

Digital Competitiveness Summit 2018

Dear Madam
Dear Sir

We are pleased to invite you to our Digital Competitiveness Summit 2018, to be held at IMD (Lausanne) on June 20th 2018. This is a joint event with digitalswitzerland, which will be hosting its general assembly right before this summit. As part of this event, the IMD World Competitiveness Center (WCC) will present the World Digital Competitiveness Ranking 2018.

17.00h - 17.30h

Registration and Welcome Drinks
Meet with the ETHZ/EPFL/IMD Start-ups
Location: Maersk Mc-Kinney Moller Center Building – Auditorium M100

17.30h - 19.00h

Welcome by **Jean-François Manzoni**, President and Nestlé Professor, IMD
Welcome by **Marc Walder**, CEO of Ringier and Founder and President of the steering committee digitalswitzerland
Master of Ceremony: **Fathi Derder**, National Councillor, Agefi CEO and Editor in Chief

Why Digital Transformation is Not About Digital - **Mike Wade**, Professor and Director of the Global Center for Digital Business Transformation, an IMD and Cisco initiative

Re-inventing education for and in the digital age - **Pierre Vandergheynst**, Vice-President for Education and Full Professor, EPFL

Digital Competitiveness Ranking 2018 and what it means for Switzerland - **Christos Cabolis**, Chief Economist of the World Competitiveness Center, IMD

Panel Discussion on Digital Competitiveness

Marc Walder, **Martin Vetterli**, EPFL President and **Jean-François Manzoni**, Moderator: **Fathi Derder**

19.00h

Cocktail reception in the Maersk Mc-Kinney Moller Center Building

We hope to welcome you at IMD.

With best regards,



Jean-François Manzoni
President and Nestlé Professor, IMD



Marc Walder
Founder and President of the
steering committee of digitalswitzerland