



# Swiss Cyber Security Survey

## **Invitation**

24 May 2016 at Widder Hotel

[kpmg.ch](http://kpmg.ch)



We are pleased to invite you and your company to KPMG's Cyber Security Event at Widder Hotel in Zurich.

## What is the event about?

KPMG has recently conducted a survey, asking relevant Swiss companies to state their status quo in terms of cyber security in 2016. We'd like to share the interesting results of this survey, highlighting some key findings and their potential relevance to you. Following the presentations, you will have the opportunity to share experiences with your peers during the Apéro Riche.

We are looking forward to welcoming you as our guest and spending an inspiring evening together discussing one of the most important topics of the future – Cyber Security.

Yours faithfully



Matthias Bossardt  
Partner, Cyber Security



Gerben Schreurs  
Partner, Forensic





# Program

Tuesday, 24 May 2016  
at Widder Hotel, Zurich

17:30 **Registration**

---

18:00 **Welcome**

---

18:10 **Swiss Cyber Security Survey 2016 – Results**

---

18:30 **Cyber Security for the Internet of Things, Services and People**

Markus Brändle, ABB Group

---

18:50 **Leveraging cyber security innovation to improve your cyber defense –  
Lessons learned from working with Israeli cyber start-ups**

Shira Kaplan, Cyverse AG

---

19:15 **Apéro Riche – Networking**

---

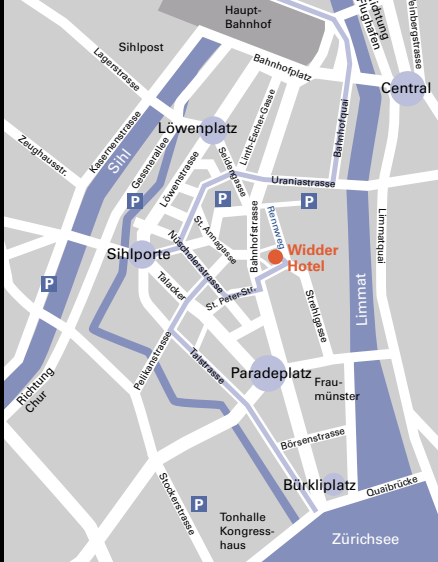
## Guest speakers

**Markus Brändle** is globally responsible for all customer facing aspects of cyber security for the ABB Group. He heads the ABB Group Cyber Security Council a cross-divisional and cross-functional effort to ensure that ABB offerings fully support customers' cyber security requirements. Prior he was the Head of Cyber Security for the Power Systems division and held a number of specialist and management roles within ABB Corporate Research. Markus Brändle holds a MSc and a PhD in Computer Science from the Federal Institute of Technology (ETH) in Zurich, Switzerland.



**Shira Kaplan** is the Founder & CEO of Cyverse AG, a Zurich-based cyber-security firm which provides state-of-the-art cyber security technology solutions from Israel & Silicon Valley to global corporations. Shira's technological training dates back to her military service in the Israeli 8200 Elite Technology Unit of the Intelligence, where she was an Intelligence Analyst. Shira held several business & management roles at publicly-traded companies including Teva Pharmaceuticals and Bank Julius Baer & Co. She is an alumna of Harvard University (B.A.), where she was a Davis Scholar, and holds an MBA from St. Gallen HSG University in Switzerland, where she wrote her thesis on Swiss Venture Capital Investments in Israeli Cyber-Security Startups, and where she was awarded the "Women in Business" Scholarship. Shira resides with her family in Zurich.





**Event Location**  
Widder Hotel  
Rennweg 7  
8001 Zurich

## Contact us

### KPMG SA

Badenerstrasse 172  
PO Box  
8036 Zurich

[kpmg.ch/cyber](http://kpmg.ch/cyber)

### Matthias Bossardt

Partner  
Cyber Security

+41 58 249 36 98  
[mbossardt@kpmg.com](mailto:mbossardt@kpmg.com)

### Gerben Schreurs

Partner  
Forensic

+41 58 249 48 29  
[gschreurs1@kpmg.com](mailto:gschreurs1@kpmg.com)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

# Registration

I would like to attend the event on Tuesday, **24 May 2016** at Widder Hotel in Zurich.

Unfortunately, I will not be able to attend the event but would appreciate receiving the relevant documentation subsequently.

My contact details have changed. Please take note of my new address.

Please confirm your participation by returning this reply card or by sending an email to Sabine Lorencez (slorencez@kpmg.com) by **5 May 2016** latest.

First name

Name

Company

Position

Address

Postal code, City

Telephone

Email

I will be accompanied by:

First name

Name

Company

Position

Address

Postal code, City

Telephone

Email



# Swiss Cyber security survey

## Personal Invitation

Registration



KPMG AG  
Sabine Lorencez  
PO Box  
8036 Zurich