

swissnexDay'14

26 March 2014

Fachhochschule Nordwestschweiz FHNW
Campus Olten, Auditorium, Von Roll-Strasse 10

swissnex

The background is a solid red color. Overlaid on it are several white line-art profiles of human faces, some facing left and some facing right, arranged in a circular pattern. In the center of this arrangement is a lightbulb. Inside the lightbulb's glass part is a white map of the Asian continent. Below the lightbulb, there is a white horizontal bar with rounded ends containing the text 'Different Faces of INNOVATION in Asia' in red.

Different Faces of INNOVATION in Asia

Programme

09:30 **Door Opening & Coffee/ Croissants**

10:00 **Opening Remarks**

Moderation: Beatrice Ferrari PhD,
Scientific Advisor International
Relations SERI

- **Prof. Markus Freiburghaus**,
Head of Education, Management
Board School of Business, FHNW

- **Dr. Mauro Dell'Ambrogio**,
State Secretary for Education,
Research and Innovation, SERI

10:15 **Introductory Speech**

Switzerland's Innovation Policy and the
Importance of Asia for International
Innovation Cooperation

Speaker: Dr. Sebastian Friess,
Head Innovation Policy, SERI

10:30

Session 1

Technological Innovation in Singapore

Moderation: Dr. Felix Moesner,
CEO swissnex Boston

- **Introduction:** Innovation in Singapore

Speaker: Dr. Suzanne Hraba-Renevey,
CEO swissnex Singapore

- **Video:** *Entrepreneurship in Singapore by
the filmmaker **Thais Breton***

- **Presentation:** Technological Innovation
Landscape in Singapore – Opportunities for
the Pharmaceutical Industry

Speaker: Serge Sagodira PhD,
Head of Alliances & Licensing, BD&L,
Debiopharm International SA

Coffee Break

Session 2

Social Innovation/ Philanthropy in China

Moderation: Christian Simm PhD,
CEO swissnex San Francisco

- **Introduction:** Innovation in China

Speaker: Pascal Marmier,
CEO swissnex China

- **Video:** *Innovation in China*
Director: **Jürg Neuenschwander**,
*Filmmaker and Professor, Bern
University of the Arts*

- **Presentation:** A View on Social
Innovation: Philanthropy in China

Speakers: Dr. Philipp Egger,
CEO Gebert Rűf Stiftung;

Lennart Bolliger,
Mphil in Development Studies,
author of a study on philanthropy

Session 3

Frugal Innovation in India

Moderation: Gioia Deucher,
CEO swissnex Brazil

- **Introduction:** Innovation in India

Speaker: Dr. Balz Strasser,
CEO swissnex India

- **Presentation:** Limitations and
Opportunities of Frugal Innovation
in India

Speaker: Anil Sethi, Founder and
former CEO Flisom AG and
founder of the Startup Advisory Firm
Swiss Extension

12:30 **Wrap-Up by Sebastian Friess/ Q&A**

13:15 **Standing Lunch and Networking**

14:30 **Parallel Afternoon Workshops**

I – Innovation in India and China

Moderation: Dr. Marc Laperrouza,
Senior Lecturer at EPFL and UNIL,
expert on current developments
in China

- Debate between two experts on
the topic

- **Prof. Georges Haour**,
Professor at IMD Business School,
specialised in management of
technology and writing a book
on innovation in China

- **Prof. Tomas Casas**,
Assistant Professor at University of
St Gallen's Research Institute for
International Management (FIM),
Founder and manager of several
IT companies in China

II – Why set up High Tech Business Activities in Singapore?

Moderation: Dr. Suzanne Hraba-Renevey,
CEO swissnex Singapore

- Two case studies of Swiss
innovative and high tech start-ups
which set up their activities in
Singapore:

- **François Stieger**,
Entrepreneur, Business Angel,
Lotaris SA

- **Deepak Tewari**,
Founder of Secret.li (Kudelski Group)

16:00 **End of Event**



Different Faces of Innovation in Asia

The relationship between level of innovation and GDP continues to drive national policies around the world. While countries like the US and Switzerland commercialise their research results with much success other regions of the world are evolving fast and building their own innovation systems. The swissnexDay'14 will offer you a unique opportunity to discover a few examples of new projects and innovative ideas in three Asian countries (India, China, Singapore) – hence the title “Different Faces of Innovation in Asia”.

Asia is a dynamic continent with a mix of mature and emerging economies featuring growing markets and strong scientific potential. Besides technological innovation, there is a lot to be learnt about current developments in social innovation or frugal innovation as entrepreneurs and executives work hard to use local resources to the benefit of society. Rather than covering economic data or figures, the keynote speakers will share what drives them, what they learned what they observed in each of the three countries.

Connecting the Dots

The swissnexDay'14 is aimed at representatives from higher education institutions, businesses, research-based start-ups, public authorities and interested members of the public. The event serves as a platform for the exchange of views and experiences on different faces of innovation. Networking is an important element of the swissnexDay. So why not make new contacts by following swissnex' motto – connecting the dots.

