

MARDI 28 JANVIER  
**FORUM  
HORIZON 2020**



« Start the year with clear ideas »

The day will start with some geopolitics. The Swiss people will have elected a new Parliament in October 2019. Will this assembly be more or less business friendly than the previous one ? A political analyst (Louis Perron or Georg Lutz) will discuss this for the audience. It will be the occasion to go through the major economic projects that parliamentarians will vote this 2020 year.

2020 is also an election year in the United States. For Swiss business leaders, who export the vast majority of their production, the matter is important. Benjamin Haddad, a young French researcher based in Washington (he is the Director of the Europe Leg of the Atlantic Council) will bring an interesting perspective. As the author of « Le Paradis perdu » (Ed. Grasset) he is convinced that Trump, as peculiar as he might be, is the expression of a deep change in American politics that will no longer seek to rule the world with the military and that will re-discuss all major deals. The electoral year can make the economic war with China even worse.

Libra is supposed to be launched from Geneva in January 2020. Who better than David Marcus, the Geneva born director of this project for Facebook, to explain it to us ? How will the Swiss banks react to it ? Is it safe to let Facebook have a hand in our wallet ? Are crypto currencies a serious alternative ? The questions will be discussed by a panel yet to be composed (bankers, analysts, technical leaders).

As the demonstrations last Spring have shown in Switzerland : the demand for more environmental friendly behavior is trending. Not only among teenagers, but also among consumers, shareholders and business leaders. Some firms have already transformed their processes in order to make them « greener ». Helvetia environment has contracted Green Bonds that reached a much higher sum than needed. Its CEO will explain the whys and hows of this choice. From a legal point of view the changes towards a cleaner way to handle business advance with giant steps. Antoine Amiguet, a lawyer, vice-president of Sustainable Finance Geneva will explain to the audience how to transform a firm. Labels exist that inform the public how respectful your company is. A representative of B Corp, one of the most serious label, will attend the Conference.

A last part of the morning will be dedicated to retail. The retailers in Switzerland are lost. The consumers' habits are shifting to digital platforms faster than ever. The announce by Migros that it will sell Globus is the last example of a market looking for new ways. One of the chiefs of Galaxus/Digitech will deliver a speech presenting how they became the biggest online retailer in Switzerland. Someone from Boston Consulting Group will also present case studies of how some firms were able to integrate the digital process into their daily business. Finally, we will explain the reality of the new jobs created by the digital revolution. What does a Chief impact Officer do ? Who needs a Chief Digital Officer ?, Etc.

Please note that the names of speakers are subject to change.