

swisstech.pitchinar

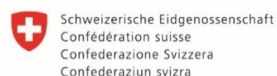
Undoubtedly, the ongoing pandemic impacts various aspects of our lives, increasing the demand for technical solutions to overcome the current situation and prepare for future ones. In light of this, CEATEC–Japan’s largest IT and electronics trade show–will be held online under the topic **CEATEC toward Society 5.0 with the New Normal**.

In addition to the **swisstech pavilion@CEATEC Japan 2020 Online**, the **Embassy of Switzerland** is organizing an online **pitchinar** session to promote Swiss innovation and excellence in Japan on October 22. **Swiss startups and companies** aiming at capturing the Japanese market are invited to join the pitchinar and introduce cutting-edge products and solutions for **New Work Styles/Lifestyles** or **Virus Prevention Measures**.

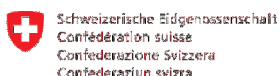
The **swisstech.pitchinar** is a pitch-session presented in a webinar format that provides clear benefits for the participants.

- ✓ Strong presence and visibility under the Swiss umbrella
- ✓ Online platform provided (no complex set-up!)
- ✓ Minimum preparation of presentation materials (no relocation required!)
- ✓ Outreach to selected Japanese audience
- ✓ Simultaneous translation provided (English to Japanese)

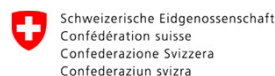
Organizers and Sponsors



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- Participants
Max. 10 startups and companies for a 90 minute pitchinar
- Topics
Two sessions: (1) “New Work Styles/Lifestyles”, (2) “Virus Prevention Measures”
- Presentation
3 to 4 min pitch session + 3 min Q&A (experts)
- Experts
Questions, comments and feedbacks during Q&A
- Poll
The audience will vote for their favorite startup/company after each session.
- Language
Simultaneous translation (English to Japanese)
- Audience
Venture capital investors, technology companies, distributors and business persons responsible for open innovation
- Time & Date
October 22 (Thu), 2020; 09:00-10:30 (CET) (tbc)
- Application Deadline
September 18, 2020
- Price
Free of charge