



# 15<sup>th</sup> Private Equity & Corporate Finance Conference

## **SECA Conference**

Wednesday, 6 July 2016, 09.15 – 18.00

SIX ConventionPoint, Zurich

## **Apéro / Networking**

Wednesday, 6 July 2016, 18.00 – 22.00

Swiss Casinos Zürich

Organized by

**S•E•C•A**  
Swiss Private Equity & Corporate Finance Association

Key Sponsors

**SIX** Swiss Exchange

**ROCK LAKE**

09.15 – 11.50	<p><b>Global Factors &amp; Trends; European Mid-Markets; Emerging Markets Startups</b></p> <p><b>Presentations and Panel: 09.15 – 10.30</b></p> <ul style="list-style-type: none"> <li>- <b>Prabhu Gupta</b>, ex-UBS, Carey &amp; St. Gallen Univ.</li> <li>- <b>Colin Clark</b>, The Rohatyn Group</li> <li>- <b>Alisee de Tonnac</b>, Seedstars World</li> <li>- Panel Discussion / Q&amp;A</li> </ul> <p><b>Panel 2: Research and Allocations: 10.40 – 11.50</b></p> <ul style="list-style-type: none"> <li>- <b>Jürg Burkhard</b>, LGT Capital Partners</li> <li>- <b>Cyril Demaria</b>, ESCP Europe</li> <li>- <b>Michel Degosciu</b>, LPX Group</li> <li>- Panel Discussion / Q&amp;A</li> </ul> <p>Lead: <b>John Cook</b>, Rock Lake Associates</p>	<p><b>The great ecosystem for Swiss startups &amp; some new kids on the block</b></p> <ul style="list-style-type: none"> <li>- <b>Jean-Pierre Vuilleumier</b>, Swiss Startup Invest</li> <li>- <b>Mike Baur</b>, Swiss Start Up Factory</li> <li>- <b>Teddy Amberg</b>, CreditGate24</li> <li>- &amp; more to be announced soon</li> </ul> <p>Lead: <b>Philipp Dialer</b>, EY Switzerland</p>
---------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

11.50	<b>Networking Break / Lunch</b>	
-------	---------------------------------	--

12.45 – 14.30	<p><b>Keynote Speakers of the 15<sup>th</sup> SECA Private Equity &amp; Corporate Finance Conference</b></p> <ul style="list-style-type: none"> <li>- <b>Bernd Pfister</b>, Chairman SECA, Paros Capital AG (Opening of the Keynote Speakers Session)</li> <li>- <b>Valeria Ceccarelli</b>, Senior Relationship Manager, SIX Swiss Exchange</li> <li>- <b>Suzi LeVine</b>, The US Ambassador to Switzerland</li> <li>- <b>Alexander Stoeckel</b>, Switzerland’s Business Angel of the Year 2016</li> <li>- <b>Mukund Mohan</b>, Investor, Napkin Stage; ex-head Microsoft Ventures</li> </ul>
---------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Track I – Private Equity**  
(English / English slides) Room Exchange

**Track II – 4<sup>th</sup> Industrial Revolution**  
(English / English slides) Room Auditorium

**Track III – Legal & Tax / CF**  
(German / German slides) Room Bid & Ask

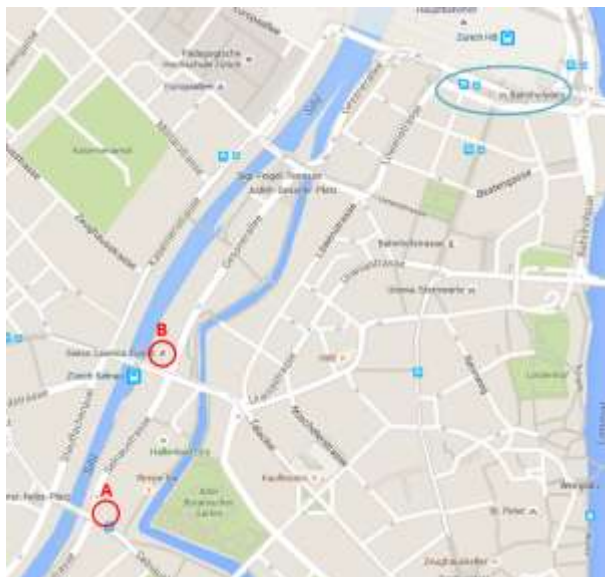
15.00 – 16.00	<p><b>Real estate is priced differently than 2007: Where are the opportunities?</b></p> <p>Der Anlagenotstand in der Schweiz ist nach wie vor aktuell. Die Zinsen sind nach wie vor tief und die Alternativen auf dem Kapitalmarkt nicht wirklich vorteilhaft. Vor diesem Hintergrund erhöhen immer mehr institutionelle Investoren ihre Immobilienquoten vermehrt auch im Ausland. Jedoch sind auch dort die Preise stark gestiegen. Wo liegen die Opportunitäten im Ausland und wie unterscheidet sich das Pricing von heute zu 2007?</p> <p>Lead: <b>John Davidson</b>, HSLU</p>	<p><b>Industrial Innovation</b></p> <p>The 4<sup>th</sup> Industrial Revolution raises myriad questions about future trends human life: work, health, education, economic growth, climate and security. How will the DACH Region participate and be impacted by these trends? Are there any new investment fields for venture capitalists?</p> <ul style="list-style-type: none"> <li>- <b>David Raskino</b>, x-Microsoft; Whitespace</li> <li>- tba</li> <li>- tba</li> </ul> <p>Lead: <b>Maurice Pedergrana</b>, SECA</p>	<p><b>Legal and Tax: The current hot topics in a nutshell</b></p> <p><b>Dieter Wirth</b>, PwC (Tax)</p> <ul style="list-style-type: none"> <li>- Corporate Tax Reform III</li> <li>- Taxation of startups in the Canton of Zurich</li> <li>- BEPS - latest status</li> </ul> <p><b>Beat Kühni</b>, Lenz &amp; Staehelin (Legal)</p> <ul style="list-style-type: none"> <li>- Kontrollrechte und Interessenskonflikte</li> <li>- GAFI im VC/PE-Kontext</li> <li>- Wandeldarlehen en vogue – caveats</li> </ul> <p><b>Christian Koller</b>, Blum&amp;Grob (Regulatory)</p> <ul style="list-style-type: none"> <li>- Fidleg; kein Vertreter u. Zahlstelle</li> <li>- Privatbestechung</li> <li>- European AIFMD Passport</li> </ul> <p>Lead: <b>H. Glaus</b>, Bratschi Wiederkehr &amp; Buob</p>
---------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

