digitalswitzerland

**MAKING SWITZERLAND
A LEADING DIGITAL
INNOVATION HUB**

SWISSDELEGATION
TO GITEX GLOBAL

10 - 11 October 2022

CONTENT

PREFACE

Dear Ladies and Gentlemen,
Dear Colleagues,

On behalf of digitalswitzerland, I am pleased to welcome the Swiss delegation to GITEX GLOBAL on October 10 and 11, 2022 in Dubai.

For many years, innovative Swiss companies and universities have been presenting exciting showcases at now the world's largest tech and startup events GITEX GLOBAL in Dubai. After short presentations in the morning of the first seminar day, we will open our Swiss Pavilion in the early afternoon, together with the Ambassador of Switzerland to the United Arab Emirates and Bahrain, H. E. Massimo Baggi and listen to the pitches of the 17 exhibitors. On the following short tour of the exposition, we will dedicate ourselves to show cases of the digitalization of processes in the areas of health and immigration of the Dubai authorities. We look forward to the inspirational insights and knowledge we will gain and what we can implement when we are back in Switzerland.

The morning of the second day of the seminar is titled "From Swiss Crypto Valley to Dubai Crypto Oasis". This bridging of the Zug blockchain scene to the UAE is a success story. We will let you know about the vision and mission and will show you the implementation with pitches of several start-ups. The afternoon will be dedicated to sustainability: we will visit the world's largest Energy-from-Waste (EfW) plant, which recently started operations. The plant is a significant component of Dubai's sustainability strategy.

A central component of our two-day get-together lies in the personal and individual contacts, free from the constraints and routines of everyday professional life in a culturally different but sophisticated environment. The first evening we close with a dinner at the Swiss Residence with representatives of the exhibitors, speakers and guests. We will conclude the seminar on the second evening at the beach restaurant in front of the world famous Burj al Arab.

I would like to take this opportunity to thank all the people and institutions who supported us in the preparation and realisation of this seminar trip.

Best regards

Andreas W. Kaelin – *Senior Advisor digitalswitzerland*

PROGRAM

The seminar language is English. The daily programme starts at the Hotel
Le Royal Meridien and ends at the Villa Beach restaurant.

MONDAY, OCTOBER 10

Presentations at the Le Royal Meridien

10:00 – 12:00   **INTRODUCTORY WELCOME AND KEYNOTE SPEECHES**

Andreas W. Kaelin – *Senior Advisor digitalswitzerland*
"Welcome and introduction"

Stefan Metzger – *CEO digitalswitzerland*
" Digitalswitzerland Strategy"

Frank Eggmann – *Consul General of Switzerland in Dubai*
"Unstoppable Dubai"

Safia Agueni – *Chapter Founder Women in Tech Switzerland*
"Demystifying Tech to include Women in forging the future"

Maximilian Plank – *CEO Crowdlitoken AG*
"Tokenization of real estate – is it the (next) big thing"

Robert Tharle – *Head of Product Cybera*
"CYBERA - A global solution to disrupt cybercrime
with Swiss Roots"

PROGRAM

MONDAY, OCTOBER 10

GITEX GLOBAL Dubai	
12:00 – 13:00	Transfer to the GITEX GLOBAL
13:00 – 13:30	Lunch break at SWISS Pavilion
13:30 – 15:00	**RIBBON CUTTING AND PITCH SESSION AT THE SWISS PAVILION WITH THE PRESENCE OF** **H.E. Massimo Baggi** – *Ambassador of Switzerland to the United Arab Emirates and Bahrain* **Carl A. Ziegler** – *CEO, T-LINK Management* "SWISS Pavilion at GITEX GLOBAL"
15:00 – 17:00	**VISIT OF THE GITEX GLOBAL** Guided tour and time for individual exploration
17:30 – 18:30	Transfer to the residence of the Consul General
18:30 – 22:00	**RECEPTION AT THE RESIDENCE OF THE CONSUL GENERAL** The Consul General of Switzerland to Dubai invites you to an informal evening with food, drinks, and plenty of space for networking.

TUESDAY, OCTOBER 11

Crypto Oasis

08:45 – 09:00	Meeting in the Hotel Lobby (Le Royal Meridien)
09:00 – 09:40	Transfer to the Dubai International Financial Centre (DIFC)
09:40 – 11:45	**THE BRIDGE BETWEEN CRYPTO VALLEY ZUG AND CRYPTO OASIS DUBAI:** History, Vision, Mission, Start-up pitches, Q&A **Ralf Glabischnig** – *Founder Crypto Oasis* "The activation of the bridge between Crypto Valley and Crypto Oasis" **Saqr M. Ereiqat** – *Co-Founder Crypto Oasis* "From Crypto Valley to Crypto Oasis"

Energy-from-Waste (EfW) plant

12:00 – 13:00	Transfer to Dubai Waste Management Center
13:00 – 14:00	Welcome and Lunch
14:00 – 16:15	**INTRODUCTION OF HITACHI ZOSEN INOVA AND PRESENT DUBAI WORLD LARGEST WASTE TO ENERGY PLANT FOLLOWED BY A SITE TOUR WITH RONI ARAIJI** **Roni Araiji** – *Hitachi Zosen Inova Ltd. Branch Office Abu Dhabi, Managing Director Middle East*
16:15 – 16:45	Wrap-Up of the Seminar
17:00 – 17:45	Transfer to the Hotel Le Royal Meridien
18:35 – 19:00	Transfer to the Restaurant Shimmers
19:00 – 22:00	**CLOSING DINNER AT SHIMMERS** Jumeira, Mina A'Salam

INTRODUCING THE SPEAKERS

ANDREAS W. KAELIN
Senior Advisor digitalswitzerland

With his company ICPRO GmbH, Andreas takes on business and association management mandates as well as consulting and project management assignments. He is the Chairman of ICT Vocational Training Switzerland, Founding Member and CEO of The National Test Institute for Cyber Security NTC, Founding Member and CEO of Alliance Digital Security Switzerland ADSS, Head of the Cybersecurity Dossier of the umbrella organisation digitalswitzerland and Board Member of the Nidwaldner Kantonalbank. Andreas has many years of experience as a top executive in banks, industry and business associations. He has led major projects in the areas of strategy, IT sourcing, replacement of IT platforms in banks, in business and location promotion and in ICT vocational training. Andreas grew up in Switzerland and graduated in economics (lic. rer. pol.) from the University of Basel in 1989.

STEFAN METZGER
CEO digitalswitzerland

Stefan is the CEO of digitalswitzerland, a fast-moving association and foundation, relentless in its pursuit to make Switzerland a leading digital nation.
Stefan has worked in the ICT Industry for more than 30 years, with focused experience in Insurance, Technology and Consulting.
Until 2021, Stefan was the Country Managing Director of Cognizant Technology Solutions, responsible for the company's business in Switzerland as well as the Market Leader for the Insurance Vertical across Continental Europe. Prior to his position at Cognizant, Stefan held various sales management and consulting roles at IBM Corporation across different countries, including Switzerland, Germany, Austria and Central Europe.
Stefan is married and has a 20-year-old daughter. He is based in Zurich; outside of the office, Stefan enjoys skiing, hiking and politics.

FRANK EGGMANN
Consul General of Switzerland in Dubai

MAXIMILIAN PLANK
CEO Crowdlitoken AG

Frank joined the Federal Department of Foreign Affairs (FDFA) in 1985. After his training at the FDFA in Bern, he was stationed in Manila (Philippines), Hamburg (Germany), Nairobi (Kenya), Curitiba (Brazil), São Paulo (Bra-zil), Moscow (Russia), Tel Aviv (Israel) and Brasília (Brazil) until 2005. He then returned to Switzerland for four years, where he was responsible for HR recruitment and marketing at the FDFA. In 2009, he moved in as Deputy Ambassa-dor to Kuala Lumpur (Malaysia) via Bangalore (India). He then took over as Head of the Swiss Business Hub in Hong Kong & Macau in 2012 and became Consul General of Switzerland in Chengdu (Southwest China) in 2016. Since 2019, he is the Consul General of Switzerland in Dubai and Director of the Swiss Business Hub for the Middle East.
Frank grew up in La Chaux-de-Fonds (NE), is happily married, and has two grow-up boys.

