


INTERNATIONAL CYBERSECURITY FORUM

LILLE GRAND PALAIS

FIC 2022

MEET SWISS COMPANIES

Organizers:

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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Ambassade de Suisse en France  
Swiss Business Hub France

 **SWITZERLAND  
GLOBAL  
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enabling new business

Partner:





Switzerland.

7th – 9th June 2022



## WELCOME NOTE

Switzerland's strengths such as legal certainty and political stability also apply to the cybersecurity sector. Its greatest asset is high level of privacy protection, adequate regulations and the availability of highly specialized engineers.

Switzerland has a first-rate Internet infrastructure. Its reliable and economical power supply ensures trouble-free operation of servers in data centers and security operations centers (SOCs).

All of these reasons explain why many international companies choose Switzerland as an important location for their regional data centers.

In keeping with its humanitarian tradition, Switzerland is committed to improving cybersecurity worldwide and promoting the peaceful use of ICTs. The country hosts many organizations, such as the Internet Society, the Internet Governance Forum (IGF), the DiploFoundation, the International Telecommunication Union (ITU), ICT4Peace, the Geneva Center for Security Policy (GCSP) and the WEF Cyber Security Center.

The cantons of Vaud and Geneva have joined forces to create the "Trust Valley", a center of excellence in digital trust and cybersecurity to create a unique ecosystem and encourage the development of innovative projects.

Finally, the NCSC (National Cyber Security Centre) is the Confederation's centre of expertise in cybersecurity and the first point of contact for business circles, administration, educational institutions and the general public for any question relating to cybersecurity. It is responsible for the coordinated implementation of Switzerland's national strategy for the protection of Switzerland against cyber risks (SNPC) for the years 2018 to 2022.

Switzerland's expertise is recognized in engineering, encryption and algorithms. The country has a solid base in these areas. Indeed, many companies in Switzerland offer niche services in all important areas of cybersecurity, and that too with a very pragmatic approach.

There is no shortage of cybersecurity projects, and to respond to them, companies are innovating in solutions that exceed all expectations. You will have the opportunity to appreciate a sample of Swiss companies offering innovative solutions in terms of data protection, secure equipment, data confidentiality or cyber defense.

We are delighted to welcome you at the Swiss pavilion of the International Cybersecurity Forum, Stand E31!



**Patrice JACQUIER**  
Head SBH France  
Paris



## EXHIBITORS





**PARTNER**

*juva*®

ROUND TABLE

# LES COOPERATIONS FRANCO-SUISSES DANS LA CONSTRUCTION D'UN ESPACE CYBER EUROPEEN SECURISE

Room Hainaut (1st Floor), 7 June 2022

3:00 p.m. – 5:00 p.m.

*In French*



Forum International  
de la Cybersécurité



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Département fédéral de la défense,  
de la protection de la population et des sports DDPS  
**Secrétariat général DDPS**  
Digitalisation et cybersécurité DDPS





## PROGRAM

3:00 p.m.	<b>Welcoming participants</b>
3:05 p.m.	<b>Welcome Note</b> <ul style="list-style-type: none"><li>❖ Nicole Providoli, Minister for Political Affairs &amp; Head of Mission ai., Embassy of Switzerland in France</li></ul>
3:10 p.m.	<b>Franco-Swiss cooperation in the construction of a secure European cyber space.</b> <ul style="list-style-type: none"><li>❖ General Marc Watin Augouard, Founder of the International Cybersecurity Forum (FIC)</li><li>❖ Maurice Eglin, Chief of Network and Cyber Defense Interoperability at The Federal Department of Defence, Civil Protection and Sport</li><li>❖ Gérald Vernez, Founder and Director of the digiVolution Foundation</li></ul> <p><u>What means of protection - state and economic - against today's major cyber risks?</u></p> <ul style="list-style-type: none"><li>❖ Senthorus</li><li>❖ UBCOM</li><li>❖ smartcockpit</li></ul> <p><u>What are the regulatory, technological, education and training solutions for greater security?</u></p> <ul style="list-style-type: none"><li>❖ Sapiro</li><li>❖ Sharekey</li><li>❖ Strong Network</li><li>❖ WISeKey</li></ul> <p><u>What are the mutual contributions of the Swiss, French and European cyber ecosystems in the economic, technological, military and political fields?</u></p> <ul style="list-style-type: none"><li>❖ Innovaud / Trust Valley</li></ul>
4:15 p.m.	<b>Switzerland as a cybersecurity location</b> <ul style="list-style-type: none"><li>❖ Liv Minder, Investment Promotion Director, Switzerland Global Enterprise</li></ul>
4:25 p.m.	<b>Q&amp;A</b>
4:45 p.m.	<b>End of event</b>

