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Annual Swiss Days at the Woodrow Wilson Center

by *C. Naseer Ahmad*

Since 1864, Geneva has played an important role in international affairs in modern history. The city is also famous for the set of rules known as the “*Geneva Conventions*.”¹ It is also the birthplace of Henri Dunant,² the co-founder of Red Cross,³ who received the first Nobel Peace Prize in 1901. Dunant played a significant role in the First Geneva Convention, as he was in charge of accommodating the attendees.

Geneva and the Legacy of President Woodrow Wilson

As a city, Geneva occupied the distinction as the common ground for international negotiations, resolving disputes, and devising mechanisms for solving problems confronting humanity. After World War I ended, there was a dire need for peace, and to have a mechanism to prevent armed conflict between nations. The quest for peace led to the creation of the League of Nations.⁴ Geneva became the seat of this international organization which remained in existence until new international order broke down again due to World War II.

Following the end of World War II, New York became the city to host the United Nations (UN), but Geneva continues to have a role

¹ <https://www.icrc.org/en/war-and-law/treaties-customary-law/geneva-conventions>

² <https://www.nobelprize.org/prizes/peace/1901/dunant/biographical/>

³ <https://www.history.com/topics/19th-century/red-cross>

⁴ <https://www.history.com/topics/world-war-i/league-of-nations>



Palais Wilson

in international affairs where many UN organizations have their central offices. Geneva's relevance in international affairs is now more apparent with the lead role that the World Health Organization (WHO) is promoting and ensuring public health, such as the current Coronavirus pandemic spreading throughout the world.

Palais Wilson, which was the headquarters of the League of Nations until its dissolution, is currently the headquarters for the Office of the United Nations High Commissioner for Human Rights.⁵ The building was named for U.S President Woodrow Wilson whose Fourteen Points⁶ speech—delivered to the joint session of Congress on January 8, 1918—outlined the vision for a “*stable, long-lasting peace in Europe and which became the inspiration for the creation of the League of Nations.*”

Before it was named Palais Wilson, the five-story and 225-room building by Lake Geneva was originally constructed in 1873/75 as Hôtel

⁵ https://en.wikipedia.org/wiki/Office_of_the_United_Nations_High_Commissioner_for_Human_Rights

⁶ <https://www.history.com/this-day-in-history/wilson-delivers-fourteen-points-speech>

National. President Wilson's name looms large in Switzerland because of his leadership and his quest for peace. Quai Wilson is the name of the road that runs along the north shore of Lac Lemman from the jetty (Jetee des Paquis) in Geneva, Switzerland. Hotel President Wilson is another major landmark in Geneva. Guests can view the Swiss Alps from this hotel's Royal Penthouse Suite on the eighth floor where heads of state including former President Bill Clinton and Soviet Leader Mikhail Gorbachev stayed overnight.

President Woodrow Wilson is the only U.S. President to have earned a PhD. His reformist agenda brought him to the White House. In 1919, he received the Nobel Peace Prize for his efforts—“*Covenant of the League of Nations in the Treaty of Versailles.*”⁷ President Wilson was an advocate for democracy and world peace. He is often ranked by historians as one of the nation's greatest presidents.



President Woodrow Wilson

A Brief Introduction of the Wilson Center

In the United States, the presidential library system consists of a nationwide network of thirteen libraries that are administered by the Office of Presidential Libraries, part of the National Archives and Record Administration (NARA).⁸ These libraries contain records and historical materials for every U.S. president—from Herbert Hoover to George W. Bush.

However, at the time of President Wilson, the presidential library system was not established causing a serious gap. To fulfill this gap, the U.S. Congress decided to build the Wilson Center in 1968

⁷ <https://www.history.com/topics/us-presidents/woodrow-wilson>

⁸ https://en.wikipedia.org/wiki/Presidential_library

around the fiftieth anniversary of the Fourteen Points. It is a think tank for International Scholars—a research site in memory of President Wilson.

