

Past Events 2017/18



September 2017

- SSCC Crayfish Party – Zurich
- The international automatic exchange of information and tax matters – seminar with Bolla Bonzanigo & Associati, Steimle & Partner Consulting and UBS – Lugano
- Partner Event: Breitling Sion Airshow – event with SAAB – Sion
- SSCC After Work – Zurich
- Swiss vs Swedish Social Security in a cross border context – seminar with Kendris – Geneva and Zurich

October 2017

- What you need to know about Blockchain – seminar with EY – Zurich
- NextGen CH: An insider's perspective on Tesla's story – Zurich
- Seminar with Urban Bäckström – former Governor of the Swedish Central Bank – Geneva
- SSCC After Work – Bern
- 5th Lugano Philanthropy Day – event with UBS – Lugano
- Seminar with Simona Scarpaleggia – CEO of IKEA Switzerland – Zurich
- SSCC After Work – Geneva

November 2017

- Scandinavian fashion meets Swiss fashion – partner event with Brødre – Zurich
- World Childhood Foundation Charity Dinner – Zurich
- NextGen CH: How to get any job – The do's and don'ts of online networking – Zurich
- Glögg Evening – in cooperation with Hästens Geneva store – Geneva

December 2017

- Art as an Investment – seminar with SEB Private Banking – Zurich
- Santa Lucia Dinner – Lugano

January 2018

- Art – Passionate Investment or Invested Passion? – seminar with Bonhôte Services – Geneva
- Partner Event: Networking Skiing event – event with Ski Lodge Engelberg – Engelberg
- Nordic Event – seminar at SIX – Zurich
- NextGen CH: How will technology disrupt your business? – Zurich
- SSCC After Work – Geneva

February 2018

- SSCC Business Forum 2018 – What is required to attract and retain startups? – Zurich



- SSCC After Work – Zug
- Behind the scenes – seminar at Ferring Pharmaceuticals – Saint-Prex

March 2018

- Geneva International Motor Show – event with Volvo Cars – Geneva
- Annual SSCC Ski Competition – in cooperation with SEB Private Banking – Klosters
- Space journeys and space opportunities – seminar with Christer Fuglesang and RUAG Space – Zurich
- SSCC Annual General Meeting and 10-year Anniversary – Bern

April 2018

- Sink or Swim? Digital Transformation in the Financial Industry – seminar with Nexell and Lombard International Assurance – Geneva
- SSCC After Work – Geneva

May 2018

- Quantum Computing and Entrepreneurship – seminar with Chalmers University of Technology and ETH – Zurich
- Understanding the Human Brain – Re-thinking Man and Machine – seminar with Human Brain Project (HBP) and Uppsala University – Geneva
- Swedish Election Debate – event in collaboration with SNS Schweiz-Lichtenstein – Zurich
- Present and future challenges for mobility and urbanism in Ticino and Lombardy – Lugano
- SSCC After Work – Geneva

June 2018

- Swedish National Day Celebrations – in cooperation with Swedish organisations – Geneva
- Nordic event – Doing business in the Nordics and Switzerland – Differences in business culture – seminar with Switzerland Global Enterprise – Zurich
- Partner Event: Vernissage at Art Basel – Basel



Photos	
1	SSCC Business Forum 2018 (Photo: Markus Senn – Passion for Pictures)
2	World Childhood Charity Dinner (Photo: Armin Graessl Photography)
3	Annual SSCC Ski Competition (Photo: SSCC)
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5	Seminar with Simona Scarpaleggia (Photo: SSCC)
6	Geneva Motor Show (Photo: SSCC)

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SSCC BUSINESS FORUM 2018 – The importance of startups and how to accelerate the startup scene in Sweden and Switzerland

Zurich, 1 February 2018

The SSCC Business Forum 2018 - The importance of startups and how to accelerate the startup scene in Sweden and Switzerland - was held on 1 February in Zurich with more than 120 delegates. Very inspiring speeches and great networking for our 6th edition of the SSCC Business Forum. Thanks to all speakers, sponsors and delegates for making this event a success.