## ROUND TABLE - SPEAKERS



### **Nicole Providoli**

Minister for Political Affairs & Head of Mission ai., Embassy of Switzerland in France

After studying sociology and law, **Nicole Providoli** joined the Swiss Federal Department of Foreign Affairs (FDFA) in 2001 and worked for two years as a legal officer in the Directorate of Public International Law. She then joined the Swiss diplomatic corps and worked on European policy issues in the European Affairs Division of the FDFA/FDEA in Bern. She successively held the positions of First Secretary at the Swiss Embassy in Cairo and Deputy Head of Mission in Bogota.

From 2015 to 2019, she coordinated the section responsible for good offices and mediation in the Human Security Division of the FDFA in Bern. Since June 2019 she is Deputy Head of Mission at the Swiss Embassy in Paris, responsible for political affairs.



### **General Marc Watin Augouard**

Founder of the International Cybersecurity Forum (FIC)

A graduate from Saint-Cyr and a former Inspector General of the Army-Gendarmerie, **General Watin-Augouard** led a working group that contributed to the drafting of Thierry Breton's report on cybercrime in 2005.

As a Security advisor to the Minister of the Interior from 2002 to 2004, General Watin-Augouard was appointed Commander of the NPDC Gendarmerie Region. He is also the Founder of the FIC in 2007 and a member of the FIC's steering committee





## ROUND TABLE - SPEAKERS



### **Maurice Eglin**

Chief of Network and Cyber Defense Interoperability at The Federal Department of Defence, Civil Protection and Sport

A graduate of the Swiss Federal Institute of Technology in Lausanne and the International Institute of Technology Management in Fribourg, Mr. **Maurice Eglin** began his career at Siemens in software development, became responsible for military activities and set up a competence center for civil and national security. In 2011, he joined Atos as head of key accounts in French-speaking Switzerland, where he was responsible for cybersecurity solutions. He then headed the Mission Critical Systems area within the Central and Eastern Europe cluster.

Motivated by cyber defense, he joined the Swiss Confederation, in the military intelligence service and then in the electronic operations center. In 2018, he joined the security policy at the DDPS Delegate for Cyber Defense, for which he is the replacement. At the time of the creation of the Digitalization and Cybersecurity strategic entity he participated in the definition of the DDPS Cyber Strategy 2021-2024 and is currently coordinating its implementation. He was vice-president of the Groupe Romand pour le matériel de sécurité. A militia officer, he is a Colonel of the General Staff.



### **Gérald Vernez**

Founder and Director of the digiVolution Foundation

**Gérald Vernez** studied geology, meteorology and security policy. After a first career as an engineer and risk manager in industry, he joined the Armed forces general staff in 1996. He then played a central role in the preparation of the crisis staff for Y2K, he planned the command & control organization of the Armed forces and then developed the field of information operations.

In 2009 he became Chief of Staff of the Armed Forces Joint Staff and in 2011 Deputy Director for the development of the first national strategy for the protection of Switzerland against cyberrisks. As the Chief of the Armed Forces' Delegate for cyberdefence since 2013, he planned and then coordinated the development of this field. In 2016, he became the Federal Department of Defence's delegate for cyberdefence for which he developed and coordinated the realisation of the first cyberdefence action plan in 2017, ensured its revision in 2018, and led the development of the new strategy in effect since 2021. Founder of digiVolution ([www.digivolution.swiss](http://www.digivolution.swiss)), he has been working on this issue since April 2021 to develop it into a strategic force designed to help decision-makers master the digital mutation from the perspective of sense and security.



## ROUND TABLE - SPEAKERS



**Liv Minder**

Investment Promotion Director, Switzerland Global Enterprise

**Liv Minder** was educated in Switzerland. She received a Master Degree in Economics and Political Science at the University of Zurich. She has worked at the Swiss Federal Institute of Technology (ETH) at the Center for Security and Conflict Studies and became then head of the department of foreign affairs of the Canton of Schaffhausen. Later she embarked for 5 years to China where she has headed the Swiss Chinese Chamber of Commerce in Shanghai and has built up the investment promotion department at the Swiss Embassy in Beijing. She was involved bringing large enterprises to Switzerland and has long experience in supporting foreign companies to develop their business strategies in Europe. Now she is responsible at Switzerland Global Enterprise for the 10 main markets (China, Japan, Korea, India, UK, France, Germany, Italy, USA, Canada) for inbound investments into Switzerland.