Today, with its national programs, the Kennan and Kissinger Institute, the Wilson Center is one of the ten leading think tanks in the world—keeping President Wilson’s memory and legacy alive. Centrally located in downtown Washington D.C. on a property which served as a parking lot for many years before the construction of the Ronald Reagan Building, the Wilson Center is a stage for ideas at the center of power.

Interestingly, the Wilson Center is located in the Ronald Reagan Building, near the monumental National Mall in the heart of Washington D.C. The building is named after U.S. President Ronald Reagan who incidentally held his first summit with the Soviet Leader Gorbachev in Geneva, Switzerland, in 1985.⁹

Many people might not know that like the great museums of the American capital, the Wilson Center is part of the Smithsonian Institution. However, the Wilson Center operates quite differently. It has its own board of trustees whose members are appointed by the U.S. president. As a think tank, the Wilson Center is independent of political party orientation and free from the grip of powerful interest groups.

“Due to the quality of the intellectual work and Wilson Center’s proximity to decision-makers, this independent think tank becomes an excellent partner institution for international dialogue and exchange of ideas,” recalls Dr. Martin Dahinden, former Swiss Ambassador to the U.S.¹⁰ The idea of a partnership for a fruitful exchange is a natural outcome of the long established respect for President Wilson in Switzerland.

Visionary Leaders Behind the Launch of the Annual Swiss Days

Annual Swiss Days—launched in 2015 as a series of annual seminars—at the Wilson Center could be considered the brainchild of

⁹ <https://www.atomicheritage.org/history/reagan-and-gorbachev-geneva-summit>

¹⁰ Summarization of Dr. Dahinden’s comments translated into English from Swiss German in “Europäische Idee und Integration—mittendrin und nicht dabei? Liber amicorum für Andreas Kellerhals.”

Professor Andreas Kellerhals, Director, EuropaInstitut at the University of Zurich. Year after year, the Swiss Days help further the dialogue and focus on some of the important topics drawing the attention of policy makers and intellectuals in Washington and around the country. These events are well attended and provide the opportunity to highlight the long-standing strong ties between the U.S. and Switzerland. They also illuminate the role many Swiss companies are playing in the U.S. and global economy.



Dr. Andreas Kellerhals

Dr. Kellerhals is a dynamic leader and educator in Switzerland. His lectures at the University of Zurich among other things offer “*an introduction and an overview of the most important business law regulations in the United States.*” Through his courses, he provides an introduction to the U.S.-American legal system and the most important “players,” individual areas of business law in depth, and provides a comparative analysis of the E.U. and Swiss rules. He is a gifted leader who involves U.S. lawyers according to the subject under discussion.

An example of Dr. Kellerhals' wide experience and resourcefulness is the exchange program between the University of Miami and the University of Zurich. This program "*enables students from both universities to gain an understanding of each other's legal cultures and norms through professional and social exchange. The students deal in depth with comparative legal topics of international business law and present their findings in English. In addition, students have an opportunity to meet with colleagues from the U.S.*"¹¹

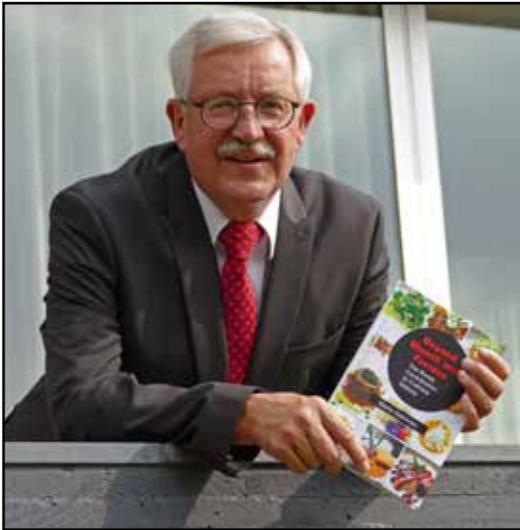
In addition to the high regard for and the legacy of President Wilson, the deep-rooted connections between the U.S. and Switzerland as well as the sizable foreign direct investment in the U.S. by Swiss multi-national companies, all provided a basis for the launching of the Swiss Days at the Woodrow Wilson. But things and events do not occur without some committed visionaries. The visionaries also need something important, i.e. synergy.

