



Press release

Zurich, 28th of January 2016

The 4th WORLDWEBFORUM took place in Zurich today. 650 guests attended the sold-out conference, which was devoted to the topic of digital leadership. The international technology elite agreed on one thing: Switzerland has enormous potential for innovation, but is only using a fraction of it.

In his opening speech, Fabian Hediger clearly outlined what the WORLDWEBFORUM seeks to achieve: "We have to think out of the box and beyond our national borders. This is something Switzerland has always drawn strength from", says the Founder and CEO of the increasingly important conference. This view was shared by 650 international decision makers, who attended the event. Swiss parliamentarian Ruedi Noser supported this approach, saying that Switzerland has to develop a different strategy: "We're good at getting small things going – but sometimes we fall short when it comes to really growing the business."

Highlight with former CEO of Apple and Pepsi

This is precisely where the WORLDWEBFORUM comes in. International innovation leaders from various business sectors showed how to actively tackle the challenges posed by digital transformation. In his speech, Google's Creative Evangelist, Jeremy Abbett, said that "in the search for innovation, we have to play more and think like children." He is convinced that new business is driven by value, while outdated approaches continue to focus on price. "If you wait too long, you end up in a price war, rather than setting yourself apart with a market advantage from the outset", said Abbett. The majority of speakers gave the same piece of advice: Believe in your ideas, and you will go far. This is also where the difference in mindsets between individuals from the United States and Switzerland, or Europe in general, came to the surface. Global CEO of Young & Rubicam, David Sable, summed it up – "Do it big, or stay in bed!".

In his presentation about Hyperloop Transportation Technologies, Founder & CEO Dirk Ahlborn announced the development of a test track for Elon Musk's visionary high-speed train, which has the capacity to travel at a speed of 540 km/h. John Sculley's session was the highlight of the day. The former CEO of Apple and Pepsi spoke about his history with Steve Jobs, and elaborated on his take on where business opportunities arise today – namely where a specific consumer problem can be solved. "This even makes traditional marketing obsolete, because the customers are so closely networked with each other."

Startup Award goes to Sobu

Innovation is the driving force behind the WORLDWEBFORUM. Therefore, the "Coolest Startup Award" was presented for the first time this year, giving recognition to young entrepreneurs with unique ideas. Six startups were nominated – Ava, Parquery, Selfnation, Home.Global, Boldomatic, and Sobu – with the latter being selected as the winner. Sobu is Switzerland's largest recommendation platform, with 200 online shops already involved in the project. The service focuses on social media advertising, and allows buyers and their online networks to profit equally when purchases are made.



Line-up in January 2016:

- Kirsty Nathoo, Partner & CFO at Y Combinator, San Francisco, CA
- Bruce Gibney, fmr. Partner at Founders Fund & Venture Capitalist, San Francisco, CA
- Duncan Logan, CEO of RocketSpace, San Francisco, CA
- Matt Atkin, Head of Strategy at Uber, San Francisco, CA
- Jeremy Abbett, Creative Evangelist at Google, San Francisco, CA
- Claude Zellweger, Vice President of Design at HTC, San Francisco, CA
- Arthur van Hoff, Co-founder & CTO of Jaunt, San Francisco, CA
- David Sable, Global CEO of Young & Rubicam, New York City
- Dirk Ahlborn, Founder & CEO of Hyperloop Transportation Technologies, San Francisco, CA
- Ambarish Mitra, Co-founder & CEO of Blippar, London
- & many more

Tickets are available at: <http://worldwebforum.com/display/B2/Tickets>

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