**Moderator**

**Marie de Fréminville**

President Starboard Advisory and Author of Cybersecurity and decision makers

**Marie de Fréminville** is an expert in governance, finance, cyber security and data protection. She is a non-executive director and founding partner of Starboard Advisory. She is a member of CSDA (Swiss Association of Women Directors) and IFA (French Institute of non-executive Directors). She worked for Airbus Group as Financial Controller and Corporate Head of Subsidiary Governance Department. She is the author of “Cybersecurity and Decision Makers“, rewarded by the Cyber Book Prize of the FIC 2020 (International Forum of Cybersecurity)



**EXHIBITORS PROFILES**

# **Meet Swiss Cybersecurity Companies & Startups**

**@ Swiss Pavilion E31**

**DIGITAL TRUST & CYBERSECURITY**



**Innovaud** is the innovation and investment promotion agency for the canton of Vaud, in western Switzerland (French-speaking Switzerland). Its objectives are to help tech-oriented companies (startups, scale-ups, SMEs, large companies and multinationals) develop their businesses and carry out innovation projects. Innovaud acts as a one-stop shop for foreign companies interested to set up in our region. Innovaud is an initiative from the canton of Vaud's government, carried by the Department of Economy.

**The Trust Valley** is a public-private partnership aimed at promoting the excellence of the Lake Geneva region in the field of digital trust and cybersecurity.

The Trust Valley is coordinated by the cantons of Geneva and Vaud as well as several universities and cybersecurity companies. Public authorities, academic institutions and economic players are joining forces to promote this unique center of expertise and encourage the emergence of innovative projects, encouraging the creation of start-ups and implementation of collaborative projects among actors of the ecosystem.

Such as the **Tech4Trust**, the first Swiss startup acceleration program in the field of digital trust and cybersecurity open to all companies in Europe. The benefits for STARTUPS are gain visibility to potential customers, get fundraising with the right investors, synergies with corporate companies & academics, access to the Trust Valley ecosystem and its top-level partners, exclusive coaching & mentoring sessions with a high-level experts, improve your strategy through the workshops.

**Expertise wanted:** Threat Intelligence, Quantum security, Forensics, Neurotechnology, Industrial IoT, Critical Infrastructure, Robotics, Access Control, Cybersecurity, Authentication, Data Privacy, Blockchain, Anti-counterfeiting, Traceability, GDPR, Authenticity Verification, Cloud Security, Anonymized, Data Management, Edge Cloud. **Fields:** Space, Smart Cities, Agritech-food, Health, Finance & Insurance, Mobility, Education, Industrial Sector, ICT.

Contact Trust Valley initiative & Tech4Trust [info@trustvalley.swiss](mailto:info@trustvalley.swiss)  
<https://trustvalley.swiss/tech4trust/> [www.innovaud.ch](http://www.innovaud.ch)



**SAPORO**  
ORDER IN CHAOS



**SAPORO**

[www.saporo.io/](http://www.saporo.io/)

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**TECH4 TRUST TRUST VALLEY**

**SAPORO**  
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**Resist attacks by reducing excessive access.**

Get visibility on identity configuration weaknesses to change key relationships and reduce cyber risk

Active Directory | Azure | Amazon Web Services | Google Cloud | Okta

Saporo is a cyber security start-up based in Lausanne, Switzerland. Their focus is to help organizations improve their cyber resistance by prioritizing and reducing user access risks. By leveraging graph theory as well as reinforced learning, Saporo is making it possible to anticipate attacks. Created in April 2021, the young start-up has become very popular in Switzerland being finalist of the Tech4Trust competition created by the Trust Valley and rewarding the best swiss cyber start-ups.

Saporo helps organizations improve their cyber resistance by prioritizing and reducing user access risks. Their solution can be installed on premise or cloud. It enables organizations to get visibility on their identity configuration weaknesses and to change key relationships to reduce cyber risk with minimal efforts. Their product operates on Active Directory, Azure AD, AWS, GCP and Okta and envisions to make security by design a reality.

**Improve Cyber Resistance by reducing User Access Risk**

**Measure your resistance to attacks**  
A simple score to measure your resistance, track your progress and get benchmarks.

