

CeBIT 2016: Swisscom focusing on three key areas

Swisscom is looking forward to representing the partner country Switzerland at CeBIT 2016: As a long-standing partner of ICT Switzerland, coordinator of Switzerland's presence at CeBIT 2016, Swisscom will present applications from the digital world and the people behind them at the Swiss Pavilion. Swisscom and Ruag are also sponsors of the official Swiss partner country reception that will be held on 16 March 2016. Together with other representatives from the worlds of business and technology, CEO Urs Schaeppi will take part in the CeBIT Switzerland Summit on Monday, 14 March with Federal Councillor Johann Schneider-Ammann.

Swisscom's presence reflects the title of this year's CeBIT – "Digital transformation is happening now". Visitors can experience this in a variety of ways in direct contact with our employees and their projects:

- Based on an extensive network, Switzerland develops solutions for the future. Visitors can experience the world of Swisscom and its network on a specially created, animated 3D stroll that really brings the virtual world to life.
- The Internet of Things makes our day-to-day lives significantly easier: Our specialists demonstrate this using controls and remote maintenance for completely everyday items, such as a coffee machine.
- Finally, the digitised world also influences the demands made on employees: Interested professionals are therefore given the chance to discuss opportunities in the Swiss job market with Swisscom representatives. Visitors are given a truly Swiss welcome in the form of a converted cable car, where they can talk with representatives from HR.

Digital inspiration at the Swiss Pavilion Panel

At the Swiss Pavilion Panel, Swisscom will provide an exciting insight into two topics relating to digitisation:

- On 15 March 2016, from 1:30 p.m. to 2:00 p.m., Dawn Linke, Senior Business Development Manager, Mobile Services & M2M/IoT at Swisscom, will take the audience on a journey into the world of the "Internet of Things". She will highlight which trends and technologies drive the Internet of Things and look at concrete examples of relevant disruptive business models.
- On 16 March 2016, from 12 noon to 12:30 p.m., Penny Schiffer, Head of Startup Initiatives Swisscom, and Vitus Ammann, Chief Marketing Officer at Monetas, will explain the factors for successful collaboration between large-scale enterprises and start-up companies. As the winner of the Swisscom StartUp Challenge 2015, Ammann will also pass on his most important insights from Swisscom's mentoring programme in Silicon Valley.

On Monday from 4:00 p.m. to 6:00 p.m. CEO Urs Schaeppi will take part in the CeBIT Switzerland Summit. Federal Councillor Johann Schneider-Ammann and other representatives from the business, research and ICT sectors will discuss the effects of digitisation on education and industry at the high-calibre session.

www.swisscom.ch

ICT Switzerland: <http://ictswitzerland.ch/en/>

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