

:: csem

# Deep Tech Digitalization

September 10, 2019—16:00  
Kraftwerk—Zürich

In partnership with

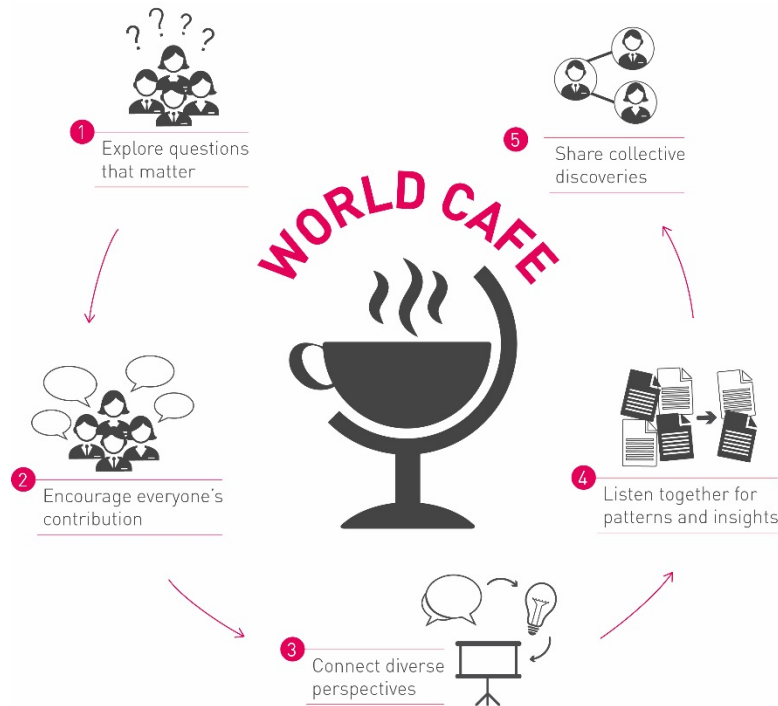
**KICKSTART**

## Program

15:00	<b>Registration &amp; welcome drinks</b>
15:30	Welcome by Mario El-Khoury, CEO of CSEM
15:40	“Digitalization - how fit is Switzerland?” <b>Nicolas Bürer</b> , Executive Director of Digital Switzerland
16:00	“Building Automation and the Digitalization of the Building Life Cycle” <b>Helmut Macht</b> , Head of Center of Expertise, Technology and Innovation, Siemens Smart Infrastructure
16:20	“From microsystems to smart systems” <b>Alain-Serge Porret</b> , Vice-President, Integrated and Wireless Systems, CSEM
16:35	“AI for industrial Processes” <b>Philipp Schmid</b> , Head Robotics & Machine Learning, Automation and Process Control, CSEM
16:50	<b>World Café round tables</b>
17:15	<b>Reporting</b>
17:30	<b>Networking standing apéro</b>

## World Café concept

During this event, CSEM will use the World Café round table concept to address the topic of the role of the Deep Tech in Digitalization. The World Café will be introduced through the presentations we'll have



had before. They will set the context, launch the discussion by asking questions that help generate collective energy, insight, and action throughout several conversational rounds. The participants will be split-out into smaller teams (6–9 people) that will be chaired by a CSEM expert. Each round table will then **1** explore these key questions by **2** encouraging everyone's contribution and **3** connecting diverse perspectives. **4** new insights. Finally, the chairs will "harvest" and synthesize the collective insights and **5** share them with you all.

**The outcome of our discussions will be published as part of a white paper and across media outlets.**