**Discover attack paths to critical assets**  
Implement prioritized and impactful changes to effectively reduce your attack surface.

**Better resist ransomware attacks**  
Eliminate central keys to ransomware success to slow down and limit their spread.

**Get Contextualized Compliance**  
Prioritize compliance issues (ANSSI & MITRE) based on their practical impact.

**SAPORO**  
ORDER IN CHAOS



ELCA Security and Senthorus are a team of experienced experts at your service to help you understand cybersecurity and support you in your approach to information security. With 15+ years of expertise, several key solutions partners and hundreds of cybersecurity projects performed, we can offer assistance from advisory, consulting, solution development and integration and managed services. Our mission statement is to serve any company or public organization when it comes to anticipation, protection, detection and defense. ELCA Security is a subsidiary of the ELCA Group in Switzerland.

#### **SENTHORUS POWERED BY BLUEVOYANT**

A partnership between ELCA and BlueVoyant brings together years of experience in IT and Cyber Detection and Response. Senthorus addresses your needs on a bespoke basis. You benefit from state-of-the-art protection from an independent, trusted Swiss company, with all customer data kept in Switzerland.

The Security Operations Center (SOC) is based in Switzerland and all data are processed and stored locally in Switzerland. This new home of a group of specialists in cyber-defense offers you an integrated security service while also being close at hand.



## Secure Business Privacy



### About Company

SHAREKEY is a new Swiss Collaboration App, designed to secure Business Privacy. It is the solution for Executives, Board Members, Legal and Financial staff to share confidential information, negotiate, approve, inside & outside an organisation. With SHAREKEY, you own and control your data, from anywhere, from any device (zero-knowledge, zero-trust).

All data are heavily encrypted and stored 1000m under a Swiss mountain. The encryption keys are fully decentralised, always on the users' devices, never in the cloud. No one except the account owner can access data. No metadata are generated, maintained, nor exposed. We set up a new norm in Privacy and change the way we work and collaborate.

### About Product

- **All-In-One:** Messages, Voice & Video, Storage, Online Collaboration, Calendar, Notes.
- **Easy to Use:** Simplicity and easy sharing, as user-friendly as consumer apps.
- **App-to-App Encrypted:** 256 bit crypto engine, no backdoor, no metadata.
- **Crypto Wallet:** Enabler to the Web 3.0
- **Low Carbon:** Reduce CO2 impact by default, share the key instead of large volume of data.



# SMARTCOCKPIT

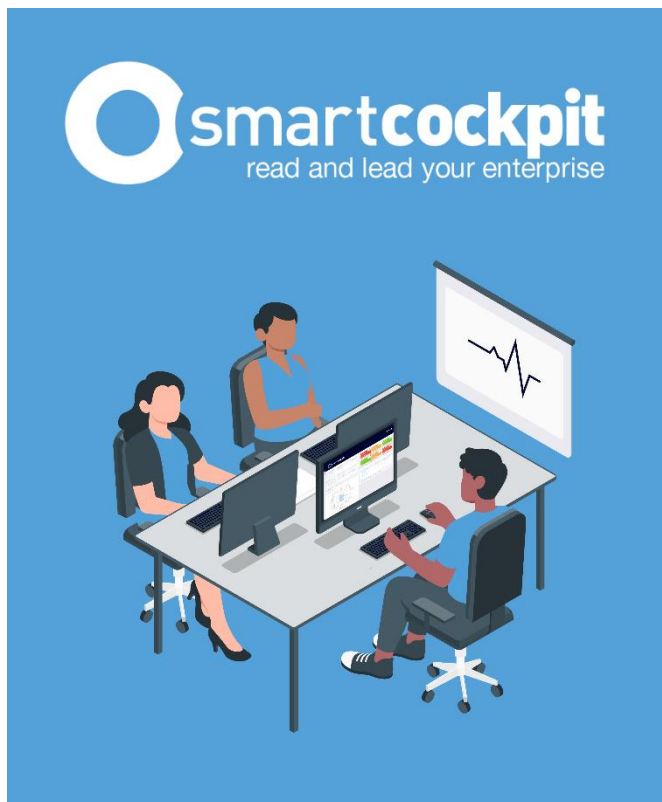


[www.smartcockpit.ch](http://www.smartcockpit.ch)

## CYBER RISK GOVERNANCE

smartcockpit is a swiss innovative company founded in 2013 by Sylvain FELIX to help companies of all sizes improve their performance management and governance. Based in Geneva, we benefit from the Swiss Made Software label. We are a complementary team of experts committed to customer satisfaction.

