



HANDELSKAMMER FINNLAND-SCHWEIZ
CHAMBER OF COMMERCE FINLAND-SWITZERLAND
KAUPPAKAMARI SUOMI-SVEITSI

SEBA BANK

save the date

Nordic Chambers Event 2021

Thursday, 01 July 2021

HOST & VENUE

SEBA Bank
Kolinplatz 15, 6300 Zug

ORGANISER

Chamber of Commerce
Finland-Switzerland
www.handelskammer-fin.ch

DATE & TIME

Thursday, **01 July** 2021
18.00 - 19.00 CEST online
17.15 - 20.00 CEST physical

NORDIC CHAMBERS HYBRID EVENT

INVITATION

BLOCKCHAIN - THE FUTURE OF FINANCE

Nordic Chambers are delighted to invite you to a hybrid Event "**Blockchain - the Future of Finance**" which takes place on 01 July 2021 at SEBA Bank.

We are happy to welcome you at the first regulated Smart Bank located in the so-called Crypto Valley of Switzerland, and to deliver insight into the world of Digital Assets with following presentations:

REGISTRATION

- I will participate at **physical event**
CHF 70.00 (only for members),
limited number of participants
- I will participate at **online event**
CHF 0.00 for members
- I will participate at **online event**
CHF 30.00 for non-members

What you should know about Blockchain

by Marcel Harmann, Head SEBAversity

A Complete Digital Ecosystem

by Yves Longchamp,
Head Research SEBA Bank AG

This Nordic Chambers' Summer Hybrid Event takes place online and physically (subject to BAG/FOPH restrictions). The **physical event** is by invitation only and available **exclusively for Nordic Chambers' Members** (space is limited to max. 35 persons). The online event is available for a wider audience, which represents a unique opportunity to bring together our Nordic community and to share the distinctive knowledge that separates the great from good.

In collaboration with:



HANDELSKAMMER FINNLAND-SCHWEIZ
CHAMBER OF COMMERCE FINLAND-SWITZERLAND
KAUPPAKAMARI SUOMI-SVEITSI



Swedish Swiss Chamber of Commerce

DÄNISCH-SCHWEIZERISCHE
HANDELSKAMMER
DANISH-SWISS
CHAMBER OF COMMERCE



Programme





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SEBA, the Bank for the New Economy

PROGRAMME

BLOCKCHAIN - THE FUTURE OF FINANCE

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- 17.15 Welcome reception
- 17.45 Greeting by Felice Romano,
Chairman of the Chamber of
Commerce Finland-Switzerland
- 18.00 **Start of online event**
Opening remarks by Päivi Rekonen,
Chair of the Board of Directors
SEBA Bank
- 18.10 Presentation "What you should
know about Blockchain" by Marcel
Harmann, Head SEBAversity
Presentation "A Complete Digital
Ecosystem" by Yves Longchamp,
Head Research SEBA Bank
- 18.50 Closing remarks by Guido Bühler,
CEO SEBA Bank
- 19.00 **End of online event**
Networking & Apéro

Please register by Friday, 25 June 2021. The physical event tickets are sold on a *first-come, first-served* basis. In case of uncertainties or further federal restrictions, the event will be converted into a full online event and paid physical event fees will be refunded.

We hope this event will reach a large number of attendees in Switzerland and in Nordic countries and we look forward to (e-)meeting you at the Nordic Chambers Summer Event 2021 to be held at SEBA Bank.

ORGANISER

Chamber of Commerce Finland-Switzerland, CCFS

Mirjam Loertscher, Executive Manager

E-Mail: mirjam@hkfs.ch / Mob: +41 78 78 14 114

www.handelskammer-fin.ch

Speakers





About SEBA Bank –The Future of Digital Banking, Investing & Financing Founded in April 2018 and headquartered in Zug, SEBA Bank is a pioneer in the financial industry and is the only global smart bank providing a fully universal suite of regulated banking services in the emerging digital economy. In August 2019, SEBA Bank received a Swiss banking and securities dealer licence – the first time a reputed, regulatory authority such as FINMA has granted a licence to a financial services provider with a core capability in digital assets. The broad, vertically integrated spectrum of services combined with the highest security standards, make SEBA Bank's value proposition unique - this is why Banque de France selected SEBA Bank to test the integration of Central Bank Digital Currency (CBDC). CVVC Global Report and CB Insights names SEBA Bank as Top 50 Companies within the blockchain ecosystem. For more information about SEBA Bank, please visit seba.swiss

NORDIC CHAMBERS **HYBRID** EVENT

SPEAKERS

BLOCKCHAIN - THE FUTURE OF FINANCE

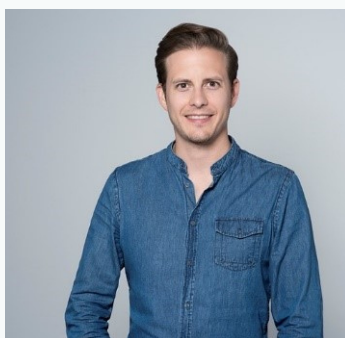


Päivi Rekonen, Chair of the Board of Directors SEBA Bank

Ms Rekonen is an experienced banking and technology professional. Her international career has been shaped by strategic digital transformation roles at some of the world's largest technology companies as well as at UBS, Credit Suisse and Adecco. In addition, her board experience with publicly listed companies brings valuable governance expertise and guidance to SEBA Bank. She has a Master of Science in Economics and a Master of Science in Social Sciences from the University of Jyväskylä in Finland.

Guido Bühler, Chief Executive Officer SEBA Bank

Mr Bühler is a visionary whose expertise is grounded in global corporate finance. Guido is deeply proficient in banking, risk, asset and wealth management. He built and led large global teams at UBS and had an influence in shaping market infrastructure with the ECB and DTCC. Most recently, he founded award-winning strategic advisory and risk & research firm B&B Analytics in Zug. Guido graduated from the Professional School Zurich (KSZH) and is a certified chartered European financial analyst. Furthermore, he has also successfully completed various executive programmes at Harvard Business School, INSEAD Business School and the University of St. Gallen.



Marcel Harmann, Head SEBAversity

Mr Harmann is a seasoned entrepreneur with a background in Banking and Finance from the University of Zurich. He also started a PhD in Information Technology at the University of Applied Sciences Lucerne & University of Fribourg. Marcel is also the course director at the University of Applied Sciences Lucerne for the CAS Crypto Finance and Cryptocurrencies and CAS Blockchain course. He is a board member of the DEC Institute, which is an online examination platform for digital assets specialists, backed by leading blockchain universities as well as board member of the Crypto Valley Association. Before, he acted in award winning tech startups in various roles from founder, early management member or angel investor.

Yves Longchamp, Head of Research SEBA Bank

Mr Longchamp's professional experience has taken him from the Swiss National Bank to the world of crypto-currencies via major banks and asset management. Market finance and macroeconomics are the research topics that mark out his career. Before joining SEBA, Yves worked at Ethenea Independent Investors, Pictet & Cie, UBS and the Swiss National Bank.