An active startup scene is important for the economic growth of a country and to create future opportunities, where agility and flexibility in a fast-paced world are key to success. Both Sweden and Switzerland rank as two of the most innovative countries in the world. However, to create an environment which fosters startup growth and innovation, a country needs to have the right ingredients.

Focusing on what is required to attract and retain startups, we invited speakers from both Sweden and Switzerland to discuss the importance of startups, respective challenges and opportunities and what we can learn from each other.

The startup scene is very complex with many players and we wanted to make sure we covered all aspects. We had the honour of having keynote speakers from the government in Sweden, Marie Wall, Deputy Director Startups at the Ministry of Enterprise in Sweden, and from a regional level, Prof. Patrick Aebischer, EPFL President Emeritus from Western Switzerland. Linda Krondahl, CEO & Co-founder of THINGS, startup hub in Sweden and Mike Baur, Executive Chairman & Co-founder, Swiss Startup Factory held keynote speeches from the startup hub perspective.

Our keynote speakers provided interesting insights to the startup scenes in both Sweden and Switzerland. Additionally, having representatives from universities, governments, investor and startup businesses contributed to very dynamic discussions on both opportunities and challenges in this fast-changing area.

Switzerland has some of the world's best infrastructure, highest disposable income, and consistently ranks as being the most innovative country in the world. In addition, Switzerland has a highly educated workforce and prominent universities. However, according to Prof. Patrick Aebischer, research talent is not enough to establish an innovation culture, where the capability to host startups at university campuses and liberal tech transfer policies play an important part. Swiss disadvantages include lack of funding in the second stage as well as lack of attractive exit strategies.

Sweden has a booming startup scene with a mature ecosystem with hubs in Stockholm, Gothenburg and Malmö. Having produced 7 unicorns to date, Stockholm is the third most prolific hub globally. According to Linda Krondahl, CEO & Co-founder of THINGS, some of the advantages in Sweden include that





it is a small country, which fosters global thinking and provides a small market to test the products. The ecosystem with its small community and available capital also makes it easier to start a company. Moreover, Swedes are early adopters, and being in the second generation, Unicorn founders start giving back, both through capital, experiences and contacts. However, even if advantages such as capital availability makes it easy to start a company in Sweden, housing difficulties, high taxes and a funding gap in the second phase remain disadvantages.

We also had an interesting panel with entrepreneurs and investors led by moderator Prof. Dr. Detlef Günther, VP Research & Corp. Relations, ETH Zürich. Christoph Birkholz, Co-founder, Zurich Impact Hub; Caroline Gueissaz, Managing Director, Business Angels Switzerland; Niclas Molinder, CEO & Founder, Auddly; Isabelle Ohnemus, CEO & Founder, EyeFitU and Anders Thulin, Senior Digital Expert, Triton held an interesting and inspiring discussion about the opportunities and challenges in the startup scene in both Sweden and Switzerland.



Sustainable value creation

Lundin Petroleum is one of the leading independent oil and gas companies in Europe. With a strategic focus on Norway, our aim is to develop oil and gas resources efficiently and responsibly for a sustainable and low carbon energy future.



Inside the head of the former Governor of the Swedish Central Bank – seminar with Urban Bäckström

**Geneva,
10 October 2017**

In October 2017, the SSCC had the pleasure to invite members to a seminar with Urban Bäckström, former Governor of the Swedish Central Bank (Riksbanken). The seminar, held in Swedish, touched upon both past, present and future challenges, drawing on Bäckströms wealth of experiences.

As a state secretary at the Swedish Ministry of Finance in the 1990s, Bäckström was involved with the management of the Swedish financial crisis. Apart from being the former Governor of the Swedish Central Bank, Bäckström also has an established background within Swedish industry and trade, hav-



ing been the Managing Director of both Skandia Liv and Svenskt Näringsliv (the Confederation of Swedish Enterprise). Today, he is active in several boards including as Chairman of the Board in Rederi AB Gotland and Näringslivets Tankesmedja Timbro, Vice Chair in Danske Bank Group A/S in Copenhagen as well as member of the board in Lancelot Asset Management AB in Stockholm.

Seminar with Urban Bäckström (Photos: SSCC)

5th Lugano Philanthropy Day – Embrace a holistic approach to achieve your philanthropic objectives

**Lugano,
18 October 2017**

In cooperation with UBS, the SSCC had the pleasure to invite members and friends to the fifth edition of the Lugano Philanthropy Day – a pleasant occasion starting to become a tradition in the SSCC event calendar.

Increasingly, philanthropists are setting audacious social change goals. With the ultimate goal to end homelessness and hunger, they do not want to limit their interventions to building shelters for the homeless and funding soup kitchens. However, they will not achieve their objectives simply by conducting philanthropy in a traditional way, rather, they need to embrace a more holistic approach, using creativity, connections and collaboration.

During the evening, Per Hegggenes, CEO of the IKEA Foundation, talked about addressing children's needs in a holistic way, referring to the foundations main learnings from 35 years in operation. Next, a holistic approach to ending modern slavery was addressed by Nick Grono, CEO of the Freedom Fund, saying that just as abolitionist coalitions forced the end of the Atlantic slave trade in the 19th century, courage and commitment can end modern slavery today. The interesting and thoughtful presentations were complemented by the following panel discussion, moderated by Lorenzo Piovanello, UBS Philanthropy Advisor, with speakers Jaume Iglesias, Sustainable In-

vestment Specialist at UBS Wealth Management and Elena Casolari, Executive President at Opes Impact Fund.

Towards the end, Bengt Wahlqvist, Serial entrepreneur, philanthropist and co-founder of 3GT and Nina Hoas, Executive Director, Philanthropy Advisory at UBS Wealth Management, presented a selection of projects presented at the Lugano Philanthropy Day throughout the years, including an update on where these projects stand today. Finally, ending the day with food and drinks opened up for continuous discussions amongst speakers and participants.

Nordic Event at SIX

Zurich, 23 January 2018

In the beginning of 2018, the SSCC co-organized a Nordic Event at SIX together with the Dänisch-Schweizerische Handelskammer (DSHK), Handelskammer Finnland-Schweiz and Norges Klubben Sveits. The event was part of the continuous cooperation across the Nordic Chambers of Commerce in Switzerland.

After a welcoming speech by the DSHK President, Torben Duer, Søren Mose introduced all participants to SIX and how their business operates in the FinTech industry. Søren Mose is a Board Member of SIX and Chairman of the Risk Committee. Søren has previously been the CEO of several banks and is today a strategic advisor and active board member in the areas of Financial Services, FinTech and Sport industry. Following the seminar, Andrea Weidemann, Head Swiss Finance Museum, gave a private guided tour of the museum.



Nordic seminar at SIX (Photo: Eva Zingg Photography)

Behind the scenes – seminar at Ferring Pharmaceuticals

St-Prex, 27 February 2018



In cooperation with our patron member, Ferring Pharmaceuticals, we had the pleasure of organising a "Behind the scenes" seminar on February 27, 2018. At the fully booked event, the Senior Director of the Swiss Manufacturing Plant, Esteban Uriarte, gave a guided tour of the Production area. Being responsible for leading the manufacturing site at St-Prex, Esteban

provided the group with interesting insights on Ferring Pharmaceuticals' manufacturing during the tour.

After the tour, we had the opportunity to listen to a presentation on Ferring's history, activities and research areas by Director Corporate Affairs, Markus Siegenthaler and Executive Vice President, Per Falk. Markus Siegenthaler is currently involved in matters concerning local Swiss regulations. In addition, he is secretary to and member of the Board of Directors of Ferring International Center SA as well as secretary to the Board of Directors of the subsidiary, Ferring Galenisches Labor AG in Allschwil (CH). Per Falk is responsible for overseeing all of Ferring's Research, Development &

Regulatory activities. Dr. Falk's career includes positions as Associate Professor/Lecturer at the Department of Medicine at the Karolinska Institute in Stockholm and adjunct Associate Professor at the Department of Molecular Biology and Pharmacology at Washington University School of Medicine in St. Louis.

