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X.DAYS on 18 and 19 March 2009 in Interlaken

X.DAYS 09: “The Magic of Technology” bedazzles the public

Interlaken/Zurich, 19 March 2009 – The business & ICT networking platform X.DAYS took place for the fifth time at the Casino Interlaken under the motto “The Magic of Technology”. Hosted by key partners EMC, Microsoft and Orange Business Services, the two-day industry event with 1.400 participants garnered quite a lot of interest. In addition to featuring renowned experts as keynote speakers, this year’s X.DAYS offered ICT workshops, a new business event series, technical discussions and a panel discussion.

X.DAYS 2009 was a huge success with 1.400 participants from the worlds of ICT, economics, politics and society. Naturally, the two-day conference was also marked by the current economic situation. This is why the event not only provided a comprehensive overview of current and future trends and developments in the area of information and communication technologies but also discussed how ICT can make a contribution to business success in economically difficult times.

The presentations given by the four keynote speakers, Dr. Guido Westerwelle, Prof. Dr. Beatrice Weder di Mauro, Dr. Thomas Held and Prof. Dr. Lothar Seiwert, were very well received by audiences.

In addition to the presentations, X.DAYS also provided participants numerous opportunities to engage in practice-oriented discussions and workshops. Over 30 ICT companies presented their current solutions at the conference, supplemented by the information and expertise of key partners EMC, Microsoft and Orange Business Services as well as of leading partners Die Post, Fujitsu Siemens Computers and Xerox.

The panel discussion, a first-time event, was particularly informative, as the general managers of the three hosting partners and the leading partners acted as ICT industry representatives providing the audience insight about how their companies are mastering the current challenges posed by the markets.

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The three key partners of X.DAYS struck an excellent balance.

“We got to listen to fantastic speakers who captivated and inspired the public. There was certainly an abundance of topics of discussion,” said Jacques Boschung, Managing Director of EMC Switzerland. Head of Microsoft Switzerland Peter Waser was equally enthusiastic: “Interesting trends were presented and important contacts were made both during the presentations and discussions as well as at the various booths of the exhibiting companies. This combination is what makes this platform so valuable for the industry.” Orange CEO Andreas S. Wetter was also convinced: “The X.DAYS have established themselves as a leading national business and ITC event because this is where everything is brought together, from sturdy solutions to future trends.”

The event was moderated by Christine Maier, who lead the program skilfully and with variety. She was assisted by Hansjörg Honegger, Editor-in-Chief of Computerworld, who moderated the panel discussion.

In addition to the actual technical presentations, there was also ample opportunity for engaging in industry-internal public relations and enjoying some entertainment – thanks to multimedia magician Marco Tempest and his show “Plug in to the Future” and the popular Networking Party.

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.

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