

# **22<sup>nd</sup> SECA** **Conference**

**AI & Private Markets**  
where do we go now?

7 July 2026, Zurich  
SIX Convention Point

## **A snapshot**

**20+ 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

**Register  
now**  
[www.seca.ch](http://www.seca.ch)

# 22<sup>nd</sup> SECA Conference

## AI & Private Markets: Convergence / Opportunities where do we go now?

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

**Tuesday, 7 July 2026**  
**08.30 – 17.30**

SIX ConventionPoint  
Pfungstweidstrasse 110, Zurich

Key Sponsors



# SECA Conference

## Tuesday, 7 July 2026, 08.30 – 17.30

### 08.30 – 09.00: Registration / Welcome

**Room: Main Auditorium**  
**Moderation: John Cook** – Rock Lake Advisors

#### AI and Private Markets: Overview

The convergence of AI with private capital is generating a new vintage of global investment opportunities that are distinct from both classic tech / VC and traditional PE. Investment categories vary depending on geography, industrial focus, economic policy and technology clusters. AI and ML global PE deal value more than tripled from \$42 billion in 2023 to \$141 billion in 2024, with these deals representing 8% of total global PE deal value — up from just 3% the year prior. Simultaneously, 65% of family offices and investment allocators indicate AI and ML as a high investment priority, yet over half have no exposure to VC or PE and 79% report zero allocation to AI-related opportunities, creating a structural deployment gap that is itself an opportunity for advisors, GPs and LPs. Which geographies, categories and clusters offer the most interesting AI private market opportunities and what are the risks?

09.00 –  
12.00

Welcome: **Maurice Pedernana** and **John Cook**

**Shri Sanjeev Sanyal**, Economic Advisor to the Indian Prime Minister, India: How to regulate AI: Can it be done?

**Evin Naidoo**, Professor, Thunderbird School of Global Management: Impact of AI on Global Business, Risk and Agility

**Hugo Parsons**, Partner and Head of Origination, Deloitte SA: AI in M&A, Strategy and Transactions

#### Coffee Break

**Jonas Klass**, Lead Data Scientist AI, Schroders Capital: The great promise of AI for PE managers: better performance

**Filip Czerwinski**, Executive Director, BlackRock: Data as Alpha: The Future of Growth Equity Investing

**Sven Janszky**, Futurologist, 2B Ahead Think Tank: The Future in an AI Driven World

### 12.00 – 13.00: Lunch & Networking

#### Round Table: 13.00 – 14.15

The innovation of AI is having a profound impact on all sectors of the economy, but about 10-15 major sectors offer a bigger impact than others. The four economic sectors with the biggest impact are energy & power infrastructure, financial services, space & defense and healthcare. How will AI be implemented in each of these sectors, what is the timeline and what are benefits and risks?

