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INTERVIEW

Ovomind: Bringing Emotion Intelligence to Wearables and Beyond

Interview with Yann Frachi, CEO and co-founder of Ovomind

Ovomind is the pioneer of affective computing infrastructure, delivering the definitive real-time emotion intelligence layer for global technology ecosystems. Combining Swiss deep-tech research, proprietary sensors, and long-term Japan partnerships, Ovomind translates physiological signals into actionable insights for better user experiences. For this issue of our newsletter, we talked to Ovomind's CEO and co-founder, Yann Frachi.

Can you explain in simple terms what *Ovomind* does and what problem you are trying to solve?

Modern technology possesses unprecedented computational capacity but remains completely blind to the core of the human experience: context-aware emotion. This „affective blindness“ represents a critical systemic gap in global AI architecture. Right now, platforms can optimize for clicks or actions, but they cannot evaluate true user friction, cognitive fatigue, or emotional fulfillment. We eliminate the guesswork.

What we want to do is add this new layer across industries and technology environments. We are creating a powerful AI system that is versatile and can work on wearable devices, because we measure bio signals and analyze the autonomous nervous system through smartwatches and smart bands. *Ovomind* engineered a highly versatile, device-agnostic AI infrastructure that decodes autonomic nervous system responses using mass-market wearables. While our proprietary sensor hardware research gave us an unassailable data advantage, our platform is now fully compatible with major ecosystems like *Samsung*, and we are expanding across *Google* and other dominant smartwatch architectures.

Our goal is to make this technology available on many devices already on the market so we can address different verticals such as healthcare, mental health, wellness, and entertainment. We started with entertainment, and we already have signed agreements with corporations in Japan in that area. We are doing proof-of-concept projects that may lead to licensing opportunities. Our model is to license



Yann Frachi is the CEO and co-founder of *Ovomind* © *Ovomind*

both software and hardware support, since some companies want help on the sensor side as well.

What inspired you to start *Ovomind*, and how did the idea first come about?

It came from my first startup, because I was one of the first entrepreneurs in the world working with smart bands. I learned a lot about electronics, smart band design, and especially what kind of data you can collect from these form factors. The genesis of *Ovomind* stems from a decade of pioneering work in high-density biometrics and wearable architecture. Navigating early form factors provided deep insight into the raw mechanics of physiological data collection and structural telemetry. I synthesized these operational realities with my doctoral research at Queen Mary University of London, authoring the core algorithmic innovations and foundational patents that define our technology today. I tested and developed the technology based on the latest scientific standards. I am also passionate about human-computer interaction and about how emotion can be applied there. It is a very powerful and disruptive area, and it is exciting to work on it with the team.

For someone hearing about your company for the first time, what makes your technology different from other digital tools or devices?

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INTERVIEW



Ovomind's wearables combine biometric insights and app-based feedback to support relaxation, focus, and wellbeing © Ovomind

Our market superiority is defined by three pillars: scientific accuracy, instantaneous execution, and immediate mass-market scale. We achieve an industry-leading 81% accuracy rate for real-time emotional inference, operating at an ultra-low latency threshold under 200 milliseconds. Unlike academic or clinical solutions that depend on restrictive setups like EEGs, facial coding, or voice tracking, *Ovomind* is natively mass-market ready via commercial smartwatches. The company was founded in 2019, and we have collected a large amount of data over time. This is a unique data set with biosignals, participant annotations for ground-truth classification, and audio-visual inputs from screen recordings. We also hold 15 strategic patents on the technology. That is why we believe we are very well positioned to address this market.

You started with gaming, but you are now looking beyond that. Which other areas are you most excited about?

While interactive entertainment served as our perfect sandbox to refine algorithmic velocity, clinical-grade mental health and enterprise wellness represent our highest-margin priorities. Partnering with market leaders like *Logitech* allows us to deploy predictive algorithms to detect and mitigate early signs of clinical exhaustion, burnout, and acute anxiety. Our goal is to help people better understand their emotions, which remains a global challenge. The technology also has broader applications, including automotive, transportation, and smart cities, where it can enhance user experiences and inform urban planning. While opportunities exist across many sectors, mental health remains our primary focus.

