

# VIP Dinner Lausanne

Building together the New  
Lifestyle Innovation Hub of Europe  
in Lausanne

17 March 2026

The Lausanne Palace Hotel

Moderates

Carlo Terreni



Organised by

**DAGORÀ**  
LifeStyle • Innovation • Hub

Dinner supported by

 **canton de  
vaud**  
LIBERTÉ  
ET  
PATRIE

  
**NATZKA**  
Decision Intelligence.

  
Ville de Lausanne

  
**accenture**

# Agenda of the event

**19:00 – 19:10**  
**Welcome**



**Isabelle Moret**

Conseillère d'Etat



**Matteo Emiliani**

CEO



**19:10 – 19:30**  
**Dagorà Lifestyle Innovation Hub**  
**Lausanne Initiative | Presentation of**  
**results and next steps**



**Carlo Terreni**

President



**Arnaud Rossi**

Managing Director and CG&S Industry  
Lead Austria, Switzerland, Germany



**19:30 – 19:45**  
**From Acquisition to Advantage: EF's**  
**Investment in a WorldTour Team**



**Maria Norrman**

President EF Pro Cycling and Global Chief  
of Staff Education First



VIP Dinner | The Lausanne Palace Hotel

17 March 2026

# Institutional Welcome



**Isabelle Moret**

Conseillère d'Etat



Organised by



Dinner supported by



# VIP Dinner

The Lausanne Palace Hotel

17 March 2026



**Matteo Emiliani**

CEO



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Dinner supported by



# Building together the New Lifestyle Innovation Hub of Europe in Lausanne

18 March 2026



SUPPORTED BY



STRATEGIC PARTNER



We are a **membership-based community** designed to inspire innovation, foster collaboration, and facilitate investments in the lifestyle sector



