

Swiss Open Innovation Webinar (February 16, 2022) – Innovation and digital health in Western Switzerland

Date/Time: February 16, 2022 (Thursday)
 17:00-18:15 (JST) / 09:00-10:15 (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)

Co-organizer: Service of the Economy, Canton of Neuchâtel

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 on
 February 15th, 2022

Registration: https://www.jetro.go.jp/form5/pub/swg/digital_health
 (Registration deadline February 14th, 2022)

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

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 (Japanese only)

Digital health lies in the crossroads of multiple industries, generally it is defined as the use of information and communication technologies to improve health and health services. Switzerland is known to be the home of major pharma companies but Switzerland is also very active in digital health with a great ecosystem that bridges research and innovation to the industry. JETRO's online seminar will be introducing part of the ecosystem around digital health as well as 3 start-ups with promising technologies in cancer prevention, care for the elderly or apnea diagnosis.

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	09:05-09:10	Mr. Shiro Takegami Director General, JETRO Geneva	Switzerland Tech Market
17:10-17:15	09:10-09:15	Mr. Thomas Bohn, Executive Director, GGBa	Introduction of GGBa (Greater Geneva Bern area)
17:15-17:25	09:15-09:25	Mr. Jens Krauss, VP, Systems, CSEM	Connected health as a driver of the digital transformation in healthcare
17:25-17:35	09:25-09:35	Mr Marc Thurner, Director of the Start-Up Program Microcity	Microcity startup incubator: accelerating a deeptech ecosystem
17:35-17:45	09:35-09:45	Mr. Philippe Koller, CEO NetSensing Technology	Introduction of NetSensing Technology
17:45-17:55	09:45-09:55	Dr. Max Boysset, CEO, Icosamed	Introduction of Icosamed

17 :55- 18 :05	09:55-10:05	Ms. Silvia Cordoni, CEO MyElixa	Introduction of MyElixa
18 :05- 18 :15	10:05-10:15	Mr. Shiro Takegami, Director General	Q&A session moderated by Mr. Shiro Takegami

Profiles of participating organization and companies:

[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.

[CSEM:](#)

CSEM is a private nonprofit Swiss organization for research and innovation. Supported by the Swiss Confederation, our mission is to enhance the competitiveness of industry by developing new technology platforms and transferring it to the industrial sector. CSEM plays a key role in the innovation value chain, by narrowing the gap between fundamental research and industrialization. By expanding CSEM's knowledge and adapting it to industrial needs, new products are brought to market and new ventures are created. CSEM works with a wide range of stakeholders, from start-ups to SMEs and large organizations. CSEM's services include contract R&D, strategy and innovation consultancy, development of specific business solutions for several Industrial Sectors (Space & Scientific Instrumentation, Watchmaking, Health & Lifestyle, Communication & Semiconductor, Energy & Environment, Automation & Control, Aeronautics, Transport & Security).

[Microcity:](#)

Microcity's mission is to stimulate, support, accelerate and promote the realization of innovation projects.

Microcity promotes skills in research, development, technology transfer and industrialization. The company provides specialized resources in the fields of business consulting, hosting, financing and communication, particularly in the fields of micro-nanotechnologies, micro-manufacturing and industrialization processes.

[NetSensing Technology:](#)

NetSensing Technology is a Swiss medtech startup, founded in 2019 which has patented a methodology to enable the mass detection of sleep apnea. This methodology is fully compliant with the American Academy of Sleep Medicine (AASM). The main objective is to save lives by enabling the mass detection of sleep disorders faster and cheaper than any other method. The technology is based on data fusion collected by dedicated sensors. The device directly measures thorax and diaphragm respirations, body posture, heart rate and oxygen saturation and, correlates them to detect apnea severity. The Apnea Hypopnea Index (AHI) is available overnight, and HSATPro displays a green/red indicator for users on their smartphones/tablets to indicate apnea severity. In case of a red event, the data summary can be quickly delivered to pharmacies and doctors to enable treatment.

[Icosamed:](#)

The goal of the company is to design, manufacture and sell garments to monitor resident cancers - especially breast cancer. More than 85% of cancers at stage 0 are not detected: if so, that could be easily fixed with very light treatments (surgery and low exposure of radiation). Our goal is to reduce this number to 0% by monitoring and super-early detecting cancer. This total disruptive approach is using a proven technology (3D ultrasound), migrated to smart clothing. The smart bra EZ ROSE® is a

wireless connected device, USB rechargeable, fully autonomous and piloted through an app. Data are sent to our servers via smartphone and images are rebuilt in 3D. Based on history and working with AI and big data, the system will warn the user on its smartphone if an evolution similar to a tumor cell growth is detected and statically confirmed. This is a unique approach for cancer monitoring, complementary and synergistic with existing one. This represents a tremendous hope for public health. Icosamed is a team of experts with multiple skills around micro technologies, digital health and marketing and communication

[MyElixia:](#)

Our vision is to be the trusted ally for healthy aging.

MyElixia provides smart devices to holistically support senior people on their daily activities and provide the peace of mind to their family members and caregivers. The first product in our portfolio is focused on Hydration.

MyElixia Hydration Band is flexible band that can be wrapped to any bottle or glass, measures how much you drink and reminds you to drink regularly. The data are sent real time to MyElixia App, used by family members.

The product will be launched in Japan in May 2022 with pre-orders starting in March 2022 through a crowdfunding platform.