



Ambasada
Rzeczypospolitej Polskiej
w Bernie



Polish Investment
& Trade Agency
PFR Group

PRELIMINARY AGENDA

4th Polish Economic and Technology Forum in Switzerland **Building a Secure Future: Swiss-Polish Innovations for Europe**

Zurich, 27th May 2025

As security takes center stage as the defining theme of Poland's EU Presidency in the first half of 2025, the Swiss-Polish Economic and Technology Forum will focus on fostering innovation and resilience in the economic, digital, energy, and financial sectors. The forum will serve as a dynamic platform to enhance business collaborations, enabling companies from Poland and Switzerland to jointly develop cutting-edge solutions that address Europe's most pressing challenges. Together, we will promote sustainable growth, strengthen international partnerships, and chart a secure and prosperous future for both countries and for Europe.

Organisers: Embassy of Poland in Bern & Polish Investment & Trade Agency

Conference language: English

Venue: Europaallee 36, 8004 Zurich/ Building EUR F

8:30 – 9:00 Registration & Morning Coffee

9:00 – 9:15 Opening remarks

Andrzej Dycha, CEO, Polish Investment and Trade Agency, Poland

Marek Minarczuk, chargé d'affaires, a.i, Embassy of Poland to Switzerland

9:15 – 9:35

Polish – Swiss Cooperation on the innovation field – challenges & opportunities

Speakers:

Andrea Rauber Saxer, Head, Bilateral Economic Relations Division, SECO, Switzerland

Debora Kern, Head, EU member states section, Swiss Agency for Development and Cooperation (SDC), Switzerland

Aleksander Siemaszko, Director, International Cooperation Dep., Ministry for Development and Technology (MRiT), Poland



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9:35 – 9:55 Keynote speech

Katharina Gasser, CEO, Roche Pharma Schweiz, Switzerland

9:55 – 10:40 Panel session

Transformative Potential of AI in Drug Development

Moderator: Iwona Cymerman, Managing Partner, FoundingBox, DeepTech Fund, Poland

Speakers:

Lukasz Paciorkowski, CFO & Founder, A4bee, Poland

Rafal Pawlowski, Life Sciences Strategy Consultant, former Strategy & Operations Director at AstraZeneca, Switzerland

Wasu Mekniran, Digital Health Innovation for Scalable Prevention, ETH Zürich, Switzerland

10:40 – 10:55 Coffee Break

10:55 – 11:40 Panel session

Partner: FHNW School of Business

Looking for new talents. Technology & Innovations as the Driving Forces of Development

Advantages of education system in Poland and Switzerland. Exchange of experience and best practices. Models of Financing and investment in the high-tech research.

Moderator: Marcel Hirsiger, University of Applied Sciences and Arts Northwestern Switzerland

Speakers:

Andrzej Dycha, CEO, Polish Investment and Trade Agency, Poland (TBC)

Marcin Gołębicki, CEO, EP Solutions, Switzerland

Jaroslav Szczotka, Business Development Manager ITEO, Poland

Raphaela Kübler, Project Manager “Polish-Swiss Applied Research Cooperation” Innosuisse, Switzerland

in Paralell

10:55 – 11:40 Business Workshop I

Partners: Authentic Digital, Poland & Gate Institute

Presenters: Jack Seeds & Kamil Zawadzki, Authentic Digital, Poland



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Enterprise Ready: How to Present Financial Digital Solutions That Sell

What you'll learn:

How to show complex ideas without boring presentations that no one understands. How to beat your competition in the Request for Proposal race. How to shift the balance during elevation pitches.

What you'll see:

Case Studies: RWA Tokenization Platform presented at SFF 2024
Corporate Portal with Financial Data of a Leading Car Manufacturer
UK-Market Back-end Mid-Office Fund Platform White Labelled

11:40 – 11:50 Coffee Break

11:50 – 12:50 Panel session

Partner: Lexcellence

Innovations in financial services as a driving force in Switzerland's & Poland's economy

Moderator: Kasia Lasota Heller, Managing Partner, Lexcellence, Chairperson
Polish-Swiss Innovation Association

Speakers:

Ewa Gerber, Senior Regional Compliance Officer, Moneygram

Milos Stokic, Co-Founder, Relio Bank, Switzerland

Agata Marty, CEO, Fincredible, Switzerland

Michał Szymański, New Markets Development Director, BLIK, Poland

Bartosz Berestecki, Poland, CEO, PayTel, Poland

Thomas Graf, Chief Product Office, TWINT, Switzerland (TBC)

in Paralell

11:50 – 12:40 Business Workshop II

Partner: Google Switzerland

Demystifying AI for Business: Real-World Applications, Tools and Strategies

Moderators: Dawid Ostrowski Head of Google Developer Experts Program,
Google, Switzerland & **Kamil Ostrowski**, Founder, QuadIntegral, Switzerland

Why to attend?