**+130**  
ACTIVE  
MEMBERS

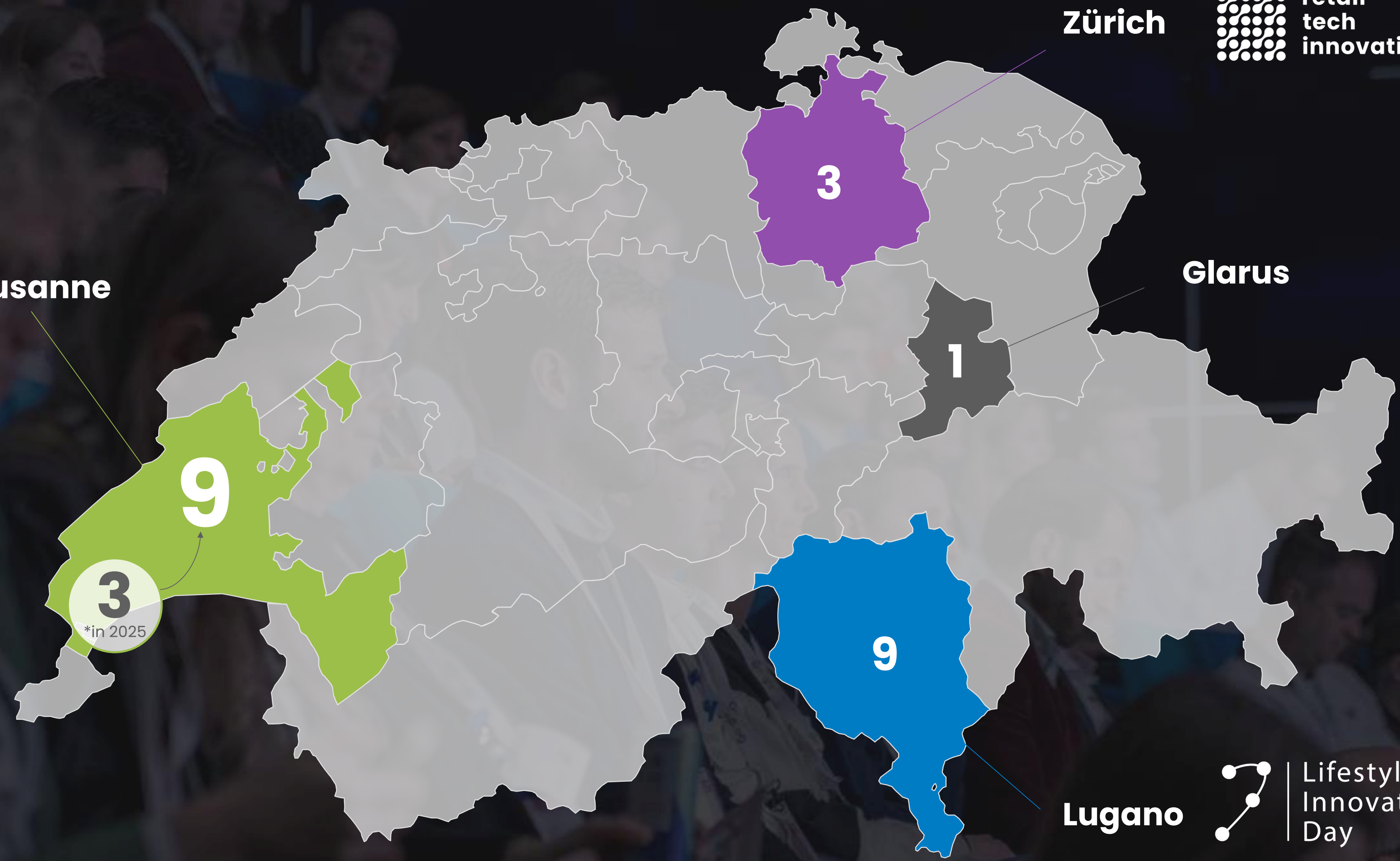
# We connect innovation leaders



# Community Acceleration & University Partnerships



Lausanne



Zürich



Glarus

Lugano



# FASHION TECH HUB LUGANO

In our hubs, **ideas are exchanged**, **skills cultivated**, and **innovation supported**...

...creating lasting **social** and **economic impact**





**17 Nov**  
**2025**  
IMD | *Lausanne*



**350+**  
Attendees

Premier gathering of C-Level executives and industry leaders from the luxury, fashion and lifestyle sector



**160+**  
Brands



**20+**  
Speakers

ORGANIZED BY



STRATEGIC PARTNER



# Some of our past speakers



**Carina  
Porot**

Global  
Sustainability Lead

**IWC**  
SCHAFFHAUSEN



**Eric  
Prissert**

Senior Advisor Strategic  
Purchasing

**AUDEMARS PIGUET**  
*Le Brassus*



**Sylvie Freund-  
Pickavance**

Director Global  
Strategy

  
THE BICESTER  
COLLECTION



**Simone  
Gilbertoni**

Chief Executive  
Officer

CLINIQUE  
LA PRAIRIE  
SWITZERLAND



**Rémy Harari-  
Teyssier**

Head of Digital  
Optimization

**LVMH**



**Marta  
Bevilacqua**

Head of eCommerce  
& Omnichannel

**BOTTEGA VENETA**



**Antoine  
Pin**

Managing Director

**BVLGARI**



**Aurélie  
Darmon**

Chief Marketing  
Officer

**MESSIKA**  
PARIS

# Canton Vaud: Where Global Lifestyle Companies Make Their Home

Many leading lifestyle brands choose **Canton Vaud** as their base, benefiting from its **strategic location** and **business ecosystem**