Fortunately, the right leaders were in positions of authority who provided the needed support for the vision of Dr. Kellerhals to bring together Swiss personalities with professional experience on the topics selected for each Swiss Day at the Wilson Center since 2014. Dr. Dahinden had arrived only a few months earlier as Switzerland's representative in Washington. Through his soft spoken demeanor, but yet a highly effective approach, Dr. Dahinden quickly made a lot of friends and built upon the goodwill for Switzerland developed by his predecessors such as Ambassador Manuel Sager. In those days, the Wilson Center was led by former Congresswoman Jane Harman, a towering figure in American politics. Having spent some time early in her career, she was familiar with Switzerland.

The synergy and brilliance of Dr. Kellerhals made the Annual Swiss Days a meeting place for people with specific area of expertise and the stature in Washington. The topics prepared by Dr. Kellerhals and his colleagues in coordination with the Wilson Center attracted a motivated audience who not only yearned to learn from the speakers, but also to challenge them with interesting questions.

¹¹ <https://www.ius.uzh.ch/de/staff/adjunct-professors/tit-kellerhals/Lehrveranstaltung/miami.html>

The broad range of topics has been quite impressive since the inception of the Annual Swiss Days in January 2015 when it began with discussions on security issues in Europe. Later that year in November 2015, the role of central banks in a globalized world was discussed by leading experts. A year later in November 2016, strategies to prevent violent extremism was explored. In November 2017, the opportunities and challenges of foreign direct investment in the United States. In May 2018, the Annual Swiss Day focused on the “future of the war and the associated challenges for humanitarian actors.” Last year, in June 2019, the Annual Swiss Day was focused on “Brittle Boundaries: Creating Connective Cyber Security Defense.”



Dr. Martin Dahinden

Discussing the Swiss Days, Dr. Dahinden said: “*Since the beginning, the Swiss Days have also included a raclette evening at the Swiss Residence, where discussions are often held until late in the evening. An exclusive highlight is the food in a small circle with outstanding representatives of American law. Some of these encounters have remained unforgettable for me, such as the discussion with Justice Scalia, the legendary and quick-witted Conservative, whose surprising death led to a long and intense debate over the renewal and future direction of the Supreme Court. Exciting and impressive*



Photograph from an Annual Swiss Day at the Wilson Center.

were the meetings with Justice Ruth Bader Ginsburg, an iconic figure in the U.S., or Justice Anthony Kennedy appointed by President Reagan and who often plays a key role in the Supreme Court's rulings today.”¹²

* * * *

As a matter of historical record, it is useful to provide a brief overview¹³ by providing the themes of the Swiss Days at the Wilson Center, the speakers and some biographical information.

¹²Dr. Dahinden's comments translated into English from Swiss German in "Europäische Idee und Integration—mittendrin und nicht dabei? Liber amicorum für Andreas Kellerhals."

¹³Source: The Wilson Center



Annual Swiss Day—“Security Challenges in Europe in 2015” —January 2015

This event served as the official launch of the Global Europe Program’s Swiss Fellowship Program, in partnership with the EuropaInstitut at the University of Zurich. The event was also co-sponsored with the EuropaInstitut.

The discussion took a broad view of European security challenges in 2015. There was a particular emphasis on the priorities of the Swiss Chairmanship of the Organization for Security and Cooperation in Europe (OSCE), particularly in Ukraine and what remained to be done following the transition to Serbian Chairmanship.

