

The technology revolution and trends resulting in opportunities for Switzerland and European regions

BAK Briefing 2019

Thursday, 2 July 2019
11 am - 2 pm, including networking lunch

Mission of Switzerland to the European Union
Place du Luxembourg 1, 1050 Brussels



«The technology revolution and trends resulting in opportunities for Switzerland and European regions»

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Research, development and innovation are at the core of Europe's competitiveness. Technological progress is the key trend currently discussed in many industrial countries and regions and its importance will likely become even more pronounced as increasing tendencies towards protectionism negatively affect other traditional growth drivers such as world trade.

Technology will change the way we work and live worldwide. Great new possibilities are opening up. However, with this new challenges and questions arise that need to be answered.

Technological progress provides opportunities for regions, but it is also a challenge to harvest its growth potential. Switzerland is one of the most competitive and innovative countries in Europe and it cannot only be used as a showcase for the achievements in innovation policy, but also the challenges aligned with it.

A Swiss company, with more than 30 years of experience in regional benchmarking and innovation monitoring, BAK Economics addresses the resulting needs of European regions securing a high level of technological innovation and thus their competitiveness.

The purpose of the event is to provide profound regional analysis of competitiveness, innovation and technological progress using Switzerland as a showcase. The BAK briefing also provides an opportunity for networking for delegates from the public and private sector as well as academic representatives from all over Europe.

Agenda

- 10:45 **Welcome Coffee**
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- 11:00 **Welcome & Opening Statement**
Ambassadeur Urs Bucher, Mission de la Suisse
auprès de l'Union européenne, Brussels
-
- 11:05 **Welcome & Opening Statement**
Marc Bros de Puechredon, BAK Economics, Basel
-
- 11:10 **“Swiss and European regions’ competitiveness of
today and tomorrow”**
Andrea Wagner, BAK Economics, Basel
-
- 11:25 **“Innovation and digital transformation in
Switzerland”**
Rahel Zurfluh, State Secretariat for Education,
Research and Innovation (SERI), Berne
-
- 11:45 **“The European Private Equite Landscape”**
Michael Collins, Invest Europe (asked)
-
- 12:00 **Q&A followed by a panel discussion “To get the
best out of global opportunities – how can regions
strengthen their innovation ecosystems”**
- Martin Eichler, BAK Economics, Basel
 - Esteban Pelayo, EURADA, Brussels
 - Carolina Vigo, Business Europe, Brussels
 - Rahel Zurfluh, State Secretariat for Education,
Research and Innovation (SERI), Berne
 - Anna Sobczak, DG GROW, Brussels

Moderation: Charlotte van Velthoven (Geerdink)

13-14:00 **Networking Lunch**

Venue Mission of Switzerland to the European Union
Place du Luxembourg 1, 1050 Brussels



From Gare Centrale, take the bus #38 and exit on the 5th station “Luxembourg”.

Seminar costs Free admission

ONLINE Registration By Friday, 28 June 2019 at the latest.
[Register now](#)

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In cooperation with



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