Givaudan

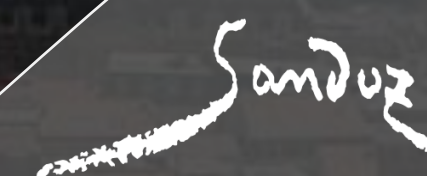


TAG Heuer  
SWISS AVANT-GARDE SINCE 1860



AUDEMARS PIGUET  
Le Brassus

JAEGER-LECOULTRE



FONDATION  
PHILANTHROPIQUE  
FAMILLE SANDOZ



HUBLOT

ALPEOR  
SWITZERLAND



Nestlé

NESPRESSO



PUIG

L'ARTISAN  
DOULCEUR

QOQA

CLINIQUE  
LA PRAIRIE

SWITZERLAND

Breguet  
Depuis 1775

IB  
1735  
BLANCPAIN

GALDERMA  
EST. 1981

logitech

La Maison  
VALMONT

# Canton Vaud: Where Talent Meets Innovation



EPFL

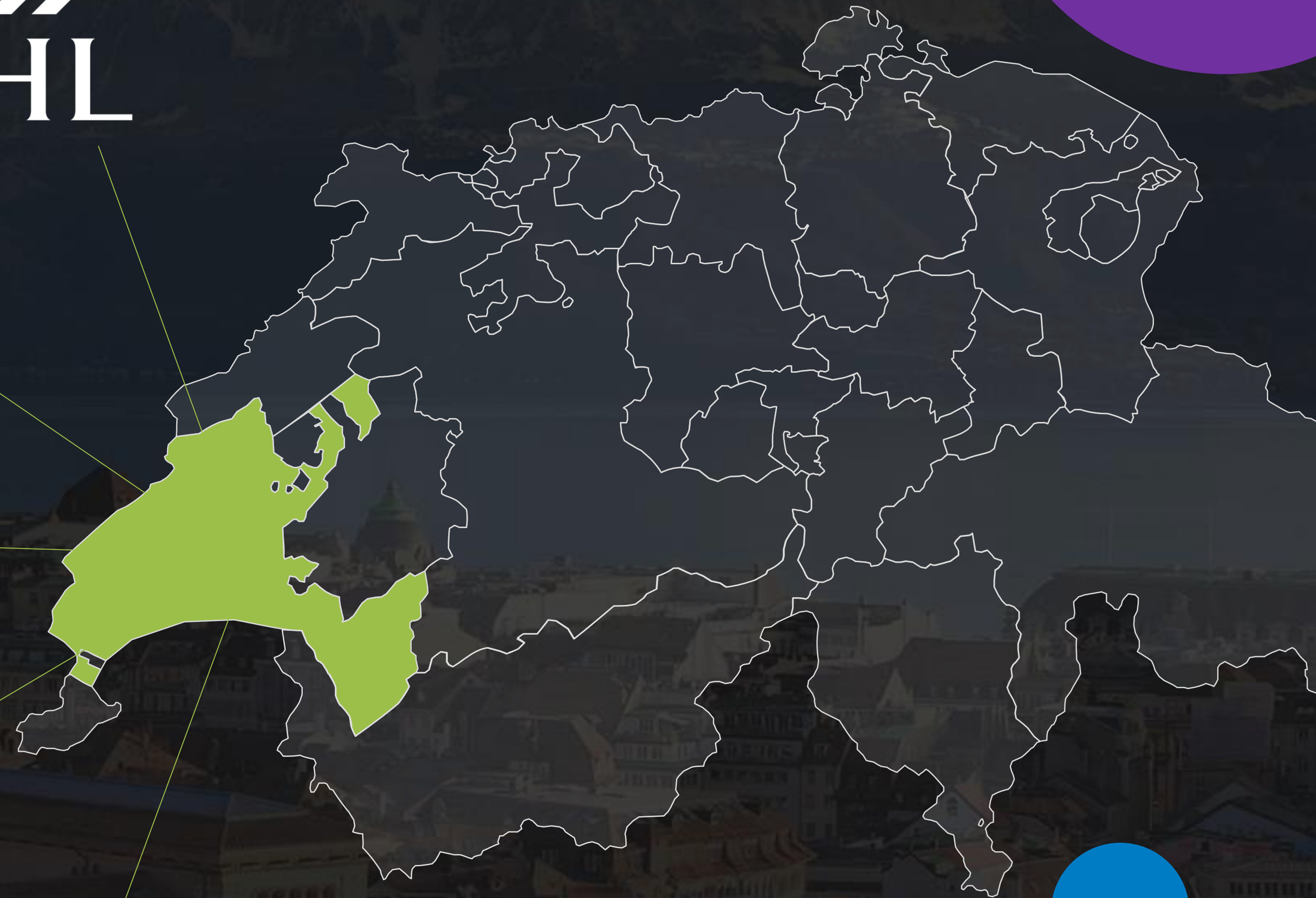
IMD

éc a l



UNIL | Université de Lausanne

Canton Vaud is a hub where **heritage** and **innovation meet**, leveraging **world-class researchers** and **talents**



