Swiss Open Innovation Webinar (November 11, 2020) –
Exploring Possibilities in the Swiss Cybersecurity Field

Switzerland has been chosen by many security companies as a base of operations due to its political neutrality, low natural disaster risk, strict data protection laws and data management.
On October 8 of this year, academic institutions, research institutes, industry and public administration from the western region of Switzerland came together to launch **the Trust Valley**, a collaboration to promote the cybersecurity ecosystem.
In this webinar an overview of the cyber security industry in Switzerland and the Trust Valley will be introduced, and three promising startups active in the field will pitch to attract the attention of Japanese companies.

Date/Time: November 11, 2020 (Wednesday)
               17:00 - 18:00 (JST)
               09:00 – 10:00 (CET)
               Please join 5 minutes earlier for explanations on the use of ZOOM

Organizers: The Japan External Trade Organization (JETRO)
               The Greater Geneva Bern Area GGBa

Target audience: Japanese companies looking to collaborate with Swiss start-ups and Swiss Institutes
               (Other companies can also join.)

Participation: Free of charge/limited to 100 persons

Language: Japanese/English (simultaneous translation)

Location: Zoom webinar (online); the URL will be sent to the registered email address after
               completed application

Registration: https://www.jetro.go.jp/form5/pub/swg/cybersecurity
               (Registration deadline November 09, 2020)

Contact: Ms. Fumi Jokura or Ms. Nathalie Cornier, JETRO Geneva at SWG@jetro.go.jp

Disclaimer/Terms of use: https://www.jetro.go.jp/ext_images/switzerland/pdf/menseki.pdf
(Japanese only)

Program:

Time (JST)	Time (CET)	Speaker	Title
17:00-17:05	09:00-09:05	Ms. Fumi Jokura Director, JETRO Geneva	Explanation of Zoom Functions
17:05-17:10	9:05-09:10	Mr. Takashi Wada Director General, JETRO Geneva	Overview of Switzerland
17:10-17:15	9:10-09:15	Mr. Thomas Bohn, Executive Director, GGBa	Introduction of GGBa (Greater Geneva Bern Area)
17:15-17:20	9:15- 9:20	Mr. Olivier Crochat, Executive Director, C4DT, EPFL	Why Switzerland for Cybersecurity?
17:20-17:25	9:20-09:25	Ms. Lennig Pedron, Trust Valley Director	Introduction of the Trust Valley Initiative
17:25-17:35	9:25-09 :35	Ms. Evelina Georgieva, CEO PryV	Pryv.io turns data privacy compliance into competitive advantage
17:35-17:45	9:35 – 09:45	Mr. Alexis Roussel, COO, Nym	Presentation of Nym Tech

17:45-17:55	09:45-09:55	Mr Samuel Halff CEO and Mr. James Mc Gill, Ketl	Presentation of Ketl
17-55-18:00	09.55-10 :00	Mr. Takashi Wada, Director General Jetro Geneva	Q&A Session moderated by Mr. Wada,

Company and organization profiles:

GGBa:

The Greater Geneva Bern area (GGBa) is the investment promotion agency for Western Switzerland, bringing together the cantons of Bern, Fribourg, Vaud, Neuchâtel, Geneva and Valais. Its mission is to provide support to foreign companies allowing them to get established quickly and develop their activities in Western Switzerland. Since its creation in 2010, the GGBa, in cooperation with the cantonal economic promotion agencies, has guided hundreds of companies from around the world in launching their activities in the region.

C4DT

Housed at the Swiss Federal Institute of Technology in Lausanne (EPFL), the Center for Digital Trust brings together businesses, the research community, civil society, and policy actors to collaborate, share insights, and to gain early access to trust-building technologies.C4DT is an academic-industry alliance of international relevance that facilitates innovation in digital trust services and products, building on state-of-the art research at EPFL and beyond

Trust Valley

The "TRUST VALLEY" is a center of excellence in digital trust and cybersecurity based in the unique ecosystem of Western Switzerland. The "TRUST VALLEY" is a historical alliance driven by multiple prestigious founding members from public, private and academic sectors: Canton of Vaud, Canton of Geneva, EPFL, HEIG-VD, HES-SO Geneva, Graduate Institute Geneva, Université de Genève, Université de Lausanne, ELCA, Nagra Kudelski Group, SGS, SICPA, WISeKey and Geneva Center for Security Policy.

PryV:

Pryv SA is a leading Swiss personal data & privacy software provider. The ready-to-use middleware allows IT teams to collect, store, share and rightfully use personal data. It comes with must-have consent and auditing tools to keep you compliant with existing and forthcoming local and global data regulations.

NymTech:

Nym Tech provides the next generation of privacy infrastructure.
Nym's goal is to provide privacy to all internet trNym Tech provides affic across multiple layers by deploying a generic system that can scale by design to include the entire world. Nym is comprised of two components: (1) A decentralized mixnet that protects users' network traffic (layer 0), improving on the models represented by VPNs and Tor.(2) A tokenized credential system that provides application-level privacy and that enables users to access the Nym mixnet.

Ketl:

Ketl is outstanding for the Swiss AI-infused SaaS solution for managing documents, e-mails and workflows of professionals who value privacy and productivity. It uses cutting edge technology to automate common office tasks, help workers deal with ever growing information flows and facilitate work within a team**.**