Venue

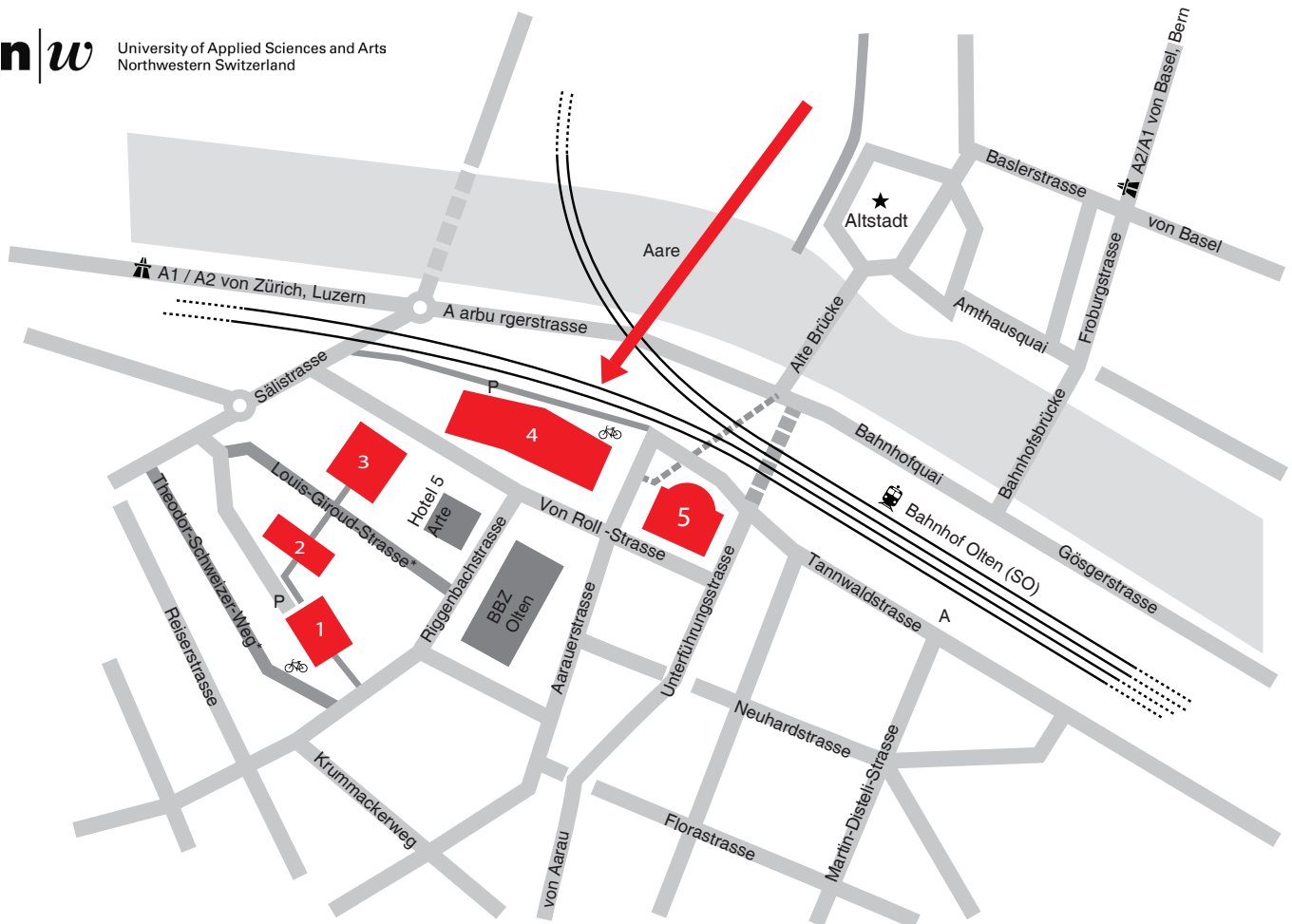
University of Applied Sciences and Arts Northwestern Switzerland FHNW

Campus Olten, Auditorium, Von Roll-Strasse 10

The venue is located next to Olten train station. Coming by public transport is thus convenient, but parking is also available.



University of Applied Sciences and Arts
Northwestern Switzerland



Fachhochschule Nordwestschweiz FHNW

Riggenbachstrasse 16
4600 Olten
T + 41 (0)848 821 011
www.fhnw.ch/campus-olten

- 1 Riggenbachstrasse 16
- 2 Halle 20
- 3 Sälipark, Louis-Giroud-Strasse 26
- 4 Von Roll-Strasse 10
- 5 Tannwaldstrasse 2

P Parkplätze Zufahrt via Sälistrasse

🚲 Velo-Parkplatz

A Ausgang nach Gleis 2
Fachhochschule / Bifang / Berufsschulen

* Nur Fussweg

Registration

<http://swissnextday14.eventbrite.com>

Reservation required, limited places

Registration deadline: 5 March 2014

For additional information, please contact:

monica.corrado@sbfi.admin.ch

+41 31 323 22 69

Event language: English without translation



About swissnex

swissnex is a network with nodes in the world's most innovative hubs, where the future is being shaped. Together with science and technology counsellors based in Swiss embassies around the world, swissnex takes an active role in strengthening Switzerland's leadership as a world-class location for science, education, and innovation.

swissnex' core value lies in their ability to: connect scientists, researchers, entrepreneurs, policy-makers, and thought leaders with inspiring peers and new ideas on either side of the globe; facilitate academic programmes, global innovation strategies, and knowledge exchange; create and present trans-disciplinary projects in imaginative ways; support internationalisation efforts of Swiss academic institutions and companies, with a special focus on R&D based start-ups; inform on developments in science, technology, education and innovation policies.

swissnex is an initiative of the Swiss Government. Each swissnex promotes public-private ventures. Partners, donors and sponsors provide vital financial support.





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Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

Commission for Technology and Innovation CTI

Federal Department of Foreign Affairs FDFA
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