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This workshop will demystify Artificial Intelligence (AI) and empower you to harness its potential for your business. Discover real-world AI applications across various industries and learn how AI can solve your unique business challenges. Explore practical AI tools and gain hands-on experience with them. Develop strategies to successfully implement AI in your organization and drive innovation, efficiency, and growth.

Who shall attend?

This workshop is ideal for business leaders, managers, and entrepreneurs seeking to understand and implement AI solutions. It will also benefit technology professionals and analysts looking to expand their knowledge of practical AI applications and strategies.

12:40 – 13:40 Lunch

13:40 – 14:00 Keynote speech

Olga Kozierowska, Journalist, social activist, the initiator of the "We Did It in Poland" campaign, Poland

We Did It In Poland – How Polish Innovation Is Quietly Changing the World

Poland is not just a place of rich history—it's a country brimming with bold ideas, creative talent, and world-class innovations. In this session, we'll uncover some of the most surprising, scalable, and global-ready breakthroughs made in Poland, from deep tech to sustainability and AI. Discover how a new generation of Polish entrepreneurs, engineers, and visionaries are turning bold dreams into real impact—and why now is the perfect time to look to Poland for fresh partnerships and future solutions.

14:00 – 14:45 Panel session

Partner: Google Switzerland

Securing the Digital Self: The Evolution of Identity Verification

Your digital identity, encompassing logins and credentials, is constantly in use, yet often shared unknowingly. Secure online interactions hinge on its integrity. The surge in cyber threats demands robust digital ID solutions, ensuring privacy and security. A strong, universally accessible digital identity is vital. It combats fraud, fosters trust, and enables inclusive access to essential services. Streamlining online interactions, it's a cornerstone of the modern digital landscape.

Moderator: Lucyna Janas, Head of Google Wallet partnerships, EMEA Google, Switzerland

Speakers:

Andreas Tölke, Head FinTech & Digital Trust at Swisscom, Switzerland



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Daniel Saeuberli, DIDAS, President & Co-Founder, Switzerland

Rolf Rauschenbach, Deputy Head e-ID-Unit and Communications Officer e-ID,
Federal Office of Justice FOJ, Switzerland (TBC)

in Paralell

14:00 – 14:45 Business Workshop III

Partner: Lexcellence, Switzerland

Moderators: **Sybille Rohner** & **Florian Müller**, Partner, Lexcellence, Switzerland

How to start a technology business in Switzerland?

Switzerland is a leading hub for innovation and entrepreneurship, offering a stable business environment, strong legal frameworks, and access to global markets. This workshop provides practical insights into establishing and scaling a technology business in Switzerland, covering key legal, regulatory, and financial aspects.

What you'll learn?

Experts will guide participants through the company formation process, licensing requirements, regulatory compliance (including fintech and blockchain regulations), tax incentives, and funding opportunities available to startups and scale-ups as well as highlight market entry strategies and business support programs.

Join us to gain practical knowledge and expert guidance on navigating the Swiss innovation ecosystem and successfully launching your technology business.

14:45 – 15:00 Coffee Break

15:00 – 15:45 Panel session

Partners: New Mobility Association (PSNM) & ShareP

New mobility – the ecosystem which leads the green socio-economic transition

Trends of development in e-transportation; Do we need our own car? Shared mobility. Development of autonomous driving, new mobility business; Balanced grids: new mobility a driving force for clean energy.

Moderator: Aleksander Rajch, Member of the Board & International Relations

Director, New Mobility Association (PSNM), European Association for Electromobility (AVERE), Poland

Speakers:

Mateusz Wojdyło, CEO & Founder, Share.P, Poland & Switzerland

Paweł Trojanowski, Business Development Director, Rockfin, Poland

Katharina Schlittler, Country Manager Switzerland & Austria, Voi



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Sven Etzold, Senior Director Business Marketing, u-blox AG, Switzerland
A representative of Ekoenergetyka, Poland (TBC)

15:45 – 16:00 Coffee Break

16:00– 16:45 Panel session created by the audience

AI as a new steam engine – consequences on the labour market, lifestyle and society

Moderator: Dawid Ostrowski, Head of Google Developer Experts Program, Google, Switzerland

A creative discussion session led by questions from the audience. It's worth staying until the end of the conference to take part in the discussion, which will certainly not lack time for the "Q&A" session

16:45 – 17:00 Closing remarks

17:00 – 19:30 Reception with Polish culinary accents

Institutional Partners:



Ministry of Economic Development and Technology
Republic of Poland



Fachhochschule Nordwestschweiz
Hochschule für Wirtschaft



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Business Partners:

