



SEMINAR

Cybersecurity, AI and Quantum – Business and Social Opportunities

Washington – New York – Boston
20 to 27 April 2024

Version 1.6

Alliance Digital Security Switzerland ADSS



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I. GRUSSWORT

Seminar «Cybersecurity, AI and Quantum – Business and Social Opportunities» | USA, 20. bis 27. April 2024

Sehr geehrte Damen und Herren, sehr geehrte Teilnehmerinnen und Teilnehmer, sehr geehrte Referentinnen und Referenten

Im Namen der Allianz Digitale Sicherheit Schweiz ADSS freue ich mich, Sie zu unserem Seminar vom 20. bis 27. April 2024 in Washington D.C., New York und Boston begrüßen zu dürfen.

Wir werden uns mit Themen wie Strategie und Führung in der digitalen Welt, Cybersicherheit, Kryptographie im Zeitalter des Quantencomputers und dem Einsatz von KI zum Nutzen von Wirtschaft und Gesellschaft bei gleichzeitiger Minimierung der Risiken befassen. Ein wesentliches Ziel ist es, das Potenzial der wirtschaftlichen und wissenschaftlichen Beziehungen zwischen den USA und der Schweiz, insbesondere im Bereich der Informationstechnologie, für den gesellschaftlichen und wirtschaftlichen Fortschritt zu erkennen.

Ich bin überzeugt, dass wertvolle Impulse in die Schweiz zurückfliessen werden. Ich erwarte einen intensiven Austausch von Erfahrungen, Ideen und Interessen zwischen den Seminarteilnehmenden aus Politik, Verwaltung, Wirtschaft und Wissenschaft sowie den Referierenden und Gästen aus Wirtschaft und Verwaltung. Insbesondere erhoffe ich mir, dass sich aus diesem Austausch für beide Seiten vorteilhafte Kooperationsmöglichkeiten ergeben.

Diese Seminarbroschüre enthält das detaillierte Seminarprogramm sowie die Lebensläufe der Referierenden und Teilnehmenden.

Herzliche Grüsse,

Andreas W. Kaelin

Allianz Digitale Sicherheit Schweiz ADSS, Mitgründer und Mitglied des Vorstands



II. WELCOME

Seminar «Cybersecurity, AI and Quantum – Business and Social Opportunities» | USA, April 20 to 27, 2024

Ladies and Gentlemen,
Dear participants, dear speakers

On behalf of the Alliance Digital Security Switzerland ADSS, I am pleased to welcome you to our seminar from April 20 to 27, 2024 in Washington D.C., New York and Boston.

We will address topics such as strategy and leadership in the digital world, cybersecurity, cryptography in the age of quantum computing and the use of AI to benefit business and society while minimizing risks. A key objective is to recognize the potential of economic and scientific relations between the USA and Switzerland, particularly in the field of information technology, for social and economic progress.

I am convinced that valuable impulses will flow back to Switzerland. I expect an intensive exchange of experiences, ideas and interests between the seminar participants from politics, administration, business and science as well as the speakers and guests from business and administration. In particular, I hope that this exchange will result in beneficial cooperation opportunities for both sides.

This seminar brochure contains the detailed seminar program as well as the CVs of the speakers and participants.

Kind regards,

Andreas W. Kaelin

Allianz Digitale Sicherheit Schweiz ADSS, co-founder and member of the board

III. PROGRAM OVERVIEW

Pre-Seminar

Saturday, April 20

Washington D.C.

20.00 – 20.30	Bus Transfer from the Hotel to the Restaurant
20.30 – 22.00	Dinner at <u>Restaurant del Mar</u>

Sunday, April 21

Washington D.C.

10.00 – 10.30	Briefing by the tour guide Ellen in the library
10.30 – 15.30	Guided tour through the city and visit to the museums
15.30 – 18.30	Free time

Seminar

Sunday, April 21

Washington D.C.

18.30 – 19.15	Reception in the library or at the top of the gate of the <u>Watergate Hotel</u>
19.15 – 22.30	Dinner and official start of the seminar Franz Grüter, Andreas W. Kaelin and Elisabetta Depace Welcome H.E. Ambassador Jacques Pitteloud, Swiss Ambassador to the USA: «Swiss-US Tech Cooperation – Don't miss the train» Speech by Raphael Reischuk, Co-Founder and Member of the board, National Testinstitut for Cybersecurity, NTC AI and its cybersecurity challenges

Monday, April 22

Washington D.C.

08.15 – 08.45	Transfer from Watergate Hotel to WAS19 Amazon Web Services (AWS) in Arlington
08.45 – 09.00	Check-in
09.00 – 09.30	Peter Ronchetti, Head of Public Sector, Mitglied der Geschäftsleitung, Amazon Web Services (AWS) Switzerland Digital transformation of governments and public sector organizations in Switzerland and across the globe
09.30 – 10.30	Sean Roche, International Public Sector Director for National Security, Amazon Web Services (AWS) Resilience, cybersecurity & cyberdefense
10.30 – 10.45	Break
10.45 – 11.15	Don Brown, Head of Government at Amazon Project Kuiper, Amazon Web Services (AWS) Amazon Kuiper Satellites
11.15 – 11.45	Christine Halberstadt, Global Head of Private Equity Innovation and Value Acceleration, Amazon Web Services (AWS) Amazon culture of innovation
11.45 – 12.30	Lunch
12.30 – 13.30	Transfer WAS17 – Amazon Fulfillment Center in Baltimore
13.30 – 14.30	Visit Amazon Fulfillment Center
14.30 – 16.00	Return to the hotel
16.30 – 18.00	Free time
18.10 – 18.30	Transfer to the Residence of the Swiss Ambassador with the bus
18.30	Reception by H.E. Ambassador Jacques Pitteloud at the Swiss Residence in Washington D.C. Title of the evening: Leveraging AI as a force for good
19.15 – 19.30	Introductory words by H.E. Ambassador Jacques Pitteloud Mark Minevich, Chief Digital AI Strategist «Our Planet Powered by AI: How We Use Artificial Intelligence to Create a Sustainable Future for Humanity»
19.30 – 19.45	Prof. Dr. Joël Mesot, President of ETH Zurich «Serving society – the role of universities and AI in addressing global challenges.»
19.45 – 20.00	Leila Elmergawi, Senior Advisor, Office of the Special Envoy for Critical and Emerging Technology, U.S. Department of State (tbc) «The USA Government’s perspective on leveraging AI as a force for good»
20.00 – 20.15	Q&A
20.15 – 21.30	Dinner and drinks

Tuesday, April 23

Washington D.C.

