Dear participants,

Innovation has always been a recipe for business success and is an inherent part of entrepreneurial spirit. In light of current challenges such as stagnating productivity, digitalisation and volatility, it is all the more important. How do innovations come about within companies? To what extent can new ideas be actively promoted? And what influence does creativity have upon the innovation process?

Each and every innovation begins with an impulse, a flash of inspiration and ideas. This requires creativity, which is the source of innovation. Creativity is a characteristic that essentially lies dormant in all human beings. However, in companies this valuable skill needs to be specifically activated, cultivated and trained. Too little attention is paid to innovation in busy day-to-day business. Our working days are governed by deadlines and urgent demands. And so we forget that creativity needs the freedom to develop. The 11th Swiss Innovation Forum will counteract this and provide a framework for thinking about creativity, design and innovation.

The motto of this year’s conference is «PLAY». Playing represents fun, emotions and freedom. In my opinion, openness and the ability to inject fun into our thoughts and actions is also becoming increasingly important in everyday business environments. Playing is the best way to learn new skills and break out of existing mindsets and patterns. It involves making space for any unexpected approaches and methods, which are absolutely essential for the development of strategies, products and business models. Join us at SIF 2016, let’s break away from everyday working life and immerse ourselves in a world full of playing, fun and an abundance of inspiration. We look forward to seeing you there!

Dr Dominik Isler
CEO Swiss Innovation Forum
### OVERVIEW

**Date:** Thursday, 24 November 2016  
**Time:** 8.45 am – 5.30 pm  
**Venue:** Congress Center Basel  
**Speakers:** 25, from Switzerland and abroad  
**Languages:** German and English (simultaneously interpreted)  
**Participants:** over 1,000 people  
**Registration:** registration.swiss-innovation.com

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<thead>
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<td>Politics/administration</td>
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<td>R&amp;D/educational institutions</td>
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<tr>
<td>Start-ups</td>
<td>5%</td>
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<tr>
<td>Students</td>
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11. SWISS INNOVATION FORUM
24 NOVEMBER 2016, CONGRESS CENTER BASEL

The Swiss Innovation Forum (SIF) is the most important national platform for creativity, design and innovation. More than 1,000 individuals from industry, science and politics are expected on 24 November 2016 at the Congress Center Basel.

Carefully selected speakers from Switzerland and abroad will come together at the unique innovation conference and present forward-thinking ideas, the latest technologies and current trends from the fields of technology, creativity and design. Actual examples from business practice will also be showcased as well as academic articles on the subject of innovation. Besides the varied presentations, cross-sector dialogue and networking in particular will sit at the heart of the event. The Swiss Innovation Forum is a meeting point for decision makers from Swiss industry and start-ups that demonstrate potential. The entrepreneurs who attend will network with representatives from research and politics, encouraging the transfer of knowledge. The heterogeneous participation favours mutual exchange and provides an optimal breeding ground for original ideas, creative approaches and visions of the future.
DAVID ROBERTSON
Professor of Practice, Wharton School

With «Innovation Navigation», the innovation professor David Robertson has created a business radio for innovative ideas. In the course of his career he has worked as a professor at IMD (Lausanne) and was also employed as a consultant at McKinsey & Company. He is the acclaimed author of «Brick by Brick» and has already advised countless international companies such as Heineken and Credit Suisse on innovation issues.

1 | Innovation navigation
What can managers learn from the «Innovation navigation» business radio?

2 | Art of innovation
What is the secret of innovation?

3 | The LEGO success story
How did LEGO manage to achieve one of the most impressive turnarounds in history?

INNOVATION MANAGEMENT
From near-bankruptcy to huge success: David Robertson presents the LEGO story at the Swiss Innovation Forum 2016 and shows how the LEGO revivals succeeded thanks to innovation management. LEGO is basically a simple box with bricks. The greatest innovation, however, consists in combining the building bricks with stories, thereby creating a unique play experience. Robertson shows how these discoveries can also be transferred to other companies.

