

**SWISS OPEN INNOVATION ONLINE SEMINAR:  
HYDROGEN IN WESTERN SWITZERLAND (November 29, 2022)**

**H2: a simple symbol that just might be the magic formula to combat global warming and protect the environment in general. The development of hydrogen technology is well underway in Switzerland and the country is demonstrating once again that is a favorable breeding ground for pioneering minds. The purpose of this online seminar is to present the hydrogen sector in Switzerland and the business opportunities it represents for Japanese companies interested in Swiss Innovation. This online seminar will present an overview of the Swiss Hydrogen Ecosystem by [Cleantech Alps](#) followed by pitches of 3 promising Swiss start-ups- [WattAnywhere](#), [GreenGT](#) and [Sohhytec](#) active in the hydrogen industry.**

Date/Time: November 29, 2022 (Tuesday)  
17:00-18:05 (JST) / **09:00-10:05 (CET)**

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

Co-organizer: Cleantech Alps

Target audience: Japanese companies looking to collaborate with Swiss start-ups and Swiss Organizations (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 on November 28, 2022

Registration: [HERE](#) (Registration deadline: November 27<sup>th</sup>, 2022)

Contact: Ms. FUKAYA or Ms. CORNIER, JETRO Geneva at [SWG@jetro.go.jp](mailto:SWG@jetro.go.jp)

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Time (JST)	<b>Time (CET)</b>	Speaker	Title
17:00-17:05	<b>09:00-09:05</b>	Ms. Kaoru FUKAYA Director, JETRO Geneva	Explanation of Zoom Functions
17:05-17:10	<b>09:05-09:10</b>	Mr. Shiro TAKEGAMI Director General, JETRO Geneva	Switzerland Tech Market
17:10-17:15	<b>09:10-09:15</b>	Mr. Thomas BOHN, Executive Director, GGBa	Introduction of GGBa (Greater Geneva Bern area)
17:15-17:25	<b>09:15-09:25</b>	Mr. Eric PLAN, Secretary General, Cleantech Alps	A View of the Swiss Hydrogen Ecosystem
17:25-17:35	<b>09:25-09:35</b>	Mr. Patrick BRENNAN, CFO, WattAnywhere	Off Grid Bio-energy for Electrical Vehicle Fast Charging
17:35-17:45	<b>09:35-09:45</b>	Dr. Saurabh TEMBHURNE, CEO, Sohhytec	SoHHytec, provider of solar fuels the smarter way
17:45-17:55	<b>09:45-09:55</b>	Mr. Frédéric VELOSO, Business Development & Marketing Director GreenGT	GreenGT: Innovation & Performance for electric-hydrogen mobility
17:55-18:05	<b>09:55-10:05</b>	Mr. Shiro TAKEGAMI	Q&A and Closing Remarks

## **Profiles of participating organization and start-ups:**

### [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.

### [Cleantech Alps:](#)

Cleantech Alps, created at the initiative of western Switzerland's Cantons, is the force driving regional and national activities to promote the development of the cleantech sector in Switzerland. It fosters cooperation between the economy, the academy and the public sectors, give stakeholders greater visibility and access to networks. As technology generalist and specialist in cleantech innovation systems, Cleantech Alps can put you in touch with the most appropriate contact for your needs.

### [WattAnyWhere:](#)

At WattAnyWhere, they believe clean energy should power our planet and that it should be accessible to anyone, anywhere. Fuelled by this vision, they innovate purposefully to accelerate the world's transition to renewable energy. WattAnyWhere has created a high-powered bioenergy fuel cell system that provides resilient off-grid electricity. It is compact, scalable, and transportable, offering users the freedom to operate independently – without disruptions from grid failures or unpredictable global energy supplies. They believe sustainable energy doesn't have to be complex and intimidating. WattAnyWhere's clean power is available on demand to simplify life and empower users to play an integral role in the clean energy movement.

### [SoHHytec:](#)

SoHHytec's mission is to empower nature by creating today the solutions of tomorrow. SoHHytec is a caterer for solar fuel and energy needs where it deploys proprietary "Arb" - Artificial Tree technology. It develops gardens and forests for providing green Hydrogen and power as service. SoHHytec's patented solution works with sunlight and water to give you direct green-hydrogen production at >2x the efficiency, additionally co-generating electricity, medical grade oxygen, and heat. SoHHytec's Arbbs are plug and play solution for distributed as well as centralized production of fuel and power.

### [GreenGT](#)

GreenGT is an independent company active in the field of electric-hydrogen technologies. It analyses, designs, develops, carries out and sells studies, products and services applicable to motor sports, the mobility industry and also to infrastructures and regions