The following is the list of speakers for this event in January 2015:

- Jane Harman, Director, President and CEO, Wilson Center

- Dr. Martin Dahinden, former Ambassador of Switzerland to the U.S.
- John Milton Cooper, Global Fellow, former Public Policy Scholar, former Senior Scholar Professor Emeritus, University of Wisconsin
- Dr. Kellerhals, Global Fellow, Director, EuropaInstitut at the University of Zurich
- Vladimir Jovičić, Charge d’Affaires, Embassy of the Republic of Serbia to the United States
- Ambassador Oleksandr Chalyi, President, Grant Thornton Ukraine
- Maxim Trudolyubov, Senior Advisor; Editor-in-Chief, Russia File, Editor-at-Large, *Vedomosti Daily*

Second Annual Swiss Day—“Can Central Banks Save the Global Economy?”—November 2015

This event focused on the ongoing collaboration of the Wilson Center’s Global Europe Program and the EuropaInstitut at the University of Zurich. The event was also cosponsored by the EuropaInstitut at the University of Zurich.

The discussion addressed the key issue then—and all of a sudden the Coronavirus that has brought attention again to—the global economic crisis highlighting the importance of central banks in preventing economic collapse and restoring growth while maintaining financial stability. Central banks had responded with innovative policies to address these challenges. At the same time, fiscal authorities in many countries were tightly constrained. Thus, either explicitly or implicitly, many governments were ceding macroeconomic policy authority to their central banks. Discussion revolved around the sustainability of the process, and the coordination of policy and national objectives provided by the U.S. and European perspectives.

The following is the list of speakers for the November 2015 event:

- Dr. Martin Dahinden, former Ambassador of Switzerland to the U.S.

- Meg Lundsager, Public Policy Fellow, Former U.S. Executive Director and Alternate Executive Director, International Monetary Fund
- Jean-Pierre Danthine, Former Vice President, Swiss National Bank
- Laurence Meyer, Former U.S Federal Reserve System Governor
- Athanasios Orphanides, Professor, Sloan School of Management, MIT, Former Governor of the Central Bank of Cyprus; former member of the Governing Council of the European Central Bank
- Greg Ip, Former Public Policy Scholar, U.S Economics Editor, *The Economist*

Third Annual Swiss Day—“Transatlantic Perspective in Fighting Violent Extremism: Challenges and Strategies”—November 2016

The Wilson Center noted that this event was held in cooperation with the Embassy of Switzerland in the U.S. This was another example of the leadership of Ambassador Dahinden, who along with Dr. Kellerhals gave introductory remarks before the experts made their presentations.

During the discussion, the panelists explored and discussed the role of the GCERF (Global Community Engagement and Resilience Fund) in bringing together governments, civil society, and the private sector to address violent extremism and its main drives; also looking into broader international setting in which preventing violent extremism and extremist activities take place as well as discuss the best ways to go forward to coordinate international efforts.

The following is the list of speakers for the event in November 2016:

- Stephen Husy, Ambassador at Large for International Counter Terrorism, Swiss Federal Department of Foreign Affairs

- Khalid Koser, Executive Director, Global Community Engagement and Resilience Fund
- Jytte Klausen, Wilson Center Fellow and Lawrence A. Wien Professor of International Cooperation, Brandeis University
- Lorenzo G. Vidino, Director, Program on Extremism, George Washington University Center for Cyber and Homeland Security

Fourth Annual Swiss Day—“Foreign Investment in the United States: Challenges and Opportunities”—November 2017

As with the previous year’s event, this event was held in cooperation with the Embassy of Switzerland in the U.S. and the EuropaInstitut at the University of Zurich. Ambassador Dahinden and Dr. Kellerhals gave introductory remarks before the experts presented their views.

The discussion revolved around the opportunities and challenges of foreign investors in the U.S. with a special focus given to Switzerland as the sixth largest investor in the U.S.

The following is the list of speakers for this event in November 2017:

- Dr. Robert S. Litwak, Senior Vice President and Director of International Security Studies
- Dr. Andreas Kellerhals, Global Fellow, Director, EuropaInstitut at the University of Zurich
- Dr. Martin Dahinden, former Ambassador of Switzerland to the U.S.
- Jim Creevy, Vice President of Government Relations, ABB
- Anne McKinney, Director, Investment Services, SelectUSA-U.S. Department of Commerce
- Nancy McLernon, CEO, Organization for Internal Investment (OFII)

Fifth Annual Swiss Day—“The Future of War and Challenges for Humanitarians – featuring the President of ICRC (International Committee of the Red Cross)”—May 2018

As with prior years, this event was held in cooperation with the Embassy of Switzerland in the U.S. and the EuropaInstitut at the University of Zurich.