#BrickbyBrick #LEGOrenaissance #Turnaround
ROLAND SIEGWART
MARCO HUTTER
Robotics professors, ETH Zurich

Mechanical engineers Roland Siegwart and Marco Hutter are professors at ETH Zurich and lead research groups in the field of robotics. Siegwart is a specialist in machine vision as well as autonomous driving and flying. He is also on the administrative board of NZZ Mediengruppe. Hutter’s research centres around walking robots, mobile manipulation and digital production.

1 | Artificial intelligence
Will robots soon be more intelligent than humans?

2 | Benefits and dangers
What opportunities and risks are presented by the robots of the future?

3 | Practice
What activities can be performed by robots and in which sectors are they becoming a sought-after workforce?

FUTURE OF ROBOTICS
Will machines soon have human capabilities? The Swiss robotics experts and ETH researchers Roland Siegwart and Marco Hutter will answer these and other questions at the forum in Basel. They will present the latest findings from robotics research by means of a live demonstration using flying and walking robots.

#Science #Robotics #Artificialintelligence
RAFFAEL DICKREUTER
Action Designer and Virtual Reality Expert

The professional background of animator Raffael Dickreuter lies in film, design, web and photography. He has built the world's largest networking platform for 3D animation scenes and developed a separate virtual camera system. Dickreuter provided the special effects for Hollywood blockbusters such as «Iron Man 2». He is also co-owner of EmotionalExperience.ch, a Swiss company specialising in VR.

1 | From Muri to Hollywood
How did an animator from Berne establish himself on the Hollywood film scene?

2 | Aesthetics and design
What role do aesthetics and design play in our everyday working lives?

3 | People and technology
What must be observed with the interplay between humans and technology?

VR: BETWEEN PERCEPTION AND REALITY
The term «virtual reality» is currently on everyone’s lips. While the new technological opportunities have emerged in the film industry, other sectors are still waiting for tangible applications. One thing is clear: VR is a new, broad field that offers many opportunities. Raffael Dickreuter is an expert in digital technology and will demonstrate examples of the potential of VR in everyday business life. He will also explain the opportunities and risks of virtual reality.

#VirtualReality #Technology #VR #ActionDesign
TINA ROTH EISENBERG
Designer, blogger and entrepreneur

Tina Roth Eisenberg grew up in Appenzellerland but has since lived in New York where she has worked in various roles including as Head Designer for a well-known American web company. She opened a co-working space in Brooklyn, developed a to-do app and founded Tattly, a shop for temporary design tattoos. The «swissmiss» reaches out to a million people every month through her blog.

1 | Success story
How does a young woman from Appenzell become a respected member of the New York design scene?

2 | Secret to success
Wherein lies the secret to success of the lecture and networking series Creative Mornings?

3 | Success factor
Which success factors were decisive for seriously challenging the traditional tattoo business with Tattly?

THE BEST WAY TO COMPLAIN IS TO MAKE SOMETHING
The Swiss blogger will talk at SIF 2016 about her business success in New York and explain how she made it from Appenzell all the way to New York as a young woman. The «swissmiss» inherited a real entrepreneurial spirit. Today Tina Roth Eisenberg prefers to work for her own company than for customers. Her understanding of design and creativity is inspiring – even the Creative Director of the New York Times is an avid reader of her blog.
CLAUS MEYER
Innovative restaurateur and food activist

The Danish culinary entrepreneur Claus Meyer has redefined Nordic cuisine with his «New Nordic Food Manifesto». He is co-founder of Noma. Believing in food as a driver for social change, Meyer established the Melting Pot Foundation and Gustu in Bolivia. He moved with his family to New York to open a Food Hall and restaurant Agern, awarded a 3 star review in the New York Times. He is also determined to establish a food school and bakery/community eatery in Brownsville.

1 | Follow your heart
Why are love and passion important factors in corporate success?

2 | Management by taste
How the concept of «purpose before profit» can lead to corporate success?

3 | Social change
How can new foods and innovative gastronomy concepts lead to social changes?