08.40 – 09.10	Transfer from the Watergate Hotel to Samsung Solutions Center in Washington D.C.
09.10 – 09.25	Check-in
09.25 – 09.35	Samir Aliyev, Founder and CEO, Swiss Cyber Institute The Swiss Cyber Institute
09.35 – 09.45	Sandro Nafzger, Co-Founder and CEO, Bug Bounty Switzerland AG Cyber Resilience Shield with Ethical Hackers
09.45 – 10.30	Don Damico, Founder and CEO, Glacier Network Data Evolution before AI Revolution
10.30 – 10.40	Coffe break
10.40 – 10.45	Barbara Hoffman, Samsung Electronics, VP Global B2G Welcome
10.45 – 11.20	Craig Ano, Director, Mobile Sales Engineering, Government and Public Sector, Samsung Electronics America, Government Grade Mobile Security with Samsung Knox Platform for Enterprise
11.20 – 11.50	DJ Kim, Senior Professional Global B2G, Samsung Electronics America 50 Solutions Center Tour
11.50 – 12.30	Lunch
12.30 – 12.35	Nagy Moustafa, CEO and Co-founder, InfoSec Global Executive Welcome
12.35 – 13.05	Dr. Amit Elazari, Co-Founder and CEO, OpenPolicy Latest policy developments in AI, Cybersecurity, and Quantum
13.05 – 13.35	Dr. Vladimir Soukharev, Vice President of Cryptographic Research and Development at InfoSec Global PQC Migration and NIST Standardization: The Past, the Present, and the Future
13.35 – 13.50	Coffe break
13.50 – 14.20	Nick Polk, Branch Director for Federal Cybersecurity, Office of Management and Budget, The White House Lessons learned so-far from the Federal Government's Post-Quantum Cryptography Migration, from dollars to algorithms.
14.20 – 14.50	Dr. Aaron Kemp, Director, Technology Risk at KPMG US and Cybersecurity Expert Quantum Legislation and Changing Landscape - KPMG's Perspective on PQC Migration
15.00 – 22.00	Departure by bus to New York and Dinner on the road at <u>Big Fish Grill</u> on the Riverfront
22.00 – 22.30	Check-in at the hotel <u>Marriott</u> at the Brooklyn Bridge in New York

Wednesday, April 24

New York

08.30 – 09.00	Transfer to Cisco Systems at Pennsylvania Plaza
09.00 – 09.20	Maurice DuPas, Vice President, Customer Experience, Americas, U.S. Public Sector Executive Welcome
09.20 – 09.50	Elaine Mason, Senior Vice President Strategy, Development, and Governance Cisco's Approach to Purpose and Impact
09.50 – 10.20	Garif Yalak, Director Country Digital Acceleration, Switzerland From Vision to Action: Switzerland's Country Digital Acceleration
10.20 – 11.00	Joe Marshall, Threat Researcher and Senior Security Strategist, Cisco Talos Adapting to the Future of Cybersecurity: The threat landscape and what it means for you.
11.00 – 11.40	Frank Michaud, Principal Engineer, Cisco Switzerland Cybersecurity, AI and Post Quantum Cryptography
11.40 – 12.00	Serge Frech, CEO of ICT vocational training ICT vocational training as an enabler
12.00 – 12.45	Lunch
12.45 – 14.00	Mark Miller, Director-Business Development Collaboration, Cisco Chris Palermo, Global Collaboration Sales GTM & Strategy Specialist, Cisco Reimaging Workspaces to Support Hybrid Work
14.00 – 14.40	Transfer to Permanent Mission of Switzerland to the United Nations
14.40 – 15.10	Check-in
15.10 – 15.45	Introduction by H.E. Ambassador Pascale Baeriswyl, Permanent Representative of Switzerland to the United Nations Switzerland in the Security Council 2023-24: Priorities and Engagement
15.45 – 16.00	Transfer to the UN
16.00 – 16.45	Check-in
16.45 – 17.45	Guided UN Tour
17.45 – 19.00	Free time
19.00 – 22.00	Dinner at <u>Docks Oyster Bar</u> NYC

Thursday, April 25

Boston, Cambridge

07.00 – 12.00	Departure by bus to Boston and packed breakfast on the road
12.00 – 14.00	Lunch at the Harvard Faculty Club Welcome speech by Douglas Levin, Executive Fellow, HBS «Emerging Trends in AI and Cybersecurity: Analyzing Current Changes and Anticipating Future Shifts in the Market»
14.00 – 14.45	Abhi Yadav, Product-focused technology entrepreneur with deep experience and passion for customer data and automation-driven revenue acceleration. «Navigating the Future: Empowering Data-Driven Decisions with AI Agents, Knowledge Graphs, and LLMs»
14.45 – 15.10	Break
15.10 – 15.55	Dr. Feng Zhu, MBA Class of 1958 Professor of Business Administration at Harvard Business School «Why Some Platforms Thrive and Others Don't, with an emphasis on the future of platforms in the era of AI»
15.55 – 17.15	Guided Tour of Harvard University Campus
17.15 – 19.15	Check-in at Boston Marriott Cambridge Hotel and free time
19.15 – 19.30	Transfer from the Hotel to the Restaurant
19.30 – 21.00	Dinner at Russell House Tavern
21.00 – 21.30	Return to the Hotel with the bus

Friday, April 26

Boston, Cambridge

08.00 – 08.30	Check-in at Cambridge Innovation Center (CIC)
08.30 – 09.00	Scott Kirsner, CEO at InnoLead & Boston Globe Columnist «A Short Overview of the Boston Ecosystem: Past, Present, and Future»
09.00 – 10.00	Dr. Aude Oliva, director of strategic industry engagement in the Schwarzman College of Computing And senior research scientist in the Computer Science and Artificial Intelligence Lab (CSAIL) at the Massachusetts Institute of Technology. Collaborations in the Computing Age