**Room: Auditorium**  
**Moderation: Laura Hermann** – Rock Lake Advisors

#### Round Table: Key Sectors for AI and Private Markets

**Bernd Pfister**, Chairman, SECA

**Karla Dembik** – Founder/CEO, AEON Space:  
AI in Defense, Cyber Security, Space, Critical Infra, Governance

**June Lau**, Chair & Founder, Malaysia Medical Association:  
AI in Healthcare & Digital Health

**Ralf Kaiser**, Director, ICTP: Energy & Power Infrastructure Opportunities

**Maria Apazoglou**, Group Head AI Engineering, Zurich Insurance: AI in Financial Services

### 14.15 – 14.45: Break & Networking

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<p><b>Swiss / Europe: 14.45 – 15.40</b></p> <p>Europe's distinctive edge lies in its industrial depth, technology prowess, regulatory sophistication, and a renewed political will to invest and act globally. If the US pulls out of NATO then this is even more profound. Opportunities are emerging for private markets to supplement and co-invest in long-term government programs in strategic areas including defence, infrastructure, AI, technology, ESG, and renewable energy. The renowned SME sector offers nearly unlimited potential for AI implementation.</p>	<p><b>Room: Main Auditorium</b> <b>Moderation: Javier Rivas</b>, President, Rock Lake Advisors</p> <p><b>Swiss / European Opportunities</b></p> <p><b>Alicia Montoya</b>, Head of Industry, SDSC (ETH+EPFL): AI/ML in Swiss / European SMEs <b>Gordon Mickel</b>, Operating Principal, AI Growth Factors, Bregal Unternehmerkaptal: AI in SME Growth Strategies <b>Eva-Maria Strobel</b>, Partner, Baker McKenzie: Legal Environment for AI+IP <b>Artëm Vyunnyk</b>, Co-Founder &amp; CEO, Athlon Avia: AI in Drone Technologies in Ukraine</p>
<p><b>USA: 15.45 – 16.40</b></p> <p>Silicon Valley has led the charge in innovation for 100 years. Now the power of AI is exploding in every sector in North America. JP Morgan estimates AI could unlock \$15 trillion in value globally, led by Silicon Valley innovation, with four key segments in the lead: Agentic AI at \$6 trillion, Vertical AI at \$3 trillion, Horizontal AI at \$3 trillion, and Industrial AI at \$3 trillion. How will this massive valuation uplift play out in North America and how will it impact the world?</p>	<p><b>Room: Main Auditorium</b> <b>Moderation: Patrick Keller</b>, Managing Director, Rock Lake Advisors</p> <p><b>North American Opportunities</b></p> <p><b>Doug Smith</b>, Senior Director, Nutanix: AI Investment Landscape, American Markets <b>Sushil Choudhari</b>, Founder, Travel VIP &amp; Credibl ESG: AI in Global Travel &amp; Lifestyle <b>Alex Fedoseev</b>, Founder, 1World Online: AI + Web3 in Media and Consumer Apps <b>Carlos Alberto Silva</b>, Founder and Managing Partner, 33N Ventures: AI in Cyber Security Investing</p>
<p><b>India and the Moyen-Orient: 16.45-17.30</b></p> <p>The 21st century has been called the century for Asia and the East. Nowhere was that more obvious 15 years ago than when PE firms asked their target investees "what is your China strategy?" Nowadays, from India to Israel to Egypt and Africa, the race is on to grow, innovate, up-skill and impact their local, regional and global footprint. How will AI impact these markets and what challenges are there on the horizon?</p>	<p><b>Room: Main Auditorium</b> <b>Moderation: Saurav Sanyal</b>, CEO, Strategica</p> <p><b>India and the Moyen-Orient</b></p> <p><b>Aniruddha Ghosh</b>, Consulting Principal, Cognizant AG: AI in Financial Institutions <b>Umakant Soni</b>, Co-Founder, Bharat1.ai: Building a Humanity Centric AI City <b>Yariv Adan</b>, General Partner, ellipsis VC, Switzerland <b>Rida Baalbaki</b>, Co-founder &amp; CEO, Blu EV / Senior Advisor, Rock Lake Advisors: AI Use and Impact in E-Mobility Platforms</p>

**17.30 – 20.00: Piano Aperitivo & Networking at SIX**  
**Pianist: Assel Abilseitova – Kazakhstan**

## Speakers



**Yariv Adan** [↗](#)  
General Partner, ellipsis VC



**Maria Apazoglou** [↗](#)  
Group Head of AI Engineering & Platforms,  
Zurich Insurance



**Rida Baalbaki** [↗](#)  
Co-founder & CEO, Blu EV /  
Senior Advisor,  
Rock Lake Advisors



**Sushil Choudhari** [↗](#)  
Founder,  
Travel VIP & Credibl ESG



**John Cook** [↗](#)  
Chairman,  
Rock Lake Advisors, Zug



**Filip Czerwinski** [↗](#)  
Executive Director / Investor,  
BlackRock Private Equity Part-  
ners



**Karla Dembik** [↗](#)  
Founder & CEO,  
AEON Space



**Alex Fedoseev**  
Founder,  
1World Online



**Aniruddha Ghosh** [↗](#)  
Consulting Principal,  
Cognizant Consulting



**Laura Hermann** [↗](#)  
Rock Lake Advisors



**Sven Gábor Jánoszy** [↗](#)  
Futurologist,  
2B AHEAD Ventures GmbH



**Ralf Kaiser** [↗](#)  
experimental nuclear physicist,  
ICTP



**Patrick Keller** [↗](#)  
Managing Director,  
Rock Lake Advisors



**Jonas Klass** [↗](#)  
Lead Data Scientist AI,  
Schroders Capital



**June Lau** [↗](#)  
Chair & Founder,  
Malaysia Medical Association



**Gordon Mickel** [↗](#)  
Operating Principal,  
BU Bregal Unternehmerkapital



**Alicia Montoya** [↗](#)  
Head of Industry Development,  
Swiss Data Science Center



**Euvin Naidoo** [↗](#)  
Distinguished Prof. of Global  
Accounting, Risk & Agility,  
Thunderbird School of Global  
Management