DAGORÀ  
LifeStyle • Innovation • Hub

# The Lifestyle Innovation Hub Lausanne

## DAGORÀ STRATEGIC INVESTMENT IN CANTON VAUD

Given what we experience in Suisse Romande, we took our decision to expand our presence in Canton Vaud, we have decided to **invest** significantly in the **region**.

We are **planning nine activities** and have **kicked off a feasibility study** to set up an innovation hub in Lausanne.



THANKS TO THE COLLABORATION WITH THE CANTON DE VAUD AND VILLE DE LAUSANNE

VAUD 



Ville de Lausanne

# Stakeholders we are involving in the Hub initiative

## COMPANIES

- Provides access to **tailored programs, networking** events, and **workshops** that accelerate innovation.
- **Companies** can **connect** with startups, scale-ups, corporates, and investors, attract foreign investment to Vaud, and gain support in jobs creation and **talent requirement**.

## INVESTORS

- The Innovation Hub positions Vaud as a magnet for innovators, where businesses thrive, collaborate with academia, and **drive economic growth**.
- It connects to **high-potential startups** and **scale-ups**, early innovation projects, and global **co-investment opportunities**.



## UNIVERSITIES

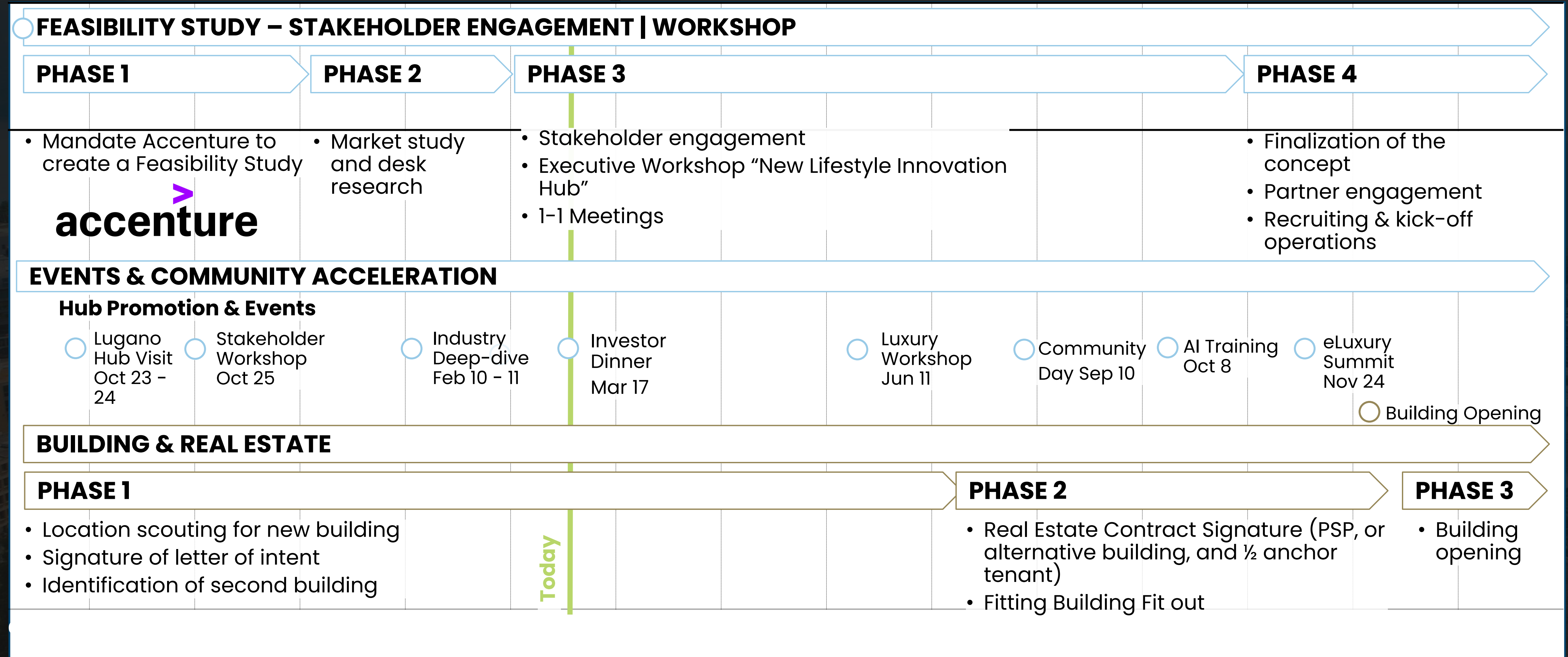
- The Innovation Hub connects **universities** with **companies**, enables **access to public funding**, and launch joint **R&D programs**.
- It facilitates **joint research activities** with industry, strengthens connections, creates talent pipelines, and **accelerates collaborative innovation projects**.

