

Swiss Micro DIH: Opportunities & Challenges

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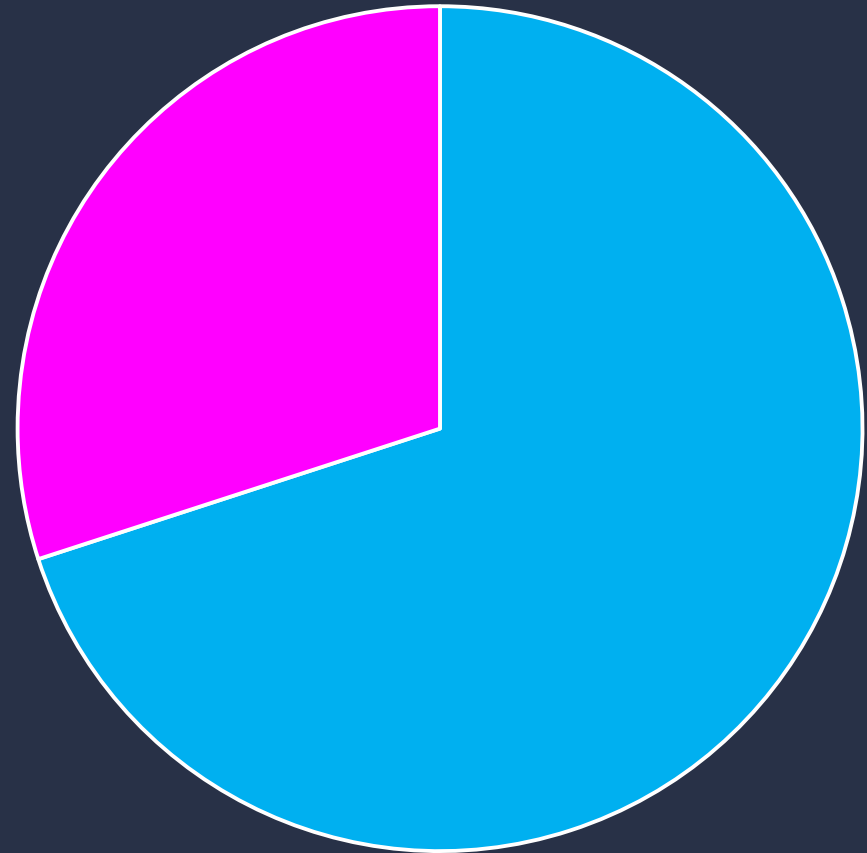
SMEs: Backbone of the Swiss Economy

Swiss companies



■ SME ■ Multinational

Jobs



■ SMEs ■ Multinational

Digital Check of Swiss SMEs

A joint publication from PwC Switzerland ,
Google Switzerland GmbH and
Digitalswitzerland
2017

72% have digital projects for internal processes. It correlates positively with the size of the SME and negatively with the age of its management

76% predict that the market will change fundamentally in the next 5 years

18% include digital know how in the recruitment process

42% involve customers in their business process

High degree of digitization

High degree of Awareness

It is not a high priority

Low degree of Digital Transformation

Digital Check by SAE initiatives @CSEM



- High participation among the gateone project (5/10)
- Low participation among the Smarter-SI project
- Very low participation among the FED4SAE
- Low follow-up rate for discussing next steps
- Lack of funding and coaching opportunities
- Lack of the application and the platform vision

3

Most of the Swiss SMEs in our Ecosystem want:

- ❖ Simplified process for R&D funding
- ❖ Coaching through their digital transformation journey
- ❖ Simplified access for industrialization funding

