



**SHIFT**  
Zurich 2018



## SAVE THE DATE

**4th SHIFT Zurich 2018**  
**Thu/Fri, August 23-24**  
**Self-Organizing Systems**

### THE LEADERSHIP SUMMIT ON BIOINSPIRED INNOVATION AND FINANCE

SHIFT Zurich creates connections that build exponentially over time. Since its first edition in 2012, the bi-annual SHIFT Zurich event emerged as the key platform for worldwide leaders and senior practitioners in the field of bioinspired innovation and finance.

### GUIDING THEME: SELF-ORGANIZING SYSTEMS

Meet and learn from leading industry, science and finance experts how self-organizing systems can further improve your business and market impact - thus accelerating the transformation towards a more resilient, circular economy and society.

The 2-day program allows for serendipitous encounters, encourages to leave the comfort zone, and to whet the appetite for discovery. The focus will be on the following topics directly affecting our everyday lives and the environment:

Materials

Energy & Storage

Plants in the City

Mobility

Drones

Data Management

We look forward to meeting you at the 4th edition of SHIFT Zurich, on August 23-24, 2018!

Your SHIFT Zurich Team

Christian Haeuselmann | Alain Schilli | Carl Ziegler

### Program Overview

#### Day 1 "Expert Working Sessions and Zoo Dinner"

A full day of inspiring expert working sessions on focus topics, realized in downtown Zurich at organizations matching the respective working session topic. Dinner at the Zoo Zurich as the SHIFT Zurich Classic.

#### Day 2 "Conference, Pitch Session; Expo"

Conference on trends and solutions in the Marriott Hotel at the Limmat river with thought-provoking speakers and panel sessions. The Expo and Investor Pitch Session offer tangible insights and match making opportunities.



2018	Day 1 - Thu, Aug 23	Day 2 - Fri, Aug 24
	Expert Working Sessions	Conference, Pitch Session, Expo
Location	Technopark; diverse Zurich locations; Zoo	Marriott Zurich
	Registration, Coffee & Croissants (Technopark Zurich)	Registration, Coffee & Croissants
	Welcome (Summit Team)	Welcome (Summit Team, City of Zurich)
Morning	Keynote 1: Science/Industry Sponsor (TBD)	Investor & B2B Pitch Session
	Introduction: Workshops, Split in 5-7 Groups (TBD)	
		Break & Networking: EXPO
		Keynote 2 & Panel: Industry/Finance Sponsor (TBD)
Lunch	5-7 parallel Working Sessions with 20-30 experts each, in diverse locations throughout the City of Zurich	Lunch & Networking: EXPO
		Roundtables: Sharing Working Session Insights from Day 1
Afternoon		SURPRISE Speaker, Closing Remarks, Take Away
		Farewell Apero & Networking
	Transfer to Zurich Zoo (public transport)	
Evening	Summaries: Results Working Sessions	
	Zoo Dinner - "SHIFT Zurich Classic"	
	Zoo & Sorell Hotel - Networking	



**REGISTER TODAY**  
and benefit from the  
Early Bird Discount

[www.shiftzurich.ch](http://www.shiftzurich.ch)

### Why participants like SHIFT Zurich

"The SHIFT Zurich 2016 was a great event. I really appreciated the workshops with people coming from various fields but all dealing with bioinspiration. I could collect new ideas for my product development and also make new contacts for possible future collaborations. I was also very impressed by the quality of the presentations."

**Matthieu Fauve,**  
R&D Ski, Stöckli Swiss Sports AG, Malters/Switzerland

"The content and the conversations at SHIFT Zurich were very enlightening. In particular I very much liked the venue and the structure of the program, both centered around and stimulating of co-creation. Coming from a space technology background, I received not only very good feedback and open mindedness but also I walked away with many ideas on how I can make a relevant contribution to SHIFT, to my own organization and beyond."

**Ioana Cozmăța,**  
Science and Technology Corporation, Space Portal,  
NASA Ames Research Center, Mountain View/California

"For me the SHIFT Zurich Summit is an impulse to shift your thinking in order to enlighten your stakeholder's mind."

**Rainer Erb,**  
Managing Director Biokon, Berlin/Germany

### SHIFT Zurich 2016 – Facts & Figures

**80%** of the participants were decision makers (CEOs of companies and organizations, investors, etc)

**10%** students

**10%** diverse

**80%** of the participants came from Switzerland and Liechtenstein

**20%** from abroad:  
Germany, France, Italy, Spain, UK, Sweden, Scotland, Belgium, The Netherlands, Luxembourg, Bulgaria, Iran, US East and West Coast.

**90%** of the participants want to join SHIFT Zurich 2018 again

