

Swiss Delegation Swiss-Korean Innovation Week May 20-24, 2019

Beatrice Ferrari

Head International Relations [SBFI](#)
[Swissnex](#) network



Hamed S. Alavi

Researcher at University of Fribourg and EPFL ([smart living lab](#))

Hamed S. Alavi holds a PhD in Computer and Communication Sciences from the Swiss Federal Institute of Technology, Lausanne (EPFL). Hamed's doctoral research contributed to the application of ubiquitous technologies in classroom education. Hamed's current research in University of Fribourg—in the framework of Smart Living Lab project—is focused on the future of human's interactive experiences with built environments. Particularly, he is interested in the engagement of computer science in the evolution of buildings and urban spaces as they increasingly incorporate artificial intelligence, context-aware automation, and interactivity. In addition, he is a co-founder of Lantern Solutions Sàrl, an EdTech spin-off based in Lausanne (EPFL), Switzerland.



Serena Cangiano

Researcher at [SUPSI](#)

Serena Cangiano (1982) is researcher and coordinator of the Master of Advanced Studies in interaction design at SUPSI (University of Applied Sciences and Arts of Southern Switzerland) where she develops applied research projects and teaches the design of interactive physical artifacts. She applies interaction design methods and a human-centred design perspective to develop research projects focusing on people's experiences mediated by the internet and digital technologies. She develops educational models that explore the convergence of technology and design via prototyping and that promote the integration of bottom-up innovation models and community-driven approaches in design research and education. She works on the definition of academic and non-academic curricula and programs on the basics of interaction design, physical computing, open design, DIY electronics, digital fabrication, data visualisation, computational design (for designers, artists, makers). She authored articles and essays about open source models, technology and design that are published in international magazines, books and conference proceedings. She gives workshops and public talks at events such as LIFT Conference (China 2015, Geneva 2016), College of Design and Innovation of Tongji University, HEK Basel, Open design Italia.



Alireza Darvishy

Professor at [ZHAW](#)

Alireza Darvishy is a professor at the Zurich University of Applied Sciences, where he serves as the head of the ICT Accessibility Lab. The ICT Accessibility Lab deals with research and development of ICT-based solutions for people with disabilities and elderly persons. Prof. Darvishy holds a PhD in computer science. He serves as the president of a Special Interest Group on accessibility with the Swiss Computer Association, and acts as a reviewer for various European research projects. In 2016, the importance of his work was acknowledged with UNESCO's prestigious Prize for Digital Empowerment of Persons with Disabilities



Pieter Fourie
[Researcher at ETH Singapore](#)

Dr Pieter Fourie is the project leader of the Engaging Mobility group at FCL. Pieter has more than 10 years' experience in agent-based transport simulation, and has been an active developer of the open source MATSim project since 2008. He wants to bring these tools into practice, and see simulation used in neighbourhood sketch-planning. Pieter obtained his PhD from ETH Zurich while at FCL and received the ETH Medal for his PhD thesis 'Data-driven Transit Simulation'.



Markus Graf
Head of R&D at [Sensirion](#)

Dr. Markus Graf is Director R&D and Innovation of Sensirion Automotive Solutions since September 2017. He has joined Sensirion in 2005 and gained extensive experience in product and process development for a wide range of markets such as automotive, mobile and consumer business. He has a strong background in innovation and his interest spans from emerging technologies to applications. He graduated as Executive MBA from Leuphana University, Germany and received a doctoral degree in micro- and nanotechnology from the Swiss Federal Institute (ETH) Zurich. He studied physics at the

Universities of Konstanz, Germany and University Joseph Fourier in Grenoble, France. He is author or co-author of more than 20 publications and 50 patents.



Stefan Guggisberger
Outpost China for [Swiss Federal Railways](#) and [Real Estate](#)

2019 Head of Outpost China, Swiss Federal Railways
2016-2019 Personal Staff to the CEO, Swiss Federal Railways
2006-2015 Various positions in Corporate Banking in Switzerland and China, Credit Suisse



Michael Hunkeler
Partnership Curator [Impact Hub Zurich](#)

Driving the corporate community at Impact Hub Zurich, the leading innovation and sustainability community of +100 Impact Hubs worldwide.