## CANTON VAUD & CITY OF LAUSANNE

- Positioning Vaud as the leading lifestyle Innovation Hub strengthens its **global visibility** and **attractiveness**.
- Highlighting local industry strengths builds a **competitive ecosystem**.
- Financing Innovation Hub generates **lasting economic impact** and **international reach**.

# We have defined a clear plan to conceive, setup and scale the Hub

## PLANNING



# We benefit of an extraordinary Community to shape the future of the New Lifestyle Innovation Hub In Lausanne

EXECUTIVE WORKSHOP – LAUSANNE, 25  
NOVEMBER 2025



STRATEGIC PARTNERS



Ville de Lausanne



LifeStyle • Innovation • Hub

# Executive Workshop & Feasibility Study

Results Presentation

17 March 2026



**Arnaud Rossi**

Managing Director and CG&S Industry  
Lead Austria, Switzerland, Germany



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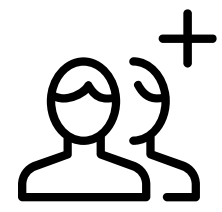




# 03. What Next

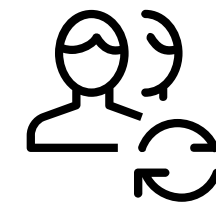
## Translating workshop results into action

1.



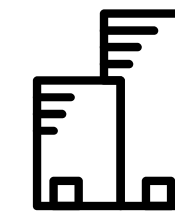
Onboard New Dagorà members in Swiss Romand part of the Lifestyle Innovation Hub and keep Community building through events & Innovation Activities

2.



One-to-One Meetings with local universities to identify way of collaborations

3.

