

SPEED, ACTION: RESULTS!

“BLOCKCHAIN – DISRUPTING BUSINESS MODELS AND CREATING OPPORTUNITIES”

April 13th, 2018

Zurich Institute of Business Education
CEIBS Zurich Campus

SPEED, ACTION: RESULTS!

Speed is key in business, but savvy leaders ensure they have the latest knowledge before they take action. This is why we created our series: Speed, Action: Results! At this one-day event, we tackle current issues in business and give you all the essentials in a hands-on, practical, and interactive format. The day's activities also include fantastic opportunities for networking. So give us a day and let us get you up to speed.

WHAT WILL BE ADDRESSED?

Rapid technological development, constantly changing customer behaviour and ongoing regulatory amendments are forcing businesses in Switzerland as well as around the globe to review their existing business models in order to avert disruption. Blockchain technology represents a great threat and opportunity alike to companies of all industries – ranging from Financial Services to Life Sciences, Energy and Logistics as well as Consumer & Industrial Products – to thrive in this environment. The distinctive characteristics of this disruptive technology – such as decentralisation, irreversibility and smart contracts – make it a key component of digital transformation, but need to be managed appropriately.

WHO SHOULD ATTEND?

This programme is designed for senior managers in leadership positions of all industries, including executive and non-executive directors, business managers, entrepreneurs and innovation managers that have a genuine interest in exploring Blockchain as an opportunity for their business, its impact on the ecosystem and potential source of new revenue. It also offers an excellent networking opportunity with stakeholders from all industries, academia and the FinTech space.

A HANDS-ON EXPERIENCE

The attention that Blockchain technology receives has never been bigger. But do you understand which implications this new technology has on your business? And how are distributed ledgers threatening to change the industry and its operating models exactly? To bring you up to speed, CEIBS Zurich Campus and Deloitte have created this event to provide you with relevant first-hand experiences and to foster the dialogue with you. We tackle prominent challenges around the topic and provide key tools and advice in a hands-on, practical, one-day format. The day's activities also include fantastic opportunities to network. So give us one day – and we will bring you up to speed.

ABOUT US

The Zurich Institute of Business Education – CEIBS Zurich Campus prides itself on being the «business school of the future». Our business education programs are some of the most innovative worldwide. To learn more about our modular Global Executive MBA program and our tailored corporate programs, as well as our latest events, please go to: ceibs.ch

OUR PARTNER: DELOITTE

Innovation, transformation and leadership occur in many ways. Deloitte's ability to help solve clients' most complex issues is distinct. Deloitte delivers strategy and implementation, from a business and technology view, to help you lead in the markets where you compete. Deloitte analyses the impact of Blockchain on Switzerland's key industries and provides recommendations on how you should respond.

Supported by



REGISTER NOW!

Fee: CHF 750.– (non-refundable)

To register: www.ceibs.ch/events

Location: CEIBS Zurich Campus, Hirsackerstrasse 46, CH-8810 Horgen

Parking available on site and at the Stäubli Areal (3 minute walk to campus)

Zurich Institute of Business Education

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PROGRAM

08:00 – 08:30	Coffee and registration				
08:30 – 08:45	Welcome speech	Introduction	PHILIPP BOKSBERGER, CEO of CEIBS		
08:45 – 09:30	Keynote speech 1	«Critical Approaches to Emerging Technology for Business»	MIKE TAYLOR, Marketing Director at modum.io		
09:30 – 10:15	Keynote speech 2	«Making Blockchain Real»	BURAK YETISKIN, Director at Deloitte		
10:15 – 10:45	Coffee break				
10:45 – 11:45	Plenary session	«Initial Coin Offering (ICO) – A new alternative to raise funds»	MARCO GROSSI, Director at Deloitte		
12:00 – 13:00	Networking lunch				
13:00 – 14:30	Workshop session 1	FINANCIAL SERVICES (WS 1.1) «Smart identity»	CONSUMER & INDUSTRIAL PRODUCTION (WS 2.1) «Track and trace»	LIFE SCIENCE & HEALTH (WS 3.1) «Clinical trials»	ENERGY & RESSOURCES (WS 4.1) «Energy Trading»
14:30 – 15:00	Coffee break				
15:00 – 16:30	Workshop session 2	FINANCIAL SERVICE (WS 1.2) «Trade finance & regulatory reporting»	CONSUMER & INDUSTRIAL PRODUCTION (WS 2.2) «Loyalty & warranty management»	LIFE SCIENCE & HEALTH (WS 3.2) «Patient data management»	ENERGY & RESSOURCES (WS 4.2) «Supply chain and logistic optimization»
16:30 – 17:15	Keynote speech 3	«Blockchain’s disruptive impact on the economy and the state»	COSTA VAYENAS, Advisor at Procvivis		
17:15 – 17:30	Closing speech	Wrap-up	PHILIPP BOKSBERGER, CEO of CEIBS		
17:30 – 18:30	Networking apéro				

KEYNOTE SPEAKERS



MIKE TAYLOR

With degrees in Business and Architecture, Michael has extensive experience in strategy and design projects. He has worked with major corporate and institutional clients in Automotive, Healthcare, Real Estate and Development, and Tech sectors. He is currently heading strategic projects at the start-up modum.io AG, helping the small team to bring their innovative blockchain and IoT solution for supply chain logistics to pharmaceutical clients. He is an Executive MBA candidate.



BURAK YETISKIN

Burak Yetiskin is an experienced Director in the Analytics & Information Management team within Technology Advisory in Zürich, Switzerland. Burak brings a strong combination of project management skills gained through delivery of large scale projects in global organisations as well as digital and analytical expertise, communication skills and business insight. Burak has taken lead roles in several conceptual design to market delivery projects, ranging from large-scale transformation to greenfield operating model design.



COSTA VAYENAS

Costa Vayenas is the author of “Democracy in the Digital Age: How we’ll vote and what we’ll vote about”. He is a Senior Consultant at Procvivis AG, a Swiss tech startup focused on e-government as a service. He is a Senior Investment Consultant at Wellershoff & Partners in Zurich. He has previously worked as an analyst for financial institutions in London, New York and Zurich. His recent roles included Head of Research and Head of Credit for the emerging markets at UBS. He has lectured at the University of Zurich as well as the Swiss Federal Institute of Technology (ETH).

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