During the discussion, Peter Maurer, President, International Committee of the Red Cross, discussed some of the major future challenges for humanitarian relief and the rules of war.

The following is the list of speakers for this event in May 2018:

- Jane Harman, Director, President and CEO at the Wilson Center
- Dr. Andreas Kellerhals, Director, EuropaInstitut at the University of Zurich
- Dr. Martin Dahinden, former Ambassador of Switzerland to the U.S.
- Peter Maurer, President, International Committee of the Red Cross

Sixth Annual Swiss Day—“Brittle Boundaries: Creating Connective Cyber Security Defense”—June 2019

This event, like in the previous years, was held in cooperation with the Embassy of Switzerland in the U.S. and the Europa Institut at the University of Zurich.

During the discussion, the assembled experts discussed the state of cyber threats, especially to critical infrastructure and options for building a global collective defense. The cyber security threat environment can be characterized by independent actions with “brittle boundaries.”

The following is the list of speakers for this event in June 2019:

- Dr. Robert S. Litwak, Senior Vice President and Director of International Security Studies
- Dr. Martin Dahinden, former Ambassador of Switzerland to the U.S.
- Dr. Andreas Kellerhals, Director, EuropaInstitut at the University of Zurich
- Andre Kudelski, CEO, Kudelski Group
- Evan Wolff, Global Fellow, Partner, Crowell & Moring
- Paige Adams, Group Chief Information Security Officer, Zurich Insurance Group

* * * *

The following part of this article provides some contextual information about some of the Swiss Days events at the Wilson Center:

- Foreign Investment in the United States: Challenges and Opportunities
- The future of War and Challenges for Humanitarians
- Creating Collective Cyber Security Defense in Challenging Times

Foreign Investment in the United States: Challenges and Opportunities

While the stock market, particularly in the U.S., had been on a tear in 2017, significant anxiety exists in the United States which is perhaps created by the coarse nature of political discourse in the country. In this divided political environment, some words like “foreign,” “global,” and “multi-lateral” started to carry negative connotations.

During the Fourth Annual Swiss Day, the Wilson Center in cooperation with the EuropaInstitut, held a special event to discuss “*Foreign Direct Investment: Challenges and Opportunities*.” The distinguished panel—moderated by Dr. Kent Hughes, Wilson Center Public Policy Fellow, featured Dr. Robert Litwak, Senior Vice President, Wilson Center; former Swiss Ambassador Martin Dahinden; Professor

Andreas Kellerhals, EuropaInstitut, University of Zurich; Jim Creevy, Vice-President, ABB; Anne McKinney, Director, Investment Services SelectUSA, U.S. Department of Commerce; and Nancy McLernon, CEO, Organization for International Investments—provided some excellent food for thought and sound arguments. With lucid arguments, the panelists made a sincere effort to dispel wrong perceptions and educate the public with verifiable statistics.

“*Switzerland’s Economic Footprint in the United States—Creating Jobs and Supporting the U.S. Economy*” was a most impressive document available to the conference participants. This document was based on data made available by the U.S. Department of Commerce’ Bureau of Economic Analysis. Using this data, Ambassador Dahinden mentioned that the Swiss direct investments resulted in the creation of jobs in all 50 states in the U.S. Furthermore, the average salary of \$103,200 in the jobs created by Swiss companies ranks top in the large investing countries.

China’s meteoric rise from the rough and tumble days of the Cultural Revolution to the economic *juggernaut* has everyone on the edge of their seats these days. Nancy McLernon reminded the audience of almost similar fears created by the rapid growth of the Japanese economy. Citing the benefits of foreign direct investment, McLernon mentioned that the cosmetic giant L’Oreal, the largest manufacturing plant in the world, is located in Arkansas—not France. Furthermore, she informed that the plant is solar powered with “zero waste”—an additional ecological highpoint.

