

21st SECA Conference

Building Digital Infrastructure
AI, Cloud, Data and Beyond

23 June 2025, Zurich
SIX Convention Point

A snapshot

40+ Speakers including academic and industry experts in AI, Cloud, Digital Infrastructure and Data Centers

100+ Investors and Limited Partners from Europe, North America, Asia and the Middle East

250-300 Attendees from Europe's leading private equity, venture capital, infrastructure and asset managers

75% Attendees at C-Suite, board, governance, academic or technology leadership levels

SECA

Swiss Private Equity & Corporate Finance Association
Schweizerische Vereinigung für Unternehmensfinanzierung
Association Suisse des Investisseurs en Capital et de Financement



21st SECA Conference

Building Digital Infrastructure AI, Cloud, Data and Beyond

The SECA Conference is one of the biggest conference in Switzerland, which brings together the private equity, venture capital and corporate finance industries.

Monday, 23 June 2025
08.30 – 17.30

SIX ConventionPoint
Pfingstweidstrasse 110, Zurich

Key Sponsors



SECA Conference

Monday, 23 June 2025, 08.30 – 17.30

08.30 – 09.00: Registration / Networking / Welcome Coffee

09.00 – 12.00	<p>Room Auditorium / in English / Moderation John Cook</p> <p>Digital Transformation in the age of AI</p> <p>Moving away from the past and into the future inevitably involves risks, challenges, creativity and hard work. Problem solving through innovation has been the calling of today's educated class and the result is value creation beyond what was ever expected. This could not be more true than in the exploding world of AI, digital infrastructure and data centers. Both at the micro (CEO) level and at the macro (industry) level, leaders and entrepreneurs from healthcare to manufacturing, from politics to space strive to set new standards, achieve new highs and create value through their time and talent. How have the following leaders created value through innovation and problem solving to address today's global digital challenges?</p> <p>John Cook, Moderator, Rock Lake Advisors Maurice Pedergrana, SECA - Welcome Remarks Cameron Joyce, Head of Research Insights, Preqin Dr. Charla Griffy-Brown, Dean, Director General, ASU, Thunderbird School of Global Management: Leading Through the Digital Revolution in the Age of AI Jacques Darcy, Department Director Mandates, EIF: European Digital Outlook & Priorities Vivi Papassouli, Senior Head Mandates, EIF: European Digital Outlook & Priorities</p> <p>10.30 - Coffee Break</p> <p>Dr. Hajar El-Haddaoui, Director General, Digital Cooperation Organization: Global Digital Transformation Iain Macdonald, Principal, LINE HKS Architects: Designing Winning Data Centers Jan Mikolon, CTO, QuantumBasel: Quantum Computing for Digital Future</p>
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12.00 – 13.00: Networking / Lunch

13.00 – 14.30	<p>Room Auditorium / in English / Moderation Laura Hermann, Rock Lake Advisors</p> <p>Welcome & Introduction</p> <p>Dr. Bernd Pfister, SECA Chairman & Managing Director, Paros Capital AG</p> <p>Round Table: Global Perspectives - Digital Infrastructure Market Developments</p> <p>European Market: Julen Madariaga, Principal Specialist, Head of European Migrations, Amazon Web Services India: Rainer Zahradnik, Country Head, Tata Consultancy Services Middle East: Sam Katiela, CEO, Mamemo Group Europe: Henna Virkkunen, EVP, European Commission (tbc)</p>
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14.30 – 15.00: Break / Room Change

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parallel sessions	Room Auditorium Saurav Sanyal, Strategica India Global Investors Perspective Hear from top global investors about where capital is flowing in the digital infrastructure space. Learn what drives investment decisions across regions like Europe, India and the Middle East Anish Wig , Director Capital Raising, Acquinox AG Ajay P Singh , Managing Partner, RootBridge Capital Vivi Papassouli , Senior Head of Unit, EIF Oliver Spring , CEO, QoreX Data Centers Faraz Ahmad , CEO, Thor Equities	Room Link Patrick Keller, Rock Lake Advisors The AI Shift: From Creation to Value Creation Explore how AI is being used today and what's coming next. Experts will share real-world applications, innovations and the challenges of integrating AI at scale. Andreas Urbanski , Co-Founder, Animatix (ex-Google AI) Debmalya Biswas , Executive Director, UBS AI COE Irina Todoran Koitz , Director, Data & Intelligence, Johnson Controls Livia Johnson-Dobocan , Director, Data & Practice Delivery, Avanade Anat Bar-Gera , WEF AI & Impact Council, Papaya Global	Room Connect Joerg Geier, Thunderbird School of Global Management Data Center Innovations Discover the breakthrough technologies shaping our digital future. From nanoelectronics to energy solutions, this panel highlights what's next in the data center pipeline. Oleg Larionov , CEO, NeoX FZCO Kai Gramke , CEO, EconSight Fredrick Bruhn , CEO, BruhnBruhn Innovation Ralf Kaiser , Director, ICTP Trieste Dantong Yang , BD Executive, Cloud – Huawei
	15.00 – 16.00		

16.00 – 16.30: Break

parallel sessions	Room Auditorium David Ryce, Rock Lake Advisors Investment Structures Understand the different ways digital infrastructure projects are financed. Panelists will explain equity, debt, return strategies and how to align structure with investment goals. Jacques Darcy , Department Director, EIF Dr. Prof. Michael Truebestein , University of Lucerne, RICS Andrea Aragona , Business Partner: Data Center Strategy, Key to Investment Sam Katiela , Expert in Mega Trends, Mamemo Group	Room Link Javier Rivas, Rock Lake Advisors Risk, Concerns and Solutions Learn how to spot and manage common risks in digital infrastructure projects. Topics include construction issues, environment, insurance gaps and exit planning missteps. Patrick Herger , Director, Swiss Life Infrastructure Group Fergal McGuinness , CEO, Ryerson Networks Stephen Griffin , Director, ARUP Group (TBC) Marcel Meyer , Partner, Deloitte (TBC)	Room Connect John C. Davidson, University of Lucerne Data Center Infrastructure This LP and GP panel focuses on the balance between potential rewards and challenges in the data center sector. Discussing the real estate sector's role in data centers highlighting significant opportunities, while also addressing critical risks related to an investment. John Davidson , IC Member, University of Lucerne Michael Siefert , Managing Director, Madison International Realty
	16.30 – 17.30		

17.30 – 20.00: Aperó & After-Conference Networking at SIX