



INNOVATION  
WORLD  
CUP  
SERIES

# INNOVATION WORLD CUP

C O N F E R E N C E  
– NEUCHÂTEL SEPTEMBER 21 | 2016 –

## AGENDA

INNOVATION WORLD CUP  
CONFERENCE 2016

### **Microcity**

Rue de la Maladière 71  
2000 Neuchâtel  
Switzerland

∴ csem



Powering  
Business  
Innovation

## Agenda Innovation World Cup Conference NEUCHÂTEL | September 21, 2016

Internet of Things, Wearable Technologies, M2M Communications, Digital Marketing, and Cloud Computing  
powered by **CSEM** and **AlpICT**

### 1:00 p.m. **Start of Innovation World Cup Conference NEUCHÂTEL**

Welcome

Georges Kotrotsios, VP Marketing & Business Development, **CSEM**  
Yohann Perron, Marketing and Strategic Services Manager, **AlpICT**

Introduction to the Conference and the Corresponding Innovation World Cup Series  
Christian Stammel, CEO, **Navispace and WT | Wearable Technologies**

### 1:30 p.m. **Wearable Biosensors: The Penalty Shoot Out** Silvia Generelli, Senior R&D Engineer, Project Manager, **CSEM**

Making Technology More Accessible for Wearable Developers  
Alessandro Maloberti, Director Marketing and Partner Ecosystems, **STMicroelectronics**

IoT Innovation - Enabling End-to-End IoT Solutions  
Milena Milosevic, Customer Program Manager EMEA, **Telit**

From Idea to Mass Production  
Philippe Koller, VP Sales & Marketing, **Cicor**

### 2:50 p.m. **Networking Coffee Break**

### 3:20 p.m. **Bringing Trust to the IoT - Connect.Secure.Monetize.** Manfred Kube, Head of M2M Segment Marketing, Director Business Development mHealth, **Gemalto**

Future Use and Vision - The Home Appliance Industry  
Martin Gebler, Head of Partnering Europe BSH, **Bosch Group**

### 4:00 p.m. **Swiss Tech Start-up Special**

Phil Allen, VP Marketing & Sales, **Swissprime Technologies**  
Hoel Guérin, Director of Sensing Technology, **Xsensio**  
Alex Russell, VP Business Development, **GaitUp**  
Evelina Georgieva, Founding Member & Head of Business Development, **Pryv**  
Stéphane Doutriaux, Founder & CEO, **Poken**  
Dr. Boris Danev, Co-founder & CEO, **3db Technologies**


### 5:00 p.m. **Closing Remarks**

### 5:15 p.m. **Networking & Get-together powered by CSEM**

### 6:00 p.m. **End of Innovation World Cup Conference NEUCHÂTEL**



Be part of the Innovation World Cup Series success and submit your IOT / M2M,  
WT or Digital Marketing solution for free: [www.innovationworldcup.com](http://www.innovationworldcup.com)

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