DELICIOUS AMBITIONS: A PERSONAL ADVENTURE
From writing the manifesto for the Nordic food revolution, to launching an indigenous food movement in Bolivia, Claus Meyer has always been motivated by goals that stretch beyond the profit-motive. Addressing issues such as the importance of unconventional thinking and naive ambition, how to create an cultural movement rather than a traditional business plan, and why we need to remain in close touch with our passions if we are to be truly successful. He will share insights from his gastronomic, business and philanthropic journey.

#nordicfood #managementbytaste #sonofthemicrowave
After completing design studies in Cologne, Franz Blach founded two companies in the areas of storytelling and digital strategy. He has over 20 years of experience in the design, development and creation of products and brands. As Design Director of IDEO he advises customers around the world. Blach was presented with the Flash Forward, Nike Play and Independent Game Award as a testament to his work.

1 | 5 C’s of creative leaders
What are the five drivers that make creative ideas stand out?

2 | Creative leadership
Why is creative leadership important in all sectors?

3 | Innovative approaches
How does IDEO work in collaboration with its customers?

THE ESCALATION OF CREATIVITY
Franz Blach will inspire the SIF participants with his energy, optimism and unique can-do mentality. As a result of the digital transformation, creative leadership is becoming a sought-after management style in all industries. Using real examples, Blach will explain the five drivers for creative leaders and draw upon his own personal experiences and projects.

#CreativeLeadership #Creativity #DesignThinking #Design
Bazmi Husain is Chief Technology Officer of ABB Group, a global leading technology company in the energy and automation sectors. The ABB Group companies operate in around 100 countries and employ about 135,000 members of staff. Husain is an electrical and electronics engineer with a Master of Science in physics.

1 | Automated factory
Thanks to digital technology we will soon start to see fully-automated factories. What does this mean for us?

2 | The Internet of Everything
The boundaries between departments, jobs and companies are disappearing. What impact is this having upon companies?

3 | Individuality
Mass-market products are becoming customisable. What are the resulting impacts for manufacturing companies?

THE FOURTH INDUSTRIAL REVOLUTION
The economy is at the heart of the fourth industrial revolution: Digitalisation is leading to major upheaval in many sectors. ABB plays a leading role in digitalisation. As part of a holistic approach, ABB integrates people and services into the technological landscape of the future. In his talk, Bazmi Husain will provide insights into the imminent changes.
South African born Marius Swart studied at the Georgia State University (USA). He started his professional career at Deloitte in Atlanta. Then he moved to Coca-Cola, where his work included posts in audit and business development. In 2012 Swart moved to Berlin where he was in charge of the group’s commercial strategy. He was instrumental in setting up the Coca-Cola Founders platform.

1 | Entrepreneurship and Innovation
How can a major corporation like Coca-Cola be entrepreneurial and innovative?

2 | Win-win
How can start-ups and corporations work successfully together?

3 | Lessons learnt
What has Coca-Cola learnt from its collaboration with start-ups?

INTERACTION OF NEW ECONOMY AND OLD BUSINESS
Marius Swart reports on the role played by innovation in a global consumer goods corporation and how Coca-Cola manages to be innovative despite its size. He presents the example of the Coca-Cola Founders platform, which brings experienced founders together with start-ups. Swart is convinced that collaboration between the new economy and old business will become increasingly important in the future. Entrepreneurs are the new rock stars.

#Entrepreneur #Innovation #Founders #Neweconomy #Startups
Dr. Frederik Pferdt has worked at Google since 2010 and is Chief Innovation Evangelist of the innovative corporation. The graduate economics educator founded the company’s creative laboratory «The Garage», which encourages inventive talent and produces hundreds of new ideas every year. At Stanford University he lectures on the subjects of innovation, creativity and design thinking. Pferdt is convinced that creativity exists within each and every one of us.

1 | Innovation process
How can we best shape the route from the point of idea generation through to successful implementation?

