



PERMANENT REPRESENTATION OF ESTONIA
TO THE UN AND OTHER INTERNATIONAL
ORGANISATIONS IN GENEVA



11 November, Zurich

B2B matchmaking event for Swiss and Estonian companies

It is our pleasure to invite you to participate in a **B2B matchmaking event** between Swiss and Estonian business on **11 November in Zurich, Switzerland**. The event is mainly targeted to companies interested in ICT, health-tech, AI, defence and cybersecurity. The event is co-organised by Estonian Ministry of Foreign Affairs, swissICT, and three main digital clusters in Estonia: ICT, Connected Health and Defence.

Why do business with Estonia? Estonia is known as **one of the most digitally advanced societies** in the world, with 99% of state services available online and the first country to use blockchain to ensure nation-wide data integrity. As a result, Estonian firms are on the cutting edge of digital innovation. Furthermore, the country celebrates and seeks to unleash entrepreneurial activity, which has led to the highest number of unicorns per capita. Thanks to Estonia's innovative technologies, skilled professionals and Nordic business ethics, partnering with its companies can **significantly help to grow your business**.

The event will be opened by Christian Hunziker, CEO of swissICT and Toomas Kukk, Ambassador of Estonia to Switzerland. Nele Leosk, Estonian Ambassador-at-Large for Digital Affairs, will share the latest information on the Estonian digital industry to build ties and open opportunities with Swiss business. Pascal Kauffmann, Founder & CEO of [Mindfire](#) & Co-founder of [Starmind](#), will provide his views on digital developments in Switzerland and how these can lead to new business opportunities.

The main focus will be **B2B matchmaking between Estonian and Swiss business**. This will be followed by the [Swiss Digital Economy Awards](#) ceremony that everyone is warmly invited to also attend.

We are looking forward
to seeing you there!

Register for the event by 15 September 2021 [here](#) >



About the participating clusters:

Estonian ICT Cluster is a collaboration platform for a dynamic network of Estonian ICT companies, created to boost the development of new products and solutions and foster their export to the international market. The cluster has currently 105 members, out of which 80 are SME-s. The core competence areas are: intelligent transport systems, industry digitalization and e-Governance. Estonian ICT companies operate on a one-stop shop logic, offering strategic consulting, change management, and IT development for creating working and innovative e-solutions.

The Defence Estonia Cluster is a non-profit organisation representing Estonian companies in defence, security and space field. It is a network for International cooperation and export to enhance the cooperation between Estonian companies, R&D institutions and clients (triple helix). Members of the cluster are known for their expertise on robotics, AI, machine learning, surveillance, cybersecurity, border security and UGV, UAV, C-UAVs. The defence cluster's member companies have been successful by taking part of EU funded projects (EDIDP, PESCO, and Horizon calls) and also awarded by EDA and NATO.

The Estonian HealthTech Cluster is a country-wide partnership between health-related stakeholders in Estonia, who are committed to accelerating the adoption of connected health solutions on an international scale. The cluster brings together 80+ partners, including companies (start-ups, health IT, medtech, biotech, and pharma), R&D, health and wellness service providers, patient organisations, and the public sector. Estonia has nation-wide e-health infrastructure with 10+ years of digital health data, high adoption rate of e-health services and high level of trust towards e-services. With the unique Estonian experience, the cluster enables to find partners for joint development of tech solutions for healthcare.

swissICT is the primary representative of Switzerland as an ICT location and the largest professional association in the industry. swissICT connects over 2500 ICT companies, user companies and individuals. The association promotes the exchange of information, bundles needs, publishes the most important salary survey, formulates ICT job profiles and is co-organizer of the most important IT and business prize, the "Digital Economy Award". swissICT is also co-initiator of the 3L Informatik certification initiative to ensure ICT competence in the working

Agenda

Thursday, November 11th, 2021

11:30 – 12:00	Gathering and registration	13:45 – 14:45	CH and EE companies' pitches (max 1 minute each)
12:00 – 13:00	Lunch and networking		
13:00 – 13:15	Welcome by Swiss ICT and Estonian Embassy	14:45 – 16:30	B2B meetings and networking
13:15 – 13:45	Keynote speeches: Pascal Kaufmann (CH) Nele Leosk (EE)	17:00 – ...	<u>Digital Economy Award Night</u>