10.00 – 11.00	Dr. Francesca Lazzeri, Principal Data and ML Scientist Director, Microsoft Corporation LLMOps: Building LLM applications responsibly and ready for production
11.00 – 11.45	Richard Vieira, Managing Director, Co-Head Technology Banking Cowen and Company. «What's Hot and What's Not in U.S. M&A and IPOs»
12.00 – 13.15	Lunch at Za Restaurant
13.30 – 14.30	Panel: Leading VC Discussion on the AI opportunity landscape. Moderator: Doug Levin , Managing Partner of Cognoscenti LLC Participants: Bob Mason , Co-Founder and Managing Partner, Argon Ventures Rob May , CEO and Founder, BrandGuard.ai and Co-Founder AI Innovator's Community Nilanjana Bhowmik , Founder & General Partner, CONVERGE
14.30 – 14.45	Break
14.45 – 15.30	Panel: Leading Companies in Cyber-Sec Moderator: Dr. Raphael M. Reischuk , Partner and Global Head of Cybersecurity at Zühlke Participants: Mario Vuksan , Co-Founder and CEO, ReversingLabs Nagy Moustafa , Co-Founder and CEO, InfoSec global Deepak Taneja , Co-Founder and CEO, Zilla security
16.00 – 17.00	Welcome speech by Ronald Czik, Director of MIT Museum and Guided Tour
17.00 – 18.00	Guided Tour of the MIT Campus
19.00 – 22.30	Closing dinner at Evoo Restaurant

Saturday, April 27

Boston, Cambridge

07.00 – 12.00 Individual departure

IV. DETAILED PROGRAM

Pre-Seminar

Saturday, April 20

Washington D.C.

20.00 – 20.30	Bus Transfer from the Hotel to the Restaurant
20.30 – 22.00	Dinner at <u>Restaurant del Mar</u>

Sunday, April 21

Washington D.C.

10.00 – 10.30	Briefing by the tour guide Ellen in the library
10.30 – 12.00	Guided tour through the city <i>We start at the Watergate with a talk about the history of DC. From there we may drive through Georgetown and past the Washington National Cathedral. We then drive down Massachusetts Ave (Embassy Row), stopping at the North Front of the White House and Lafayette Square. We then head to the Mall and stop at many of our most famous memorials including MLK, Korean War Veterans, Lincoln, Vietnam War Veterans, WWII, etc. We will then drive up Pennsylvania Avenue (perhaps with a visit to the top of the Old Post Office Tower) to see the West Front of the Capitol and then drop down to the Mall.</i>
12.00 – 12.50	Light Lunch at <u>Charters Cafe</u> at the National Archives
13.00 – 14.00	<u>National Archives Museum</u>
14.30 – 15.30	<u>National Museum of American History</u>
15.30 – 18.30	Free time

Seminar

Sunday, April 21

Washington D.C.

18.30 – 19.15	Reception in the library or at the top of the gate of the <u>Watergate Hotel</u>
19.15 – 22.30	<p>Dinner and official start of the seminar Franz Grüter, Andreas W. Kaelin and Elisabetta Depace Welcome</p> <p>H.E. Ambassador Jacques Pitteloud, Swiss Ambassador to the USA: «Swiss-US Tech Cooperation – Don't miss the train» <i>An overview of bilateral cooperation between Switzerland and the US – including in tech sectors such as cybersecurity, AI and quantum – in the context of global politics as seen from Washington</i></p> <p>Speech by Raphael Reischuk, Co-Founder and Member of the board, National Testinstitut for Cybersecurity, NTC AI and its cybersecurity challenges <i>As AI technology advances, so do its security risks, making strong cybersecurity essential to protect against complex threats. We will explore real-world examples of AI being attacked or misused to deepen our understanding of the growing risks to society, the economy, and national security amid changing global dynamics.</i></p>

Monday, April 22

Washington D.C.

08.15 – 08.45	Transfer from Watergate Hotel to WAS19 Amazon Web Services (AWS) in Arlington
08.45 – 09.00	Check-in
09.00 – 09.30	<p>Peter Ronchetti, Head of Public Sector, Mitglied der Geschäftsleitung, Amazon Web Services (AWS) Switzerland Digital transformation of governments and public sector organizations in Switzerland and across the globe <i>Government, education, nonprofit, and healthcare organizations in Switzerland and around the world face unique challenges to accomplish complex missions with limited resources.</i> <i>Public sector leaders engaged in true cloud computing projects turn to the power and speed of Amazon Web Services (AWS) when they want to</i></p>

serve citizens more effectively, accelerate innovation and digital transformation, benefitting from the comprehensive security capabilities. Discover how AWS public sector customers are accelerating digital transformation, adapting to change and challenges and constructing innovative solutions in the cloud.

09.30 – 10.30

Sean Roche, International Public Sector Director for National Security, Amazon Web Services (AWS)

Resilience, cybersecurity & cyberdefense

Designed for public sector officials, this session will explain the latest trends in cyber security threats as well as the emerging threat outlook. Sean provides his insider, candid experience-driven perspective of the most pressing threats and provides an actionable framework for organizations to improve their cyber posture. Specific cybersecurity incidents that have made headlines as well as insider stories from his time at the CIA offer compelling content.

10.30 – 10.45

Break

10.45 – 11.15

Don Brown, Head of Government at Amazon Project Kuiper, Amazon Web Services (AWS)

Amazon Kuiper Satellites

Amazon Kuiper is the initiative to improve global broadband access through 3236 low earth orbit (LEO) satellites with the goal of bringing high-speed broadband services to underserved communities around the world. Kuiper will bring very high throughput, low latency communications with low cost, small form factor satellite terminals. For governments, Kuiper means that land, air and sea users will have broadband access at capabilities previously not considered. We will discuss in particular architectural and strategic opportunities for public sector and government leaders.

11.15 – 11.45

Christine Halberstadt, Global Head of Private Equity Innovation and Value Acceleration, Amazon Web Services (AWS)

Amazon culture of innovation

Working backwards and innovating on behalf of customers is in Amazon's DNA. Learn more about Amazon's unique approach to innovation that is closely tied to the way Amazon uses technology and organizes its teams.