The smartcockpit solution differs in its “read and lead” approach. The combined view of different perspectives (performance, risk, compliance, quality and project) provides a 360° view of the organization’s health. Observing a situation is not enough, it is necessary to be able to make decisions by implementing actions and to make sure of their impact. We have a dedicated cockpit to cyber risks that provides you with the essentials for good governance and a continuous improvement process.



 **swiss made software**





# STRONG NETWORK

## STRONG NETWORK

<https://strong.network/>

IT EFFICIENT AND SECURE CODE DEVELOPMENT



### About Company

Strong Network was founded by two engineers with long experience in cybersecurity, Laurent Balmelli and Ozrenko Dragic. The company raised a EUR 5.1m Seed round in March 2022 and won two awards in Cybersecurity since its inception, including the 2022 best startup award from the International Forum on Cybersecurity (FIC). The company is active in the European, Asian and US markets and is headquartered in Lausanne, Switzerland, with operations in Serbia and US California. Its largest clients include Broadcom in San Jose California and WeBank in China.



### About Strong Network's Product

Strong Network is building a web-based, multi-cloud platform to accelerate code development using Cloud IDEs, software containers and secure Web browsing such that organizations can empower their developers to work from anywhere while keeping their source code, data and credentials secure from leaking. The platform allows organizations to reduce the cost of IT infrastructure for code development while strengthening their security posture.

**CYBERSECURITY, DATA SOVEREIGNTY, ARTIFICIAL INTELLIGENCE**

UBCOM is a Swiss strategic cybersecurity and secrecy agency founded in 2014. Its Swiss nationality allows it to benefit from the secrecy protection guaranteed by the Swiss Constitution. The agency advises and offers concrete solutions in **cyber defence, cyber security prevention, secrecy protection and digital sovereignty**. Its mission is to protect the economic interests of European players on the global market against economic and industrial intelligence.



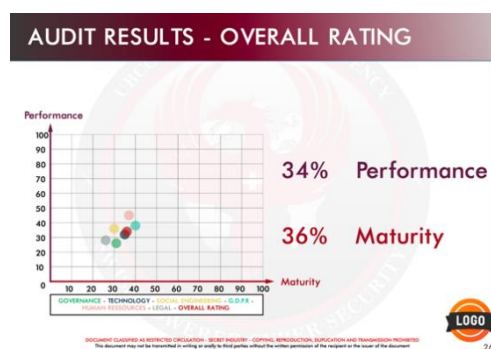
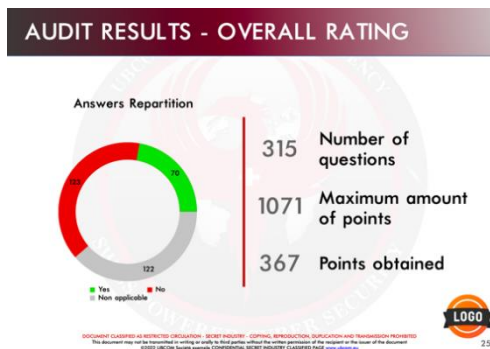
A tool to measure your **cyber exposure and your digital awareness**, during a half-a-day meeting only!

- Get your audit done through less than 300 questions based on 6 pillars: **Governance, Technology, Human Resources, Social Engineering, Legal, GDPR & Compliance**.
- In concrete terms, this means carrying out an audit in record time and thus offering considerable time savings to VSEs/SMEs. This is in contrast to several days/weeks for a conventional audit with identical results and efficiency.

This cybersecurity audit is based on international standard, including :



Following the audit, you get a detailed report with a 360° analysis of your vulnerabilities and an identification of your areas for improvement :



## END-TO-END DIGITAL SECURITY SOLUTIONS

**About WISEKey**  
The vertical digital security specialist

Over two decades of experience developing vertical digital security solutions including **secure chips, secure software, trusted services and knowledge automation** to *protect users, devices, data and transactions in the connected world.*

- 22 YEARS EXPERIENCE
- 6 GLOBAL OFFICES HQ IN GENEVA, SWITZERLAND
- WKEY NASDAQ, SIX, WFN
- 5B NOT INSTALLED
- 1.6B SECURE CHIPS INTO 100+ SHIPMENT
- 2021 ADOPTED ARAGO A LEADING GERMAN AI PLATFORM

WiSeKey (NASDAQ: WKEY; SIX Swiss Exchange: WIHN) is a leading global cybersecurity company deploying technologies to secure digital interactions between people, applications and objects. For more than two decades WiSeKey Semiconductors has been developing secure chips, secure embedded firmware, and trusted hardware provisioning services that have been installed into more than 1.6 BILLION devices of all kind across the world: connected cars, smart cities, drones, agricultural sensors, anti-counterfeiting tags, smart lighting, servers, computers, mobile phones, crypto tokens, smart-card readers etc. WiSeKey products are compliant with the most demanding certification bodies in the world (FIPS & Common Criteria) and are often selected and approved to secure military or government security applications.

