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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 | |
| *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) | |
| *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) | |
| *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 Organization  Moderator: 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) | |