This session will introduce you to some lessons Amazon learnt throughout its journey and how Amazon innovates through four interdependent elements: Culture, Mechanisms, Architecture and Organization.

11.45 – 12.30

Lunch

12.30 – 13.30

Transfer WAS17 – Amazon Fulfillment Center

13.30 – 14.30

Visit [Amazon Fulfillment Center](#)

We support more than one million employees around the world who are innovating and working to serve customers in our global fulfillment centers, retail locations, data centers, corporate offices, tech hubs, and

headquarters in the Puget Sound region of Washington state and Arlington, Virginia. As we have evolved to meet the many different needs of our customers, so have our facilities.

We operate hundreds of world-class facilities in cities and communities around the globe to efficiently get customers what they need. Much of our work happens outside of our Puget Sound and Arlington, Virginia, HQs – it's happening in our 18 Tech Hubs operating across North America, and in the hundreds of fulfillment centers around the world. We've also committed to bringing jobs to the cities we're growing in, including 25,000 jobs to the Arlington area and more than 5,000 jobs to Nashville. Our fulfillment network is made up of state-of-the-art technology and a variety of building types and sizes to support processing orders, but it's truly our people who bring the magic of Amazon to life for our customers. Since starting tours nearly a decade ago at our fulfillment centers, we've welcomed hundreds of thousands of people to see what happens after they click «buy now». The Amazon.com fulfillment network is made up of state-of-the-art technology, enabling last-mile delivery for customers around the globe. This tour, intended for business and technical leaders, provides an overview of Amazon.com's fulfillment centers and how Amazon Web Services (AWS) – supported services such as Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), robotics, and computer vision are used to help drive efficiency and meet our customers' needs. Visitors will see the magic that happens after Amazon customers click «Buy», including how products enter the warehouse, how items are stowed, how quality assurance is managed, how orders are packed and shipped.

14.30 – 16.00	Return to the hotel
16.30 – 18.00	Free time
18.10 – 18.30	Transfer to the Residence of the Swiss Ambassador with the bus
18.30	Reception by H.E. Ambassador Jacques Pitteloud at the Swiss Residence in Washington D.C. Title of the evening: Leveraging AI as a force for good Introductory words by H.E. Ambassador Jacques Pitteloud
19.15 – 19.30	Mark Minevich, Chief Digital AI Strategist «Our Planet Powered by AI: How We Use Artificial Intelligence to Create a Sustainable Future for Humanity» <i>In Our Planet Powered by AI, renowned AI strategist and pioneer Mark Minevich delivers an exciting and practical discussion of how to implement groundbreaking artificial intelligence technologies at every level of your organization. You'll learn to create sustainable, effective competitive advantage by introducing previously unheard-of levels of adaptability, resilience, and innovation into your company. Using real-world case studies from a variety of well-known industry leaders, the author explains the strategic archetypes, technological infras-</i>

structures, and cultures of sustainability you'll need to ensure your firm's next-level digital transformation takes root. You'll also discover:

- How AI can enable new business strategies, models, and ecosystems of innovation and growth*
- How to develop societal impact and powerful organizational benefits with ethical AI implementations that incorporate transparency, fairness, privacy, and reliability*
- What it means to enable all-inclusive artificial intelligence*

19.30 – 19.45

Prof. Dr. Joël Mesot, President of ETH Zurich

«Serving society – the role of universities and AI in addressing global challenges.»

- (Technical) Universities have a key role to play in both addressing global challenges and leveraging the potential of trustworthy AI for the benefit of humanity.*
- Universities' contributions lie in 1) educating the next generation of engineers, 2) in pushing the boundaries of knowledge through basic research and 3) in translating research into innovation.*
- ETH Zurich has increased its efforts in AI research: The university launched the Swiss AI initiative (together with EPFL) and utilizes its AI expertise in various science diplomacy cooperations.*
- For universities to fulfil their mission – namely to serve society – they need autonomy, sufficient funding and international cooperation.*

19.45 – 20.00

Leila Elmergawi, Senior Advisor, Office of the Special Envoy for Critical and Emerging Technology, U.S. Department of State (tbc)

«The USA Government's perspective on leveraging AI as a force for good»

20.00 – 20.15

Q&A

20.15 – 21.30

Dinner and drinks

Tuesday, April 23

Washington D.C.

08.40 – 09.10	Transfer from the Watergate Hotel to Samsung Solutions Center in Washington D.C.
09.10 – 09.25	Check-in
09.25 – 09.35	Samir Aliyev, Founder and CEO, Swiss Cyber Institute The Swiss Cyber Institute <i>The Swiss Cyber Institute, located in Zurich, is committed to providing personalized learning experiences with the aim of training 10'000 individuals by 2027 through its security education, training, and awareness (SETA) programs. Backed by a leading network of cybersecurity professionals, the Institute also organizes the annual Global Cyber Conference, which includes the prestigious «Swiss CISO Awards», and gathers international leaders, industry experts, and scholars in the field of cybersecurity in Zurich.</i>
09.35 – 09.45	Sandro Nafzger, Co-Founder and CEO, Bug Bounty Switzerland AG Cyber Resilience Shield with Ethical Hackers
09.45 – 10.30	Don Damico, Founder and CEO, Glacier Network Data Evolution before AI Revolution <i>AI requires vast amounts of data, but the public and private sectors have failed to develop and agree upon standards for data collection and use. Without data standards, the use of AI will be impaired if not dangerous.</i> <i>This presentation will address:</i> <ul style="list-style-type: none"> - The state of external data use by the US government, private sector, and in particular, finance, at a high level. - Key risks in law and policy related to external data that may render AI less useful or unsafe. - Approaches to mitigating those key risks.
10.30 – 10.40	Coffee break
10.40 – 10.45	Barbara Hoffman, Samsung Electronics, VP Global B2G Welcome
10.45 – 11.20	Craig Ano, Director, Mobile Sales Engineering, Government and Public Sector, Samsung Electronics America, Government Grade Mobile Security with Samsung Knox Platform for Enterprise <i>Safely securing devices without disrupting productivity is the most critical issue in the modern workplace. The Samsung Knox Platform for Enterprises is a security solution that can handle this perfectly. The Knox Platform for Enterprises is designed to enable IT admins to safeguard corporate data at both the hardware and software level,</i>

removing the risk of being compromised on Samsung devices. In this session you will learn about Knox security features and how they provide the foundation for advanced productivity solutions on Samsung Android devices

11.20 – 11.50

DJ Kim, Senior Professional Global B2G,
Samsung Electronics America

50 Solutions Center Tour

During the tour of the Samsung Solutions Center, attendees will experience Samsung Mobile / Display / Semi-Conductor products.

