



digital**switzerland**

**Bedeutung der digitalen Transformation für
den Wirtschaftsstandort Schweiz**









Switzerland... ? Digital... ?

Are you ready for the future?

Switzerland is always ranked in the **top 10 field** when it comes to **innovation**. But if we take a look at our **future readiness** there is a long way to go.

- We believe that digitization will transform all aspects of life and work.
- The Transformation will be at different extends and speeds.
- Fast **adaptation** and right **preparation** are key.

Switzerland can do more to tackle, and embrace digital transformation and get out **on top of it!**

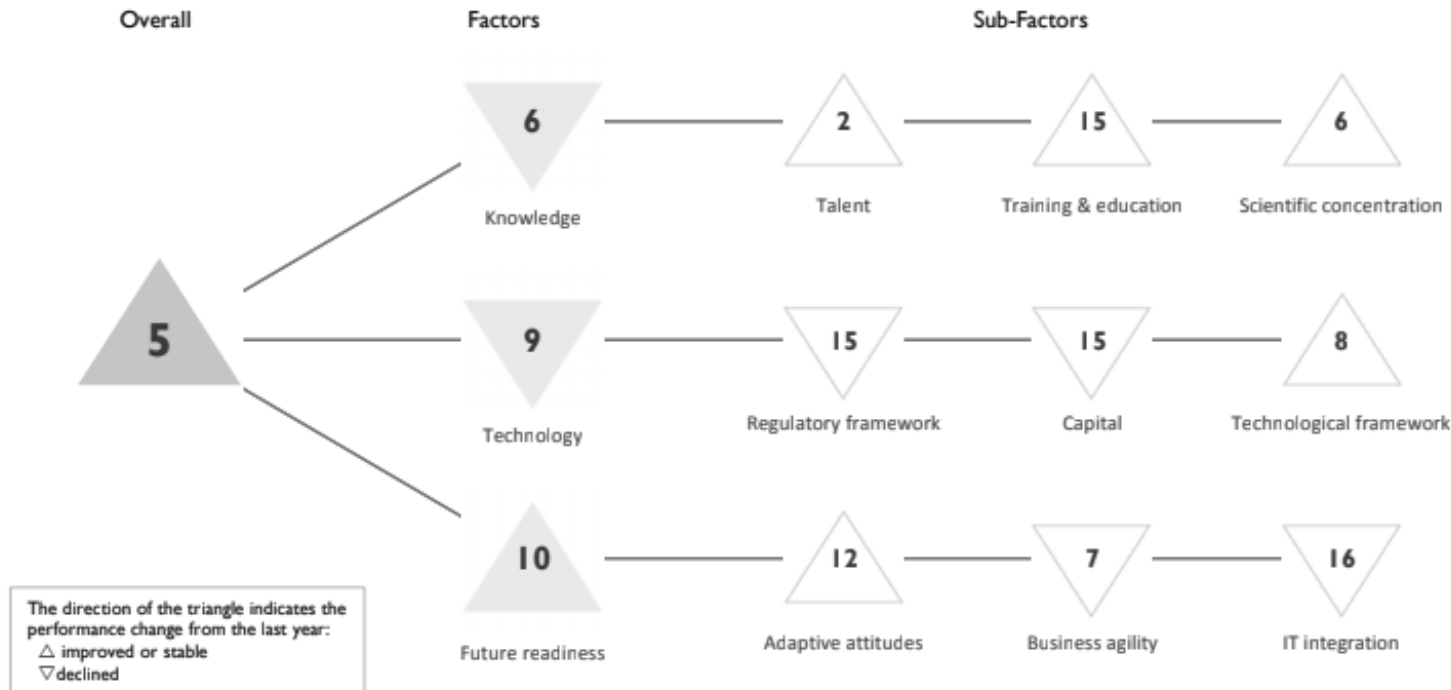
| Knowledge | Technology | Future readiness | Overall |
|-----------|------------|------------------|--|
| 4 | 3 | 2 | USA 1  |
| 1 | 1 | 15 | Singapore 2  |
| 7 | 5 | 5 | Sweden 3  |
| 8 | 10 | 1 | Denmark 4  |
| 6 | 9 | 10 | Switzerland 5  |
| 16 | 2 | 6 | Norway 6  |
| 9 | 4 | 8 | Finland 7  |
| 3 | 12 | 9 | Canada 8  |

Source: [IMD](#) has confirmed these findings in their [Ranking](#) of World Digital Competitiveness 2018

...let's take a closer look.