“*Success in the U.S. can help ensure success globally,*” said Anne McKinney while discussing SelectUSA and reaffirming that the U.S. remains the land of opportunity. “*Our communities and economy benefit from the investment,*” she added.

Underscoring the optimistic view about the U.S., both Dr. Dahinden and Jim Creevy mentioned that the Swiss multinational corporation Asea Brown Boveri (ABB) has made U.S. the hub for global research and development (R&D). These speakers noted that the investments are primarily driven because of the attractiveness of the market and the innovations at breakneck speed. Creevy mentioned

that ABB is in touch with the communities that the company works in and invests in its people.

Speakers at this conference recognized that in the rapidly changing economy, the workforce would benefit if it were flexible and willing to adapt. This means that to take advantage of the cross-border investments, workers should be willing to switch careers with technological innovations and market demands. Prosperity will follow when workers continue to make themselves attractive to the cross-border companies investing in America.

The Future of War and Challenges for Humanitarians

There is a general recognition that changes in technology landscape, and world events present a host of challenges. Humanitarians who play a critical role in helping bad situations from getting worse face increasingly daunting challenges.

During this seminar, everyone in the distinguished list of speakers had something to contribute with their words, prior experience, and questions answered. The seminar highlighted the unique role that Switzerland plays in world affairs, because the country is the birthplace of the International Committee of the Red Cross, as well as many other platforms that help humanity.

It is helpful to understand what it means to be a professional humanitarian in order to discuss the future of war and the challenges for humanitarians, *The Journal of Humanitarian Assistance* at Tufts University¹⁴ while explaining the roots of humanitarianism does highlight three traditions: (1) private charity and caring for those who suffer, (2) provision of relief to alleviate hardship after and during war, and (3) to act in a neutral way and not to seek to affect the outcome of the fighting.

The roots of these traditions are traced back to Henri Dunant who, as mentioned earlier in this article, was the key Swiss personal-

¹¹ <https://www.ius.uzh.ch/de/staff/adjunct-professors/tit-kellerhals/Lehrveranstaltung/miami.html>

ity motivated to relieve human suffering during armed conflicts. These traditions have found roots across the ocean. For example, Clara Barton—founder of the American Red Cross—who risked her life to bring supplants relief to the soldiers in the field during the Civil War. Florence Nightingale, inheriting a liberal-humanitarian outlook from both sides of her family—became an icon in the persona of “*The Lady with the Lamp*” making rounds of care for the wounded soldiers at night during the Crimean War.

The cries of human suffering found a voice in modern times during the Balkan Wars. “*The Cellist of Sarajevo*” by Steven Galloway focused on the struggle to maintain humanity in an inhuman place.

The Balkan Wars, as well as many ongoing tragedies like the carnage in Congo, remind us of the quotation of Albert Einstein in the “*Cellist of Sarajevo*”: “*We cannot despair of humanity, since we ourselves are human beings.*”

From this perspective, Dr. Dahinden brought hands-on experience with his prior role as Director of the Geneva Center for Demining.

Peter Maurer, President, International Committee of the Red Cross since 2012, and the keynote speaker, brought deep insights into the discussion with his vast experience in diplomacy as well as humanitarian relief which include being elected as Chairman of the Burundi Configuration of the U.N. Peace Building Commission. Describing the changing nature of wars, he talked about the complexities created by new actors such as non-state actors and factors such as climate change.

There is an unprecedented “*vast scale of need . . . with 65 million people displaced*” by armed conflict and violence, said Maurer. In his estimate, the loss is around \$14 trillion which is roughly 12-15% global GDP.

While discussing the major challenges faced by humanitarians, Maurer mentioned that “*conflicts are compounded by structural risks*” such as income inequality, drug trade, unemployment and civil unrest.