2 | Collaboration
How can creative ideas be developed collaboratively in a team?

3 | «Yes and» mindset
How can the widespread «yes but» mentality be transformed into a constructive «yes and» approach?

CREATIVE FREEDOM - INNOVATION CULTURE REIMAGINED
Drawing upon his own experiences at the global corporation Google, Frederik Pferdt will explain how a large company can encourage innovation and creativity in a targeted manner. Through interactive exercises he will demonstrate to the public the consequences of innovative spirit and a «yes and» mentality. The innovation specialist will also explain the learning processes in companies that lead to success.
Albrecht Kresse is a keynote speaker, visual summariser and author. He founded the edutainment company and developed innovative methods that are applied in human resources development as well as other areas. With more than 20 years of experience as a trainer, Kresse is an expert in his specialist area and was presented with the Deutsche Weiterbildungspreis award in honour of his work in the field of further education.

1 | Play on words
Humorous observations and disparaging comments are characteristic of Albrecht Kresse.

2 | Illustrations
Mr. Summarizer has a unique talent for illustrating the most important findings of the day so poignantly in graphical form.

3 | Added value
Albrecht Kresse is able to prepare and illustrate complex content in a concise and comprehensible way.

TAKE-AWAYS
At the end of the day, our Mr. Summarizer Albrecht Kresse will present the most important findings from the Swiss Innovation Forum by means of explanatory statements and live illustrations. The «speed thinker» constantly surprises his listeners with new inspiration, and he knows how to get a message across concisely using plays on words, jokes and profundity.
KURT AESCHBACHER
Moderator

Kurt Aeserbacher studied economics at the University of Berne. Since 1981 he has worked at Schweizer Radio und Fernsehen (SRF) as an editor and moderator. He has extensive experience of a range of moderating and presenting scenarios. He regularly breaks new ground with his talk show «Aeschbacher».

1 | Experience
Kurt Aeserbacher has moderated the Swiss Innovation Forum for eleven years now and is very familiar with the themes.

2 | Professionalism
Kurt Aeserbacher is a true professional on the stage who skilfully runs the conference.

3 | Wit and charm
Wit and charm are integral elements of Aeschbacher’s approach to moderating and presenting.

MODERATION
Kurt Aeserbacher has become an inherent part of the Swiss Innovation Forum. He will moderate the leading Swiss innovation conference for the eleventh time and knows the event like no other.
8.00 am  Greeting / Coffee / Networking / Future Expo
8.45 am  Welcome to  SIF 2016
8.55 am  «Brick by Brick»: Way to success
          David Robertson
9.20 am  Pitches from STA finalists
9.30 am  Future of robotics
          Roland Siegwart and Marco Hutter
9.55 am  Pitches from STA finalists
10.05 am Virtual Reality: Between perception and reality
          Raffael Dickreuter
10.25 am Coffee / Networking / Future Expo
11.10 am The best way to complain is to make something
          Tina Roth Eisenberg
11.30 am Pitches from STA finalists
11.40 am Delicious Ambitions: A personal adventure
          Claus Meyer
12.00 am The escalation of creativity
          Franz Blach
12.20 am Lunch / Networking / Future Expo
## Programme

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<tr>
<th>Time</th>
<th>Events</th>
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<tbody>
<tr>
<td>1.45 pm</td>
<td><strong>Workshops</strong></td>
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<td>2.45 pm</td>
<td>Coffee / Networking / Future Expo</td>
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<td>3.15 pm</td>
<td>Presentation of Swiss Technology Award</td>
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<td>3.40 pm</td>
<td>The fourth industrial revolution</td>
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<td><strong>Bazmi Husain</strong></td>
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<td>3.55 pm</td>
<td>Movers &amp; Shakers</td>
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<td>Nikolaj Hviid</td>
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<td>Winner of MassChallenge Switzerland</td>
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<td>Andreas Guggenbühl</td>
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<tr>
<td>4.30 pm</td>
<td>Interaction of new economy &amp; old business</td>
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<td><strong>Marius Swart</strong></td>
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<td>4.50 pm</td>
<td>Creative freedom – Innovation culture reimagined</td>
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<td><strong>Frederik Pferdt</strong></td>
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<tr>
<td>5.10 pm</td>
<td>Takeaways with <strong>Albrecht Kresse</strong></td>
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<tr>
<td>5.20 pm</td>
<td>Farewell gathering / Networking / Future Expo</td>
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MOVERS & SHAKEERS

Injecting creative ideas to mix it up with the market.

