

Summary

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

13 to 14 October 2025 | Dubai

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1 Introduction to the event

From October 13–17, 2025, Switzerland showcased its technological excellence at GITEX GLOBAL, the world's largest tech and startup event, through a Swiss Pavilion organized by T-LINK Fairs & Events in collaboration with Alliance Digital Security Switzerland ADSS.

As part of this initiative, ADSS coordinated a Swiss delegation from October 13–14, led by **Dr. iur. Elisabetta Depace**, bringing together leading Swiss companies, universities, and experts in AI, quantum technologies, digital transformation, and sustainable innovation.

2 Swiss Pavilion

The Pavilion was officially opened on Monday, October 13, 2025, by **H.E. Arthur Mattli**, Swiss Ambassador to the UAE and Bahrain, and **Ms. Angelica Schempp**, Consul General of Switzerland in Dubai and Head of the Swiss Business Hub Middle East, **Simone Wyss Fedele**, CEO of Switzerland Global Enterprise, **Vincent Subilia**, President of the Swiss Chamber of Commerce and Industry, **Carl Ziegler**, CEO of T-LINK Fairs & Events and **Dr. Elisabetta Depace**, Public Affairs and International Activities of Alliance Digital Security Switzerland ADSS, highlighting Swiss innovation and excellence in digital technologies

Participating organizations included Argusa, Comitas AG, GreenState AG, ID Quantique, Kalibios, Modulos AG, Nicomatic Explorer, Revizto, truvami, EPFL Innovation Park, ETH Game Technology Center, and Computer Graphics Lab ETH.

3 The delegation's program

Monday, October 13, 2025

The day began with a transfer from the hotel to GITEX GLOBAL, followed by the official ribbon-cutting ceremony at the Swiss Pavilion. The delegation enjoyed a light lunch at the Pavilion and attended pitch presentations by Swiss companies. The afternoon included a guided tour of GITEX, organized by Jacqueline Duvoisin, which showcased key exhibitors and innovative technologies, including Swiss companies in AI, quantum technologies, and sustainable innovation. The day concluded with a reception and Swiss Evening at the residence of the Consul General, a networking event organized in cooperation with the Swiss Business Hub, before returning to the hotel.

Tuesday, October 14, 2025

The delegation visited Dubai International Airport, accompanied by H.E. Arthur Mattli, Swiss Ambassador to the UAE and Bahrain, and representatives from the Swiss Business Hub and Consulate General. The program offered an in-depth look at the airport as a global hub of technology and efficiency, with highlights including:

- Passenger Flow Management with "Guide by Light": automated pre-check-in directing passengers with low-risk profiles along the most efficient path to the gate, eliminating wait times.
- Real-time Passenger Satisfaction Measurement using computer vision: analyzing body language and behavior to optimize the "happiness factor" of travelers.

- Integrated Change Management: close collaboration among the airport operator, customs, police, and other stakeholders, with shared KPIs and monthly coordination meetings, achieving operational excellence at a new level.
- Digital Twin of the Entire Airport: central control and monitoring of all airport operations with a focus on safety, efficiency, and customer experience.

Afterwards, the group transferred to Dubai Harbour for a light lunch on the bus, followed by a guided tour of North Star Dubai, the region's platform for future-tech and startups, meeting companies such as Brainy AI, AI Bertix Bertina International GmbH, planqc, API Maker, and Tipsoi. The evening featured a talk by Jacqueline Duvoisin on "Experience Life and Work in the UAE," and concluded with a closing dinner at Al Khaima restaurant at the hotel, blending Swiss expertise with authentic Emirati hospitality.