How can companies or developers use *Ovomind* in practice? What does working with your technology look like?

We start with a proof of concept to test the full value chain and explore product improvements or co-development. Once validated, we move to licensing for mass-market deployment, providing the necessary technology, SDK, and integration support. Our model is

industry-agnostic: we supply the core technology rather than building end-user products. Integration remains consistent across sectors, with differences mainly in marketing. Similar to Unreal Engine in 3D, we provide an "emotion layer" that can be applied across multiple verticals.

***Ovomind* has ties to both Japan and Switzerland. How does this international connection support your business growth, and what advantages does it give you in terms of market access, partnerships, or positioning?**

This dual-geographical footprint is a deliberate commercial and R&D arbitrage strategy. Switzerland serves as our foundational deep-tech anchor. Our collaborative relationships with institutional research centers, backing from *Innosuisse*, and recognition among the Top 100 Swiss Start-ups provide world-class intellectual property protection and unmatched systemic credibility. Conversely, Japan acts as our primary market catalyst. Supported by JETRO and the Tokyo Metropolitan Government, we possess deep operational roots in Tokyo where the company was originally structured. This long history gives us a highly sophisticated enterprise pipeline representing an estimated +700 million USD ARR commercial market potential. Our current capital raise is structured specifically to fund the rapid monetization of this pipeline and cement our market dominance.

What are your next big goals, and what kind of partners or customers are you hoping to connect with?

We have just started reaching out to investors, and we are currently in due diligence with some of them. What we want to communicate during this process is that the journey in Japan is one of *Ovomind's* next milestones. Even though we can address a global market, the Japanese opportunity is the catalyst phase for all the work that has been done so far, and it will be the foundation for mass-market deployment.

Thank you for the interview!

Switzerland Drops to Third Place in 2026 IMD World Competitiveness Ranking

Switzerland has lost its position as the world's most competitive economy, falling to third place in the 2026 IMD World Competitiveness Ranking, according to results released by the IMD Business School. Singapore has reclaimed the top spot, while Hong Kong takes second place.

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The decline is primarily attributed to a sharp drop in the economic performance indicator, which fell 24 places to rank 37th globally. The poor economic performance score stems from deteriorating direct investment flows linked to geopolitical shocks. Key factors contributing to Switzerland's lower economic performance include high operating costs for businesses. The cost-of-living index stands at 109.75 (65th worldwide), while petrol prices reach \$2.07 per liter (64th). Employment growth has also slowed to 0.21% (49th globally), with a long-term decline of 0.30% in this area. Despite the overall drop, Switzerland maintains leadership in 2 of the 4 ranking categories: government efficiency and infrastructure. Switzerland remains the highest-ranked European economy despite dropping to third place overall. Japan is ranked 30th in the 2026 Ranking, representing an improvement of 5 positions compared to the previous year.

The IMD study, which is published annually, emphasizes that competitiveness today depends on institutional strength and the ability to manage volatility and absorb shocks amid rising geopolitical tensions. The report notes that countries with credible institutions allow businesses to operate normally even as global fragmentation increases.

Download the full ranking, including details about all surveyed countries, [here](#).

Sources: [IMD](#); [swissinfo](#); [Agefi](#)

Results of the Federal Vote of 14 June 2026

On 14 June 2026, Swiss voters decided on two national proposals. The initiative titled “No to a Switzerland of 10 million! (Sustainability Initiative)” was rejected, receiving 54.79% of votes against. In contrast, the revision of the Civilian Service Act was approved by a narrow majority of 52.46%.

