

Regulate AI or build AI: What Swiss SMEs learn from Jensen Huang

MANAGEMENT SUMMARY & CORE TAKEAWAY

Swiss SMEs should use the EU AI Act deadlines to build AI capability instead of waiting for regulatory clarity. Jensen Huang's 'You can't regulate what doesn't exist' is not anti-regulation; it is a prioritisation: build applications first, regulate precisely. This is the core lesson.

CONTEXT & EXECUTIVE RELEVANCE

At the Invest in Germany Summit in Berlin, Chancellor Friedrich Merz asked NVIDIA CEO Jensen Huang how Europe should regulate AI. Merz framed the dilemma precisely: no regulation is not the right answer, too strict regulation also not. Huang responded with three pillars, not only the sentence that has been quoted since. For a deeper European view on innovation versus regulation, the [Swiss AI Podcast](<https://www.ki-podcast.ch/eu-ai-act-innovation-vs-regulierung-europa>) is a useful companion.

For Swiss SMEs the message is clear: regulation is the tail, not the dog. The greatest competitive risk is not a compliance fine; it is falling behind because competitors build AI capability while you wait for regulatory clarity. This argument aligns with the broader European discussion on speed and open source, covered in the [Swiss AI Podcast](<https://www.ki-podcast.ch/europa-ki-strategie-eu-ai-act-accenture>).

COMPARISON & BENCHMARK MATRIX

2 February 2025	Prohibitions and AI literacy obligations apply
2 August 2025	General purpose AI model obligations apply
27 July 2026	AI Omnibus in force: SME relief extended to companies up to 750 employees or 150 million euro revenue
2 August 2026	EU AI Act fully applicable

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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