

SwissDA®

Swiss Digital Asset Education and Innovation Platform

Executive & Institutional Programs



Risk-taking is the essence of Innovation” by Herman Kahn
Switzerland Korea Innovation Week @Swiss Embassy (2024)

Switzerland-based · Compliance-first · Institution-ready.

Digital assets are no longer a technology topic.
They are a matter of financial infrastructure, regulation, and institutional readiness.

Why Switzerland Sets the Standard

- Long-standing global financial credibility
- Clear and enforceable regulatory framework
- Integration of digital assets into traditional finance - Crypto Valley Zug as a global reference

Education Before Innovation

We approach digital assets through education, compliance, and strategy – not speculation.
Our programs are designed to prepare institutions, not individuals.

Our Programs

CCFE – Certified Crypto Financial Expert

International(Switzerland, EU) certification aligned with ISO 17024

CAS – University of Zurich

Compliance & Digital Assets

Swiss Crypto Valley Innovation Executives Program (Onsite)

Executive immersion program

CCFE Certification (Zurich, Online)

Designed for financial institutions building internal digital asset expertise.
Focus areas include regulation, compliance, risk governance, custody, and tokenization.



CAS – University of Zurich

An academic program combining compliance research and Swiss regulatory practice.
Structure: Korea (theory) + Switzerland (on-site intensive).



Swiss Crypto Valley Innovation Program

A strategy-focused executive program designed for C-level leaders and decision-makers.
Learn where global digital asset standards are formed.

We provide tailor made innovation program include company visits, 1:1 meeting for executive.



Trust & Network

- Switzerland-based execution
- ISO 17024 aligned programs
- Academic and industry network
- Direct access to Crypto Valley ecosystem

Executive Briefing

For institutions exploring structured digital asset readiness.

Website · Email · [LinkedIn](#)

Switzerland-based | Executive & Institutional Programs

Swiss Digital Asset Education and Innovation Platform

Founder – Ji Young (Rosa) Suk

Founder & Switzerland-based Digital Asset Education and Innovation Partner.

Background in computer science and education.

Based in Switzerland since 2017 with deep involvement in the Crypto Valley ecosystem.

Basel University Blockchain Course

Member of Crypto Valley

WiW3CH(Women in Web3 Switzerland association)

 Founder of WiW3CH S.Korea chapter lead

Member of BAS(Bitcoin Association Switzerland)

Certified SAQ (Swiss Association Quility) & CCFE (Certified Crypto Finance Expert)

S.Korean Delegation from Insurance industry, City, Bank, University, C-level, executives
(Arranged 9 organizations for 2.5 days)

“ Switzerland has established itself as a global hub of the blockchain industry, beginning with the founding of Bitcoin Suisse in 2013 and the birth of Ethereum in 2015. Centered around Zug, the development of Crypto Valley has been driven by a bottom-up approach and technology neutrality, fostering an innovative and dynamic ecosystem. Within this environment, Switzerland has grown into a new financial hub where traditional finance converges with blockchain—encompassing not only L1 and L2 technology companies, but also DeFi, crypto research, asset management firms, and hedge funds. “



In addition, under the support of Tether, the city of Lugano has positioned itself as a “Bitcoin City.” In 2023, Lugano issued a CHF 100 million native digital bond with a six-year maturity, solidifying its role as a leading city for digital financial innovation in Europe. This represents a symbolic example of Switzerland’s ability to combine the trust and heritage of traditional finance with digital innovation to advance toward the future of finance. Switzerland’s bottom-up decision-making process—embracing digital finance on top of its existing financial legacy—may appear slow at times, but by incorporating diverse perspectives, it enables the creation of highly creative and forward-looking policies.

Having lived in Switzerland since 2017, I have closely observed and participated in the development of Crypto Valley, the convergence of blockchain and finance, and global marketing strategies that leverage Switzerland’s credibility and trust in traditional finance. Through this experience, I came to believe that Korea could learn from Switzerland’s approach to innovation and, through collaboration, seize an opportunity to take a significant step forward—from a manufacturing-based economy to a finance-centered nation.

At this pivotal moment, as digital assets become institutionalized and the financial system undergoes a once-in-a-century transformation, we provide Swiss field trip under the theme **“Innovation Strategies Learned from Switzerland’s Crypto Valley,”**

it is designed to cover the evolution of Crypto Valley, visits to key companies, and dialogues with industry leaders. I sincerely hope that the participants, as leaders of organizations shaping future industries, gain creative insights and inspiration from this experience.

Thank you.

Ji Young Suk