11.50 – 12.30

Lunch

12.30 – 12.35

Nagy Moustafa, CEO and Co-founder, InfoSec Global

Executive Welcome

12.35 – 13.05

Dr. Amit Elazari, Co-Founder and CEO, OpenPolicy

Latest policy developments in AI, Cybersecurity, and Quantum

Discover the latest insights on issues like the U.S. AI Executive Order, emerging cybersecurity requirements in the U.S. and Europe, the EU AI Act and PQC requirements, and how they present opportunities as well as closer partnership between innovators and government on policy development.

13.05 – 13.35

Dr. Vladimir Soukharev, Vice President of Cryptographic Research and Development at InfoSec Global

PQC Migration and NIST Standardization:

The Past, the Present, and the Future

Join us for an enlightening discussion as we explore the need for PQC migration, the standardization process that is been run by NIST and other affiliated organizations such as NCCoE, as well, as timelines, results so far and obstacles.

13.35 – 13.50

Coffe break

13.50 – 14.20

Nick Polk, Branch Director for Federal Cybersecurity, Office of Management and Budget, The White House

Lessons learned so-far from the Federal Government's Post-Quantum Cryptography Migration, from dollars to algorithms.

Unlock valuable insights from lessons learned through our preparation activities including inventories, partnering with NIST on development of PQC algorithms, and next steps on implementing those algorithms across the federal government lessons learned from our preparation activities to include inventories, partnering with NIST on development of PQC algorithms, and next steps on implementing those algorithms across the federal government.

14.20 – 14.50	<p>Dr. Aaron Kemp, Director, Technology Risk at KPMG US and Cyber-security Expert</p> <p>Quantum Legislation and Changing Landscape – KPMG’s Perspective on PQC Migration</p> <p><i>Quantum computing has already changed our perspective on the use of cryptography and the impact will only increase. In this talk, we will cover and discuss KPMG’s perspective and view on PQC migration today and in the near future. This impact will be discussed from both perspectives – of a large organization for internal changes and from the understanding of how it will affect our clients.</i></p>
15.00 – 22.00	<p>Departure by bus to New York and Dinner on the road at Big Fish Grill on the Riverfront</p>
22.00 – 22.30	<p>Check-in at the hotel Marriott at the Brooklyn Bridge in New York</p>

Wednesday, April 24

New York

08.30 – 09.00	<p>Transfer to Cisco Systems at Pennsylvania Plaza</p>
09.00 – 09.20	<p>Maurice DuPas, Vice President, Customer Experience, Americas, U.S. Public Sector</p> <p>Executive Welcome</p>
09.20 – 09.50	<p>Elaine Mason, Senior Vice President Strategy, Development, and Governance</p> <p>Cisco’s Approach to Purpose and Impact</p> <p><i>This session will start with an overview of Cisco’s Purpose and our strategy to embed Purpose in our business model, highlighting the integration of ethical considerations in our decision-making processes. We’ll showcase innovative developments in Purpose Driven AI, demonstrating how Cisco is experimenting with AI internally to align with our purpose of powering an inclusive future for all. Through interactive discussions and case studies, we’ll examine how Cisco is powering Purpose and explore opportunities for potential collaboration, driving positive change and creating an inclusive tomorrow.</i></p>
09.50 – 10.20	<p>Garif Yalak, Director Country Digital Acceleration, Switzerland</p> <p>From Vision to Action: Switzerland’s Country Digital Acceleration</p> <p><i>The session will begin with an overview of Switzerland’s Country Digital Acceleration (CDA) Initiative, emphasizing its mission to propel digitalization and innovation. Attendees will delve into best practices and successful outcomes of the initiative, drawing insights from impactful case studies. Furthermore, partnership models and collaborative work modes will be explored to underscore effective digital acceleration stra-</i></p>

tegies. In conclusion, participants will acquire actionable insights to drive digital transformation within their organizations and throughout the broader ecosystem, while also discovering opportunities for partnership and leveraging Switzerland's CDA Initiative.

10.20 – 11.00

Joe Marshall, Threat Researcher and Senior Security Strategist, Cisco Talos

Adapting to the Future of Cybersecurity: The threat landscape and what it means for you.

The session will commence with an insightful presentation from Cisco Talos, detailing the latest cybersecurity threats that enterprises are currently facing. This will set the stage for a forward-looking discussion on the evolution of cybersecurity and the strategic adaptations necessary for enterprises in this dynamic landscape.

11.00 – 11.40

Frank Michaud, Principal Engineer, Cisco Switzerland

Cybersecurity, AI and Post Quantum Cryptography

The session will begin with a focus on current and future cybersecurity concerns, emphasizing the strategic adjustments that enterprises must make in this evolving landscape. Attention will then turn to recent advancements in AI/ML and their effects on security across various domains. To conclude, we will explore the forthcoming shift to post-quantum cryptography, examining its implications, strategic planning, and the complex details that enterprises must prepare for during this critical stage of cybersecurity's evolution.

11.40 – 12.00

Serge Frech, CEO of ICT vocational training

ICT vocational training as an enabler

Serge Frech emphasizes the central importance of ICT vocational training for the digital transformation of the Swiss economy and administration. The focus is on professional developments based on the identified needs of the economy. Examples include the federal «Cyber Security Specialist» certificate and plans to integrate artificial intelligence into vocational training.