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SITUATION

Proposal 1: “No to a Switzerland of 10 million! (Sustainability Initiative)”

The Sustainability Initiative sought to introduce a constitutional limit on Switzerland's permanent resident population, setting a maximum threshold of 10 million people by 2050. It also outlined precautionary measures: if the population were to exceed 9.5 million before that date, the federal authorities would have been required to act, particularly in areas such as asylum policy and family reunification. In addition, the proposal called for adjustments to international agreements that influence population growth. This included renegotiating or activating safeguard clauses. Should these efforts fail and the population surpass 10 million, Switzerland would have been obliged to terminate relevant agreements. This scenario would likely have affected the Agreement on the Free Movement of Persons with the EU and, by extension, other bilateral agreements. Participation in Schengen and Dublin cooperation frameworks could also have been put at risk, with potential implications for security and asylum coordination. The Federal Council and Parliament opposed the initiative, highlighting possible negative consequences for Switzerland's international relations, particularly with the EU. Concerns were also raised about potential impacts on key sectors such as healthcare, which already faces workforce shortages. In the final vote, a majority of the electorate rejected the proposal.

Proposal 2: Amendment to the Civilian Service Act

Under Swiss law, individuals unable to perform military service for reasons of conscience may apply for civilian service. Since 2009, this has required completing one and a half times the remaining military service duration. The amendment makes it harder to switch to civilian service, reinforcing it as an alternative rather than a standard choice. It introduces stricter rules, especially for people who want to transfer after completing a large part of their military service. It also sets a minimum of 150 days of civilian service to discourage late transfers from one service to the other. The proposal was approved by voters, though the close result reflects differing views on managing Switzerland's service obligations.

Sources: [ch.ch](#); [Agefi](#); [Agefi](#)

Loft Dynamics Gains Japan Civil Aviation Bureau Approval for VR Helicopter Simulator

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INNOVATION

Loft Dynamics, headquartered in Dübendorf (ZH), has secured certification from the Japan Civil Aviation Bureau (JCAB) for its Airbus H125 TXi flight simulator. The system is set to be deployed by *Nakanihon Air*, the country's largest helicopter service provider.

With this step, *Nakanihon Air* becomes the first operator in Japan to incorporate *Loft Dynamics*' FTD Level 7 virtual reality simulator into its pilot training framework. It also represents *Loft Dynamics*' initial simulator installation in the Asia-Pacific region. The Swiss company views this milestone as a gateway to strengthening helicopter pilot training not only in Japan but across the wider region. The JCAB approval follows earlier certifications from both the US Federal Aviation Administration (FAA) and the European Union Aviation Safety Agency (EASA). This latest endorsement further enables the expansion of advanced simulator-based training within Japan's helicopter industry. *Loft Dynamics*' simulator technology allows operators to conduct training in a more controlled and consistent environment, reducing the need to rely on actual aircraft for complex or high-risk scenarios. Shigeharu Matsuoka, President of *Nakanihon Air*, stressed that safety remains a top priority, with *Loft Dynamics* supporting efforts to uphold the highest aviation standards. Sébastien Borel, CEO of *Loft Dynamics*, highlighted the collaboration with *Nakanihon Air*, Inter-Craft, and the JCAB, which enabled the introduction of certified VR helicopter training in Japan.

Japan represents one of Asia's most significant helicopter markets, with *Nakanihon Air* engaged in essential services such as emergency medical transport, disaster relief, and infrastructure monitoring. Until now, access to certified high-fidelity simulator training has been limited in the country, with many training activities still carried out in actual aircraft.

Sources: [swisstrade](#), [Loft Dynamics](#)

Announcement: JETRO Switzerland Newsletter to Be Discontinued

To all JETRO Switzerland Newsletter subscribers:

Thank you for subscribing to the monthly newsletter published by JETRO Geneva. Since the first issue of "JETRO Switzerland Newsletter" was published in April 2009, 17 years and 3 months have passed, and this issue marks our 199th publication. We truly appreciate your continued readership.

It is with great regret that we announce the discontinuation of the JETRO Switzerland Newsletter with this issue 199. We have made this difficult decision after careful review of our priorities.

We express our sincere gratitude to all our readers who have supported us over the years. Going forward, English-language information on JETRO's activities will be available through the following global website:

<https://www.jetro.go.jp/en/>

Please continue to utilize JETRO's English-language information resources.

JETRO Geneva

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online:
<http://www.jetro.go.jp/switzerland/newsletter>

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