

21st SECA Conference

Building Digital Infrastructure
AI, Cloud, Data and Beyond

23 June 2025, Zurich
SIX Convention Point

A snapshot

40+ Speakers including academic and industry experts in AI, Cloud, Digital Infrastructure and Data Centers

100+ Investors and Limited Partners from Europe, North America, Asia and the Middle East

250-300 Attendees from Europe's leading private equity, venture capital, infrastructure and asset managers

75% Attendees at C-Suite, board, governance, academic or technology leadership levels

SECA

Swiss Private Equity & Corporate Finance Association
Schweizerische Vereinigung für Unternehmensfinanzierung
Association Suisse des Investisseurs en Capital et de Financement



21st SECA Conference

Building Digital Infrastructure AI, Cloud, Data and Beyond

The SECA Conference is one of the biggest conference in Switzerland, which brings together the private equity, venture capital and corporate finance industries.

Monday, 23 June 2025
08.30 – 17.30

SIX ConventionPoint
Pfingstweidstrasse 110, Zurich

Key Sponsors



SECA Conference

Monday, 23 June 2025, 08.30 – 17.30

08.30 – 09.00: Registration / Networking / Welcome Coffee

Room Auditorium / in English / Moderation John Cook

Digital Transformation in the age of AI

Moving away from the past and into the future inevitably involves **risks, challenges, creativity** and **hard work**. Problem solving through innovation has been the calling of today's educated class and the result is value creation beyond what was ever expected. This could not be more true than in the exploding world of **AI, digital infrastructure** and **data centers**. Both at the micro (CEO) level and at the macro (industry) level, leaders and entrepreneurs from healthcare to manufacturing, from politics to space strive to set new standards, achieve new highs and create value through their time and talent. How have the following leaders created value through innovation and problem solving to address today's global digital challenges?

09.00 –
12.00

John Cook, Moderator, Rock Lake Advisors

Maurice Pederghana, SECA - Welcome Remarks

Cameron Joyce, Head of Research Insights, Preqin

Dr. Charla Griffy-Brown, Dean, Director General, ASU, Thunderbird School of Global Management:
Leading Through the Digital Revolution in the Age of AI

Jacques Darcy, Department Director Mandates, EIF: European Digital Outlook & Priorities

Vivi Papassouli, Senior Head Mandates, EIF: European Digital Outlook & Priorities

10.30 - Coffee Break

Dr. Hajar El-Haddaoui, Director General, Digital Cooperation Organization: Global Digital Transformation

Iain Macdonald, Director, HKS Architects and Principal, Laboratory for Intensive Exploration: Designing Winning Data Centers

Jan Mikolon, CTO, QuantumBasel: Quantum Computing for Digital Future

12.00 – 13.00: Networking / Lunch

Room Auditorium / in English / Moderation John Cook, Rock Lake Advisors

Welcome & Introduction

Dr. Bernd Pfister, SECA Chairman & Managing Director, Paros Capital AG

13.00 –
14.30

Round Table: Global Perspectives - Digital Infrastructure Market Developments

European Market: **Nicolas Sorger**, Managing Director Sales Lead, Amazon Web Services

India: **Rainer Zahradnik**, Country Head, Tata Consultancy Services

Middle East: **Sam Katiela**, CEO, Mamemo Group

Europe: **Henna Virkkunen**, EVP, European Commission (TBC)

