

J-BRIDGE ONLINE SEMINAR
EXPLORING OPPORTUNITIES FOR COLLABORATION WITH THE BATTERY
ECOSYSTEM IN WESTERN SWITZERLAND
(February 8, 2024)

Date/Time: February 08, 2024 (Thursday)
 17:00-18:00 (JST) / 09:00-10:00 (CET)

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

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 February 07, 2024

Registration: [HERE](#) (Registration deadline: February 06, 2024)

Contact: Ms. FUKAYA or Ms. CORNIER, JETRO Geneva at SWG@jetro.go.jp

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Time (JST)	Time (CET)	Speaker	Title
17:00-17:03	09:00-09:03	Ms. Kaoru FUKAYA Director, JETRO Geneva	Explanation of Zoom Functions
17:03-17:05	09:03-09:05	Mr. Shiro TAKEGAMI Director General, JETRO Geneva	Welcome address
17:05-17:15	09:05-09:15	Mr. Christian OCHSENBEIN Head of Swiss Battery Technology Center, SIPBB	Introduction of the Swiss Battery Technology Center, SIPBB (Swiss Innovation Park) Biel
17:15-17:25	09:15-09:25	Mr. Andrea INGENITO CSEM	Research Institute Pitch: CSEM Swiss Technology Innovation Center
17:25-17:35	09:25-09:35	Mr. Stefan BRÖNNIMAN CTO/Co-Founder, Battery Log	Start-up pitch: Batterylog Data Driven Battery Solutions
17:35-17:45	09:35-09:45	Mr. Claudio PANIZZA Co-Founder CTO, LOXO	Start-up pitch Loxo The Intelligent delivery solution
17:45-17:57	09:45-09:57	Mr. Shiro TAKEGAMI Director General, JETRO Geneva	Q&A
17:57-18:00	09:57-10:00	Mr. Malcom WADE Head of Communications, GGBa	Closing Remarks

Profiles of participating organization and start-ups:

Swiss Battery Technology Center, SIPBB (Switzerland Innovation Park) Biel

The Swiss Battery Technology Center, a key component of the Switzerland Innovation Park Biel (SIPBB), a non-profit research center in Switzerland, dedicates its efforts to advancing the sustainability of electrification. This includes operating the nation's largest battery testing laboratory. Here, researchers investigate the efficacy and safety of battery technologies and focus on maximizing recycling rates by exploring novel methods for disassembling batteries and reusing their materials. As an integral part of the Switzerland Innovation Foundation's national and international networks, SIPBB aims to attract international research investments, foster Swiss innovations and startups, and swiftly translate research findings into commercially viable products.

CSEM

Founded in 1984 and headquartered in Neuchâtel, CSEM is an internationally recognized innovation specialist with over 550 employees across 6 locations in Switzerland and more than 200 registered patents. CSEM develops disruptive technologies with a high societal impact in the fields of precision manufacturing, digitalization, ultra-low-power electronics, optical elements, AI and sustainable energy. Then the CSEM transfers these innovations to industry partners in a variety of sectors, including renewable energy, healthcare, watchmaking, and aerospace, or encourages start-up creations. As a public-private, non-profit organization, CSEM's mission is to support innovation in Swiss companies and strengthen the economy through ongoing collaboration with leading universities, research institutes and industrial partners.

BATTERYLOG

Batterylog was established in 2022 as a spin-off from Bern University of Applied Science. Batterylog has its focus in software for batteries, mainly cloud-based analytics of battery usage data. Besides this, they provide customized software solutions from embedded to web applications in the energy storage domain.

LOXO

Loxo is a leader in autonomous driving technology providing a full package, including proprietary autonomous software, delivery vehicle & remote control. Loxo's delivery vehicle LOXO Alpha is the first autonomous vehicle driving in Europe on public road. LOXO increases the efficiency, flexibility and safety of the last- & middle mile delivery and reduces the environmental footprint for the benefit of all.

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.