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***Slovenska virtualna gospodarska delegacija v Švici***

***Prihodnost zdravja***

*Sreda, 3 November 2021*

*Bern, Ženeva (virtualno)*

*Veleposlaništvo Republike Slovenije v Bernu in Stalno predstavništvo Republike Slovenije pri Uradu ZN in drugih mednarodnih organizacijah v Ženevi vas v sodelovanju z največjo slovensko skupnostjo za inovacije v zdravstvu HealthDay.si, Slovenskim inovacijskim stičiščem SIS EGIZ ter SRIP Zdravje – medicina vabi k sodelovanju v* ***slovenski virtualni gospodarski delegaciji*** *s področja prihodnosti zdravja, e-zdravja in medtech-a, ki bo Švico obiskala* ***v sredo, 3. novembra 2021 med 10. in 18. uro****.*

*Virtualni program bo zajemal* ***predstavitev in delavnico o vstopanju na švicarski trg****,* ***poslovanju na švicarskem trgu*** *ter* ***relevantnih zakonodajnih okvirih*** *s posebnim poudarkom na področju tehnoloških podjetij s področja zdravja. Spoznali bomo* ***najboljše poslovne prakse*** *na slovenskem in švicarskem trgu ter* ***tkali nove stike in poznanstva*** *na tem naprednem trgu. V sodelovanju s Svetovno organizacijo za intelektualno lastnino s sedežem v Ženevi bodo udeležena podjetja spoznavala* ***pomen vrednotenja intelektualne lastnine*** *in pomembne podrobnosti, ki jih morajo upoštevati tehnološka podjetja, v sodelovanju z Mednarodno zvezo za telekomunikacije pa* ***bodo mlada zagonska podjetja svoje rešitve predstavila panelu strokovnjakov (pitching)*** *s področja prihodnosti zdravja in tehnologij. Program bo zaokrožala tudi javna panelna razprava o priložnostih, ki jih predstavlja* ***umetna inteligenca na področju javnega zdravja in medicine.***

*Dogodek bo v celoti potekal v angleškem jeziku.*

*Prijave zbiramo do* ***27. oktobra 2021*** *na* [*povezavi*](https://docs.google.com/forms/d/e/1FAIpQLSeQXtmu4QsGUU2GGh5Kh_f0dapsOl3AispLopDTW3PaVnlyLA/viewform?usp=sf_link)*.*

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***PROGRAM***

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| *10.00 – 10.15* | **Introduction*** Ambassador Iztok Grmek, Ambassador of the Republic of Slovenia to Switzerland
* Ambassador Anita Pipan, Permanent Representative of the Republic of Slovenia to the UN Office and other international organizations in Geneva
* Ambassador Denis Knobel, Ambassador of the Swiss Confederation to Slovenia
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| *10.15 – 11.15* | **Doing Business in Switzerland + Q&A*****Swiss Medtech Market**** Dr. Patrick Dümmler, Clustermanager, Health Tech Cluster Switzerland

***Regulatory Framework and Business Opportunities**** Karina Candrian, Co-founder & Partner Medicalboard (TBC)
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| *11.15 – 12.30* | **Best Practice presentation + Q&A*****Entry to the Swiss Market**** Igor Rogelj, Head at ArrowFast & Diego Casadei, General Manager Cosylab Switzerland

***Collaboration with the regional ecosystem**** Nina Remškar, Strategic Healthcare Partner, Roche Slovenija

***Experiencing collaboration with SMEs**** Lek (TBC)
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| *Lunch Break* |
| *13.00 – 15.00* | *14.00 – 15.00* |
| **Meet the game-changing digital health startups from Slovenia – Live pitching session** *In cooperation with International Telecommunication Union (ITU).*Meet the top Slovenian entrepreneur finalists present their innovative digital health care solutions. Co-organized with the Permanent Mission of Slovenia in Geneva, Embassy of Slovenia in Bern, HealthDay.si community and Slovenian Innovation Hub / SRIP Health – Medicine, this AI for Good Innovation Factory pitching session will be showcasing five Slovenian start-up entrepreneurs whose solutions use the power of AI for global health and well-being. Urška Rauter from HealthDay.si will kick off the session with an overview of Slovenia's health startup ecosystem, and three medtech judges will join the session with the pitching startups. [More info & registration.](https://aiforgood.itu.int/event/meet-the-game-changing-digital-health-startups-from-slovenia-live-pitching-session/) | **Panel discussion: Harnessing AI's power for Health** *In cooperation with the European Union Delegation to the United Nations in Geneva, the Permanent Mission of Switzerland to the UN in Geneva and the Geneva Internet Platform.*- Amandeep Singh Gill, CEO and Director of Digital Health & AI Research Collaborative (I-DAIR)- Dr Vida Groznik, Researcher, University of Ljubljana; Assistant professor, University of Primorska; CEO NeusDiagnostics- Catherine Holloway, Professor and Academic Director, Global Disability Innovation Hub at UCL, PC Chair in AI and Assistive Technologies at International Research Centre on Artificial Intelligence- Dr Andreas Alois Reis, Co-Lead of the Global Health Ethics Team in the Division of the Chief Scientist, World Health Organization- Ulrike Till, Director, Frontier technologies, on AI and IP, World Intellectual Property OrganizationModerator: Tereza Hojserova, Projects and Partnerships Director, Diplo [More info & registration](https://www.diplomacy.edu/event/harnessing-ais-power-for-health/). |
| *Coffee Break* |
| *16.00 – 17.00* | **Workshop: Introduction to WIPO IP Diagnostic Tools***In cooperation with World Intellectual Property Organization (WIPO).** Allison Mages, IP for Business Division (IPBD)
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