WiSeKey not only provides the secure chips, but also trust services to provision them with a secure and universally trusted digital identity that is created leveraging WiSeKey’s unique European based root-of-trust (OISTE), contributing to European digital sovereignty. WiSeKey currently serves customers in more than 50 countries across all industries from large electronic equipment manufacturers to Luxury consumer brands, and partners with the largest Integrators or cloud providers.

### Wisekey Semiconductor & Embedded Software

**APPLICATIONS**

- MS-600X FAMILY**  
CC EAL5+ Certified Secure Controller family delivered with SDK for OS development
  - Secure Storage
  - Access Control
  - Custom Application
- VAULT-IC FAMILY**  
CC EAL4+ & FIPS 140-3 Certified Secure Controller family with Embedded Firmware designed for IoT strong authentication & secure com. channel
  - IoT Security
  - Device to Device Auth.
  - Device to Cloud Auth.
- SCR FAMILY**  
Smartcard reader chips
  - POS terminals
  - Portable readers
  - NFC enabled devices

in WISEkey



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**GOVCERT – Swiss Government Computer Emergency Response Team**  
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Tél : +33 3 25 71 76 00  
[www.utt.fr](http://www.utt.fr)

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Tél : +33 5 55 14 91 00  
[www.unilim.fr](http://www.unilim.fr)





**MOM – B2B MEETINGS**

## **Minutes of the Meetings**

With different cybersecurity companies



**MOM – B2B MEETINGS**

**Company:**-----

**Date of the meeting:** -----

**Notes:**-----

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# SWISS BUSINESS HUB FRANCE

Your International Development Partner

## SWITZERLAND GLOBAL ENTERPRISE

On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO), Switzerland Global Enterprise (S-GE) operates worldwide to promote business development and the influence of the Swiss economic center. S-GE relies on a network of local representations called Swiss Business Hubs located in the export regions of Swiss companies. These local branches are situated in the Swiss embassy or consulate general.

### Swiss Business Hub France

Ambassade de Suisse | 142, rue de Grenelle | 75007 Paris | France | T +33 1 49 55 67 85

OFFICIAL PROGRAM



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Ambassade de Suisse en France  
Swiss Business Hub France



# SWISS BUSINESS HUB FRANCE

SBH France supports companies from Switzerland and Lichtenstein who wish to strengthen their presence on the French market. It also advises French companies planning to set up activities in Switzerland.

SBH France has a vast network of contacts in French and Swiss economic and academic circles. It stands out for its experience in the business world. It is an ideal partner to support you in your strategic development projects.

## EXPERTISE

SBH France offers its services to all companies regardless of their sector of activity. It has particularly developed expertise in biotechnologies, medtech, robotics, microtechnologies, innovative materials, fintech, embedded systems, predictive analysis and cybersecurity.

## Export Promotion

The Swiss Business Hub France offers Swiss companies a wide range of tailor-made services to respond as closely as possible to the diversity of their development projects on the French market.

### INFORMATION + ANALYSIS

- General information on French business culture in the private or public sphere
- Information and analysis on existing market opportunities
- Product analyses, Customer analyses, analyses competition

### COMMERCIAL PARTNERSHIPS

- Assistance in finding business partners
- Identify key and targeted contacts, support in making contact, follow-up and qualification of contacts
- We accompany during the first meetings with potential partners

### MARKETING SUPPORT

- Identify targeted potential prospects
- Communication support
- We accompany and advice for public contracts.

## Investment Promotion

SBH France offers free tailor-made support to French companies who wish to establish themselves in Switzerland:

### INFORMATION

- About different markets and major players in the key sectors
- On general conditions related to doing business in Switzerland

### Advice

- On Swiss business culture
- Guide in choosing ideal structure, social taxation

### Create Contacts

With local organizations in charge of economic development, research centers and universities

## Contacts

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