Speaking about the challenges, he listed the drastic changes brought about by the fourth industrial revolution. Furthermore, he commented that “*today’s actors don’t behave in the same way*” as in the past where hierarchy played an important role. However, challenges

also provide opportunities for partnerships by pooling expertise. He cited an example of partnership with Novo Nordisk—the Danish multinational pharmaceutical company who “*assisted diabetic civilians*” trapped in conflict zones.

Creating Collective Cyber Security Defense in Challenging Times

Researchers nowadays say that: “PIN codes, individual letters, and whole words can be recovered with the right app,” according to a report in the June 6, 2019, *Washington Post*. This is an exemplar of the security threats that individual citizens, corporate entities, governmental, and non-governmental organizations increasingly face nowadays.

The massive data breach of the U.S. Office of Personnel Management (OPM) in 2015, the hacking during the 2016 U.S. Presidential elections, the WannaCry ransom ware attack in 2017, the Baltimore City ransom ware attack, and the Bangladesh Bank heist are examples of situations which require collective efforts to thwart criminals and hostile acts by state as well as non-state actors. These efforts require innovation, thinking out of the box and diplomacy because coordination as well as cooperation is needed both between countries and international organizations.

The Woodrow Wilson Center’s Science Technology and Innovation Program in coordination with the University of Zurich’s EuropaInstitut and the Embassy of Switzerland organized a seminar on June 6, 2019—as part of the Sixth Swiss Day at the Wilson Center—which brought together experts with deep understanding of the issues as well as technological innovations such as artificial intelligence.

In his introductory remarks, Dr. Martin Dahinden stated: “*Cyberspace is everywhere. Despite the importance of national legislation, and national cyber defense action, international cooperation is pivotal for success, as are new approaches.*”

For effective coordination and cooperation in order to combat cyber-attacks and mitigate emerging threats in an era of ever-increasing digitalization, mutual understanding must exist. In this regard, Dr.

Dahinden said, *“Both the United States and Switzerland have a knowledge-based economy. They generate wealth primarily by creating and using knowledge which means working with and combining data. The digitalization of the economy and society is opening up possibilities beyond the imaginable. And both our countries have the capability and the spirit to cross new frontiers, not only for themselves, but for mankind.”*

In his keynote address, André Kudelski, CEO of The Kudelski Group, emphasized that *“Hackers have been working faster than the defense. That is also showing that today, generally speaking, on the European continent . . . people do not realize how serious an issue this is. And if you think that about six months is needed to find that there is an intrusion, imagine all the secrets that can be stolen in an organization.”*

Highlighting the disparate attention given to Cyber security, Dr. Kudelski said *“If you look at how people are perceiving cyber threats, in North America, it is the number one element on the agenda of the CEO. If you compare it to Western Europe, it is not in the top three.”* Thwarting criminal elements and malicious acts by hostile state and non-state actors will require uniform standards for the coordinated efforts to be effective. Influential voices in think tanks like the Atlantic Council and powerful corporations like Microsoft are also calling for a Geneva Convention on Cyber security.

Providing out-of-the-box thinking, Evan Wolff, Wilson Center Global Fellow and Partner, Crowell & Moring suggested adopting the *“special teams”* approach, as used in American football, which applies both defensive and offensive techniques to achieve Cyber security. In his opinion, one of the weaknesses is that *“we have no special teams when it comes to cyber.”* Wolff added that *“what we are moving towards is an offense and defense where we work collectively, and in a much more fluid movement.”* This is important because cybercrime has no borders.

Paige Adams, Group Chief Information Security Officer (CISO) for Zurich Insurance Group emphasized the importance of basic hygiene from a cyber security perspective to minimize risk,

which can be mitigated but not always eliminated. He added that “*If you have a CISO, it has been shown that the cost per record of a data breach is decreased by about \$4.00 per record on the average, at least in the U.S. But those things add up.*”

Emphasizing the view presented by Dr. Dahinden, points that digitalization is opening up new opportunities, Adams talked about the growing demand for Cyber security professionals. He thought that the traditional four-year college degree route may not be providing the talent needed. The cyber skills gap is significant with an estimated three million jobs deficit.