**Hugo Parsons** [↗](#)  
Partner and Head of Origination  
for the firm in the UK,  
Deloitte SA



**Maurice Pedergnana** [↗](#)  
Prof. Dr., Partner &  
Chief Economist,  
Zugerberg Finanz AG &  
SECA General Secretary



**Bernd Pfister** [↗](#)  
Dr., Managing Director,  
Paros Capital AG, Baar &  
SECA Chairman



**Javier Rivas** [↗](#)  
Managing Director,  
Rock Lake Advisors



**Shri Sanjeev Sanyal** [↗](#)  
Member EAC-PM, India



**Saurav Sanyal** [↗](#)  
Managing Partner,  
Strategica



**Carlos Alberto Silva** [↗](#)  
Founder and Managing Partner,  
33N Ventures



**Doug Smith** [↗](#)  
Senior Director,  
Nutanix



**Umakant Soni** [↗](#)  
Co-founder,  
Bharat1.ai



**Eva-Maria Strobel** [↗](#)  
Partner,  
Baker McKenzie



**Artém Vyunnyk** [↗](#)  
Co-Founder & CEO,  
Athlon Avia



**Assel Abilseitova**  
Musician, teacher, art lover and  
simply a human being

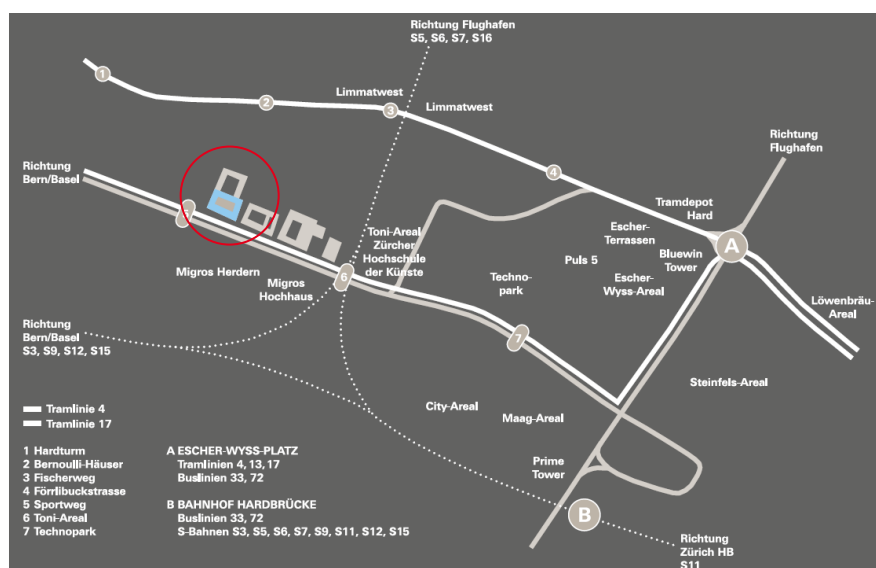
## Why attend the SECA Conference:

- Gain firsthand knowledge from leading experts, innovators, and decision-makers.
- Connect with professionals, peers, and potential partners from across the sector.
- Discover the latest technologies, strategies, and best practices driving change and growth.
- Engage in meaningful conversations and build lasting relationships within the SECA community.
- Explore new opportunities, gain visibility, and position yourself for future growth in your field.

## Details of the Conference and Registration

The SECA conference will take place in the SIX ConventionPoint.

Tuesday, 7 July 2026, 08.30 – 20.00, Pfingstweidstrasse 110, CH-8005 Zurich



## Fee

Conference Fee CHF 450  
Pension Funds and Family Offices CHF 150

SECA Full Member 3 participants for free  
SECA Associate Member 2 participants for free  
SECA Individual Member 1 participant for free – personal membership required  
Young SECA Member 1 participant for free – personal membership required  
AMAS Member 1 participant for free

## Registration

Please register until **24 June 2026** on our website [www.seca.ch](http://www.seca.ch).

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Many thanks to all our Speakers & Partners!