12.00 – 12.45

Lunch

12.45 – 14.00

Mark Miller, Director-Business Development Collaboration, Cisco
Chris Palermo, Global Collaboration Sales GTM & Strategy Specialist, Cisco

Reimaging Workspaces to Support Hybrid Work

The session will commence by delving into the evolving landscape of hybrid work, spotlighting Cisco's strategic adjustments to support this new paradigm. We'll explore the integration of cutting-edge collaboration technology infused with AI, emphasizing its role in enhancing hybrid work environments. Attention will then shift to Cisco's commitment to corporate sustainability, including its innovative initiatives like Penn1 and the use of low-voltage Power over Ethernet. We'll also examine Cisco's dedication to employee health and wellness, showcased

through its WELL Health-Safety Rated space at Penn1. Finally, we'll uncover Cisco's digital transformation of real estate, leveraging extensive data points for optimized space management and enhanced workplace experiences. Join us to discover how Cisco is leading the charge in reimagining workspaces for the future, fostering sustainability, well-being, and digital innovation.

14.00 – 14.40	Transfer to Permanent Mission of Switzerland to the United Nations
14.40 – 15.10	Check-in
15.10 – 15.45	<p>Introduction by H.E. Ambassador Pascale Baeriswyl, Permanent Representative of Switzerland to the United Nations</p> <p>Switzerland in the Security Council 2023-24: Priorities and Engagement</p> <p><i>More conflicts, hunger, geopolitical divides: Switzerland joined the United Nations Security Council (UNSC) at a difficult time. Yet we can make a difference by raising our voice for international law, building trust across world regions and inviting civil society to the table. Switzerland achieved concrete successes in its priorities, namely sustainable peace, protection of civilians, climate security, effectiveness of the Council. We increased the number of climate advisers in UN Missions to address security risks exacerbated by climate change. We led the negotiations on the mandate of the EU Mission in Bosnia and Herzegovina (EUFOR-Althea) to a successful reauthorization.</i></p> <p><i>Looking into the future, 2024 is a year full of opportunities to build momentum: 75th anniversary of the Geneva Conventions, Summit of the Future and Switzerland's 2nd UNSC presidency to advance the New Agenda for Peace and strengthen the bridge between New York and Geneva – between peace and security and human rights, international humanitarian law and science.</i></p>
15.45 – 16.00	Transfer to the UN
16.00 – 16.45	Check-in
16.45 – 17.45	<p>Guided UN Tour</p> <p><i>We will visit the United Nations Headquarters in the heart of New York, the site of international diplomacy. We will learn about the history and work of the United Nations and visit the famous General Assembly Hall and the Security Council Chamber (sessions permitting).</i></p>
17.45 – 19.00	Free time
19.00 – 22.00	Dinner at <u>Docks Oyster Bar</u> NYC

Thursday, April 25

Boston, Cambridge

07.00 – 12.00	Departure by bus to Boston and packed breakfast on the road
12.00 – 14.00	<p>Lunch at the Harvard Faculty Club</p> <p>Welcome speech by Douglas Levin, Executive Fellow, HBS</p> <p>«Emerging Trends in AI and Cybersecurity: Analyzing Current Changes and Anticipating Future Shifts in the Market»</p> <p><i>The evolving landscape of cybersecurity is increasingly underscored by the significance of AI. The presentation will delve into the emerging trends of AI in cybersecurity, highlighting its critical role in influencing key segments of the industry. These trends include enhanced authentication and access control mechanisms, expanded threat detection and intelligence capabilities which encompass DevSecOps and penetration testing, and the automation of security operations and responses. Within this automation, vendor-specific security solutions will be presented, the enhanced security of blockchain technologies, and the importance of improved training and enriched AI security. Another crucial aspect is the increased focus on ethics, biases, and privacy, which is becoming a pivotal consideration in cybersecurity vendor risk management. This analysis extends to the current dynamics of the cybersecurity market, examining how AI technologies are influencing market growth and dynamics. The presentation will identify key players and innovative startups making significant strides in the AI cybersecurity space. Looking forward, we anticipate potential future developments in AI for cybersecurity, understanding emerging threats, and how AI might address them. This includes a discussion on the evolving regulatory and ethical landscape that governs this domain. In conclusion, the presentation will summarize key insights and trends identified during our analysis, offering final thoughts on the future interplay between AI and cybersecurity. This will be followed by an open floor for questions and discussions, allowing for a deeper engagement with the subject matter and a chance to address specific queries or concerns.</i></p>
14.00 – 14.45	<p>Abhi Yadav, Product-focused technology entrepreneur with deep experience and passion for customer data and automation-driven revenue acceleration.</p> <p>«Navigating the Future: Empowering Data-Driven Decisions with AI Agents, Knowledge Graphs, and LLMs»</p> <p><i>This keynote unveils how integrating AI agents, knowledge graphs, and LLMs transforms data into trusted insights, revolutionizing decision-making for business managers. Discover the synergy of cutting-edge technologies and strategic foresight needed to thrive in a data-driven era.</i></p>

14.45 – 15.10	Break
15.10 – 15.55	Dr. Feng Zhu, MBA Class of 1958 Professor of Business Administration at Harvard Business School «Why Some Platforms Thrive and Others Don't, with an emphasis on the future of platforms in the era of AI» <i>In this talk, I will discuss the latest thinking on the mindsets that companies need to have to survive and thrive today.</i>
15.55 – 17.15	Guided Tour of Harvard University Campus
17.15 – 19.15	Check-in at <u>Boston Marriott Cambridge Hotel</u> and free time
19.15 – 19.30	Transfer from the Hotel to the Restaurant
19.30 – 21.00	Dinner at <u>Russell House Tavern</u>
21.00 – 21.30	Return to the Hotel with the bus

