

Press release

Amal Clooney will be attending the Prix Suisse 2025

- Human rights lawyer Amal Clooney will hold a fireside chat at Prix Suisse 2025
- Dr. h.c. Willy Michel will be awarded the Prix Suisse for his outstanding achievements
- Robotics expert Prof. Dr. Roland Siegwart from ETH Zurich will deliver a visionary keynote speech on the future of humanoid robots

Suhr, 10. June 2025 – The **Prix Suisse** will be awarded for the fifth time on 8 November 2025 at the Kursaal Bern. Each year, the award is presented to an outstanding personality from the world of business, science, sport or culture. This year, the award will go to **Dr h.c. Willy Michel** for his exceptional achievements as an entrepreneur, visionary and patron. **Swiss Federal Councillor Albert Rösli** will present him with the award as part of a ceremony attended by around four hundred invited guests. Renowned human rights lawyer **Amal Clooney** will provide food for thought in a **fireside chat**, and **robotics expert Prof. Dr. Roland Siegwart** from ETH Zurich will give a **keynote** speech on the future of humanoid robots. The evening will be **hosted by Sandra Studer**.



Dr. h.c. Willy Michel



The 2025 award recipient is Dr h.c. Willy Michel

Dr h.c. Willy Michel is one of Switzerland's most influential entrepreneurs. With the founding and successful development of Disetronic and Ypsomed, he has revolutionised medical technology in the long term and set new standards, especially with regard to insulin delivery, for the benefit of millions of people around the world. At the same time, he has strengthened Switzerland's leading international position as a hub for precision, innovation and excellence in medical technology.

Dr h.c. Michel's entrepreneurial spirit is evident not only in the field of medical technology, he has also made a lasting contribution to the pharmaceutical industry, watchmaking, gastronomy and the arts. His commitment to diabetes research along with cultural and social projects is evidence of a deep sense of societal responsibility and a comprehensive understanding of corporate responsibility. Embodying courage, foresight and innovative spirit, Dr h.c. Michel is committed to intergenerational entrepreneurship and is one of the most diverse and inspiring individuals in the Swiss economy – with an international reputation to match.

Fireside chat with Amal Clooney

As part of this year's Prix Suisse event, internationally renowned human rights lawyer Amal Clooney will provide poignant food for thought with a fireside chat. She frequently represents victims of mass atrocities, including genocide and sexual violence, and has helped to secure the freedom of journalists arbitrarily imprisoned around the world for their work. Amal Clooney is also Professor of International Law at the Blavatnik School of Government at the University of Oxford and an Honorary Fellow of St Hugh's College, Oxford. Furthermore, she is a co-founder of the Clooney Foundation for Justice, which provides free legal aid to defend women's freedom of expression and rights in more than 40 countries. Her work has resulted in the release of dozens of journalists and provided free legal assistance to thousands of women in defence of their rights – including the right to protection from violence, economic discrimination and child marriages. In 2022, the Clooney Foundation entered into a partnership with the Girls Opportunity Alliance, a programme of the Obama Foundation, and Melinda French Gates to promote gender equality and reduce child marriage worldwide. The Foundation also offers a scholarship program that enables young female lawyers in Africa to embark on a career in the field of human rights.



Amal Clooney

A glimpse into the future with Prof. Dr. Roland Siegwart

The next decade will bring more technological upheaval than the entirety of the previous century. Artificial intelligence, robotics, virtual reality and biotechnology are merging and transforming the economy, industry and society. Humanoid robots in particular are on the brink of a breakthrough. At the Prix Suisse 2025, Professor Roland Siegwart, one of the world's leading robotics experts at ETH Zurich, will demonstrate the role humanoid robots are set to play in our everyday lives in the future – not as a threat, but as an intelligent partner to humans. Thanks to multimodal AI, they can communicate with people, understand language and take on complex tasks.

Prix Suisse

Every year, the Swiss Initiative honours a notable figure with the "Prix Suisse". The recipients are individuals who have made outstanding contributions to Switzerland in the recent years, exemplifying courage, innovation and creativity. The Prix Suisse is awarded alternately in the fields of business, science, sports, and culture.

In 2021, entrepreneur and politician **Peter Spuhler** was the first to receive the award in the business category. The following year, in 2022, the award was presented to **Martine Clozel**, a distinguished doctor and scientist. Most recently, in November 2023, exceptional athlete **Marco Odermatt** was honored for his achievements in sports. In 2024, **Büne Huber**, musician, painter and frontman of the cult band Patent Ochsner received the Prix Suisse in recognition of the country's cultural scene.

About Initiative Switzerland

As a private promotion agency, Initiative Switzerland supports innovative ideas and projects in all parts of the country and language regions of Switzerland with a specific focus on competitiveness and prosperity in Switzerland. Through its activities and projects, it would like to help Switzerland secure its leading global position and innovative strength over the long term. Initiative Switzerland is financed by F.G. Pfister Holding AG and the dividends generated by the holding company. The annual «Prix Suisse» honours a prominent person who has made outstanding contributions to Switzerland and demonstrated courage, creativity and innovation.

Initiative Switzerland is headed by **Stefan Linder**, co-founder, long-standing CEO and delegate of the Swiss Economic Forum.

www.initiative-schweiz.org

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