Maximilian has over 20 years experience in the digital business – from a scaling online pure player, building ventures for big enterprise to software integrators like Unic AG and digital agency's like Plan.Net AG. He is a serial Entrepreneur in various fields, after studying law and business administration at University St Gallen and INSEAD. CROWDLITOKEN is the new generation of real estate investment. Digital, uncomplicated and accessible to everyone. CROWDLITOKEN is a fully compliant digital bond which allows investors to participate in a European core real estate portfolio with up to 5% return. Investors can select their own properties, determine their individual risk-return-profile and choose freely between cash flow realization and capital growth. CROWDLITOKEN combines the benefits of direct and indirect real estate investments.

SAFIA AGUENI

Women In Tech® Switzerland, Chapter Founder & Member of the Executive Board

Safia is a French citizen who was born in Algeria; she grew up in a patriarchal environment where it was difficult for a girl to pursue her dreams. Very early on, she had to stand up for what she believed was the right thing to do. She was attracted to Tech as she was fascinated by the way it could impact the future of society.
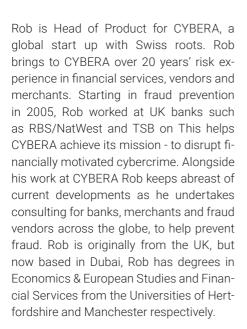
As a proud mom of 3, she managed to grow in her career journey within the healthcare industry taking on different leadership roles in IT Governance and Digital Health innovation. She currently works as Senior Technical Program Manager at Roche, where she oversees the Digital Pathology program. This program consists of the de-velopment of algorithms, leveraging Data and AI for personalized medicine.

As the Women in Tech® Founder for Switzerland, Safia is a purposeful tech leader with a passion for people & wants to contribute to making an impact in our society. She strongly believes that as women gain rights, families flourish and so do societies. And as Melinda Gates says in her book 'The moment of lift' : Whenever you include a group that's been excluded, you benefit everyone. And when you're working globally to include women and girls, who are half of the population, you're working to benefit all members of every community. Gender equity lifts everyone…

ROBERT THARLE
Head of Product Cybera

Rob is Head of Product for CYBERA, a global start up with Swiss roots. Rob brings to CYBERA over 20 years' risk experience in financial services, vendors and merchants. Starting in fraud prevention in 2005, Rob worked at UK banks such as RBS/NatWest and TSB on This helps CYBERA achieve its mission - to disrupt financially motivated cybercrime. Alongside his work at CYBERA Rob keeps abreast of current developments as he undertakes consulting for banks, merchants and fraud vendors across the globe, to help prevent fraud. Rob is originally from the UK, but now based in Dubai, Rob has degrees in Economics & European Studies and Financial Services from the Universities of Hertfordshire and Manchester respectively.

SAQR M. EREIQAT
Co-Founder Crypto Oasis

A 13-year veteran of IBM in the Middle East and Africa, Saqr is their former Head of Public Sector Consultancy in Dubai, where he has been recognized as a pioneer in enterprise blockchain, being the co-author of the first IBM blockchain for government methodology and helped define the official government blockchain strategy of Dubai. While at IBM, Saqr led projects in 23 countries across Europe, Middle East & Africa where he worked with both public and private sector entities to define, create, and implement their blockchain strategies. Today he is a Co-Founder of the Crypto Oasis, where he is actively engaged in building the world's fastest growing blockchain and Web3 Ecosystem.

CARL A. ZIEGLER
T-LINK MANAGEMENT, CEO

Carl is CEO of T-LINK, a leading Swiss company for export packaging, industrial- and project freight forwarding and trade fair logistics. He graduated in Business Economics at the University of St. Gallen (HSG). Since 2004, he has been a Managing Partner at T-LINK. In 2016, he was elected President of the swiss export association, which is a cross-sectoral economic association that represents the interests of Swiss SME acting in foreign trade, supporting them in export activities.