16.00	<b>Coffee / Networking Break</b>	
-------	----------------------------------	--

16.30 – 17.30	<p><b>Apax Global Alpha learning from the best</b></p> <p>Learn more about the listing of Apax Global Alpha (AGA) on the London Stock Exchange (LSE). AGA was incepted in 2008 and is owned by current and former Apax employees. The fund represents a “Best of Apax” exposure as it is invested in both Apax PE investments but also derived investments.</p> <ul style="list-style-type: none"> <li>- <b>Ralf Gruss</b>, Apax Global Alpha</li> </ul> <p>Lead: <b>Marcel Meyer</b>, Deloitte</p>	<p><b>Live presentations of start-ups</b></p> <p>Meet some of the leading Swiss venture capitalists and business angel networks, amongst others: GoBeyond, investiere.ch and b-to-v, and see <b>live presentations of start-ups</b> from the present deal-flows of these investors.</p> <ul style="list-style-type: none"> <li>- <b>Alexander Stoeckel</b>, b-to-v</li> <li>- <b>Klaus Kummermehr</b>, GoBeyond</li> <li>- <b>Steffen Wagner</b>, investiere.ch</li> <li>- <b>Lukas Weber</b>, investiere.ch</li> </ul> <p>Lead: <b>Alexander Stoeckel</b>, b-to-v</p>	<p><b>“Now I have to work for the money I earn.” - Why it makes sense to get your hands dirty</b></p> <p>Insightful examples of M&amp;A situations for investors today</p> <ul style="list-style-type: none"> <li>- <b>Ronald Sauser</b>, Head EY M&amp;A Switzerland</li> <li>- <b>Fabian Denneborg</b>, EY M&amp;A Switzerland</li> <li>- and expert guests</li> </ul> <p>Lead: <b>Philipp Dialer</b>, EY Switzerland</p>
---------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

18.00	<b>Party / Networking: Swiss Casinos Zurich</b>	
-------	-------------------------------------------------	--

## Details of the Conference and Registration



### Location

#### Conference (A)

SIX ConventionPoint  
Selnaustrasse 30, Zurich  
[www.conventionpoint.ch](http://www.conventionpoint.ch)

#### Party @ Swiss Casinos Zürich (B)

Gessnerallee 3, Zurich  
[www.swisscasinos.ch/sczh-casino-zuerich.html](http://www.swisscasinos.ch/sczh-casino-zuerich.html)

The ConventionPoint is close to the main train station (Zurich HB, 900m). Therefore it is suggested to travel by public transportation. There are city train and tram stations within walking distance

### Fee

Conference	CHF 390.-
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

Please note that we will charge a no-show-fee of CHF 150.- for SECA Members and Non Members.

---

### Registration

Please register until **30 June 2016** with the registration card or send us an e-mail with the needed information to [info@seca.ch](mailto:info@seca.ch) (fax +41 41 757 67 00) or register on our website [www.seca.ch](http://www.seca.ch).

Herewith I register for the SECA Conference as following:

#### 6 July 2016 / Morning Sessions / 09.15 – 11.50

- Session I
- Session II - Young SECA

#### 6 July 2016 / Afternoon Sessions / 12.45 – 18.00

- Keynote Session
- Afternoon Sessions
- Party @ Swiss Casinos Zürich (from 18.00)

Name, Forename .....  
Company .....  
Address .....  
Postcode/Place .....  
Phone/E-Mail .....

## Organized by

# S·E·C·A

Swiss Private Equity & Corporate Finance Association

## Key Sponsors

**SIX** Swiss Exchange

**ROCK LAKE**

## Media Partner

**VentureCapital**  
Magazin

## Data Partner

**PitchBook**  
Better Data. Better Decisions.

## Many thanks to all our speakers!

Lucerne University of Applied Sciences and Arts  
**HOCHSCHULE LUZERN**  
Business Institute of Financial Services Zug  
IFZ

bratschi  
wiederkehr  
& buob

**pwc**

Blum & Grob  
RECHTSANWÄLTE

**b-to-v**

 Paros Capital AG

**EY** Building a better working world

**LENZ & STAEBELIN**

**investiere**  
venture capital

GO BEYOND  
EARLY STAGE  
INVESTING

**LPX GROUP**  
Listed Alternative Investments

  
**Microsoft**

**WHITESPACE**  
VENTURES

**C e T I M**

seedstarsworld\*



**Apax**  
PARTNERS

**Deloitte.**

**FOCUS**  
web development

**ESCP**  
EUROPE 

**THE ROHATYN GROUP**  
Investing in Emerging Markets

 University of St. Gallen

**IGT** **Capital Partners**  
your partner for alternative investments