We help companies thrive through an open innovation model and leverage our community of +1000 techies, creatives & entrepreneurs in Zurich to do so.

Trained economist, with a focus on innovation & sustainability.

+2 years of management consulting experience, mostly in financial services. www.linkedin.com/in/michaelhunkeler



Jean-Henry Morin
Professor at [University of Geneva](#)

Jean-Henry Morin is associate professor of Information Systems at University of Geneva. He is member of the Institute of Information Service Science and president of ThinkServices, a Geneva based think(do)tank on Service Science and Innovation where ThinkData.ch was designed. He was associate professor at Korea University Business School in Seoul until 2008. He is also co-founder in 2001 of PebbleAge SA.

His research interest and work is in information security with a particular focus on Digital Rights Management. His recent work on Exception Management in DRM Environments has been transferred to the industry in partnership with Fasoo. He is the author of a book on Digital Responsibility (Editions Fyp, 2014) where he argues about the value of informed trust and transparency as the basis of an emerging principle of Co-Compliance (collaborative compliance).



Elise Nardin
Programme Manager [ETH Global](#)

Elise Nardin is programme manager of the Bilateral Programme with Asia at ETH Zurich. Elise Nardin holds a BA in Social Sciences of the University of Lausanne and a MA in Public Management and Policy of the IDHEAP (University of Lausanne). Prior to ETH Zurich, she first worked in international trade promotion for various state agencies and later on in economic diplomacy at the State Secretariat for Economic Affairs (SECO) in Berne where she was responsible for the bilateral economic relations with South Asia and Oceania.

A strong advocate for Swiss design, Elise Nardin has been involved in promoting Swiss design by way of raising awareness about its value for the Swiss society, connecting designers with SMEs and representatives of government. Additionally, she is the founder of the Impromptue Project, a local initiative aiming at supporting women's entrepreneurial endeavors



Abir Oreibi
CEO [LIFT](#) and Innosuisse advisor

Abir has lived and worked in Shanghai, Hong Kong, Bangkok and London. She now lives in Geneva and is active in a number of areas: CEO of Lift, Member of the commission for Technology and Innovation, [CTI Startup \(CTI/KTI\)](#), Curator, [CAS Certificate Advanced Studies](#) entrepreneurship and self marketing for young designer program, HEAD, Member of the executive bureau of the [MAMCO friends association](#), angel investor and advisor & board member.

Abir's experience came from taking on roles in diverse sectors: the business conference world (IIR) running telcos and IT conferences in Asia-Pacific, the contemporary art world with the co-foundation of Bizart, a Shanghai art organisation initially created to boost artistic exchanges between China and Europe, the NGO world with the co-foundation of [1libya.org](#), an organization focusing on media and civil society, to the startup world when she was the first Europe-based employee of Alibaba.com and stayed on as Europe & Middle-East Business Development Director and General Manager for over 8 years. A Libyan and Swiss Citizen, who studied Political Sciences in Geneva, a proud mother of three children and two step-children, Abir's background and interests were brought to Lift which she has been presiding since 2011. Her vision is includes connecting innovators from around the world through events and high impact projects, hoping to allow for meaningful and creative projects to come out of these connections.

**Didier Schwartz**

Innovation Advisor [Innovaud](#) and [FIT](#)

Didier is an innovation advisor at Innovaud, the Agency supporting tech startups and SMEs in Canton de Vaud, Western Switzerland. He is specialized in digital and innovative business models.

In 2018, Didier set up FIT Digital (part of FIT), a foundation that financially supports tech startups. He is also responsible for the efficient functioning of this program. Entrepreneur himself, Didier founded an association called 1m83 which allows artists to exhibit on buildings under construction or renovation using canvas on scaffoldings as a means of expression.