14.30 – 15.00: Break / Room Change

SECA Conference

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parallel sessions	Room Auditorium Anish Wig, Director Capital Raising, Acquinox AG Global Investors Perspective Hear from top global investors about where capital is flowing in the digital infrastructure space. Learn what drives investment decisions across regions like Europe, India and the Middle East Faraz Ahmad , CEO, Thor Equities Vivi Papassouli , Senior Head of Unit, EIF Ajay P. Singh , Managing Partner, RootBridge Capital Oliver Spring , CEO, QoreX Data Centers	Room Link Patrick Keller, Rock Lake Advisors The AI Shift: From Creation to Value Creation Explore how AI is being used today and what's coming next. Experts will share real-world applications, innovations and the challenges of integrating AI at scale. Anat Bar-Gera , World Economic Forum AI and Impact Council, Technology Investor Debmalya Biswas , Executive Director, UBS AI COE Livia Johnson-Dobocan , Director, Data & Practice Delivery, Avanade Irina Koitz , Director Data Strategy & Intelligence, Johnson Controls Andreas Urbanski , Co-Founder, Animatix (ex-Google AI)	Room Connect Joerg Geier, Thunderbird School of Global Management Data Center Innovations Discover the breakthrough technologies shaping our digital future. From nanoelectronics to energy solutions, this panel highlights what's next in the data center pipeline. Fredrik Bruhn , CEO, BruhnBruhn Innovation Kai Gramke , CEO, EconSight Ralf Kaiser , Director, ICTP Trieste Oleg Larionov , CEO, NeoX FZCO Dantong Yang , BD Executive, Cloud – Huawei
	15.00 – 16.00		

16.00 – 16.30: Break

parallel sessions	Room Auditorium David Ryce, Rock Lake Advisors Investment Structures Understand the different ways digital infrastructure projects are financed. Panelists will explain equity, debt, return strategies and how to align structure with investment goals. Andrea Aragona , DC Strategy Business Partner, Key To Investment SA Jacques Darcy , Department Director, EIF Sam Katiela , Expert in Mega Trends, Mamemo Group Dr. Prof. Michael Truebestein , RICS, Lucerne University of Applied Sciences and Arts	Room Link Javier Rivas, Rock Lake Advisors Risk, Concerns and Solutions Learn how to spot and manage common risks in digital infrastructure projects. Topics include construction issues, environment, insurance gaps and exit planning missteps. Ethem Azun , Specialist Sale Lead EAMMC, Amazon Web Services Stephen Griffin , Director, ARUP Group Patrick Herger , Director, Swiss Life Infrastructure Group Fergal McGuinness , CEO, Ryerson Networks	Room Connect John C. Davidson, Lucerne University of Applied Sciences and Arts Data Center Investments This LP and GP panel focuses on the balance between potential rewards and challenges in the data center sector. Discussing the real estate sector's role in data centers highlighting significant opportunities, while also addressing critical risks related to an investment. Adrian Altenburger , Board Member, Belimo Sven Schaltegger , Senior Portfolio Manager & Member of the Investment Committee UGA Real Estate, UBS AG Michael Siefert , Managing Director, Madison International Realty Zoltan Szelyes , Macro Real Estate AG
	16.30 – 17.30		

17.30 – 20.00: Aperó & After-Conference Networking at SIX

Speakers



Faraz Ahmad
CEO,
Thor Equities



Adrian Altenberger
Board Member,
Belimo



Andrea Aragona
DC Strategy Business Partner,
Key To Investment SA



Ethem Azun
Specialist Sale Lead EAMMC,
Amazon Web Services



Anat Bar-Gera
World Economic Forum AI and
Impact Council, Technology In-
vestor



Debmalya Biswas
Executive Director,
UBS AI COE



Fredrik Bruhn
CEO,
BruhnBruhn Innovation



John Cook
Chairman,
Rock Lake Advisors, Zug



Jacques Darcy
Department Director Mandates,
European Investment Fund



John Davidson
Prof. Dr.,
Lucerne University, Zug



Joerg Geier
Thunderbird School of
Global Management



Kai Gramke
CEO
EconSight



Stephen Griffin
Director,
ARUP Group



Dr. Charla Griffy-Brown
CEO, Dean, Director General
Thunderbird School of
Global Management



Patrick Herger
Director,
Swiss Life Infrastructure Group



Livia Johnson-Dobocan
Director,
Avanade



Cameron Joyce
Head of Research Insights,
Preqin



Ralf Kaiser
Director,
ICTP Trieste



Sam Katiela
CEO,
Mamemo Group



Patrick Keller
Rock Lake Advisors



Irina Koitz
Director Data Strategy & Intelli-
gence, Johnson Controls



Oleg Larionov
NEOX Networks



Hajar El-Haddaoui
Dr., Director General,
Digital Cooperation Organization



Iain Macdonald
CEO,
Instance BV



Fergal McGuinness
CEO,
Ryerson Networks



Jan Mikolon
CTO,
QuantumBasel



Vivi Papassouli
Senior Head Mandates,
European Investment Fund



Maurice Pedergnana
Prof. Dr., Chief Economist,
Zugerberg Finanz AG, Zug
SECA General Secretary, Zug



