

# Partner Country Switzerland at CeBIT

## The top of the line

CeBIT Hannover is the world's most important platform for the digitization of business and society. Within the scope of a unique combination of trade fair and congress, the participating global conglomerates, SMEs and startups will present the relevant topics of the IT economy and digitization. Thanks to the strict B2B orientation, the event is the annual duty of the digital economy.



At the CeBIT 2016, Switzerland was allowed to appear as a partner country. It was one of the most demanding projects carried by ICTswitzerland, T-LINK MANAGEMENT and Stauffis Messebau with the support of Switzerland Global Enterprise. Together with Stauffis Messebau, a concept was developed, which had to meet the highest demands on the CeBIT stage. The aim was to put the exhibiting Swiss companies in the best light and to represent the innovative Switzerland together. It became a great success, the original objectives were exceeded.

To implement all specifications and wishes in the desired quality was a difficult task. Carl Ziegler, CEO of T-LINK MANAGEMENT AG, says: „The complexity of the partner country Switzerland was not the size of 1400 square meters. It was ambitious to involve more than 60 exhibitors and additional sponsors with many individual wishes.“ Thanks to the generous design and optimal organization of the SWISS Pavilion, more than thirty international delegations from the worlds of politics and business could be welcomed. In addition to the visit of various high-ranking politicians and business leaders, the highlight has been the visit of Federal Chancellor Angela Merkel and Federal President Johann Schneider-Amman. With over 100 people in the trolley (VIP, security, press), high demands were also placed on the safety dispenser.



The exhibitors at the SWISS Pavilion took part in opening up new markets. The SWISS Pavilion presented start-ups as well as Swiss Post, SBB, Swisscom and RUAG. The implementation, which was technically at the highest level, contributed significantly to the visitor's perception of modern, successful Switzerland. Various exhibitors and educational institutions came with many great showcases.

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The ETH spin-offs WINGTRA (vertically starting drone) and Aerotainment Labs / SKYE, The Zurich Experience with the Lymbic Chair, to name but a few particularly outstanding ones, were a great addition to the performance of Switzerland. SKYE - a balloon-like drone - was used as a highlight of the Partner Country Switzerland appearance at the prominent opening ceremony. The SWISS Pavilion's infrastructure consisted of a Bistro Suisse, decentralized coffee-points, a business center, meeting rooms and an arena. This professionally moderated and at the center of the community stadium was very much appreciated by the exhibitors for their presentations. The lectures generated a large number of additional international visitors at the SWISS Pavilion.



The exhibitors and visitors benefited from extensive networking activities such as FutureTalk, FutureMatch, SecuRity Forum, daily networking lunches, the networking breakfast with Federal President Schneider-Ammann, the CeBIT Switzerland Summit, the CeBIT Guided Tours, and the SWISS Pavilion Executive Reception.

ICTswitzerland CEO Andreas Kaelin takes a positive view: „This has definitely been a successful CeBIT for us. We enjoyed a wonderful reception, along with excellent opportunities to communicate Switzerland's ICT expertise and standing throughout the global community.“

Swiss exhibitors at the SWISS Pavilion expressed contentment with the outcome of the event. „Right from the outset, it was clear that all our hard work was going to pay off,“ said Johann Gevers, CEO and founder of Monetas. LzLabs was also upbeat: „There would have been little point coming here on our own. But Switzerland's presence, with its big SWISS Pavilion here, provided an ideal opportunity for us to get involved,“ says LzLabs Chairman Thilo Rockmann.

Switzerland's prominence as the Partner Country staging the SWISS Pavilion also proved a real asset for other Swiss exhibitors. „We were here to ascertain the amount of potential interest from outside Switzerland, and this became very positively tangible in the course of the week,“ reported Michael Hügli, Head of Marketing & Sales at TWINT AG. Josip Sunic, CEO of the Prime Computer AG, still a young company, was also delighted with the interest shown in its offerings by international players: „Our presence here served as a springboard for our business. Here we had access to important decision-makers who we would not have been able to reach otherwise, and we picked up more valuable leads than we could have otherwise done in a whole year. We will definitely be back next year.“



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