

Media release

Cyber Security and Smart City: BERNEXO GROUPE strengthens Congress Hub Bern with new formats

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This year, the BERNEXPO site will host the Swiss Cyber Security Days, the Swiss edition of Last Mile City Logistics, and Suisse Public SMART. With these events, BERNEXPO GROUPE aims to establish itself as the leading platform for cyber security and smart city and further strengthen the idea of the Congress Hub Bern.

From 20 to 21 September 2023, the **Swiss Cyber Security Days** will focus on current and future cyber security solutions. They will connect national and international opinion leaders and build a bridge between technology and society. For the implementation, BERNEXPO GROUPE is partnering with Dreamlab Technologies, a Bern-based company that has been developing security solutions for IT infrastructures for 20 years. "BERNEXPO GROUPE aims to become the leading platform for the highly topical issue of cyber security in the coming years. Our cooperation with Dreamlab, a pioneer in information security, is an important step in this direction", explains **Tom Winter, CEO of BERNEXPO GROUPE**. "With numerous international projects and continuous research, Dreamlab Technologies has extensive expertise in defending against cyberthreats. Together with BERNEXPO GROUPE, we are now incorporating this know-how into a unique congress", says **Nicolas Mayencourt, Founder and Global CEO of Dreamlab Technologies**.

Platform for the Smart City megatrend

From 6 to 9 June 2023, **Suisse Public SMART** will focus on the theme of Smart City: As part of the established Suisse Public, the leading Swiss trade fair for the public sector, the aim of Suisse Public SMART is to support municipalities and cities in further developing and securing municipal infrastructures with the help of digitalisation. In addition, BERNEXPO GROUPE, in cooperation with HINTE Expo & Conference, is creating an offshoot of the hybrid format **Last Mile City Logistics**, which celebrated its premiere in Berlin in 2022 and will be held again in the German capital in 2023. The Swiss premiere will take place on 15 November 2023 on the BERNEXPO site.

Strengthening the Congress Hub Bern

“With the Swiss Cyber Security Days, Last Mile City Logistics and Suisse Public SMART, we have three congress and event formats in our portfolio in 2023 that are highly relevant for politics and business and further strengthen the vision of the Congress Hub Bern”, explains Tom Winter. The aim of the Congress Hub Bern, which BERNEXPO GROUPE launched in January together with Bern Welcome AG and Kursaal AG, is to bring existing and new congress formats to Bern and thus generate sustainable added value for the entire region in every respect.

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About BERNEXPO GROUPE

BERNEXPO GROUPE, a live marketing company, stages more than 30 proprietary and guest exhibitions, over 300 congresses and specialist events, as well as event engagements of all sizes every year – either in person or in hybrid or virtual form. BERNEXPO GROUPE’s live communication approach produces eventful moments, creates space for encounters and offers innovative platforms. The BERNEXPO site is one of the largest exhibition premises in Switzerland: Six exhibition halls in two building complexes have a total of around 40,000 m² of event space and 100,000 m² of outdoor areas. The opening of the Neue Festhalle in 2025 will expand the range of events in the Swiss capital. BERNEXPO GROUPE has a staff of around 100 employees. It achieves gross added value of around CHF 260 million, making the company an important economic driver for the city and region of Bern, as well as a familiar name throughout Switzerland.