



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Swiss-American
Chamber of Commerce

Welcome and thank you for joining today's Digital Foreign Policy Strategy featuring:



Benedikt Wechlser

Consul General of
Switzerland in San
Francisco



Philipp Barmettler

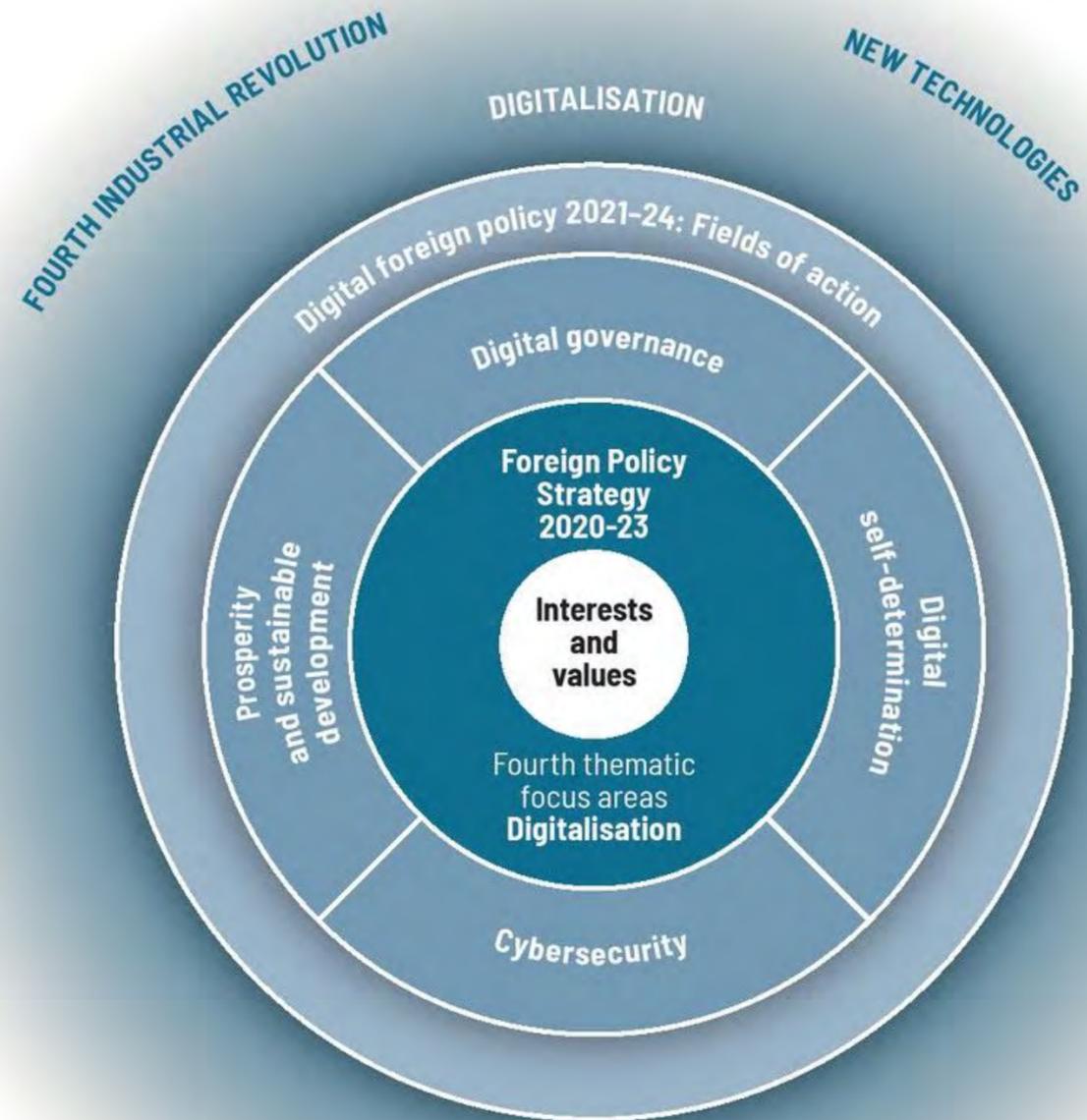
President of the Swiss-
American Chamber of
Commerce
San Francisco Chapter

