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# Swiss E-Commerce in 10 Years

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Cyber Security!!!

Low costs  
of logistics

Geopolitical conflict:  
Who defines the rules for the digital economy?  
(USA, Russia, China, Asia, EU)

Absence of  
bureaucratic burden

Trust!!!

1. Nearly all markets become digital!

2. Some of these markets become sharing economy!

3. Every users becomes a market  
of its own!

4. Positions in the value chain  
are extended!

5. Customer experience is key!

# Conclusion

- ▶ Build up digital skills fast!
- ▶ Develop and implement a data strategy!
- ▶ Stay flexible!





It is us who decide where Swiss e-commerce will be in ten years!

We can adapt vocational and continuing education ...

We can connect to the Digital Single Market ...

We can reduce bureaucratic burden ...

We can build data platforms ...