Friday, April 26

Boston, Cambridge

08.00 – 08.30	Check-in at Cambridge Innovation Center (CIC)
08.30 – 09.00	<p>Scott Kirsner, CEO at InnoLead & Boston Globe Columnist</p> <p>«A Short Overview of the Boston Ecosystem: Past, Present, and Future»</p> <p><i>Scott Kirsner will explore Boston's rich history of innovation, from its early days tied to figures like Paul Revere to its modern status as a thriving hub for technology, biotech, and startups, attributed to factors such as prestigious universities, ample venture capital, industry clusters, support organizations, and government initiatives, leading to notable successes like iRobot, HubSpot, Wayfair, DraftKings, and PillPack, cementing Boston as a top-tier startup hub with a growing innovation economy.</i></p>
09.00 – 10.00	<p>Dr. Aude Oliva, director of strategic industry engagement in the Schwarzman College of Computing And senior research scientist in the Computer Science and Artificial Intelligence Lab (CSAIL) at the Massachusetts Institute of Technology.</p> <p>Collaborations in the Computing Age</p> <p><i>How can an organization address the opportunities and challenges of the computing age – from hardware to software to algorithms to artificial intelligence – by facilitating the rapid evolution of computing education and research programs, improving collaboration between computing and other disciplines, and advancing the social, ethical and policy responsibilities of computing and AI.</i></p>
10.00 – 11.00	<p>Dr. Francesca Lazzeri, Principal Data and ML Scientist Director, Microsoft Corporation</p> <p>LLMOps: Building LLM applications responsibly and ready for production</p> <p><i>How will large language models (LLMs) change machine learning workflows? And how can data scientists make sure to deploy LLMs responsibly? Generative AI applications have been extensively implemented everywhere across many industries, but there is a lot more that developers must do to build LLMs models responsibly, and it's difficult for developers to do this work from scratch and create safe and trustworthy applications.</i></p>
11.00 – 11.45	<p>Richard Vieira, Managing Director, Co-Head Technology Banking Cowen and Company.</p> <p>«What's Hot and What's Not in U.S. M&A and IPOs»</p>
12.00 – 13.15	Lunch at Za Restaurant

13.30 – 14.30	<p>Panel: Leading VC Discussion on the AI opportunity landscape. <i>This expert VC panel will explore the latest trends, best practices, and unique investment philosophies in the AI venture funding landscape.</i> Moderator: Doug Levin, Managing Partner of Cognoscenti LLC Participants: Bob Mason, Co-Founder and Managing Partner, Argon Ventures Rob May, CEO and Founder, BrandGuard.ai and Co-Founder AI Innovator’s Community Nilanjana Bhowmik, Founder & General Partner, CONVERGE</p>
14.30 – 14.45	Break
14.45 – 15.30	<p>Panel: Leading Companies in Cyber-Sec <i>This panel discussion will feature top cybersecurity company leaders who will dissect the ever-evolving cyber threat landscape and share expert insights and strategies.</i> Moderator: Dr. Raphael M. Reischuk, Partner and Global Head of Cybersecurity at Zühlke Participants: Mario Vuksan, Co-Founder and CEO, ReversingLabs Nagy Moustafa, Co-Founder and CEO, InfoSec global Deepak Taneja, Co-Founder and CEO, Zilla security</p>
16.00 – 17.00	<p>Welcome speech by Ronald Czik, Director of MIT Museum and Guided Tour <i>The MIT Museum is houses over one million including art, artifacts, prints, rare books, technical archives, drawings, photographs, and holograms dating from the 7th century BCE to today. The museum hosts in a dynamic collection of holography, technology-related artworks, artificial intelligence, architecture, robotics, maritime history, and the history of MIT.</i></p>
17.00 – 18.00	Guided Tour of the MIT Campus
19.00 – 22.30	Closing dinner at Evoo Restaurant

V. THE SPEAKERS

Introducing the Speakers

Speakers List

First Name	Last Name	Position	Company/ Association
Samir	Aliyev	Founder and CEO	Swiss Cyber Institute
Craig	Ano	Director – Mobile Sales Engineering, Government and Public Sector	Samsung Electronics America
Pascale	Baeriswyl	Ambassador	Permanent Representative of Switzerland to the United Nations
Nilanjana	Bhowmik	Founder & General Partner	Converge
Don	Brown	Head of Government at Amazon Project Kuiper	Amazon Web Services (AWS)
Riccarda	Chanda	Deputy Permanent Representative, Senior Legal Adviser	Permanent Representative of Switzerland to the United Nations
Ronald	Czik	Director of Technology and Digital Strategy	MIT Museum
Don	Damico	Founder & CEO	Glacier Network
Elisabetta	Depace	Project Manager	Alliance Digital Security Switzer- land ADSS
Maurice	DuPas	Vice President, Customer Experience, Ame- ricas, U.S. Public Sector	Cisco
Amit	Elazari	Co-founder and CEO	OpenPolicy
Leila	Elmergawi	Senior Advisor (tbc)	Office of the Special Envoy for Critical and Emerging Technology, U.S. Department of State
Serge	Frech	CEO	ICT Vocational Training Switzer- land
Franz	Grüter	Member Committee of Foreign Affairs President	National Council Alliance Digital Security Switzer- land ADSS
Christine	Halberstadt	Global Head of Private Equity Innovation and Value Acceleration	Amazon Web Services (AWS)
Richard	Hart	Principal Professional, Global Business to Government	Samsung Electronics America
Barbara	Hoffman	Vice President, Head of Business to Government (B2G) and Global Strategic Operations	Samsung Eletronics America
Andreas W.	Kaelin	Co-Founder and Member of the board	National Testinstitut for Cyberse- curity NTC Alliance Digital Security Switzer- land ADSS

First Name	Last Name	Position	Company/ Association
Aaron	Kemp	Director, Technology Risk	KPMG US
DJ	Kim	Senior Professional Global B2G	Samsung Electronics America
Scott	Kirsner	CEO	InnoLead & Boston Globe Columnist
Peter	Kosel	Founder & Talent Community Manager	cyberunity AG
Francesca	Lazzeri	Principal Data and ML Scientist Director	Microsoft Corporation
Douglas	Levin	Executive Fellow	Harvard Business School
Ellen	Malasky	Tour Guide	Independent Licensed Tour Guide and Director
Joe	Marshall	Threat Researcher and Senior Security Strategist	Cisco Talos
Bob	Mason	Co-Founder and Managing Partner	Argon Ventures
Elaine	Mason	Senior Vice President Strategy, Develop- ment and Governance	Cisco
Rob	May	Co-Founder	AI Innovator's Community
Joël	Mesot	President	ETH Zurich
Frank	Michaud	Principal Engineer	Cisco Switzerland
Mark	Miller	Director-Business Development Collabo- ration	Cisco
Mark	Minevich	President and General Partner	GGV-Going Global Ventures
Nagy	Moustafa	Co-founder and CEO	InfoSec Global ISG
Sandro	Nafzger	Co-Founder and CEO	Bug Bounty Switzerland AG
Aude	Oliva	Director of Strategic Industry Partnerships	the Schwarzman College of Computing
Chris	Palermo	Global Collaboration Sales GTM & Strategy Specialist	Cisco
Nick	Polk	Branch Director for Federal Cybersecurity	Office of Management and Budget, The White House
Jacques	Pitteloud	Ambassador	Swiss Embassy to the USA
Raphael	Reischuk	Co-Founder and Member of the board	National Testinstitut for Cybersecurity NTC
Sean	Roche	International Public Sector Director for National Security	Amazon Web Services (AWS)
Peter	Ronchetti	Head of Public Sector Mitglied der Geschäftsleitung	Amazon Web Service (AWS) Switzerland
Russell	Smith	Sr. Director of Country Digitization	Cisco Ameica