RALF GLABISCHNIG
Crypto Oasis, Founder

Austrian investor and serial entrepreneur; building a worldwide Blockchain ecosystem "Crypto Valley" with a focus on Switzerland and Liechtenstein and "Crypto Oasis" for the Middle East; Founder and main shareholder of 15 companies and invested in more than 40 startups; His businesses are active in the areas of Tokenization (Tokengate.io), Securitization (Gentwo), Crypto-Payments (inapay), Provenance (Proofx). Founder of CV VC and a founding member of the Crypto Valley Association and the Swiss Blockchain Federation; To foster the ecosystem, he initiated organizations like the SHED business club, Crypto Valley Labs and Crypto Oasis Ventures with connected coworking and event organizations.

RONI ARAIJI

Hitachi Zosen Inova Ltd. Branch Office
Abu Dhabi, Managing Director Middle East

Roni is the Managing Director of Hitachi Zosen Inova in the Middle East based in UAE since 2014.

Hitachi Zosen Inova is a global leader in energy-from-waste. Roni is responsible for all business development and sales activities for this region.

He has been working for Hitachi Zosen Inova for 20 years and was involved in eight different waste to energy projects across Europe where he managed the entire execution activities on site.

GENERAL INFORMATION

Organizer
digitalswitzerland
Waisenhausplatz 14
3011 Bern
+41 31 311 62 45
office@digitalswitzerlandbern.ch
digitalswitzerland.com

Program and organization
Andreas W. Kaelin
Senior Advisor
digitalswitzerland
+41 31 311 62 45

Elisabetta Depace
Project Manager
+41 79 235 5216

Seminar hotel
(about 30 minutes from the airport by taxi)
Le Royal Meridien Beach Resort & Spa
Al Mamsha Street, Dubai
+971 4 399 5555

Responsible contact at the hotel
Umid Khaydarov
umid.khaydarov@marriott.com
+971 56 603 8450

Let's share our experiences
#digitalswitzerland #gitexglobal
#worldexpo#switzerland #dubai
#blockchain

Starting and ending point of the seminar
All seminar participants will meet punctually on 10th October at 10 am (local time, UTC +4) at the hotel Le Royal Meridien Beach Resort & Spa in the conference room (Al Saker 1 Meeting) The seminar will end after dinner on 11th October at Villa Beach Restaurant. Individual return to hotel or airport.

Seminar language
The seminar will be in English.

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)

COVID certificate is not currently required in Dubai, however, those traveling with Emirates or Swiss should keep in mind the guidelines on their respective websites:

• https://www.emirates.com/english/help/covid-19/dubai-travel-requirements/tourists

• https://swiss.travel-regulations.com/route-info?origin=ZRH&destination=DXB&search-enabled=true

Entry requirements Dubai

Swiss citizens need a passport that is valid for at least six months beyond the date of entry. On arrival, a free visa will be issued at Dubai airport on presentation of travel documents and passport.
Foreign nationals but resident in Switzerland should provide on their own the necessary documents for entry into Dubai.

Journey to and from the seminar

Participants are responsible for organising their arrival and departure to/from the seminar hotel and for obtaining all necessary travel documents. All transfers, accommodation and meals during the seminar (from 9th to 11th Oct.) will be provided by the organiser.

Participation fee

The seminar fee of CHF 1,850 includes a 2-night stay (October 9th to October 11th, 2022) at Le Royal Meridien Hotel, as well as transfers, food and beverages during these two days (breakfast included). Dinner on Sunday evening, 9th Oct., is not included. 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 digitalswitzerland.

Dress code

Business Casual
Please be aware that the interiors may be heavily air-conditioned.
Ladies should wear dresses with shoulders covered and knee-length skirts when visiting the SWISS Pavilion and the Authority.

digitalswitzerland

**MAKING SWITZERLAND
A LEADING DIGITAL
INNOVATION HUB**

digitalswitzerland
Waisenhausplatz 14
3011 Bern
office@digitalswitzerlandbern.ch
digitalswitzerland.com