Thursday, April 22
4:00 PM PT

Stay tuned...
Our program will be starting momentarily

Digital Foreign Policy Strategy

Visualization of the concepts and action areas for Switzerland's Digital Foreign Policy Strategy



The Digital Foreign Policy Strategy derives from the [AVIS28](#) and the [Foreign Policy Strategy 2020-23](#)



Focus Points

Digital governance

Moderate Regulation
Capacity Building
International Geneva
Science diplomacy

Cybersecurity

Specifications of standards
under international law
Inclusion of private actors
Confidence building
Good offices

Prosperity and sustainable development

Cross-border data flows and digital trade
Reliable data spaces
Fintech
Use of innovative technologies for
sustainable development / Tech4Good
Availability and compatibility of data

Digital self-determination

AI
Swiss Cloud
Protection of individual freedom
Promotion of digital self
determination

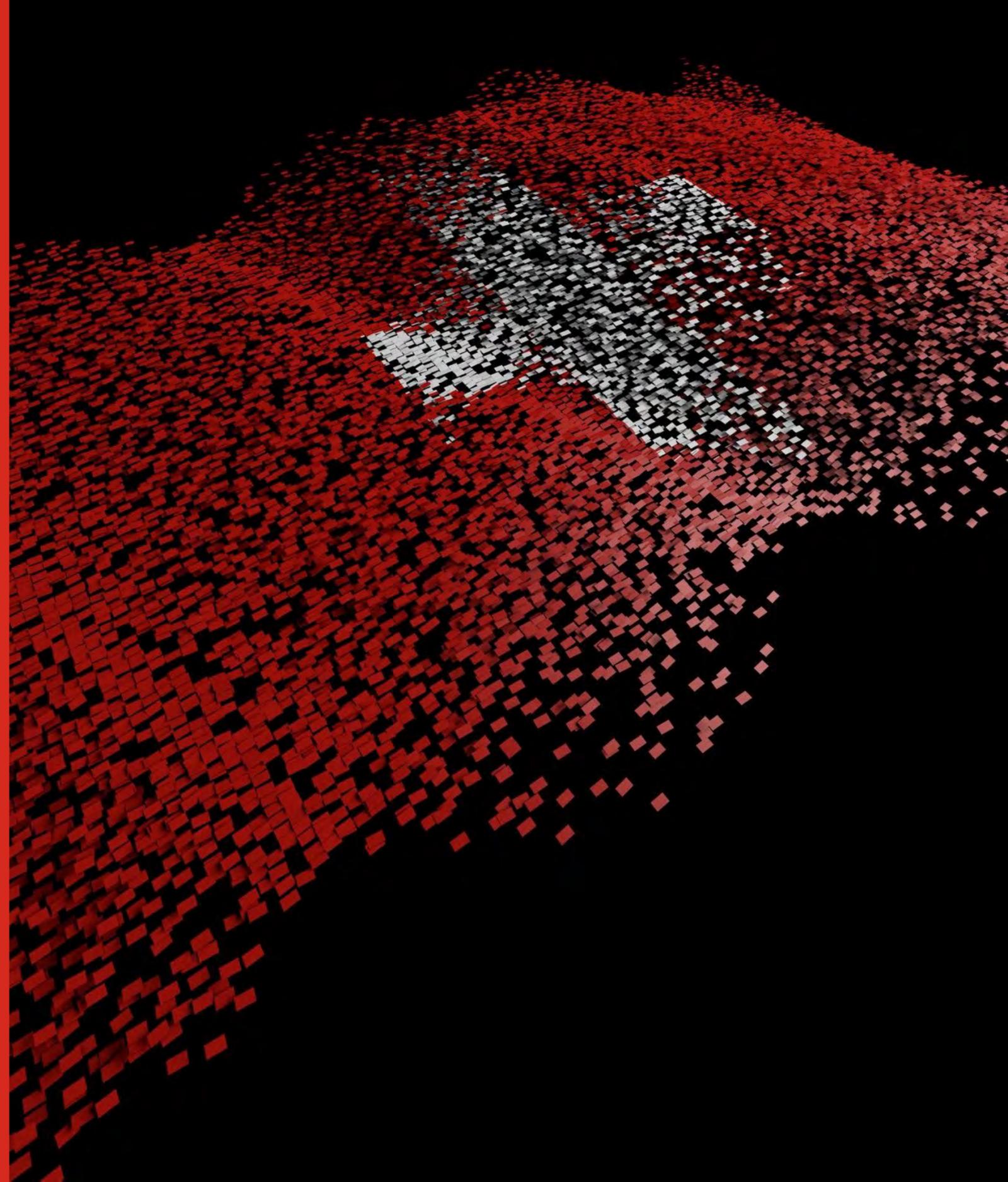
Special features of the Swiss strategy

Using data as a cross-cutting aspect for the strategy. Through data, topics such as technology, human rights, economy, security, legal, development, and socio-cultural aspects can be treated under the same vision towards a common goal.

The concept of digital self-determination anchors digital policy in the core values of humanity. The concept includes protection of privacy, freedom of choice, social benefits and democracy.

Science is highlighted as an inspiration and a driver of technological change. The Swiss strategy includes practical points on the links between science and diplomacy.

Thanks to neutrality and good offices, Switzerland can position itself as bridge-builder in difficult and fragmented environments, also in the cyberspace.





Techplomacy in the Bay Area

- Over 50 consulates and honorary consulates in San Francisco
- Terms and conditions of big tech companies influence millions of people and are so similar to policymaking
- Science diplomacy advances research and collaboration between corporates and universities