Trailblazers thinking outside the box show how they use pioneering ideas and innovations to focus on novel directions and mix it up with markets. The following Q&A session with moderator Kurt Aeschbacher will delve into the critical success factors: What is it that enables some applicants and competitors to succeed over others?
NIKOLAJ HVIID
Founder and CEO of Bragi GmbH

Nikolaj Hviid is an entrepreneur in the design and engineering sectors. Former Head of Design at Harman Kardon and CEO of Designit, a cutting-edge innovation and design agency, Hviid established Bragi in 2013 GmbH and leads the company as CEO. He revolutionised the headphone market with «The Dash» - wireless smart earphones. Financing was achieved thanks to Europe’s most successful crowdfunding campaign ever on Kickstarter.

MASSCHALLENGE SWITZERLAND
Winner 2016

MassChallenge, the largest and most successful start-up accelerator in the world, expanded into Switzerland in 2015. MassChallenge provides start-up companies access to knowledge and resources. The firms are given office space and professional coaching free of charge, and gain access to a valuable network. The four-month programme of funding and support was launched in June 2016. At SIF 2016, the winner of MassChallenge Switzerland will present its innovative business idea and talk about what it has learned from the accelerator.

ANDREAS GUGGENBÜHL
Founder and CEO of RealLook AG

The idea originated in 2013 among a small circle of friends comprising two engineers from Zurich and two creatives from Berlin: Let’s eliminate the arduous searching for jeans that fit right - frustration that everyone has experienced. So they started the project of custom-making jeans to measure, ordered online and hand-tailored by traditional craftsmanship in Germany and Switzerland. The quality of their one-of-a-kind products and the satisfaction expressed by customers have proven them right. They are meanwhile selling thousands of pairs of jeans in numerous countries, ranging from Switzerland to Scandinavia.
Florian Baumgartner and Niklaus Moor of the Swiss innovation agency Innoveto specialise in driving innovation in early development phases. Since studying product design, Baumgartner has worked for a number of firms, including Volkswagen and an international agency. Moor studied social psychology, is an expert in user experience and was active at Swisscom as a design thinking specialist.

1 | Human-centred
How are new business models, products and services that enthuse customers created?

2 | Agile
How can a process best progress quickly and on target?

3 | Concrete
How can ideas become reality in fast and exciting ways?

QUICKLY TURNING IDEAS INTO REALITY
Florian Baumgartner and Niklaus Moor support and guide companies, from initial development of an idea right through to prototyping. Their basic approaches inject speed, fun and tangible success into almost every development process. Their workshop will introduce the discipline of design thinking – with a healthy mixture of theory and practice. Using a few strands of spaghetti, some adhesive tape and a handful of sweets, they demonstrate in their Marshmallow Challenge the value of prototyping.
WORKSHOP 2

Gamification

Roman Rackwitz ranks among the world’s best known gamification experts. He is CEO of Engaginglab GmbH, Europe’s premier gamification agency. In 2015 Rackwitz founded RACK-SOCIAL, an agency promoting long-term use of social media solutions in corporate settings. This gamification pioneer and social media evangelist also lectures at Munich Business School and the Institute for Communication and Leadership in Lucerne.

1 | Participation
When do people develop the motivation and will to voluntarily commit to a project?

2 | Progress
In games, everyone is looking to become a «better me». How can this attitude be successfully fostered in the day-to-day business world?

3 | Collaboration
Whoever joins forces with others will succeed. How can organisations promote this behaviour?