SWITZERLAND

OVERALL PERFORMANCE (63 countries)



Where we are in a **leading** position:

- **Talent:** Foreign highly-skilled personnel (1)
- **Regulatory framework:** Scientific research legislation (1) / Intellectual property rights (1)
- **Adaptive attitudes:** Smartphone possession(1)
- **Business agility:** Knowledge transfer (1)

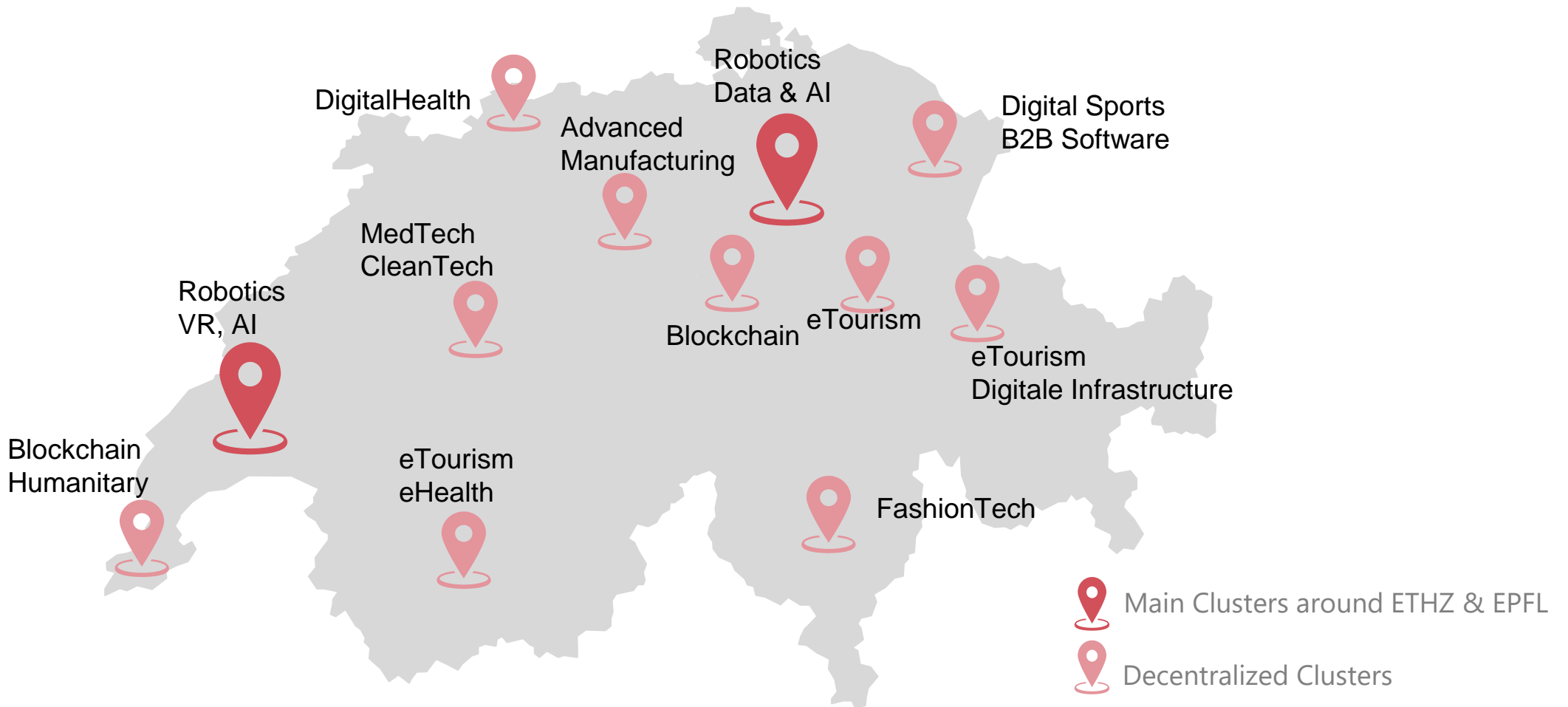
Where we are in a **weak** position:

- **Scientific concentration:** R&D productivity by publication (39) / High-tech patent grants (34)
- **Regulatory framework:** Immigration Laws (39)
- **Capital:** IT & media stock capitalization (42)
- **Adaptive attitudes:** E-Participation (51)

Source: [IMD: Ranking](#) of World Digital Competitiveness

Decentralised clusters

„Magic Underlying“ in Switzerland: Decentralized clusters are currently ramping up



>9h

Average amount of time spent on devices **per day**

Customers will shop in **augmented reality** by 2020

100M

50%

of revenues will be at risk due to shifting
consumers' spending after 2018

of kids today will do **jobs** that haven't
been invented yet

65%



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THANK YOU!