



Press release, June 20 2016

**The WORLDWEBFORUM brings the world's leading pioneer of computer-animated film, Ed Catmull, Co-Founder & President of Pixar & Disney Animation Studios, as well as Sir Tim Berners-Lee, inventor of the World Wide Web, to Zurich from January 24-25 2017. Council of the State and ICT-Entrepreneur Ruedi Noser joins the company's board, and the WORLDWEBFORUM receives support from the DigitalZurich2025 initiative with a recent investment.**

"I am looking forward to sharing what I have learned at Pixar and Disney Animation Studios with the audience at the WORLDWEBFORUM. Switzerland is a great place for innovation and I hope to be able to get to know many exciting people during my stay in January 2017", says Pixar Co-Founder and President Ed Catmull.

On January 24<sup>th</sup> 2017, the first day of the conference, an array of impressive international speakers shares the stage with the animation pioneer. Among others, Jeff Eggers, Principal Advisor to President Barack Obama and Navy SEAL combat veteran, Sir Tim Berners-Lee, Inventor of the World Wide Web, and Marian Goodell Founding Member and CEO of the iconic Burning Man festival, will appear live on stage.

Google's Chief Innovation Evangelist and Stanford Lecturer Dr. Frederik Pferdt also looks forward to taking part in the conference. "I am excited to join the WORLDWEBFORUM 2017 unlocking the creative potential of its members plus providing an insider experience into the beliefs and practices that reinforce Silicon Valley's thriving innovation culture", says Pferdt.

On January 25<sup>th</sup> 2017, the second day of the conference, the WORLDWEBFORUM provides attendees deeper insight into different areas of digital transformation, including FinTech, Smart Energy and Digital Communications.

#### **"Harder, Better, Faster, Stronger" - Together!**

In the past four years, the WORLDWEBFORUM has secured its place as the leading Swiss business conference for digital transformation. The fifth edition of WORLDWEBFORUM in January 2017 will not only impress with a top-class international line-up, but will also increase the number of participants to over 1'000, and relocate the conference to a new venue, the StageOne in Zurich Oerlikon.

The DigitalZurich2025 initiative, which is supported by some of the leading corporations in Switzerland, such as Credit Suisse, EY, Google, Migros, UBS and some of WORLDWEBFORUM's Main Partners, including Leonteq, Ringier, Swiss Post, Swisscom and Swiss Life, reinforces its participation in the WORLDWEBFORUM with a recent investment. "The WORLDWEBFORUM is an ideal platform to strengthen the exchange about digital transformation and to establish lasting cross-industrial partnerships. The conference makes a strong contribution to our mission of making Switzerland the leading digital hub in Europe", says Marc Walder, CEO of Ringier and initiator of DigitalZurich2025.

Council of the State and ICT-Entrepreneur Ruedi Noser, and Sunnie Groeneveld, Managing Director of DigitalZurich2025, join the WORLDWEBFORUM beecom AG as new board members. "Digital strategies begin with great visions and the WORLDWEBFORUM is unique in this. It is pure inspiration", says Noser.

### Line-up in January 2017:

- Sir Tim Berners-Lee, legendary Inventor of the World Wide Web and Professor at MIT, Cambridge, MA,
- Ed Catmull, Co-Founder & CEO of Pixar & Disney Animation Studios, San Francisco,
- Jeff Eggers, Principal Advisor to President Barack Obama & Navy SEAL combat veteran, Washington, D.C.,
- Marian Goodell, Founding Member & CEO of the iconic Burning Man Festival, San Francisco,
- Danae Ringelmann, Co-Founder & CEO of the leading crowdfunding platform Indiegogo, San Francisco,
- Frederik Pferdt, Head of Innovation & Creativity at Google, San Francisco,
- Anita Roth, Head of Policy Research at Airbnb, San Francisco,
- & many more.

Tickets are available at <http://worldwebforum.com/display/B2/Tickets>.

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Founder & CEO of WORLDWEBFORUM, Fabian Hediger, is available for interviews.

**Facebook / LinkedIn:** WORLDWEBFORUM is back & going stronger than ever before with pioneers & experts from all over the world coming together to discuss the newest trends & strategies in digital. On January 24-25 2017, the conference welcomes Pixar Co-founder & President Ed Catmull, President Barack Obama's Principal Advisor Jeff Eggers, World Wide Web Inventor Sir Tim Berners-Lee, Burning Man Founding Member & CEO Marian Goodell, & many more! Council of the State, Ruedi Noser joins WORLDWEBFORUM's board, and DigitalZurich2025 makes an investment in the company. Read the full press release at <http://worldwebforum.com/display/B2/Press+releases>

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WORLDWEBFORUM stronger than ever with stars from @DisneyPixar @burningman @Indiegogo @Airbnb @google & more <http://bit.ly/28lcUvO>

Council of State @RuediNoser joins WORLDWEBFORUM Board & @dzh2025 invests in WORLDWEBFORUM beecom AG. More at <http://bit.ly/28lcUvO>

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The WORLDWEBFORUM is a leading Swiss B2B conference for decision-makers from all sectors of world's economy. The event focuses on the implications for companies amid rapid technological progress. In presenting the key themes to Swiss companies, organizer beecom wants to highlight the opportunities and challenges of digital transformation. 2017 marks the fifth staging of the WORLDWEBFORUM, supported by its Main Partners Swiss Post, Swiss Life, Swisscom, Ringier, Leonteq, Aduno, and Helvetia.