Swiss Micro DIH: Current stakeholders

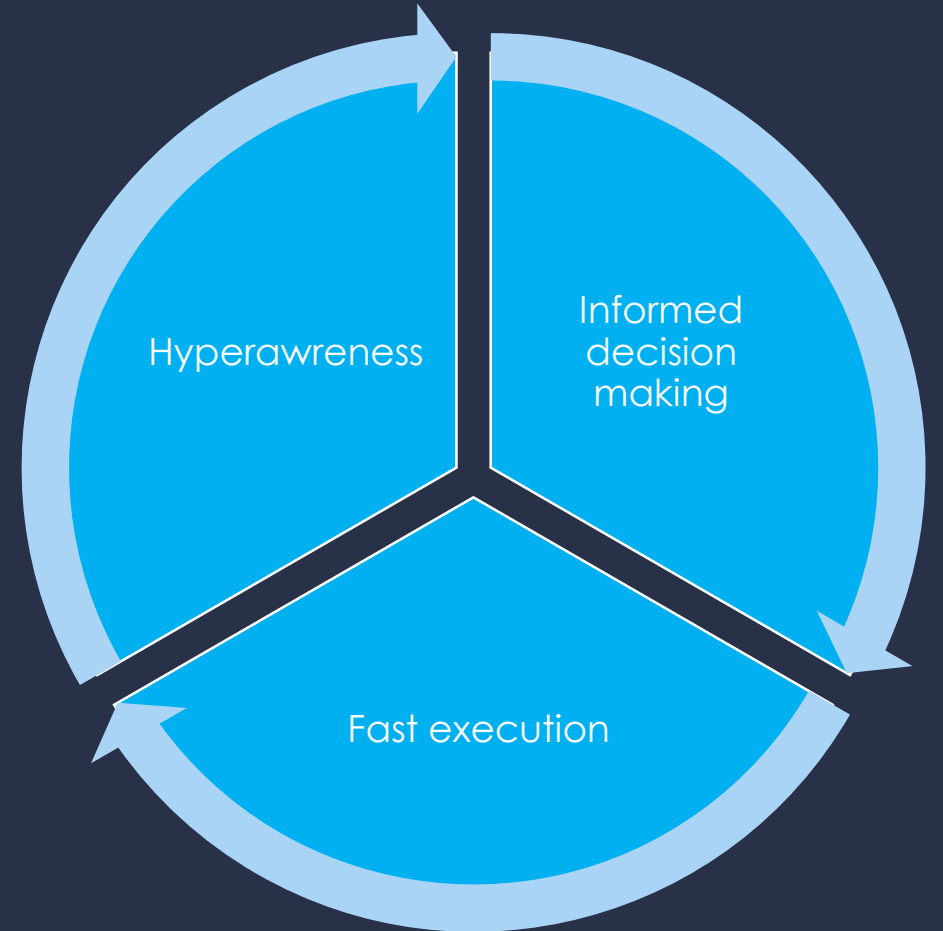
- Current stakeholders:
 - Microcity (Incubator)
 - HE-Arc (University of Applied Science)
 - Unine (Faculty of Science)
 - NECO (Economic promotion-funding agency)
 - CNCI (Chamber of commerce)
 - Finergence (Funding agency)
 - FSRM (Foundation for Education and Research in microtechnology)
 - AIP (Association of Industrial SMEs)

Swiss Micro DIH: Opportunities



Bring additional value by orchestrating the digital transformation journey of Swiss SMEs by

- Facilitating access to funding and resources
- Accelerating the adoption of smart systems
- Accelerating the transformation journey
- Enabling the creation of new products and services
- Collaborating with other DIHs in Europe to allow direct access of Swiss SMEs to those DIHs and access of European SMEs to Swiss Micro DIH



Adapted from Michael Wade, Orchestrating Transformation

Swiss Micro DIH: Challenges



- How to orchestrate??
- Mindset change that is very difficult to implement
- How to manage the IPR while collaborating with European DIHs
- How to survive in the Digital Vortex?



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“Ensure that every business in Switzerland, whatever its sector of activity, wherever located and whatever its size, can take full advantage of digital innovations and competences”

Thank you for your attention!

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