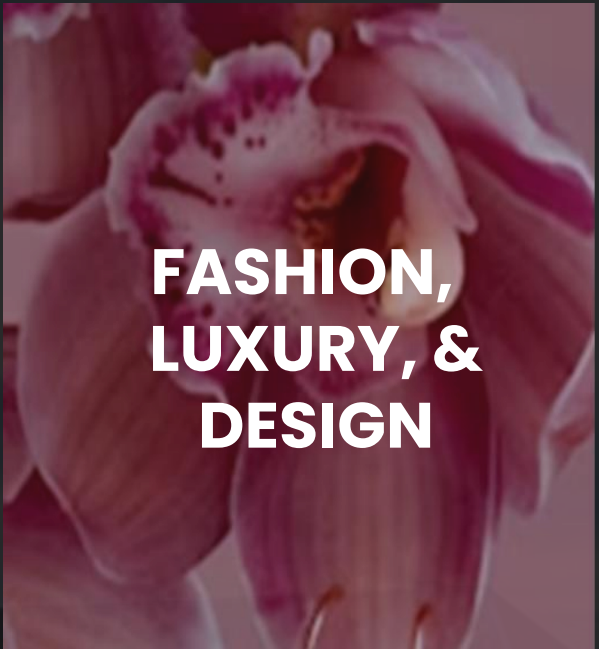


**Secure central building in Lausanne & anchor tenants**

# Dagorà Members based in Suisse Romande



TECH



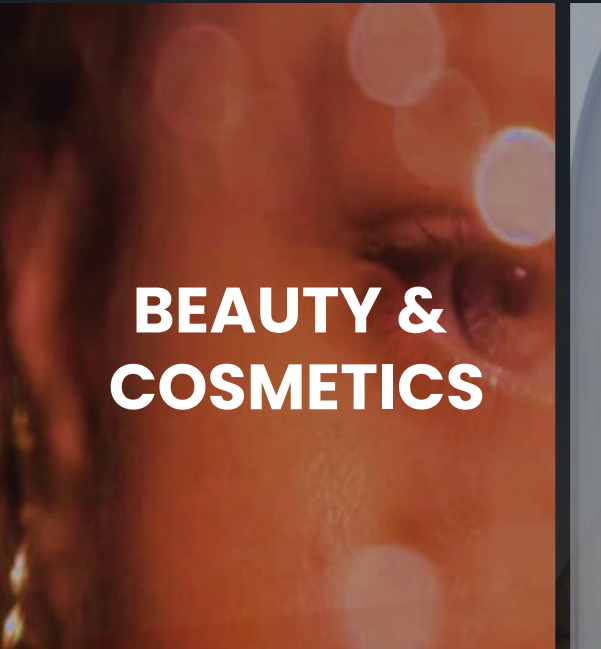
FASHION,  
LUXURY, &  
DESIGN



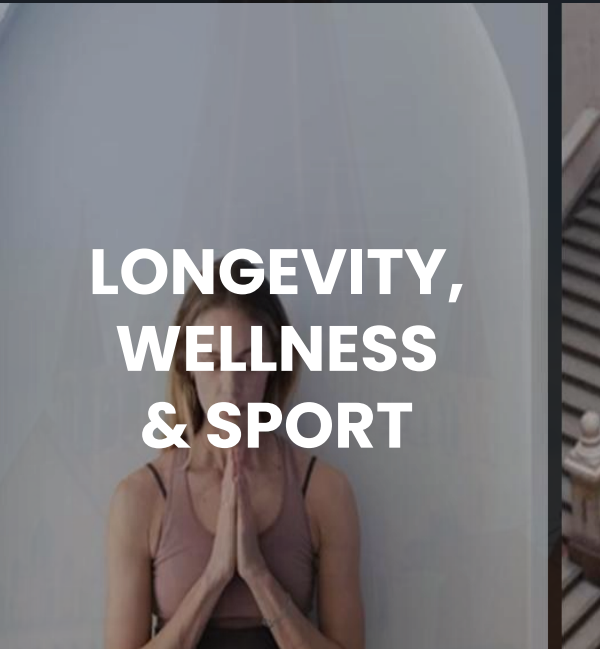
TRAVEL &  
HOSPITALITY



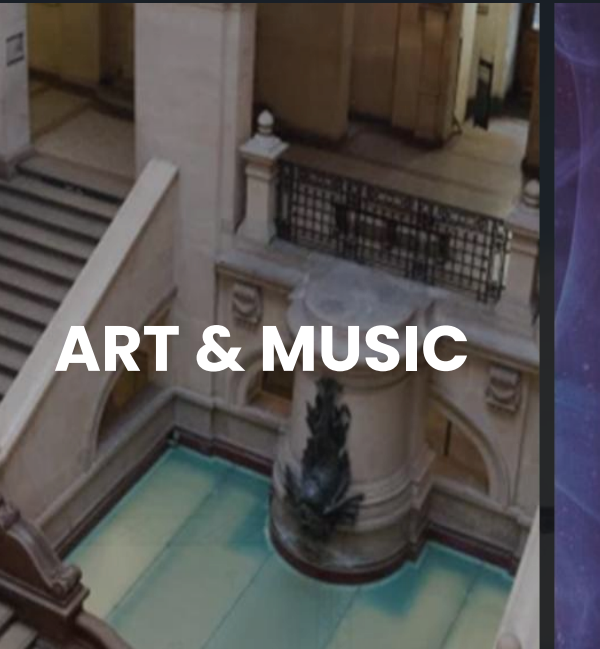
FOOD &  
BEVERAGE



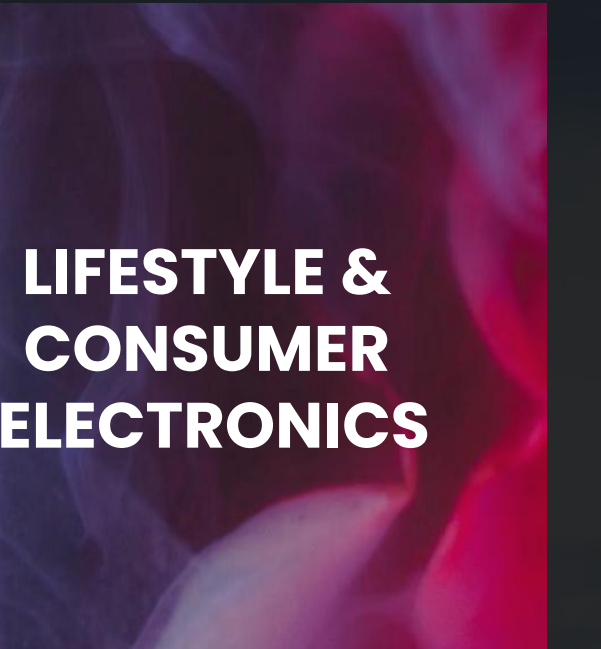
BEAUTY &  
COSMETICS



LONGEVITY,  
WELLNESS  
& SPORT



ART & MUSIC



LIFESTYLE &  
CONSUMER  
ELECTRONICS



# Investor Dinner

17 Mar 2026  
@Lausanne,  
Hotel Palace



**WORKSHOP FINDINGS & RESULTS PRESENTATION**



# Industry Deep Dive Luxury Innovation

*DINNER & 1 TO 1 MEETING*

10 Feb 2026  
@Lausanne

*EVENT DAY*

11 Feb 2026  
@EHL, Lausanne



**Francesco Bottigliero**

Chief of Humanistic  
Technology



**Angela Au-Yeung**

International Innovation  
Director



**Matteo Atti**

Global  
CMO



**Sophie Van Guillon**

Chief Executive Officer



