

AN EVENING FOR SPECIAL  
PERSONALITIES

# GALA DINNER PRIX SUISSE 2025

NOVEMBER, 8, KURSAAL BERN

■ INITIATIVE SCHWEIZ  
■ INITIATIVE SUISSE  
■ INIZIATIVA SVIZZERA  
■ INITIATIVE SWITZERLAND



# GRAND GALA DINNER WITH AWARD CEREMONY AND FIRESIDE CHAT

The grand gala dinner with the Prix Suisse award ceremony is a private event and will not be advertised publicly. 220 hand-picked guests, along with companions, from business, science, politics, culture, administration, and sports, are personally invited.

The well-known presenter Sandra Studer will guide you and your companion through a varied and unforgettable evening full of highlights and the finest culinary delights. Look forward to an exciting program and the winner of the Prix Suisse 2025 in the field of economy.



# INITIATIVE SWITZERLAND & PRIX SUISSE

**The Initiative Switzerland is a non-profit organization that is fully committed to Switzerland. The financial resources and the foundation were laid by the entrepreneur Fritz Gottlieb Pfister. With courage, innovative strength and responsible entrepreneurship, he built up Möbel Pfister, the leading Swiss furniture store.**

With Initiative Schweiz, we support innovative ideas and projects in all parts and language regions of Switzerland as a private funding agency. In this way, we specifically promote competitiveness and prosperity in our country. Initiative Switzerland and the „Prix Suisse“ are headed by Stefan Linder, co-founder and long-time CEO and delegate of the Swiss Economic Forum.



INITIATIVE SCHWEIZ INITIATIVE SUISSE INIZIATIVA SVIZZERA



## OVERVIEW

**Date:** Saturday, November 8, 2025

**Time:** 5 pm to 1 am

**Venue:** Kursaal Bern

**Guests:** 220 handpicked guests with company from economy, politics, society, administration, culture, science and sports

**Host:** Initiative Switzerland (Foundation)  
[www.initiative-schweiz.org/en/ps2025](http://www.initiative-schweiz.org/en/ps2025)

**Registration:** Online via our registration platform on [registration.initiative-schweiz.org](http://registration.initiative-schweiz.org).  
(the login can be found on your invitational letter)

**Information:** Stefan Linder, Chairman Initiative Schweiz  
[info@initiative-schweiz.org](mailto:info@initiative-schweiz.org) | Phone 058 521 45 38



## PROGRAM

- |                 |  |
|-----------------|--|
| <b>5.00 pm</b>  | Welcome   Check-in   Networking-Apéro  |
| <b>6.15 pm</b>  | Welcome, start of the grand gala dinner<br><br>Showblock   Entertainment<br><br>Fireside Chat<br><br>Culinary   Dinner<br><br>Initiative Switzerland projects<br><br>Prix Suisse 2025   Award Ceremony |
| <b>10.45 pm</b> | Dessert and cheese buffet<br><br>Networking and exchange at the bars and lounges<br><br>Let the evening fade into the night.   |



## CULINARY

**We will once again spoil you with culinary delights at the grand gala dinner. Let us surprise you and enjoy a fine traditional Swiss meal with matching wines.**

For the already legendary cheese and dessert buffet, the team of cheese connoisseurs from Jumi and the world champion pâtissier Rolf Mürner will once again be on hand with his tempting creations. Our barista team and the bartender crew will provide a great offer in the networking zone. Celebrate with us the winner of the Prix Suisse together with his team and round off the evening with good conversation.





Moderation

## SANDRA STUDER

**Sandra Studer became nationally recognised with programmes such as „Swiss Award“, „Takito“, “Sports Awards” and “May I please?”, she became one of the most popular presenters on Swiss television. In May of this year, she hosted the Eurovision Song Contest (ESC) in Basel, the world’s largest music event, which was watched by 160 million people in 156 countries.**

She is also a regular on stage as a singer and actress in musical productions. Sandra Studer studied German and musicology at the University of Zurich and musicology at the University of Zurich and began working for SRF in 1991. Whether in entertainment or cultural programmes - she loves music, people and languages! This also makes her the ideal cast member for our Prix Suisse gala evening.



