



20 YEARS  
19 November 2026

# EXECUTIVE AFTERNOON

Your prelude to the Award Night. Nine sessions on the pulse of digital Switzerland.

For Digital Leaders · Before the Award Night begins, partners of the Digital Economy Award invite you to exclusive topic sessions. Choose your topic.

from 15:00  
Welcome

16:45  
Apéro

18:00  
Award Night

22:00  
Afterparty

**VENUE & DRESS CODE:** Hallenstadion Zurich · Business casual



15:15 to 16:45

## Phoeniqs

*Executive Cluster*

Who Controls Your AI? Rethinking Technology Dependencies  
Where sovereignty over models, data, cloud and energy creates real value.



15:15 to 16:45

## UBS

*Intergenerational Dialogue*

Starting Out Meets Shaping the Future  
Leaders question the next generation. The next generation asks back.

By invitation



15:15 to 16:45

## PwC

*Workshop*

Global Business Services  
How shared services become an organisation by 2030 in which agents collaborate and people lead.



15:15 to 16:45

## Migros

*Roundtable*

When AI Agents Decide: Who Will Steer the Customer Relationship?  
Who stays visible when digital assistants compare, recommend and buy?



15:15 to 16:45

## Ingram Micro

*Input*

Enable | AI  
Where your AI knowledge stands, and how targeted training closes the gaps.



15:15 to 16:45

## ARCHIP by Maerki Baumann

*Input*

Stablecoins in Practice  
Where stablecoins add value in payments and liquidity. With Milko Hensel.



16:00 to 17:30

## Artifact

*Input | Discussion*

Switzerland's AI Moment: Innovation at Speed, Scaling with Trust  
First insights from a study of more than 50 companies. Switzerland's priorities for 2027.

By invitation

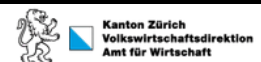


15:15 to 16:45

## HR Campus

*Roundtable*

Future Skills Wargaming: Which Skills Will Secure Tomorrow's Competitiveness?  
What expertise to build, what to leave to AI, and what becomes a competitive advantage.



15:15 to 16:45

## Kanton Zürich

*Roundtable*

Scaling AI Sandboxes to Foster Innovation  
How the federal government, cantons and cities use and scale AI sandboxes.

By invitation