

«Digitale Schweiz» . . .

. . . neutral and independent initiative for a lasting digital economy development in Switzerland

Trends and process design, basic issues, technologies and applications, relevance of ICT utilization for government, economy, society, science as well as digital lifestyles

«Digital Switzerland» Future proof thanks to innovation, quality and security

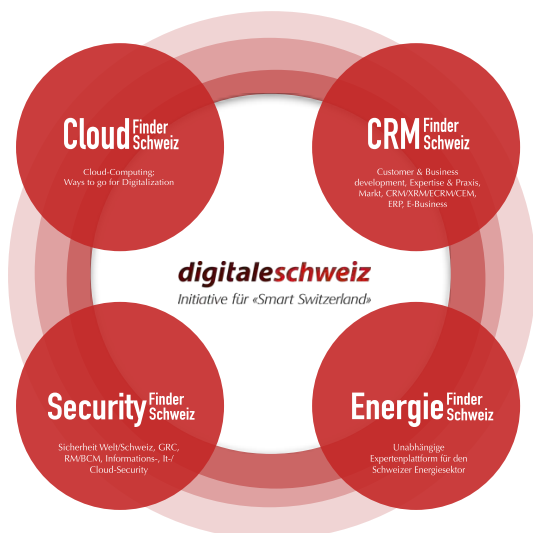
«Digital Switzerland» connects politics and economy effectively and on a partnership basis in the interest of the swiss information and knowledge society. Companies and organizations from all sectors meet in an open, collaborative, multidisciplinary platform. The initiative has the task to promote lastingly the attractiveness and sustainability of the business location Switzerland with help of a holistic and networked view (“Digital 360 degrees”).

Active sponsors are organizations and exponents of the authorities, economy, education and research. The initiative and online platform form the thematic foundation and framework for the existing as well as possible additional expert and market platforms on selected topics such as cloud computing, market development, security and energy. All actors contribute with dedication, interaction and networking to the prosperity and sustainability of Switzerland. “Digital Switzerland” is not in competition with existing organizations, associations, societies and neither with their programs or activities, but complements and supports them under a macroeconomic perspective.

The initiative pursues the goal . . .

. . . to motivate executives, decision makers and opinion leaders from all sectors to use the opportunities which are opened by the digital transformation. Based on concrete projects and solutions as well as thanks to competence, expertise and networking more projects are initiated, promoted, communicated and thus mediated to a broad interested audience.

DIGITAL SWITZERLAND – ECO SYSTEM DIGITAL



REFERENCE

„Gratulation zu Ihrem Gesamtkonzept Digitale Schweiz. So ziemlich die beste Zusammenfassung, die ich gelesen habe. Wie Sie, sehen wir bei der Umsetzung der Digitalisierung in der Wirtschaft die Themen Security und Cloud, Sicherheit und Vertrauen, als untrennbar mit Rechtsthemen wie Blockchain-Technologie und Smart Contracts verbunden. Vernetztes Denken, Einbeziehen eines breiten Zielpublikums sowie die Integration Ihrer Kompetenz-Plattformen Cloud, Security Switzerland, Kundenmanagement und Smart-Technologien, passen da hervorragend.“

«Digital Switzerland»; the focal points of the implementation

- ▶ **Identify opportunities**, make better use of the location advantages of Switzerland, increase competitiveness – make digitalization an opportunity.
Promoting universal understanding of the digitalization, the challenges, opportunities and solutions, as well as offering guidance and concrete solutions.
- ▶ **Enable all actors, involve and motivate for this change.**
- ▶ **A platform for the future viability of our country;** a collaboration of politics, economy, science and society.
- ▶ **Achieve high efficiency for the economy and broad public perception.**
- ▶ **Highest relevance for businesses of all sectors, accomplish brilliance and set a shining example for the public.**
- ▶ **Identify success stories, present and demonstrate the added value.**

Goals from the communication perspective: Quickly develop and generate public and media attention, generate social awareness of the digitization, arouse curiosity and interest and continuously expand the information basis of and for the companies and the public. In the midterm, it should be possible to change the attitude towards digitalization and create a positive, opportunity oriented express and affect climate.



Main target groups of communication: Business (from economy and ICT), the SME business community as well as start-ups, important multipliers from politics, economy and associations as well as the public and administration.

In favor of all actors, we want to be able to feel the pulse of digitalization nationally and internationally all year round and carry it to the decision makers of the Swiss economy and administration.

Sponsors, Pioneers, Companions, Supporters; Success thanks to «Competencies» and Networking

As a supporter of the initiative and platform you consider the topic “Digital Switzerland” both for your own organization and activity development as well as for your environment and our economy valuable, meaningful and as promotion and support worthy. With your commitment, you contribute significantly to the fact that Switzerland and its actors seize the chance of the digital transformation and e-economy and share their expertise for the benefit of a specific use with global view and to exploit the potential.

Specifics to your involvement you see from the overall concept and we gladly answer you in a personal conversation.

digitaleschweiz
Initiative für «Smart Switzerland»

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Security FINDER
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CRM FINDER
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