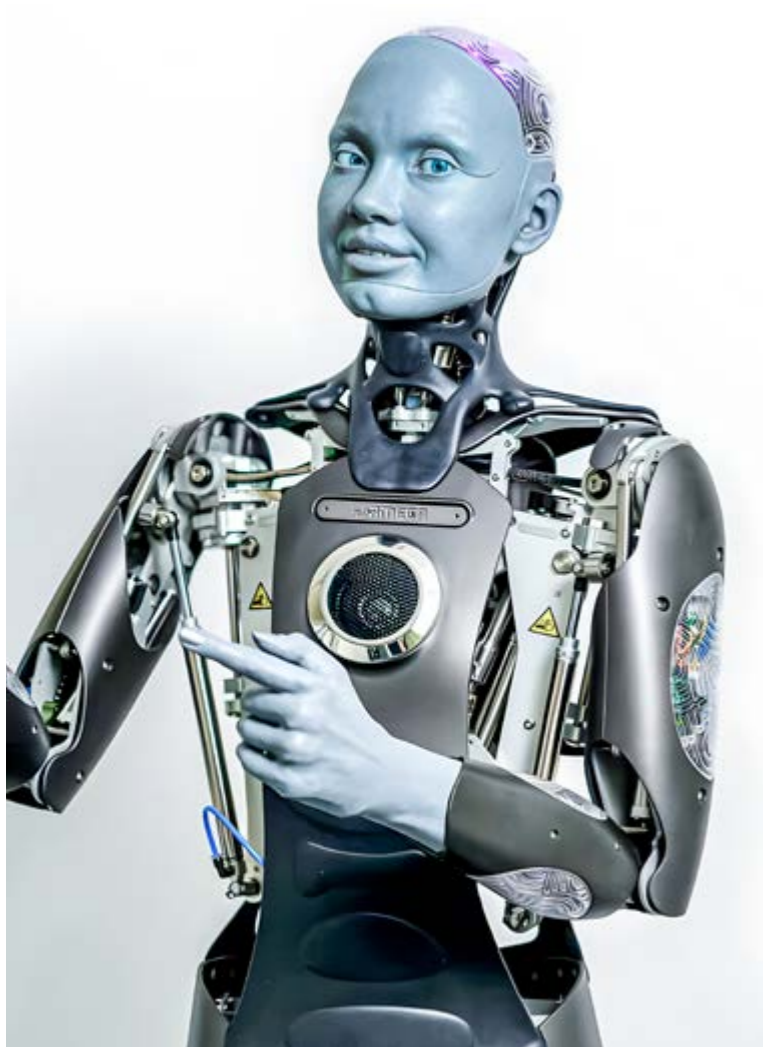
INITIATIVE SCHWEIZ INITIATIVE SUISSE INIZIATIVA SVIZZERA



Fireside Chat | Food for thought

## AMAL CLOONEY

Amal Clooney is an award-winning human rights lawyer who represents victims of genocide and sexual violence, and has helped free journalists arbitrarily detained for their work. She is a Professor of Practice in International Law at Oxford’s Blavatnik School of Government and an Honorary Fellow of St Hugh’s College, Oxford. Amal co-founded the Clooney Foundation for Justice, which provides free legal aid to defend free speech and women’s rights in over 40 countries. Its work has led to dozens of journalists being released and thousands of women receiving legal support to protect their rights, including freedom from abuse and child marriage. In 2022, the Foundation partnered with the Obama Foundation’s Girls Opportunity Alliance and Melinda French Gates to advance gender equality and combat child marriage. It also runs a fellowship for young women lawyers in Africa pursuing careers in human rights.



A look into the future

## WHAT'S NEXT?

How humanoid robots are revolutionising our society

The next decade will bring more technological upheaval than the last century. Artificial intelligence, robotics, virtual reality and biotechnology are merging - and transforming the economy, industry and society. Humanoid robots in particular are on the verge of a breakthrough: not as a threat, but as a partner in everyday life. Thanks to multimodal AI, they communicate with humans, understand language and take on complex tasks.

At the Prix Suisse, we will be presenting the latest humanoid robots - taking a look into a future that has already begun and discussing it with **Prof. Dr. Roland Siegwart**, Robotics specialist at ETH Zurich.



