



Ambasada
Rzeczypospolitej Polskiej
w Bernie



Polish Investment
& Trade Agency
PFR Group

Conference Program

**Business, technology & the society in flux.
Hi-Tech solutions in the Switzerland, Poland and EU**

Venue: Europaallee 36, 8004 Zurich/ Building EURF, 16. Sept 2024 r.

Organisers:

Embassy of Poland in Bern & Polish Investment & Trade Agency

Conference language: English

8:00 - 9:00 AM : Registration

9:00 - 9:15 AM : Opening remarks

9:15 - 9:30: Key-note speech

- **Tim Weingärtner**, Professor, HSLU Luzern, Switzerland

09:30 - 09:35 AM Presentation on innovative Polish IT companies, their products, and market impact:

- **Małgorzata Bugajska**, Member of the Board, Algolytics, Poland

09:35 - 10:35 AM: Panel 1

- **Innovation Ecosystem:** Support for technology startups in Poland and Switzerland. Exchange of experience and best practices. Financing and investment in the high-tech sector.

Introductory Address: **Sirpa Tsimal**, Switzerland Global Enterprise, Switzerland

Moderator: **Sirpa Tsimal**, Switzerland Global Enterprise, Switzerland

Speakers:

- **Aniko Ivanics**, New Work & Learning Lead, Kickstart Innovation, Switzerland
- **Brigitta Gyorfi**, Hub Manager, Tenity, Switzerland
- **Mateusz Wojdyło**, CEO & Founder, ShareP, Switzerland
- **Roman Kocemba**, CFO, Authena, Switzerland

10:35 - 10:55 AM: Coffee Break

10:55-11:00 Presentation on innovative Polish IT companies, their products, and market impact:

- **Michał Suchocki**, Product Director, Cycommsec, Poland

11:00 - 12:00 AM: Panel 2

- **E-Commerce Search:** Travel, Shopping, Flights, Hotels - What Consumers are Looking For and What is Decisive for Them to Press Buy? Insights into consumer behavior in e-commerce, key factors influencing purchasing decisions, regulatory challenges, AI; Customer Data Platform.



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Moderator: **Dawid Wróblewski**, Technology Product Manager, Google, Switzerland

Speakers:

- **Tomasz Bunarski**, CEO & Founder, CodersPeak, Poland
- **Michael Waniek**, Sales Lead, Halion Fusion Group, Switzerland
- **Komal Narwani**, Managing Director, Digital Product Leadership, Ginetta AG, Switzerland

12:00 - 13:00 PM: Lunch break

13:00-13:05 Presentation on innovative Polish IT companies, their products, and market impact:

- **Maciej Szybowski**, Business Development & Expansion Manager, Autopay, Poland

13:05 - 14:05 PM: Panel 3

- **Finance - Payments**: Open Banking, Digital Wallets, Crypto-Payments

- Examination of the evolving landscape of financial technology, the future of payments, AI, cybersecurity, regulatory challenges

Introductory Address: **Lucyna Janas**, Head of Google Wallet partnerships, EMEA Google Switzerland

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

Speakers:

- **Lucyna Janas**, Head of Google Wallet partnerships, EMEA Google Switzerland
- **Katie K.Richards**, Global Head of Platform Delivery Change, Lionsoul Global, Switzerland
- **Adam Roman**, Product Manager, Fincredible, Poland
- **Agata Marty**, Co-Founder, Fincredible, Vice President SFTA, Switzerland
- **Piotr Brewiński**, Vice President, FinTech Poland Foundation

14:05 - 14:30 PM: Coffee Break

14:30 - 15:30 PM: Panel 4

- **AI in practice**: solutions using artificial intelligence in real business, opportunities for the development of small and medium-sized enterprises, potential for B2B cooperation

Moderator: **Silvan Andermatt**, CEO, Sielva Management SA, Switzerland

Speakers:

- **Dorian Selz**, CEO, Squirro, Switzerland
- **Karol Mierzwa**, Presales Manager, ITEO, Poland
- **Michał Rachtan**, Founder & CTO at Unit8, Switzerland
- **Paula Reichenberg**, CEO & Founder of Neur.on AI Solutions, Switzerland

15:30 - 15:45 PM: Summary

15:45 – 17:00 PM: Networking & Aperó



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Ministry of Economic Development and Technology
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