Seminar at Ferring Pharmaceuticals
(Photo: SSCC)

Seminar with Christer Fuglesang, the first Swedish citizen in space



Zurich, 13 March 2018

With an evening full and out of space, Christer Fuglesang talked to an excited audience about his journey from KTH via CERN to ESA (European Space Agency) and eventually to ISS, the International Space Station. Christer Fuglesang became the first Swedish citizen to fly in space in 2006 when he flew as Mission Specialist on Space Shuttle Discovery for STS-116 to the International Space Station. Naturally, Christer talked about his two space flights, describing how it actually is to work and live in space, before finishing by reflecting on the future for space exploration and "new space" – the fast-growing opportunities and applications in space and of space.

Adding to Christer's presentation, Daniel Fürst, Vice President of External Relations at RUAG Space Switzerland, talked about what "Space" really is and how it affects our daily life - including why "Space" is strategic for a modern state. Daniel also addressed what RUAG does in that system and where it will go in the future.





Understanding the Human Brain – Re-thinking Man and Machine

**Geneva,
3 May 2018**

How can knowing more about the brain help us build tomorrow's robots and computers, and how can it help improve treatment of brain diseases? What are the ethical aspects of new technology's potential? These were among the questions discussed by researchers from Uppsala University and the EU Human Brain Project, in front of a packed auditorium, at a seminar in Geneva in early May.

We are currently at the beginning of the 4th industrial revolution with exponential development and integration of digital technologies in artificial intelligence, neurosciences, robotics, big data and blockchain influencing more and more sectors. In the future, digital technology will be integrated into almost all sectors of society, including health, education, finance, security and mobility - a development that undoubtedly will affect our daily lives.

Behind every artificial intelligence (AI) device, self-driving car, self-learning robot and smart building, hides a variety of advanced algorithms that control learning and decision making. Some





of the mathematical models that make up the backbone of advanced automated systems are currently under construction by researchers from Uppsala University and EPFL in Lausanne and Geneva.

In this context, the Swedish Swiss Chamber of Commerce (SSCC) in collaboration with the Human Brain Project (HBP) and Uppsala University had the pleasure of organising an evening to understand and discuss the latest developments in neuroscience, artificial intelligence, medicine and robotics – focusing on how greater knowledge about the human brain might affect digital development. We invited senior researchers and industry leaders to discuss how we learn from the brain to build robots and computers of tomorrow, how to better understand and ultimately to treat diseases of the brain and how to integrate neuroscience research data into computer models and simulations.

Ginevra Castellano, Senior Lecturer at Uppsala University's Department of Information Technology, Division of Visual Information and Interaction, and head of the Social Robotics Lab, was one of the speakers at the seminar. She is researching the development of robots to support humans in areas ranging from education and healthcare to entertainment.

"Close human-robot interaction makes it essential for us to understand how we, as humans, perceive robots. We have to develop robots that can interact with humans in socially intelligent and confidence-inspiring ways. These robots must have social skills and empathy. By using social robots, we're dealing with issues that can

help us understand what it means to be human," says Castellano.

Besides Ginevra Castellano, Uppsala University's speakers at the seminar were Thomas B. Schön, Department of Information Technology, and Lina Emilsson, Department of Engineering Sciences, who also moderated a discussion between the presenters.

Chris Ebell, Executive Director at the Human Brain Project; Dr. Marc-Oliver Gewaltig, Section Manager of Neurorobotics, Simulation Neuroscience Division, Blue-Brain Project, EPFL Lausanne and Prof. Philippe Ryvlin, Department of Clinical Neurosciences, CHUV Lausanne, Leader of the Medical Informatics Platform of the HBP also contributed with very interesting and insightful presentations on this broad and complex topic.

The Human Brain Project brings together more than 120 neuroscience and engineering research partner institutions from 19 European countries. The ambition is to create and operate a European research infrastructure for brain research, cognitive neuroscience and organise data describing the brain and its diseases as well as simulate the brain. Since 2015, the HBP has supported interdisciplinary research and infrastructure for neuroscience, medical research, neurorobotics, mathematics, physics and neuromorphic computing. Uppsala University is a partner institution and lead one of the 12 sub-projects of the HBP.