INITIATIVE SCHWEIZ INITIATIVE SUISSE INIZIATIVA SVIZZERA



Federal Councillor

## ALBERT RÖSTI

He has been Head of the Federal Department of the Environment, Transport, Energy and Communications since 1 January 2023

Albert Rösti was born in 1967 and grew up in Kandersteg. He was elected to the Federal Council in the first round of voting on 7 December 2022. He holds a doctorate in technical sciences and is an agronomist engineer and completed an MBA in Bern and Rochester NY. Before his election to the Federal Council, he was the owner of a company active in the fields of public affairs and project management. Albert Rösti was elected to the Swiss Federal Parliament in 2011. He was President of the Swiss People's Party (SVP) from 2016 to 2019. Federal Councillor Rösti will present the Prix Suisse in the field of business to entrepreneur Willy Michel.

## PRIX SUISSE 2025

**The Prix Suisse will be awarded for the fifth time on the evening of 8 November. The winners of the annual award are personalities who have made outstanding contributions to Switzerland in recent years. They are characterised by courage, innovative spirit and creativity.**

Internationally, these people are among the top personalities in their field by international standards. They are role models for today's and future generations. Their work contributes significantly to the success and positive image of Switzerland.

The jury of the Swiss Initiative has nominated Willy Michel for the Prix Suisse 2025. At a festive ceremony, he will be honoured for his outstanding achievements and great services as a visionary, innovator, entrepreneur and patron. The prize will be presented by Federal Councillor Albert Rösti.





■ ■ **PREIS** SCHWEIZ  
■ **PRIX** SUISSE  
**PREMIO** SVIZZERA  
**PREMI** SVIZRA

**Award winner 2025 | Economy**

## WILLY MICHEL

Visionary, innovator, entrepreneur & patron

Willy Michel is a visionary entrepreneur and innovator who fundamentally changed the medical technology industry with his companies Disetronic and Ypsomed. His pioneering work, particularly in the field of insulin delivery, has improved the lives of millions of people worldwide. At the same time, he strengthened Switzerland's position as a leading centre for precision, innovation and excellence in medical technology. Michel has also provided entrepreneurial impetus and left a lasting mark

in other areas such as pharmaceuticals, watchmaking, catering and art. His commitment to diabetes research and to cultural and social projects demonstrates a holistic understanding of responsibility. With courage, strategic vision and innovative strength, he is a role model for cross-generational entrepreneurship - one of the most versatile personalities in the Swiss economy with international appeal.





## DRESSCODE

For the grand gala dinner and the Prix Suisse award ceremony, „**black tie**“ is recommended for men and at least ‘festive attire’ for women. Ladies at least „**festive attire**“ (evening dress) is requested.

## KULINARIK

Look forward to a delicious meal and let us surprise you with our culinary delights. You can inform us of any allergies and intolerances on the registration platform.

Further information about the event and dress code can be found on our website under the following link:

[www.initiative-schweiz.org/en/ps2025](http://www.initiative-schweiz.org/en/ps2025)



# GENERAL INFORMATION

## Registration

You can register or deregister online. Using your personal QR code or registration code, you can quickly and easily register, book a hotel, register your companion, and provide other information on your computer or smartphone.

## Tickets

The exclusive event can only be attended with a personal personal invitation from the Initiative Switzerland. The invitations cannot be transferred.

## VIP-Shuttleservice

VIP shuttles are available for our guests between the city hotels and the Kursaal. Further information is available directly at check-in at the hotel.

## Hotel booking

We have reserved room blocks at the Swissôtel Kursaal, the Bellevue Palace, and the Schweizerhof. You can book your preferred hotel rooms directly at registration or through our secretariat.

## Arrival & parking

The Kursaal Bern and the available hotels are easily accessible by public transport. For those arriving by car, there are various parking garages in Bern or in the immediate vicinity of the hotels.

## Security/protection concept

A safety and security plan for the entire event will be developed and implemented in collaboration with the relevant authorities. If you have any questions, please feel free to contact the organizing team.

## Questions and special requests

If you have any questions or special requests, please contact project manager Sandra Kamber.

**[sk@initiative-schweiz.org](mailto:sk@initiative-schweiz.org)**

**058 521 45 45**



■ ■ PREIS SCHWEIZ  
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