

Switzerland to be Impact'25's first ever partner country

Switzerland, according to rankings the most innovative country in the world, will be the first partner country in Impact's history. It is a reliable partner when it comes to discussing sustainability, artificial intelligence, science and innovative start-ups.

So far, the event's partners have been business entities - global brands, local companies and institutions. - *This year's tenth edition is unique. It has become part of the calendar of events of the Polish Presidency of the Council of the European Union. One of our common goals is to support and promote international cooperation, so for the first time we have established a partnership with a country. We are pleased that it is Switzerland, a leader in the sectors that are important to us: sustainable development, future technologies and innovative start-ups* - says Krystian Wolak, the founder and creator of Impact, the largest economic event in Central and Eastern Europe, which will take place on 14-15 May in Poznań. - This partnership with Impact is special to us, the first of its kind in Poland.

Participants of Impact'25 will have the unique opportunity to listen to and meet with speakers from Switzerland and learn more about their knowhow during backstage meetings in the Swiss pavilion. For Switzerland, one of the goals of the partnership is showcasing the country's innovative spirit and its contribution to global progress by presenting scientific breakthroughs, innovative start-ups and forward-thinking approaches. - *We are treating it as a priority, because it is strategically important and mutually beneficial* - says Mr. Fabrice Filliez, Ambassador of Switzerland to Poland who also emphasizes that both countries have common interests and enjoy strong, long-standing political, economic and cultural relations. - *Furthermore, through the Swiss-Polish Cooperation Programme, which includes CHF 320m the largest Swiss contribution to an EU member state, we have an impactful mechanism to additionally foster bilateral cooperation and strengthen knowledge exchange on topics prominently featured at this year edition of Impact: sustainable urban development and research & innovation* - Mr. Fabrice Filliez added.

This Alpine country is a world leader in terms of the number of patent applications per capita. It has also educated many great scientists, including Nobel Prize winners. One of them - astrophysicist Prof. Didier Queloz - was a speaker at Impact'24. This year, another outstanding physicist will come to the capital of Wielkopolska – Professor Joël Mesot,

President of the Federal Institute of Technology Zurich (ETH-Zurich). Professor Mesot studies correlated materials that exhibit close bonds between electrons, spins and lattices, such as superconductors, metal oxides and quantum magnets – discoveries in these areas are key in the development of modern electronics and quantum technology.

Other Impact'25 speaker will include Dr. Luciana Vaccaro, President of Swissuniversities, an umbrella organization of universities, Rector of the University of Applied Sciences of Western Switzerland and also, a physicist who holds a doctorate in microtechnology as well as Dr. Andrea Emilio Rizzoli, Director of the Dalle Molle Institute for Artificial Intelligence USI-SUPSI - Europe's key pioneering organizations, which conducts, among others, so-called applied research, which is crucial for the development of industry and economy. We are also looking forward to the speech by Dr. Samantha Anderson, co-founder of DePoly SA, a company which deals with chemical recycling and the creation of a circular economy for plastic waste. DePoly has won a 2024 TOP 100 Swiss Startup Award. We will also be happy to welcome Dr. Simone Wyss Fedele, CEO of Switzerland Global Enterprise (S-GE), the official Swiss organization for export and investment promotion, to Impact'25. S-GE supports over 5,500 customers in Switzerland and around 130 other countries in their international business development. We will soon reveal Impact'25 speakers from Switzerland.

This partnership is also a way of encouraging companies and institutions from Central and Eastern Europe to establish cooperation with their Swiss counterparts. The Swiss Pavilion, which was created by the partner country for Impact'25, will be a special place for doing just that - *We envision this zone as a dynamic meeting place where visitors from Poland and abroad can interact with our delegation. The space will feature a mix of Swiss design and delicacies, which will provide a friendly and dynamic atmosphere conducive to conversation ,*” says Luca Laloli, Head of Economic, Financial, Scientific and EU-Affairs at the Swiss Embassy in Poland.

Impact'25 will take place on 14-15 May in Poznań. It is the most important business and innovation event in Central and Eastern Europe, which every year brings together hundreds of global thought leaders, decision-makers, innovators and international experts. This year, Impact'25 speakers will include: President Barack Obama, former NATO Secretary General Jens Stoltenberg, famous political scientist Francis Fukuyama, former US

Secretary of State and Special Representative for Climate John Kerry, political scientist Ivan Krastev, publicist Anne Applebaum, British analyst and theorist of international relations Mark Leonard, Professor of Psychiatry and author of the bestseller “Dopamine Nation”, Anna Lembke and many other distinguished personalities.