USING GAMES AND FUN TO CREATE STRATEGY
Gamification is the application of game design elements and principles to non-game contexts – for example to daily business routines. The playful approaches of Roman Rachwitz help to promote creativity and motivation in business environments, enabling people to better deal with and master complex tasks as well as monotonous routines. The method is successful, with analyses showing it significant enhances motivation, customer loyalty and return on investment.
WORKSHOP 3
Digital Embodiment

Rolf Beck is President of the Technical Design Group of the Aargau Teachers’ Association in the Swiss Canton of Aargau. He strongly advocates gamified communication of technical education and training. This is why since 2015 he has been leading a project called «Process-Driven Learning Environment» that units high-tech elements with learning. The project is sponsored by the Aargau Hightech Centre, HSR, FHNW, the Hasler Foundation, Swissmem and Iftest.

1 | Digitalisation
How is the digital transformation impacting business enterprises and the Swiss economy?

2 | Learning by playing
How can technical skills be successfully taught by gamified means?

3 | Passion for technology
What makes learning processes effective and sustainable?

TECHNICAL EDUCATION & TRAINING BY GAMIFIED METHODS
As digitalisation moves forward, skills such as computer programming are becoming more important every day. Yet, softwares are never stand-alone products, rather they are always linked to equipment or functions. This is what the Process-Driven Learning Environment project is geared for: encouraging people to develop their own ideas and products with digital components. The Digital Embodiment workshop communicates engineering knowledge. Working in groups, you'll build and programme your own laser show and learn technical skills by playful, gamified means.
WORKSHOP 4

Storytelling

The communication trainer Michael Geerdts heads up his own company, which specialises in applied communication. He’s the chief storytelling officer among the communication consultants, and supports start-ups as well as medium-sized enterprises in carefully designing stories and effectively presenting them. Geerdts is not only an entrepreneur, but also a lecturer at Berlin University of Applied Sciences (HTW).

1 | Imagination
Why do stories have such a powerful effect on listeners?

2 | Role
How can I captivate my listeners when telling stories?

3 | Structure
How should I build my story so that the message really sticks permanently?

CAMP FIRE AT THE CONFERENCE TABLE
Stories are tremendously powerful. With the right story, your message will not just effectively resonate among your audience – it will stick with them in a positive way. Through storytelling, you bring the camp fire to the conference table. In this practical workshop you’ll experience in playful ways how you can structure and tell an exciting story. Talk is silver – but stories are gold.
WORKSHOP 5
Call for Papers

We’re looking for your idea, your vision, your project – creative, fresh and innovative. Design a practice-oriented workshop and inspire our participants with your novel insights and takeaways. We’re looking for creative ideas with substance. The programme topic should be one that gives participants real added value.

In return for sharing your idea, we’ll offer you an ideal workshop stage for you to speak and play, and entry to the Swiss Innovation Forum free of charge.

By when? The deadline for submissions is 30 September 2016.

How? Send us your proposal with a brief description of its content and workflow (in 500 words or less) along with the speaker’s curriculum vitae to workshop@swiss-innovation.com. You will then hear back from us by mid-October.
The idea of participation and sharing knowledge is one of the key elements of the Swiss Innovation Forum. From your submissions to our Call for Papers, we will for the first time hold a one-hour workshop to take place the afternoon of this year’s forum. Surprise us with an innovative and unusual programme segment!
HELSENKII

The Helsinki metropolitan area is a blooming business centre offering a flourishing, well functioning economy, a skilled and highly qualified workforce and impressive investments in research and development. What is more, it is a stable, safe and secure region with excellent quality of life.

Blooming hub of corporate start-ups

The Helsinki region has become home to over 500 start-ups that are among the most innovative business enterprises in the world. In part, this has come about thanks to the area’s numerous business incubators and entrepreneurship promotion programmes. Trailblazing technologies like those pioneered by SSH Communications Security, Linux and MySQL were developed in Helsinki, and some of the most renowned success stories worldwide, such as Rovio and Supercell, got their start in Helsinki. Yet, why Helsinki of all places?

