

# HEALTH TECH INTERNATIONAL



## 5. Swiss-Polish Roundtable

# Cross Border Business in the Digital Age

Business expansion with digitalization and local representation  
Best practices from healthtech and beyond

Tuesday, 6 November 2018  
08:00 – 13:30

Hotel Seedamm Plaza  
Pfäffikon SZ, Switzerland



# HEALTH TECH INTERNATIONAL

**Technology moves at an exponential pace; as an imperative, businesses have to engage with digitalization to successfully master the implications of digital change. There is a need for new business and operating models.**

The Swiss-Polish Roundtable brings together companies from Poland and Switzerland to explore possibilities of exchange, inspiration and partnerships. This event reaches business leaders from ICT, the healthtech industry and beyond. Key topics addressed at the 5. Swiss-Polish Roundtable are:

- Digital operating models versus local representation – Mutually beneficial or exclusive?
- Collaboration between teams in different countries – How to improve efficiency?
- Expanding business – What to learn from Swiss and Polish best practice examples?
- Blockchain – Is it *the* cross boarder business driver?

## **Why to attend**

Hear from the experts.

- Our content providers are proven business leaders, strategists, and practitioners and provide valuable market insights.

Meet with new customers and suppliers.

- Our speakers, panelists and exhibitors are experts in the industry and solution-providers and they have answers to your questions.

Create valuable connections.

- Meet more than 80 business leaders (figure 2017 edition) and learn about new business and sourcing opportunities in Switzerland and Poland.

In addition, meet experts at the Topic Islands for an individual discussion of your business needs. In the afternoon, Switzerland Global Enterprise (S-GE), the official Swiss export and investment promotion agency, will host country consulting meetings with focus on Poland.

# HEALTH TECH INTERNATIONAL

If you are interested in doing business in Poland or investing in Switzerland, please register for a free of charge meeting with a S-GE consultant that will advise you on most optimal further steps for your business plan.

We are convinced that this international meeting will give you new insights and new contacts for future business.

We are looking forward to seeing you in Pfäffikon SZ in Switzerland.



Health Tech Cluster Switzerland  
Dr Patrick Dümmler



Swiss Chamber Poland  
Ulrich Schwendimann



Office for Economy Canton Schwyz  
Urs Durrer

## Event registration

 [healthtech.ch/roundtable](https://healthtech.ch/roundtable)

A registration fee of CHF 60 / PLN 200 applies.

CHF 30 / PLN 100 for members of Health Tech Cluster Switzerland, Swiss Chamber Poland, Crypto Valley Association, ISSS or Polish Professionals in Switzerland.

## Event location

 [seedamm-plaza.ch](https://seedamm-plaza.ch)

Hotel Seedamm Plaza, Seedammstrasse 3, CH-8808 Pfäffikon SZ

About 60 minutes drive by car from Zurich airport. Public transport: e.g. railway «S2» (direct train), leaving Zurich airport at 07:36 hrs, arriving in Pfäffikon SZ at 08:21 hrs, then about 10 minutes walk.

08:00 **Registration and welcome coffee**

Time for individual meetings with companies at Topic Islands

09:00 **Welcome address**

Ulrich Schwendimann, Swiss Chamber Poland

09:05 **Introduction**

*Cross border business and technology*

Patrick Dümmler, Health Tech Cluster Switzerland

09:10 **Keynote**

***Digital transformation in hearing healthcare***

*The talk will present how Sonova is driving digitalization in hearing care and illustrate the solutions and experiences made over five years with global partners, including Poland.*

Francois Julita, Director Digital Experience, Sonova Group

## **Part 1: Cross border business**

09:30 **Expansion to Poland**

*How Switzerland Global Enterprise supports Swiss SMEs – the case of Nufer Medical*

Benjamin Schwägli, Director Swiss Business Hub Poland

09:45 **Swiss-Polish partnerships: IT to IT**

*Benefits and pitfalls of working with IT partners*

Anna Nowicka, International Business Development, JCommerce Sp. z o.o.

10:00 **Swiss-Polish partnerships: IT to pharma and diagnostics**

*Innovation as a process: defining the future of digital health and looking for a perfect solution*

Izabela Sośnicka-Lipa, Head of Technology Center, Group Services, Global IT Solutions, Roche

Bartosz Łopiński, President, Billennium

10:15 **Swiss market entry**

*Best practice approaches to get a footprint in the Swiss pharma/life science market*

Antonio Monopoli, CEO & Founder, andPharma GmbH

10:30 **Coffee break and networking**

## Part 2: Blockchain business opportunities

11:00 **Blockchain – a technological evolution and how to be a part of it**  
Ian Simpson, Chairman Communications WG, Crypto Valley Association

11:15 **How to setup an ICO in Switzerland successfully?**  
Katharina Lasota Heller, Managing Partner, LEXcellence GmbH

11:30 **Blockchain solutions – three elevator pitches**  
Niklas Leck, LifeBlocs (CH/USA)  
Filip Pawczyński, Digital Assets Exchange (PL)  
Kuno Bürge, Digital Ledger Systems AG (CH)

12:00 **Roundtable discussion**  
*How can blockchain facilitate cross border business?*  
Mateusz Kierepka, MedApp S.A.  
Katharina Lasota-Heller, LEXcellence GmbH  
Francois Julita, Sonova Group  
Moderator: Patrick Dümmler

12:40 **Closing statements and key takeaways**  
Patrick Dümmler

12:45 **Lunch buffet**  
Time for individual meetings with companies at Topic Islands

From **Individual meetings, e.g. country consulting**  
13:30 S-GE and other supporters

# HEALTH TECH INTERNATIONAL

## Organizers



### Health Tech Cluster Switzerland

Health Tech Cluster Switzerland is a network of manufacturers, suppliers, research and training institutions, service providers and investors in the field of health technology. The cluster unites companies from the medical technology, pharma, biotechnology, diagnostics and healthcare industries in a mutually profitable way, thus increasing their added value.

🌐 [en.healthtech.ch](https://en.healthtech.ch)

Become a member on 🌐 [en.healthtech.ch/registration](https://en.healthtech.ch/registration)



### Swiss Chamber Poland

Representing the vast majority of Swiss companies being active in Poland, the Polish-Swiss Chamber of Commerce is the leading platform for Polish-Swiss business relations. It is a voluntary, not funded by public institutions association under Polish law which constitutes a network of approx. 200 member companies. Founded in 1998, the Chamber celebrates this year its 20th anniversary.

🌐 [swisschamber.pl](https://swisschamber.pl)



### Canton Schwyz

Schwyz is a dynamic canton within the Zurich economic area. It is a prosperous location with a wide range of highly qualified employees and one of Switzerland's lowest rates of corporate and personal tax. As a business location, Canton Schwyz offers optimal opportunities for commercial success.

🌐 [schwyz-economy.ch](https://schwyz-economy.ch)

## Strategic partner



### DREBERIS Swiss GmbH

New Markets and Innovation: Expand your business worldwide. The leading company for innovative internationalization in over 30 Countries in over 50 Sectors. Go international with our teams in Dresden/Germany, Schwyz/Switzerland, Wroclaw/Poland, Lviv/Ukraine and partners on all continents.

🌐 [dreberis.com](https://dreberis.com)

# HEALTH TECH INTERNATIONAL

## Supporters



## Networking partners



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