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## MEDIA INFORMATION

X.DAYS on 18 and 19 March 2009 in Interlaken

# X.DAYS: The program is set; accreditation is underway

*Interlaken/Zurich, January 13<sup>th</sup>, 2008* – This year the motto of the business and ICT networking platform X.DAYS is “The Magic of Technology”. Interesting presentations are guaranteed by keynote speakers Dr. Guido Westerwelle, Prof. Dr. Beatrice Weder di Mauro, Dr. Thomas Held and Prof. Dr. Lothar Seiwert . The ICT workshops, new business event series, technical discussions and panel discussion will provide an overview of current trends. In addition to Fujitsu Siemens Computers, the post office and Xerox will also support X.DAYS with their expertise as leading partners.

How can business success be ensured in economically uncertain times? And what can ICT contribute to this success? The fifth X.DAYS of the three new key partners EMC, Microsoft and Orange Business Services will provide a comprehensive overview of current and future possible uses of information and communication technologies on 18 and 19 March 2009. Current economic developments will be taken into account. As an interdisciplinary conference, the X.DAYS offer practical information as well as expertise, supplemented by a social programme that measures up to a network event for decision-makers.

### “The Magic of Technology”

The keynote speakers will present important topics: Dr. Guido Westerwelle will promote “Confidence instead of Fear of the Future”, Prof. Dr. Beatrice Weder di Mauro will break down economic correlations, Dr. Thomas Held, the Director of Avenir Suisse, the think tank of the Swiss economy, will venture a glance into the future, Prof. Dr. Lothar Seiwert will give tips on “Time Balance” and Jutta Kleinschmidt will discuss extreme technical challenges. Marco Tempest, the “greatest multimedia magician in the world”, will provide the entertainment.

ICT expertise will be supplied by hosting partners EMC, Microsoft and Orange Business Services as well as by leading partners Fujitsu Siemens Computers, Xerox and the post office. The more than 30 exhibiting ICT companies will also provide information and technical expertise.

The first conference day on March 18 will be rounded off with the panel discussion. The general managers of the three hosting partners and of the leading partners will give their view of the

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current situation in Switzerland as representatives of the entire ICT spectrum and describe how their companies are dealing with the current challenges of the markets. Moderator Christine Meier will lead the entire X.DAYS; she will have the assistance of Hansjörg Honegger, Editor-in-Chief of Computerworld, during the panel discussion.

In addition to the presentation blocks and the breakout sessions, the X.DAYS programme also offers sufficient free time for exchange of ideas and active public relations activities. The entertainment will also be noteworthy: with the legendary networking party and Marco Tempest, who will present his "Plug-in to the Future" magic show.

### **Program and registration**

Find the program now online at [http://www.xdays.ch/programm\\_2009.aspx?sprachcode=de](http://www.xdays.ch/programm_2009.aspx?sprachcode=de).

Early registration is a good idea, as seats at some of the events are limited. You can register and book hotel rooms online at [www.xdays.ch](http://www.xdays.ch).

### **Accreditation for media representatives**

Members of the media can obtain accreditation easily via email at [media@xdays.ch](mailto:media@xdays.ch). Please let us know if you wish overnight accommodations. Please indicate the complete editorial office address or, for freelance journalists, the name of the publication represented.

### **Information about X.DAYS**

As an interdisciplinary conference, the X.DAYS provide decision-makers with the most current overview of trends and implementation possibilities of state-of-the-art information and communication technologies. The event focuses on business-relevant core topics. The leading national business and ICT networking platform is sponsored by partners EMC, Microsoft and Orange Business Services. The media partners are CASH, Computerworld, Netzwoche, Unternehmerzeitung and KMU Life. The X.DAYS have been held at the Casino-Kursaal in Interlaken since 2003.

**This media information and further information can also be found at [www.xdays.ch](http://www.xdays.ch).**

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