

January 6-12, 2019, Silicon Valley / CES Las Vegas

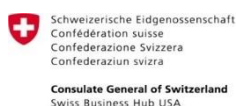
DATA & ELECTRONICS BUSINESS MISSION, USA



OFFICIAL PROGRAM



CO-PARTNES



digital**switzerland**



A TRANSFORMATIONAL LEARNING EXPERIENCE!

Experience the innovation and entrepreneurship at the epicenter of the digital industry. Learn from people and companies that are at the cutting-edge of bringing digital technologies to market. You will be immersed into what drives digital disruption and return with an inspired mindset.

PARTICIPANTS

Business executives, media and institutional representatives seeking insights to innovations in the areas of: Artificial Intelligence, Virtual & Augmented Reality, Robotics, Internet of Things, Digital Health, Mobility, Drones, Urban Air Mobility & Traffic Management, eSports.

PROGRAMM HIGHLIGHTS

TENTATIVE PROGRAMME

Part 1: San Francisco & Silicon Valley (3 days)

The first part of the Business Mission is designed to expand your understanding what makes Silicon Valley work, and why it is a special place. Through talks and discussions at various companies with senior managers, you will experience the intertwining of entrepreneurship and innovation, and you will understand why disruption will be fueled by all things digital.

Companies and institutions visits will encompass **prominent global innovators, thriving start-ups and Swiss-outposts** (detailed program and subjects adapted to participants).

Further activities included:

- Visit at Innovation and design company
- Design thinking lecture at Stanford University
- VC and investor talk – learnings and new ventures
- Network reception at residence of Swiss consul
- Swissnex projects at Pier 17

Part 2: CES Las Vegas (2 days)

- Tour and demonstrations at booths of key players
- Swiss evening and network reception
- Conferences by top level speakers
- Individual visit of exhibition
- Match making for individual meetings (optional)

www.ces.tech (Consumer Electronics Show) | January 8-11, 2019 in Las Vegas, Nevada, USA

The world's largest event for consumer technologies:

- 4'400 international exhibitors
 - 180'000 visitors from all over the world
 - 300 conferences with high caliber speakers
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DETAILS OF ARRANGEMENTS

Travel dates:

- Arrival San Francisco, Sunday, January 6, 2019
- Transfer San Francisco to Las Vegas, Wednesday, January 9, 2018
- Departure Las Vegas, Saturday, January 12, 2019

Hotels: business type, centrally located

- SF: [Sheraton, Palo Alto](#), at the center of Silicon Valley, 30 minutes from San Francisco
- LV: [The D Hotel](#)

Flight reservations:

- Arriving and departing from US: individual booking
- San Francisco – Las Vegas: economy class group booking

Local transportation: busses and mini-vans

PARTICIPATION COSTS

ENROLMENT

s-ge.com/ffmusa

Register now until September 30, 2018!

S-GE gold members	CHF 4'900.-
S-GE silver members	CHF 5'200.-
Non-members	CHF 5'400.-

Costs are of indicative character and can vary in function of the number of participants.

The costs include:

- Hotel accommodation from arrival to departure dates
- Flight San Francisco – Las Vegas (economy class)
- Local transportation to events and visiting locations
- Participation at events mentioned in program
- Breakfast, lunches and dinners (except free evenings)
- CES entry pass for 2 days
- Preparation & Navigation Package for CES visit
- Preparatory meeting in December
- Certificate of participation

And exclude:

- Intercontinental flight arriving and departing from USA (limited number of economy group tickets available at favorable rate)
- Items listed as optional and any other items not specifically mentioned as include

REGISTRATION

Secure your place by confirming your interest to participate on the Business Mission: [click on this link](#).

Further details and the final program with the final cost will be published on our website: s-ge.com/ffmusa.

CANCELLATION

Before 30.09.2018	Free of charge
From 01.10.-31.10.2018	50 % of participation cost
After 01.11.2018	100 % of participation cost

CONTACT

YOUR CONTACT AT SWITZERLAND GLOBAL ENTERPRISE



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