

Press release

HWZ is organising TEDxHWZ under the motto 'Beyond Boundaries'

Thinking about the future, shaping society - beyond borders

Zürich, August 28th 2024 – The fifth TEDxHWZ will take place on Saturday, 23 November 2024. Under the motto 'Beyond Boundaries', ten visionary speakers will immerse themselves in the complex, fast-paced and dynamic world of digital transformation. Among others, Lars Thomsen, one of the world's leading futurologists, Ornella Weidel, shark researcher, and Daniel Arnold, extreme mountaineer, will open up new horizons with their unique perspectives. This year's event is once again being organised and hosted by the Executive MBA Digital Leadership study group at the HWZ.

Under the direction of Sunnie J. Groeneveld, Director of the Institute for Digital Business HWZ & Program Director EMBA Digital Leadership, and Urs Bucher, Module Leader TEDxHWZ, the students of the Executive MBA Digital Leadership HWZ are organizing the fifth TEDx event. The HWZ is the first Swiss university of applied sciences to integrate this class project into its curriculum.

As digital leaders, the students present ideas to the audience that are worth sharing (TED: ideas worth spreading). In this joint project, the students demonstrate their leadership skills, vision, innovation spirit, technological knowledge and business thinking. The event will take place at the HWZ with limited seating and will be broadcasted via livestream.

The line up

On November 23, 2024, TEDxHWZ will focus on the increasing complexity, speed and dynamics of our digital age. With ten contributions on the topic of «Beyond Boundaries», the speakers will inspire and motivate the audience and tell exciting stories about the questions: Where are the boundaries - of each individual and of society as a whole? What does it take to recognize the boundaries, to reach them or even to step beyond them? What does the future look like? What is real and what is an illusion?

Among others, guests can look forward to Lars Thomsen, one of the world's leading futurists, or Daniel Arnold, extreme mountaineer.

Lars Thomsen introduced a new method of defining and calculating inflections points (Tipping Points) within the timeframe of the next ten years that were driven by paradigm shifts, cross impacts and a combination of market and price logic assumptions.

He explores the transformative potential of AI beyond its current role as a tool for daily tasks. By reimagining AI as «ambient intelligence» (a supportive, empathetic presence) and «augmented intelligence» (a force that enhances our understanding and growth), we can unlock a new era of personal and societal development. Discover how AI will reshape education, personal growth, and leadership, enabling a more fulfilled, productive, and meaningful life for everyone. This talk challenges us to see the bigger picture and prepare for the future of work in an AI-driven world.

Daniel Arnold decided in 2011 to hang up his career as a machine mechanic and follow an unknown path into the world of mountains. At the TEDxHWZ, he will let the audience experience the world of the mountains with a captivating mix of stories, images and film sequences. «It's about success and failure on the big peaks, about tactics and intuition for the big walls and about the values and goals you need as a mountaineer. Because it is not the mountain that you conquer, but always yourself!»

In a world spinning ever faster with technological advancements, the Argentine Tango offers surprising lessons for leaders navigating digital transformation considering modern leadership principles. Join **Lisa Barkei**, Associate Director in Systems and Project Management at Takeda GMBH as we explore how this dance of innovation can inspire passion, bridge communication gaps, and foster a culture of trust and growth.

Overview of all speakers:

- **Daniel Arnold**, extreme mountaineer: «Why challenge is my ultimate goal»
- **Lisa Barkei**, Supply Chain System & Master Data Lead (Associate Director), Takeda GMBH: «Let`s tango into the digital future»
- **Erhan Demirel**, Process and Finance Manager, Ringier AG: «Why should we wish for more suffering?»
- **Markus Iofcea**, Future-Archaeologist, writer and artist: «Unlocking the future with the power of future archaeology»
- **Florian Klein**, professional magician: «Bending Boundaries»
- **Frank Kreuzer**, Head of Corporate Customer Advisory & Member of Bank Management, Raiffeisenbank Belalp-Simplon: «11'674 Steps full of life»
- **Marcel Lienhard**, Co-Founder, Managing Partner, DesignRaum GmbH: «How to create opportunities out of nothing»
- **Lars Thomsen**, futurist: «Beyond AI: Redefining the Future of Work and Human Potential»
- **Roger Tobler**, Senior Product Owner, aity AG: «The power of imperfection»
- **Ornella Weideli**, shark scientist: «Life lessons learned from a predator»

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We would be happy to arrange an on-site interview with the speakers: info@tedxhwz.ch

Further information and tickets: www.tedxhwz.ch

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading, often in the form of short talks delivered by leading thinkers and doers. Many of these talks are given at TED Conferences, intimate TED Salons and thousands of independently organised TEDx events around the world. Videos of these talks are made available, free, on TED.com and other platforms. Audio versions of TED Talks are published to [TED Talks Daily](#), available on all podcast platforms.

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HWZ Zurich University of Applied Sciences in Business Administration

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