

**Swiss Open Innovation Webinar (July 21, 2020) –
Exploring Possibilities for Collaboration in the Fields of Food and Nutrition**

With a 200-year-long history of food innovation, Switzerland is home to many renowned companies and research institutes dedicated to nutrition production. In light of this, the country plays an important role for developing sustainable food solutions and contributes to global issues such as food waste reductions through active engagement in international open innovation projects.

The latest attempt in this regard was the establishment of the “Swiss Food & Nutrition Valley”. Addressing the challenges of the future of food and nutrition from a sustainability perspective, the initiative aims at solving global issues by creating innovation with partners from all around the globe.

We are pleased to announce that its founding members—Nestlé, the Swiss Federal Institute of Technology in Lausanne (EPFL), the Swiss Hospitality Management School in Lausanne, the Canton of Vaud—will present their activities at the Swiss Open Innovation Webinar on July 21. Join us on Zoom and learn more about the Swiss food ecosystem including an introduction of cutting-edge science and technologies for food and nutrition, and possibilities for Japanese-Swiss collaboration in this field.

The event is organized by the Japan External Trade Organization (JETRO) in collaboration with the Swiss Business Hub as well as the Science & Technology Office Tokyo at the Embassy of Switzerland in Japan.

Date/Time: July 21, 2020 (Tuesday)
16:00 - 17:20 (JST)
09:00 – 10:20 (CET)
Please join 5 minutes earlier for explanations on the use of ZOOM

Organizers: The Japan External Trade Organization (JETRO)
Swiss Business Hub and Science & Technology Office Tokyo, Embassy of
Switzerland in Japan

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 500 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://zoom.us/webinar/register/WN_HDnmCDxIRleaMGVJvcZi1Q (Deadline July 20,
2020)

Contact: Ms. Fumi JOKURA, JETRO Geneva

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only)

Program:

Time (JST)	Time (CET)	Speaker	Title
16:00-16:10	9:00-9:10	Mr. Takashi WADA Director General, JETRO Geneva	Innovation in Switzerland
16:10-16:20	9:10-9:20	Mr. Fathi DERDER Managing Director, Swiss Food & Nutrition Valley	Swiss Food and Nutrition Valley: a unique ecosystem
16:20-16:25	9:20 - 9:25	Ms. Yuliya BLASER, Project Director, Innovaud of Canton of Vaud	Canton of Vaud, champions of food!

16:25- 16:35	9:25- 9:35	Mr. Oliver NUSSLI Nestlé R&D Meat Alternative Platform Lead	The Nestlé Accelerator (with startup examples) and the new packaging Institute
16:35- 16:45	9:35 - 9:45	Mr.Christian SCHWAB Director, EPFL Nutrition Center	EPFL - An Innovation Powerhouse
16:45- 16:55	9:45 - 9:55	Ms. Zina SINGER Head of Innovation Pole, EHL	Ecole Hôtelière de Lausanne: Key Player in Food and Hospitality Innovation
16:55- 17:00	9:55 - 10: 00	Mr. Chris RINSCH CEO, Amazentis	Amazentis: the next Swiss Success story in Nutrition?
17:00- 17:10	10:00 - 10:10	Ms. Kyoko SUZUKI Head, Scient & Technology Office Tokyo, Embassy of Switzerland in Japan	Switzerland's focus on food and nutrition innovation
17:10- 17:20	10:10 - 10:20		Q&A Session (please use the chat function for questions)