First Name	Last Name	Position	Company/ Association
Vladimir	Soukharev	Vice President of Cryptographic Research and Development	InfoSec Global
Eric	Tamarkin	Senior Director and Public Policy Counsel, US Public Affairs	Samsung Electronics America
Deepak	Taneja	Co-Founder & CEO	Zilla security
Richard	Vieira	Managing Director and Co-Head Technology Banking	Cowen and Company
Mario	Vuksan	Co-Founder and CEO	ReversingLabs
Abhi	Yadav	Co-Founder	AI Innovators Community (AIC)
Garif	Yalak	Director Country Digital Acceleration	Cisco Switzerland
Dr. Feng	Zhu	Professor of Business Administration	Harvard Business School

VII. GENERAL INFORMATION

Organizer

Alliance Digital Security Switzerland

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Program and organization

Andreas W. Kaelin, Co-Founder and Member of the board

P: +41 41 210 38 02
M: +41 79 320 24 34

Elisabetta Depace, Project manager international seminars

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Seminar hotels

Hotel in Washington D.C.

(about 30 minutes
from the airport by taxi)
The Watergate Hotel Georgetown
2650 Virginia Avenue NW,
Washington, DC 20037
+1 844-617-1972
www.thewatergatehotel.com

Responsible contact:

Reema Halabi

Sales Manager | Travel Industry &
Diplomatic Relations
+1 202-838-4416
rhalabi@thewatergatehotel.com

Hotel in Boston, Cambridge

(about 15 minutes
from the hotel to the airport by taxi)
Boston Marriott Cambridge
Two Cambridge Center 50
Broadway, Cambridge, MA 02142
+1 617-494-6600

Hotels in Cambridge, MA | Boston
Marriott Cambridge

Responsible contact:

Jessica Keeler

Event Manager
+1 617-308-1147
jessica.keeler@marriott.com

Hotel in New York

New York Marriott
at the Brooklyn Bridge
333 Adams Street, Brooklyn,
New York 11201
+1 718-246-7000
Downtown Brooklyn, NY, Hotel |
New York Marriott at the Brooklyn
Bridge

Responsible contact:

Nadine Rosa-Grajales

Eventsmanager
+1 718-222-6527
nadine.rosa.grajales@marriott.com

Starting and ending point of the seminar

Arrival point

The starting place for the seminar is the Watergate Hotel in Washington D.C. The agenda includes a pre-seminar and a seminar that allows participants to join it at different stages of the program. The place of arrival, on the other hand, remains the same for all participants: there are two options regarding the time of arrival.

Option 1

For participants arriving in Washington D.C. on Saturday, 20 April 2024: The Watergate Hotel on Saturday, 20 April 2024 at 8.30 PM (local time, UTC-4h).

Option 2

For participants arriving in Washington D.C. on Sunday, 21 April 2024: The library or at the top of the gate at the Watergate Hotel (depends on weather conditions) on Sunday 21 April 2024 at 6.30 PM (local time, UTC-4h).

Departure point

Individual departure from Boston

GENERAL INFORMATION

Seminar language

The seminar will be in English.

Entry requirements USA

Participants must have a passport valid for at least six months beyond the date of entry in USA. Find out about the entry requirements for the USA in good time. Check whether you meet the requirements for visa-free entry. Otherwise a visa is required. You can find helpful information here <https://www.swiss.com/ch/de/prepare/travel-regulations/immigration-regulations-usa>. For organisational reasons, participants are asked to provide their mobile phone number (for emergencies) and a copy of their passport for the duration of the seminar.

Journey to and from the seminar

Participants are responsible for organizing of their travel to Washington / from Boston and for obtaining all necessary travel documents. All transfers, accommodation and food during the seminar are provided by the organizers.

Participation fee

The pre-Seminar, 20-21 April participation fee of CHF 800.– includes: 1-night stay (20–21 April 2024) at the The Watergate Hotel (breakfast included), all transfers, food, and beverages during the pre-seminar.

The seminar, 21–27 April participation fee of CHF 4'900.– includes: 6-nights stay (21–27 April 2024) at the hotels in Washington D.C., New York, and Boston (breakfast included), all transfers, food and beverages during the seminar.

Participants are responsible for their own travel expenses, all additional services at the hotel and the use of the minibar. After receipt of the registration, the participation fee will be invoiced by ICPRO GmbH.

Dress Code

Pre- Seminar: Casual attire

Seminar: Business attire is recommended for Sunday evening, April 21, Monday, April 22, and Wednesday April 23. Business casual attire is recommended for Thursday, April 25 and Friday, April 26

For the **Amazon Fulfilment Center Tour** on Monday, April 22

Attire: All guests must wear flat, closed-toed, and closed-heeled shoes (no sandals, clogs or high heels). We recommend wearing comfortable shoes or sneakers. Additionally, long hair must be pulled at or above shoulder length. Loose fitting clothing (long-hanging jewelry, scarves, or ties) are not permitted.

Identification: ID / Passport required

Photography: While cell phones are allowed on the tour, still photography is only permitted in designated photo spots along the tour.

Items Allowed on Tour: You may bring your wallet, keys, cell phone, and transparent water bottle on the tour.

If you have other personal bags or items, you may leave them in the travel bus. Outside food and drink will not be permitted on the tour. We do advise that you eat before the tour.

Let's share our experiences!

#alliancedigitalsecurityswitzerland

#cybersecurity

#AI

#innovation

#business opportunities

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Allianz Digitale Sicherheit Schweiz
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