

Nurturing the next generation of entrepreneurs

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If you want to promote business, you need to promote an entrepreneurial mindset. That is why we are investing in the entrepreneurs of the future by supporting [the Swiss Economic Forum \(SEF\)'s NextGen initiative](#).

Zühlke can look back on more than 50 years of history, during which our focus has always been on the future. [We have always been interested in the changes taking place in the worlds of business and technology.](#)

And we have never forgotten the most important factor for economic success: the people involved. We believe in the power of entrepreneurship, creativity, imagination, wisdom and courage. We are dedicated to promoting young talent above and beyond our day-to-day business in order to foster these skills.

Zühlke: a history of innovation

As an innovation provider, talented individuals are our most important asset. That is why we invest in the technological and business skills of our employees.

[We have been running our own academy for over 20 years](#), offering both internal and public training in areas such as digital transformation, innovation, software engineering and product development. We also inspire school children with our Lego Mindstorm Technology Days and [offer courses in Design Thinking and Innovation via Aiducation](#).

We support SEF's NextGen initiative

The [Swiss Economic Forum \(SEF\)](#)'s NextGen programme is a week-long course offering talented young individuals an insight into everyday life at start-ups and innovative companies.

Zühlke values this practical approach. NextGen is helping to secure the next generation of talented executives in Switzerland. We are very excited about this year's NextGen, which will be taking place from May 20th in Interlaken – and look forward to encountering some fresh young talent.

More from the “Future of Business” series:

- [Three reasons why every leader should be an optimist](#) – Disruption in sectors of industry,

economic slowdown, social imbalance – there are many reasons to be a pessimist today. However, we have never lived in a better world than today.

- [Why change is the best opportunity for entrepreneurs](#) – Change is the only constant in life, as Heraclitus said. So why do so many of us still find change so difficult?

[Zühlke is a partner of the Swiss Economic Forum SEF.](#) The Forum takes place on 23 and 24 May in Interlaken.