**Marcello Messina**

Worldwide Head of Global  
E-Business Director



**Anna Maria Rugarli**

Board Member



# Community Day Audemars Piguet

23 April 2026  
@Le Brassus



# Community Day Laurastar

1 June 2026  
@Châtel-Saint-Denis



**Julie Monney**  
Co-CEO, Laurastar



# Workshop AI in Luxury

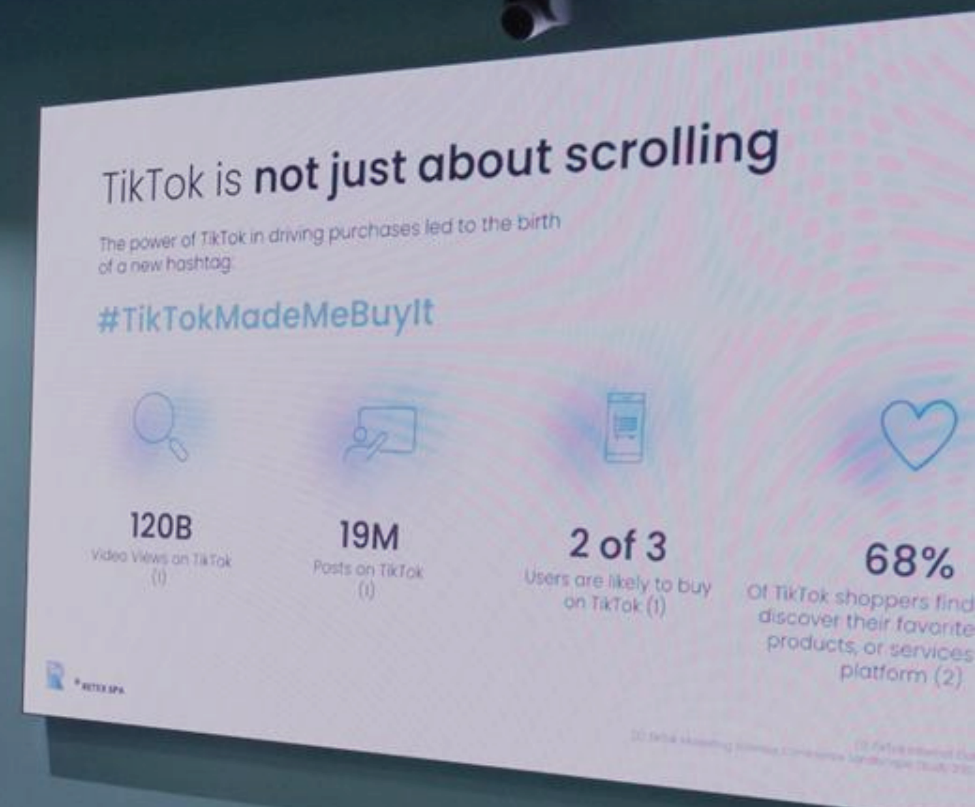
11 Jun 2026  
@Lausanne



# AI Training for the Luxury Industry\*

9 Sept 2026  
@Lausanne  
& Hybrid

\*Professors from Academia to be identified



# Co-Creation workshop IB #2

1 Oct 2026 (TBC)  
@EPFL

# Pitch Day #2

26 Nov 2026  
@EPFL



#2 CALL FOR CHALLENGES TOPICS

SPORTS, WELLBEING, TECH & LUXURY INNOVATION

TO BE AWARDED 5 INNOVATION TEAMS  
(UNIVERSITY + BUSINESS PARTNER) FOR A TOTAL  
OF ABOUT CHF 150K

## CURRENTLY INVOLVED



Sanja Kordic



Simone Pulzato



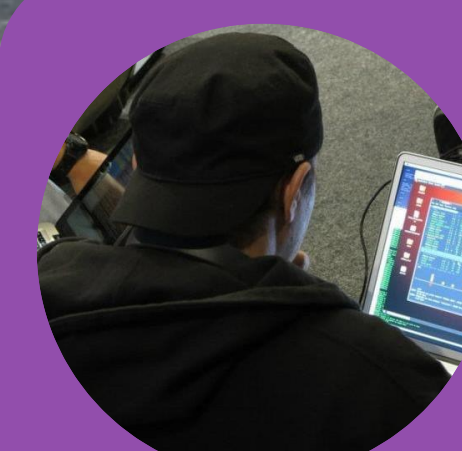
Ioannes Bry



Pascal Guilbert



Pascal Guilbert



Patrick Jaggi



Thierry Vial



Lydia Schmeink



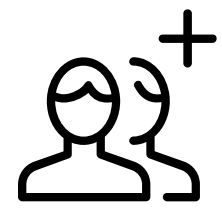
# eLuxury Summit

24 Nov 2026  
@IMD



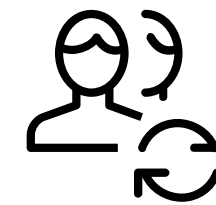
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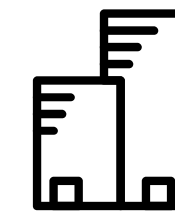
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2.



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**Secure central building in Lausanne & anchor tenants**

# Scouting for the New Innovation Hub Building

## A MUST-HAVE REQUIREMENTS

- Approx. 4,000 sqm total surface
- Lowest number of floors as possible
- Max 10–15 minutes walk from train station
- Integrated event and F&B; spaces

## B NICE-TO-HAVE FEATURES

- Covered parking (20–50)
- Large outdoor terrace
- Representative / iconic building
- External branding opportunities



# Would you like to join the New Lifestyle Innovation Hub initiative?



**Carlo TERRENI**

President at Dagorà Lifestyle Innovation Hub

[carlo.terreni@dagora.ch](mailto:carlo.terreni@dagora.ch)

Mobile: +41 79 376 62 38

# THANK YOU