• Support: Start-ups find broad support from the public sector and private investors.
• Know-How: Employees have completed some of the best programmes of education and training anywhere in the world.
• Innovation: Interdisciplinary studies ensure advanced and innovative ideas.
• IT professionals: Over 115,000 IT specialists work in the greater Helsinki area.
• Working environment: Modern infrastructure and effective logistics make for a pleasurable, streamlined working environment.
BIG PLAYERS, MADE IN FINLAND

We are delighted that ten Finnish start-ups are set to present their innovative business models and new technologies at SIF 2016. Visit with these successful entrepreneurs in the Networking Zone of our Future Expo, and let yourself be inspired.
As part of the Swiss Innovation Forum, the most innovative business enterprises in Switzerland will be honoured with the Swiss Technology Award 2016. This coveted distinction, awarded in the three categories of «Inventors», «Start-ups» and «Innovation Leaders», crowns outstanding innovations and developments that exhibit higher-than-average market potential and major opportunities for growth. This year marks the 28th time the Swiss Technology Awards have been presented. Prize winners receive a custom-tailored support package consisting of marketing and communication measures, in-depth expert feedback, valuable contacts and simplified entry into the SEF4KMU growth programme.
The Swiss Technology Award is sponsored by its Award Ambassadors. Three finalist pitches will be presented on the main stage in each category over the course of SIF 2016, before the winners are crowned at the awards ceremony. By honouring outstanding new ideas with the Swiss Technology Award, the Swiss Innovation Forum alongside the Award Ambassadors contributes invaluably to promoting a culture of innovation in Switzerland.
Showcase of innovation - Source of inspiration

At its Future Expo, the Swiss Innovation Forum hosts a unique exhibition presenting state-of-the-art knowledge and know-how from a broad range of sectors. Futuristic prototypes, promising projects and new technologies. Some 40 exhibitors from Switzerland and abroad lend insight into the world of tomorrow. The integrated Networking Zone allows you to make new contacts. University-based scientists and academics will be on hand in addition to successful new entrepreneurs and innovative start-ups. This setting enables cross-sector networking, pro-active opinion-sharing and fresh stimulation for new business ideas.
Future Expo is presented under the auspices of the Commission for Technology and Innovation (CTI). As the Swiss federal government’s innovation promotion agency, the CTI supports research and development projects carried out between universities and companies. It supports the founding and setup of tech start-ups by providing entrepreneurial courses and a targeted coaching programme. The CTI also promotes the exchange of knowledge and technology between universities and companies via innovation mentors and networks.

Thanks to the generous support of our design partner Pfister Professional, Future Expo 2016 has a new look and feel. The Networking Zone is not only more innovative, it will also live up to the SIF focal topics of creativity, design and innovation. Let yourself be inspired by the contemporary design concept!

Patronage

Design partner

Pfister Professional
TICKETS

Conference ticket
incl. food and beverages, Future Expo and entry to all programme features

CHF 590.–

Student ticket
for those with a valid student ID card: incl. food and beverages, Future Expo and entry to all programme features.

CHF 250.–

GETTING THERE

By public transport
Take streetcar lines 1 or 2 from the Basel SBB main railway station to the «Messeplatz» stop.

Mit dem Auto
Please use the parking garage serving the Basel Exhibition Centre:
Parkhaus Messe Basel
Riehenstrasse 101, 4058 Basel

REGISTRATION

Register at: registration.swiss-innovation.com

SAVE THE DATE

The twelfth Swiss Innovation Forum will be held on 16 November 2017.
Let’s play! Join the game, and if you’re lucky you’ll win a free ticket to the Swiss Innovation Forum 2016.

Show us that you can playfully master the challenge we’re posing. Solve the riddle and send us the word we’re looking for along with your contact information by 30 September 2016 to kreuzwortraetsel@swiss-innovation.com. The winner will be notified by e-mail. Any recourse to courts of law is excluded.