- Diplomacy gets re-innovated through Tech-Ambassadors and Innovation Centers

Ambassadors to Big Tech

2017 Denmark announced the first Tech Ambassador. Today over a dozen countries have tech focused foreign representatives including the UK, Austria, Canada, France, and Switzerland.

Tech diplomats may mediate disagreements between governments and tech companies, but also help broker collaborations between governments and tech companies to tackle greater challenges.

Some Big-Tech companies gained almost country like powers. They also constantly redefine themselves and innovate around regulations, which asks for diplomatic discussions to keep corporates accountable.

One example of public-private engagement is Microsoft's commitment in the conversation with the UN and the European Union.



Pier 17 examples

Trust Valley meets Silicon Valley

Connecting global technology hubs to foster and encourage avid knowledge exchange.

Geneva Talks UN75

Charting international collaboration and discussions on the future of multilateralism including big tech.

Outlining how technology impacts the humanitarian work.

The Swiss Touch in Wine & Tech webinar

Exploring the intersections between technology and more traditional industries such as agriculture. This format allows to bring forward sustainable practices and connects innovators across industries and borders.





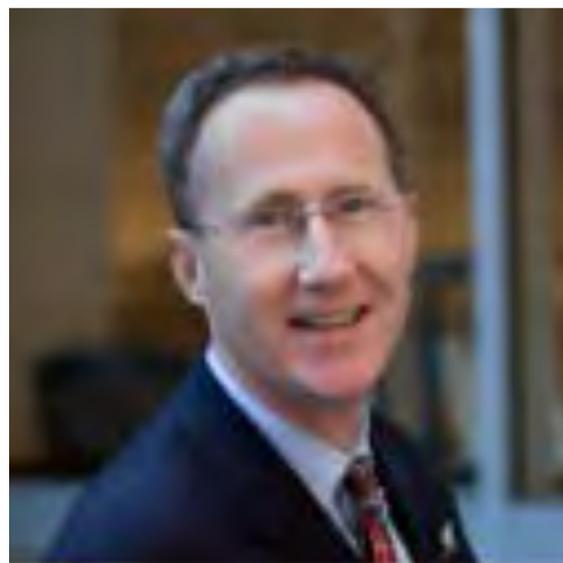
International Geneva

Geneva, home to over 400 international organizations, is often host for discussions related to human rights, international trade, health, and other areas which link technological developments to the humanitarian field.

The promotion of the Geneva location in the Bay Area fosters the conversation between the UN operational headquarter the WHO, NGO's, and the tech industry for a more inclusive digital future.



Our next event: Strategies to Grow the Value of Your Business featuring BPM



Rich Gunn

Partner, CEPA, CPA
at BPM



Philipp Barmettler

President of the Swiss-
American Chamber of
Commerce
San Francisco Chapter

Wednesday, May 19
8:00 AM PT

Save the date!