**Leyla Tawfik**

Student in Interaction Design at SUPSI and developer of [Ethafa](#)

Leyla Tawfik has a BA in Visual Communication and she is currently doing a Master of Advanced Studies in Interaction Design at SUPSI (University of Applied Sciences and Arts of Southern Switzerland). In 2017, Leyla Tawfik designed Ethafa, project currently advancing for becoming a product. During the past year she worked on several H2020 project as a Graphic Designer and Communication Assistant.

**Tenzin Wangmo**

Researcher at [University of Basel](#)

PD Dr. Tenzin Wangmo is a Senior Researcher and PhD Program Coordinator at the Institute for Biomedical Ethics, University of Basel. She has a habilitation in biomedical ethics at the Faculty of Medicine, University of Basel. She obtained her PhD in Gerontology from the Graduate Center for Gerontology, University of Kentucky (USA) and has a BA in Biology from Berea College, KY (USA). Her academic interests are at the nexus of ethics, aging, caregiving, and public policy. Her current research projects are in the area of (a) ethics, aging, and technology; (b) informal caregiving; (c) well-being of older persons, and (d) health, rights, and dignity of older prisoners. She has published more than 60 peer-reviewed manuscripts in the field of bioethics, medicine, and gerontology.

1. Madeline Trousseau VP Sales
Gait Up - Movement analysis and measurement

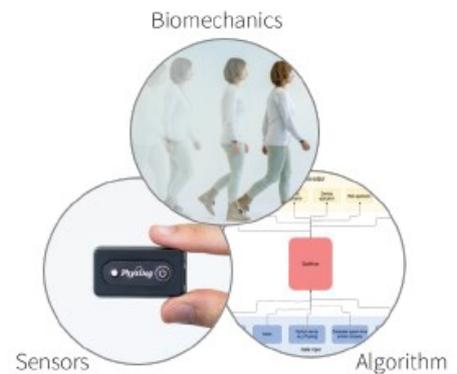
Est. 2013
Lausanne University Hospital & EPFL - spin off

Basic Information:

Gait Up is a motion analysis company that uses proprietary sensors, edge computing and biomechanics to build validated, FDA-ready solutions to measure human movement.

It can empower any smart wearable device, with an initial focus on Gait Assessment in Healthcare.

Gait Up Motion Analysis Platform



Interests in Korea:

- Exposure to Korean consumer electronics
- Business development opportunities for technology licensing USP in wearable motion sensing
- Understanding cultural aspects for future successful partnerships
- **Fields:** Wearables, IoT, AI, Sensors, Edge computing, Motion analysis, Sports, Rehab, Healthcare

For further information:

<http://gaitup.com>

2. Wiktor Bourée CEO

Technis - Smart Flooring as a Service

Est. 2015
EPFL - spin off

Basic Information:

Its system is based on our daily interaction with the flooring and consists of a multi-touch flooring which blends in seamlessly to any carpet / synthetic flooring.

Fitted with deep learning algorithms, the system thus recognizes the direction of movement, the fall of a person on the floor, differentiates children from adults, buggies from wheelchairs, etc.



Interests in Korea:

- Developing local market and collaborate for the market entry, technical collaboration and fundraising for the Asian market
- Korea as a prime target for adoption of new technologies for Technis and its healthcare products
- **Fields:** Floor manufacturing, AI, IoT, Real estate, Facility management

For more information:

www.mytechnis.com/

2. Tomas Sluka, CEO

CREAL 3D - True depth in Virtual and Mixed Reality

Est. 2017
EPFL - spin off

Basic Information:

Smart eye-wear today creates flat virtual images in fixed focal distance that cannot be seen correctly next to real objects such as our hands. CREAL 3D makes the future display of Virtual and Augmented Reality headsets and smart glasses. Their display projects hologram-like images eliminating eye-strain, enhancing immersion and allowing conflictless mixing of virtual and real worlds.



Interests in Korea:

- Contacting potential clients, partners/companies active in VR/AR hardware/smart glasses
- **Fields:** Virtual/Augmented/Mixed Reality hardware and software, Healthcare Design and Visualization, Consumer smart glasses

For more information:

www.creal3d.com/