



## Conference on Cyber-security

**Towards a better understanding of complex issues.**

**A bilateral view from Switzerland and the UK of today's  
(and tomorrow's) 'hot' international topic: cyber-security**

**with a keynote address by Pierre Maudet,  
Conseiller d'Etat of the Republic and Canton of Geneva**

This significant conference in Geneva will address some of the complex issues which businesses and organisations in Switzerland and the UK face. It will provide an independent and neutral platform for attendees to hear from, and mix with, experts who will explain how they see and plan for the future.

The conference will be honoured by the presence of Conseiller d'Etat Pierre Maudet, of the Republic & Canton of Geneva, who will make an important address on Geneva's innovative positioning.

Other keynote speakers and panellists will include:

- Martin Dion, Vice President, EMEA Services Delivery, Kudelski Security
- Dr Jean-Marc Rickli, Geneva Centre for Security Policy, Global Risk & Resilience Cluster Leader in Emerging Security Challenges Programme
- Marc Henauer, Head of the MELANI Operation & Information Centre (OIC), Swiss Federal Intelligence Service, Swiss Ministry of Defence, Civil Protection and Sports (DDPS)
- Uwe Kissmann, Managing Director, Accenture Cyber Defence Service Europe & Latin America
- Alfred Rolington, Cyber Security Intelligence Ltd, UK
- Ian De Freitas, Farrer & Co., London
- Ilia Kolochenko, CEO of High-Tech Bridge SA, Geneva
- Jean-Luc Adam, Head of Cybersecurity at Vitol Group
- Toomas Kull, Cabinet Privé de Conseils (CPC)
- Pierre Bydzovsky, Borel & Barbey Avocats
- Other speakers/panellists to be confirmed.

The damage to an organisation's reputation and bottom line can be significant in the wake of a cyber incident. The longer-lasting loss of customer, investor and other stakeholders' confidence can undermine an organisation's integrity and the perceived competence of the board and senior management.

Organisations across all sectors are faced with cyber threats, both external and internal. With increasing digitalisation, inter-connectedness and the 'Internet of Things', new efficiencies are counterbalanced by emerging vulnerabilities. Cyber risk is one of the major challenges today. The question that leaders should be asking themselves is: how can we manage this challenge and use it to build our reputation?

The Conference will focus on the following:

- Technical perspectives of security
- Regulation
- Audit and Forensics
- The Law
- The media and how it handles Cybersecurity
- Reputation management, crisis preparation and communications

### WHEN

**Monday 26 November 2018**  
**From 13:45, closing with cocktails and  
petit-fours**

### WHERE

**Mandarin Oriental, Quai  
Turrettini 1, 1201 Geneva**

### FEES

**BSCC Members & Guests: 180 CHF**  
**Non-Members: 360 CHF**

Link to register: <http://www.cvent.com/d/vgq4rn>

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