Bernd Pfister
Dr., Managing Director,
Paros Capital AG, Baar &
SECA Chairman, Zug



Javier Rivas
Rock Lake Advisors



David Ryce
Rock Lake Advisors



Sven Schaltegger
Senior Portfolio Manager & Mem-
ber of the Investment Committee
UGA Real Estate, UBS AG



Michael Siefert
Managing Director,
Madison International Realty



Ajay P. Singh
Managing Partner,
RootBridge Capital



Nicolas Sorger
Managing Director Sales Lead,
Amazon Web Services



Zoltan Szelyes
Co-founder
Macro Real Estate AG



Michael Trübestein
Prof. Dr., RICS, Lucerne Univer-
sity of Applied Sciences and Arts



Andreas Urbanski
Co-Founder,
Animatix (ex-Google AI)



Henna Virkkunen
EVP,
European Commission



Anish Wig
Director Capital Raising,
Acquinox AG



Dantong Yang
BD Executive,
Cloud – Huawei

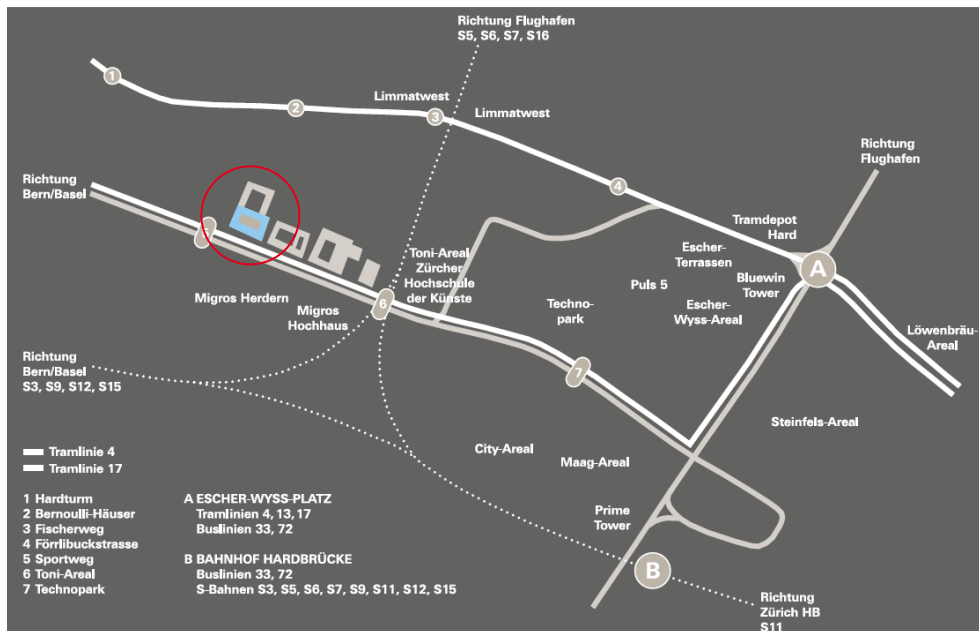


Rainer Zahradnik
Country Head,
Tata Consultancy Services

Details of the Conference and Registration

The SECA conference will take place in the SIX ConventionPoint.

Wednesday, 3 July 2024, 08.45 – 17.30, Pfingstweidstrasse 110, CH-8005 Zurich



Fee

Conference Fee

CHF 350 (thanks to our sponsors!)

Pension Funds and Family Offices

for free

SECA Full Member

3 participants for free

SECA Associate Member

2 participants for free

SECA Individual Member

1 participant for free – personal membership required

SECA Young Member

1 participant for free – personal membership required

Registration

Please register until **13 June 2025** on our website www.seca.ch.

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Many thanks to all our Speakers & Partners!

