parliamentary Seminar in Dubai.

During the two days, we will focus on the topic of business opportunities for Swiss companies in the Middle East.

The head of the export promotion organization Switzerland Global Enterprise in Dubai, General Consul Frank Eggmann, will show us opportunities for Switzerland in the United Arab Emirates. The companies Daetwyler IT Infra AG and Netcetera will share their experiences of ten years business in the Middle East. I am particularly looking forward to giving you an insight into GITEX, the most important ICT trade fair in the MENA region (Middle East & North Africa). GITEX attracts decision makers from all countries in the MENA region to Dubai and it is an important platform for Swiss companies to expand into these dynamic markets. For that reason we have been organizing a Swiss Pavilion together with our long time exhibition partner T-LINK. This year we have the opportunity to get to know more than 12 Swiss exhibitors on the Swisstech booth and to exchange ideas. In addition, we let ourselves be informed about the expansion of Crypto Valley Zug into the United Arab Emirates at another booth during the short tour of the fair. As a conclusion of the seminar, H.E. Ambassador Massimo Baggi will inform us about the current national and regional developments.

Last but not least, we have a few hours to explore the World Expo and visit our Swiss Pavilion: Switzerland was the first country to sign up as a binding exhibitor!

I am looking forward to the intensive exchange of experiences, ideas and interests within our 20-member group of interesting personalities from politics, business and the federal government.

Kind regards

A handwritten signature in blue ink that reads "A. Kaelin". The signature is fluid and cursive, with a small horizontal line at the end.

Andreas W. Kaelin

Deputy Managing Director, digitalswitzerland

# PROGRAM

Depending on the speaker, the seminar language is mostly English and possibly German or French. The daily programme starts and ends at the Hilton Dubai Jumeirah.

## SATURDAY, OCTOBER 16

### Intro: Presentations at the Hilton Dubai Jumeirah

10:30 – 12:45

#### **PRESENTATIONS: DOING BUSINESS IN MIDDLE EAST**

**Frank Eggmann** – Consul General of Switzerland to Dubai  
*“How to start a business in the United Arab Emirates?  
Our services for Swiss companies”*

**Johannes Müller** – CEO Dätwyler IT Infra AG  
*“A field report by Dätwyler IT Infra AG, leading provider of  
IT infrastructure solutions”*

**Andrej Vckovski** – CEO Netcetera  
*“A field report by a globally active software company from  
Switzerland”*

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12:45 – 13:25

Break and Snacks

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13:30 – 14:00

Departure to the World Expo

### World Expo Dubai

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14:00 – 18:00

**VISIT OF THE EXPO**  
Guided tour and time for individual exploration

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18:00 – 19:30

**RECEPTION AT THE SWISS PAVILION**

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19:30 – 22:00

**APERITIF AND SWISS EVENING AT THE ROOFTOP BAR**  
The Consul General of Switzerland to Dubai invites to an informal evening with food, drinks, and plenty of space for networking.

## SUNDAY, OCTOBER 17

### Future Foundation

10:30 – 11:15 Departure to the Future Foundation

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11:15 – 12:45 **FUTURE FOUNDATION –  
LOCAL PLAYERS IN MIDDLE EAST**

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12:45 – 13:45 Departure to GITEX

### GITEX Technology Week

13:45 – 15:15 **RIBBON CUTTING AND PITCH PRESENTATION  
AT THE SWISS PAVILION**  
Presentations, including Snacks

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15:15 – 17:00 **VISIT OF THE GITEX**  
Guided tour and time for individual exploration

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17:00 – 18:30 Departure to the Ambassador's residence in Abu Dhabi

### The Ambassador's Residence

18:30 – 22:30 **RECEPTION AND DINNER**  
Briefing by H.E. Ambassador Massimo Baggi about the current bilateral relations CH-UAE – Challenges and opportunities  
Meeting with members of the UAE National Council – offering deep insights in current national and regional developments.

Networking dinner with local and Swiss representatives.

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## Organizer

digitalswitzerland  
Waisenhausplatz 14  
3014 Bern  
Tel. +41 31 311 62 45  
[office@digitalswitzerlandbern.ch](mailto:office@digitalswitzerlandbern.ch)  
[digitalswitzerland.com](http://digitalswitzerland.com)

## Program and organization

Andreas W. Kaelin  
Deputy General Manager  
digitalswitzerland  
Tel. +41 31 311 62 46

Laura Kassner  
Head of Project Management  
Tel. +41 79 235 52 16

## Seminar hotel

(about 30 minutes from the airport by taxi)  
Hilton Dubai Jumeirah  
The Walk, Jumeirah Beach Residence  
Tel. +971 4 318 2999  
[info.jumeirah@hilton.com](mailto:info.jumeirah@hilton.com)  
[hilton.com](http://hilton.com)

## Let's share our experiences

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[#switzerland](#) [#dubai](#) [#cybertech](#)

## Starting and ending point of the seminar

All seminar participants will meet punctually on Saturday, 16 October at 10:30 am (local time, CET +4) at the Hilton Dubai Jumeirah in the conference room Almas 1 and 2.

The seminar will end with the transfer from Ambassador's Residence in Abu Dhabi to the Hilton Jumeirah arriving at approximately 23:30 pm (local time, CET +4).

## Seminar language

The seminar will be held in English (some speeches in German).

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.

## Special information: Coronavirus (Covid-19)

With effect from 31 January 2021, all passengers entering Dubai from any point of origin (including Gulf Cooperation Council countries) will be required to have a certificate for a negative PCR test conducted within a maximum of 72 hours prior to their departure.

All participants are kindly advised to carry a valid Corona certificate with QR code during the trip and the seminar (in addition to the electronic form also a printout).



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Zürich  
digitalswitzerland  
Selnaustrasse 25  
8001 Zürich  
[digitalswitzerland.com](http://digitalswitzerland.com)