In the context of the Cyber skills gap, Adams mentioned the Swiss-based apprenticeship model used by Zurich Insurance in training Cyber security professionals who have the aptitude. Under this program, apprentices spend about sixty percent of the time on-the-job-training (OJT), and forty percent of the time in formal classroom training. According to Adams, this program is “*exceeding all expectations.*” He further said that the added benefit of the apprenticeship program is that the apprentices are not held down by the burden of school debt. Cyber security skills would create “new collar jobs” for the workforce needed for collective Cyber security defense in these challenging times.

Swiss Scholars at the Wilson Center

The following is the list, in alphabetical order, of Swiss Scholars along with brief biographical notes, the duration of their visit at the Wilson Center, and the respective topics of research performed while working as a visiting scholar at the Wilson Center—courtesy of the Wilson Center staff:

- ***Samuel Kiran Beroud*** (January 9, 2017-April 28, 2017)—a Research Assistant at the Graduate Institute, Geneva, and a PhD candidate at the University of Geneva. His research focuses on the transformation of international economic governance in the 1970s and early 1980s, and in particular on the Group of Seven (G7). He graduated from the University of Lausanne in 2011 and was a visiting student at Columbia

University in 2012 and Sciences Po, Paris, in 2013-2014.

Topics of Research:

The Post-Oil Shock Economic Stabilization
of Europa, 1975-1977—New Realism Rather
Than Neoliberalism?

- **Andreas Gross** (October 10, 2017-January 26, 2018)—born and lived early for seven years in Japan, educated in Basel, studied history and political science in Zurich and Lausanne; lifelong work as journalist since 18 years of age; specialist of direct democracy in science (research in Berlin and Stanford), engagement (coauthor of many popular initiatives against the army, in favor of Swiss-U.N.-membership), teaching at German and other universities from 1992-2017); member for 24 years of the Swiss Parliament (House of Representatives); 21-year member of the Parliamentary Assembly of the Council of Europe in Strasbourg (44 reports; 99 election-observations, 8 years leader of the social democratic group and member of the leading institutions). Author of many books of Direct Democracy, Crises of Democracy, Europe and Democracy.

Topics of Research:

Comparison between the Problems, Debates
and the Reforms about the Politics of Direct
Democracy of Switzerland and the U.S States
of California, Oregon and Colorado since the
Turn of the Century

- **Maria Luiza Aberceb Carvalho** (Malu) Gatto (June 4, 2018-September 28, 2018)—is a postdoctoral researcher (*Oberassistentin*) at the Department of Political Science of the University of Zurich and a member of the Latin American Center. Previously, Gatto was at the Department of Politics and International Relations of the University of Oxford, where she completed her PhD (DPhil). Gatto's current book project tackles the puzzle of why male-dominated legislatures adopt gender quotas and offers the first theory and analysis of gender quota adoptions centered around the behavior of male legislators. More generally, Gatto's work explores questions about the gendered dynamics

of political behavior, representation, and policy-making with a regional focus in Latin America, especially Brazil. For instance, she is currently developing projects on the impact of Dilma Rousseff's impeachment to the perception of women in politics in Brazil; the ways in informal recruitment and appointment practices affect women's political presence; and, the gendered consequences of political dynasties.

Topics of Research:

Establishing Women in the Anti-Establishment Era

- **Hannes Grassegger** (September 4, 2018-December 21st 2018)—Technology Reporter, Das Magazin, Zurich, Switzerland

Topics of Research:

How Facebook's Laws Shape U.S-Politics
and How U.S-Politics Shape Facebook's
Global Set of Rules

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Topics of Research:

Data Protection and International Trade Law

- **Liliane Stadler** (September 3, 2019-December 20, 2019)

Topics of Research:

Swiss foreign policy towards the Soviet
occupation of Afghanistan, 1979-1989.

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Topics of Research:

“Normative Constraints in U.S and E.U
Intervention Policies. The Example of
Post-War Bosnia-Herzegovina”

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Topics of Research:

“Political Capital and Charismatic Leadership:
Comparing U.S Presidents and Swiss Federal
Councilors”

