

Finnish-Swiss Innovation Night: Spotlight on Industrial Metaverse and AI



Evening Co-hosts and Organisers

- **Anu-Maaria Calamnius-Puhakka**
Managing Director, Chamber of Commerce Finland Switzerland
- **Melanie Krautwald**
Senior Advisor, Business Finland Germany

WELCOME WORDS



Valteri Hirvonen, Ambassador of Finland to Switzerland and Liechtenstein



Christian Schwarzenegger, Vice President University of Zürich



Eva Selamlar, Head of Swiss Financial desk

Having held numerous executive positions with global players in traditional and new finance, Eva Selamlar has been entrusted by the Swiss Government to build up a new Swiss Financial Innovation Desk (FIND) for Switzerland. She is admitted to the New York and Zurich bar and is known as change agent and innovation concierge. She specializes in build and change projects and roots for disruptive and fresh ideas. She founded PEPPERMINTAS, a private initiative to inspire girls for STEM (science, technology, engineering and mathematics) and was voted Top 10 Women in Tech to Follow in Switzerland in 2024. She lives in Zurich with her husband and three daughters.

KEY SPEAKERS



Vilma Saari, Ecosystem Facilitator MEFI Ecosystem, **DIMECC**
Vilma Saari is facilitating the new Metaverse ecosystem in Finland (MEFI). She has a background in managing various digitalization projects for large Finnish companies.



Christian Wukovits, Regional Director South DACH, **KONE**
Christian Wukovits has over two decades of experience in executive roles with major global corporations, including Finnish giants NOKIA and KONE, with a three-year tenure in the USA. As of September 2023, he serves as the Regional Director for the DACH consortium, responsible for Switzerland and Austria.



Sirpa Tsimal, Director Global Marketing, Investment Promotion, **Switzerland Global Enterprise (S-GE)**
Sirpa Tsimal is an economic development and foreign direct investment expert, currently serving as Director for Investment Promotion at Switzerland Global Enterprise (S-GE), where she focuses on attracting FDI in emerging technologies like AI, blockchain, health, and robotics. With over 18 years of experience in marketing communications, business development, and strategic innovation, she has led international teams and founded two consultancies. Sirpa is also active on several boards and advisory committees, including the Home of Blockchain and the Swiss Biotech Report.

PANELISTS



Werner Koss, Country Manager Switzerland, NOKIA

Werner Koss joined Nokia Switzerland as Country Manager in 2017 and turned around the declining carrier business after the merger between Nokia and Alcatel Lucent. With 30 years of sales, marketing and operations experience in Telecommunications and Engineering, Werner has a passion for developing and implementing growth strategies. Originally from Austria, Werner holds an MSc in electrical engineering from the Vienna university of Technology and an MBA from IMD.



Juha Lystilä, Vice President Sales, Immersal

An entrepreneurial business developer, currently building sales operations for Immersal VPS technology in the Americas, with a focus on advancing AR adoption through strategic partnerships. With a diverse background in sales, product management, and engineering, they specialize in spatial mapping, private AR cloud services, and large-scale virtualizations across various industries. Previously associated with leading companies like Nokia, HP, and Accenture, they bring a wealth of experience in robotics, cloud computing, and AR applications.



Markus Meier, Dimenteers GmbH

Markus Meier is a co-founder of Dimenteers GmbH (www.dimenteers.com). The company provides transformative AI and XR solutions to the workplaces of its clients in the areas of Learning & Development, Remote Collaboration and Employer Branding & Onboarding. Markus holds a master's degree in economics from the University of Zurich and was previously a co-founder and partner of a leadership assessment company called Executive Consulting Group AG for 23 years.



Christian Gehring Dr. Sc., Co-founder, ANYbotics, Sr. Director of Robotics & AI, ETH

Dr. Christian Gehring, Co-founder, Sr. Director of Robotics & AI, ANYbotics AG Christian Gehring is co-founder of ANYbotics, creating a workforce of autonomous robots. As Sr. Director of Robotics & AI, he leads the innovation of safe cognitive robots with unmatched autonomy and human-robot synergies. He holds a Doctor of Science in robotics from ETH Zurich and contributed to the advancement of legged robots at ETH Zurich and Disney Research Zurich.



MODERATOR

Sandra Szuba, University of Lucerne

Sandra Szuba has extensive experience in project and event management, as well as developing digital training programs. As New Reality Guide (www.newrealityguide.ch), she focuses on practical XR tools like 3D tours with avatar meetings and AR work instructions to address business challenges. In her workshops, she guides beginners in exploring VR, helping them overcome apprehension toward the new technologies. She is also a lecturer for immersive realities at the HSLU in further education and delivers guest lectures on VR Teamwork & Collaboration at FHNW.

USE CASES



Heikki Hyttinen, Managing Director Germany, Process Genius GmbH

Heikki is a progressive thinker and a passionate and determined leader with an affinity to people, business and culture. Around 30 years of cooperation with customers, partners and suppliers worldwide has given Heikki a global business and cultural readiness, as also a broad industry sector expertise. Heikki is a process engineer by trade and a business professional with industrial products, process equipment, machinery, engineering and associated digital services. Heikki, in his role as the director of Process Genius GmbH in Germany, is responsible for the Process Genius Business in the DACH region.



Tero Sarkkinen, Founder & CEO, Basemark

Tero Sarkkinen has an extensive work experience spanning multiple companies and roles. Tero is the Founder & CEO of Basemark, a software company specializing in automotive augmented reality tooling. Prior to Basemark, Tero founded automotive HMI tooling company Rightware and served as its CEO. Earlier, Tero was CEO of 3D graphics software company Futuremark. In addition, Tero has been involved in various roles as an investor and advisor in several companies.



Olof Henricsson, COO, Side Effects Ag

Olof Henricsson is Chief Operating Officer of Side Effects AG in Switzerland. Originally a Swedish citizen, he moved to Switzerland in 1991 as part of a Technical University scholarship program. After completing a PhD in Computer Vision at ETH Zurich he worked as a strategy consultant at Boston Consulting Group before spending 12 years at Nokia Networks in various executive positions. During his tenure at Nokia, he focussed on bringing business development context and technological capabilities together with strategic structure and clarity. After leaving the large corporate world in 2012, he has worked for smaller high-tech companies in the areas of AI/Data Analytics, Cyber Security, and Mobility solutions.



Harout Vartan Bogharian, Almer Technologies

Harout supports a company Almer, helping leaders in Europe make their workers' jobs easier with smart tools like AR glasses. These glasses help workers see instructions, fix machines, and get remote help without leaving their work operating handsfree. This helps companies to reduce costs and work efficiently