

Media release

Date: 26th June 2024
Category: Culture, Economy, Advancement, Event
Topic: Keynote speech by Yuval Noah Harari at the Prix Suisse 2024
Link: www.initiative-schweiz.org

Suhr, 26th June 2024 - The world-famous bestselling author, visionary and historian **Professor Dr Yuval Noah Harari** will give a keynote speech on the impact of artificial intelligence on society, the economy and politics on the 9th of November 2024 at the **Prix Suisse** awards ceremony in the Kursaal Bern.



The renowned works of historian Yuval Noah Harari have revolutionised the way we think about our past, present and future . Harari has sold over 45 million books worldwide, which have been translated into 65 languages. His best-known works include "A Brief History of Humankind", "Homo Deus: A History of Tomorrow" and "21 Lessons for the 21st Century". Professor Harari is undoubtedly one of the most influential public intellectuals of our time.

He sheds light on the great questions of humanity - from the development of human societies to the ethical and political dilemmas of the 21st century. His work is not only academically grounded but also highly relevant for anyone who wants to understand the world of tomorrow. Harari's ability to present complex topics in an accessible and engaging manner has made him one of the most sought-after thinkers of our time. He writes articles for publications such as The Guardian, The Financial Times, The New York Times, TIME and The Economist.

The Prix Suisse is awarded annually to an outstanding Swiss personality from the fields of business, science, sport and culture. This year's Prix Suisse honours an extraordinary personality from the field of culture. It is being [awarded to Büne Huber from Patent Ochsner](#), who will receive the Prix Suisse 2024 from Federal Councillor Beat Jans.

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.

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.

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