

enabling new business

 SWITZERLAND
GLOBAL
ENTERPRISE



BUSINESS OPPORTUNITIES IN GERMANY

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Opportunities «Smart» Technologies



Energy Transition

- Smart Cities
- Smart Grid Technologies
- Renewable Energy



Artificial Intelligence in all areas

- Industry
- Retail
- Healthcare
- ...



Smart Buildings

- Energy efficiency
- Sustainable Buildings



Swiss Pavilion and B2B partnering Smart Cities in Mulhouse

- Exhibition space at [«BE 4.0: Salon Industries du Futur Mulhouse»](#)
- Targeted B2B partnering organized by the Swiss Business Hub France
- Networking, panels and discussions

Opportunities Food



Saturated market but growth over the last few years was positive thanks to higher value offerings in packaged food such as health and wellness related (especially organic) and fair-trade properties.



- Organic
- Healthy
- Convenience
- New protein sources

Opportunities Digital Health



Digital Health

The Government pushes digital innovation, laws are adapted to allow digitization to conquer the problems the health sectors is facing:

- High costs
- Bad medical coverage in rural areas
- Staff shortage



Technologies:

- Agetech
- Digital patient
- Telemedicine
- Personalised medicine
- Real world data
- ...

The logo for the Swiss Startup Tour, featuring the words "SWISS Startup Tour" in a white, sans-serif font. The text is arranged in three lines: "SWISS" on the top line, "Startup" on the middle line, and "Tour" on the bottom line. To the right of the text is a white outline of a speech bubble or a stylized arrow pointing to the right.

**SWISS
Startup
Tour**

The background of the slide is a dark purple gradient. It features a large, glowing smartphone in the center, tilted diagonally. Surrounding the phone are various white icons related to digital health and medicine: a DNA double helix, a first aid kit, a stethoscope, an eye, a magnifying glass, a caduceus, an atom, a flask, a heart, a padlock, and a test tube. A white rectangular box with a red horizontal line at the top is positioned on the right side of the slide, containing the event title and a list of activities.

Swiss Startup Tour- Digital Health 2020

- Presentation pitches in 3 German cities
- Site visits
- Targeted B2B partnering

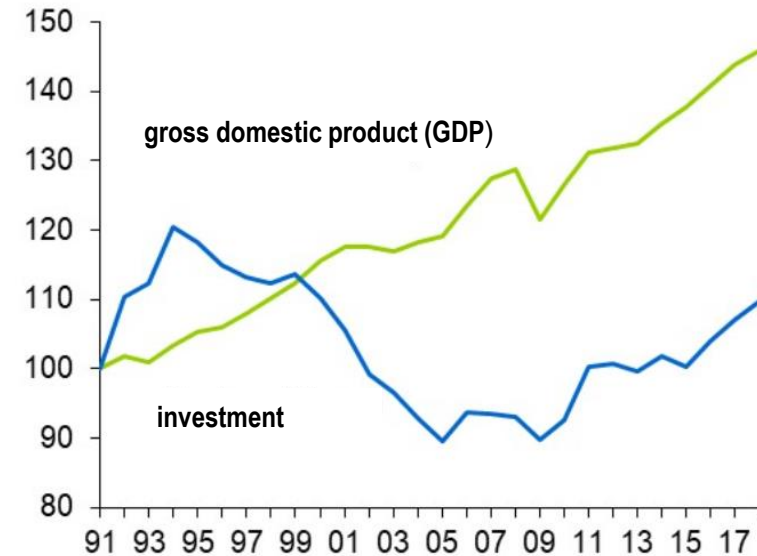
Opportunities Building sector



Building sector

Due to high demand and low interest rates, investments in real estates are still increasing.

Investment in apartment buildings and in office buildings mainly in urban areas.



Technologies:

- Proptech
- Innovative technologies and products with added value to existing solutions
- Energy saving
- Cost saving



ENTERING GERMANY

Going international

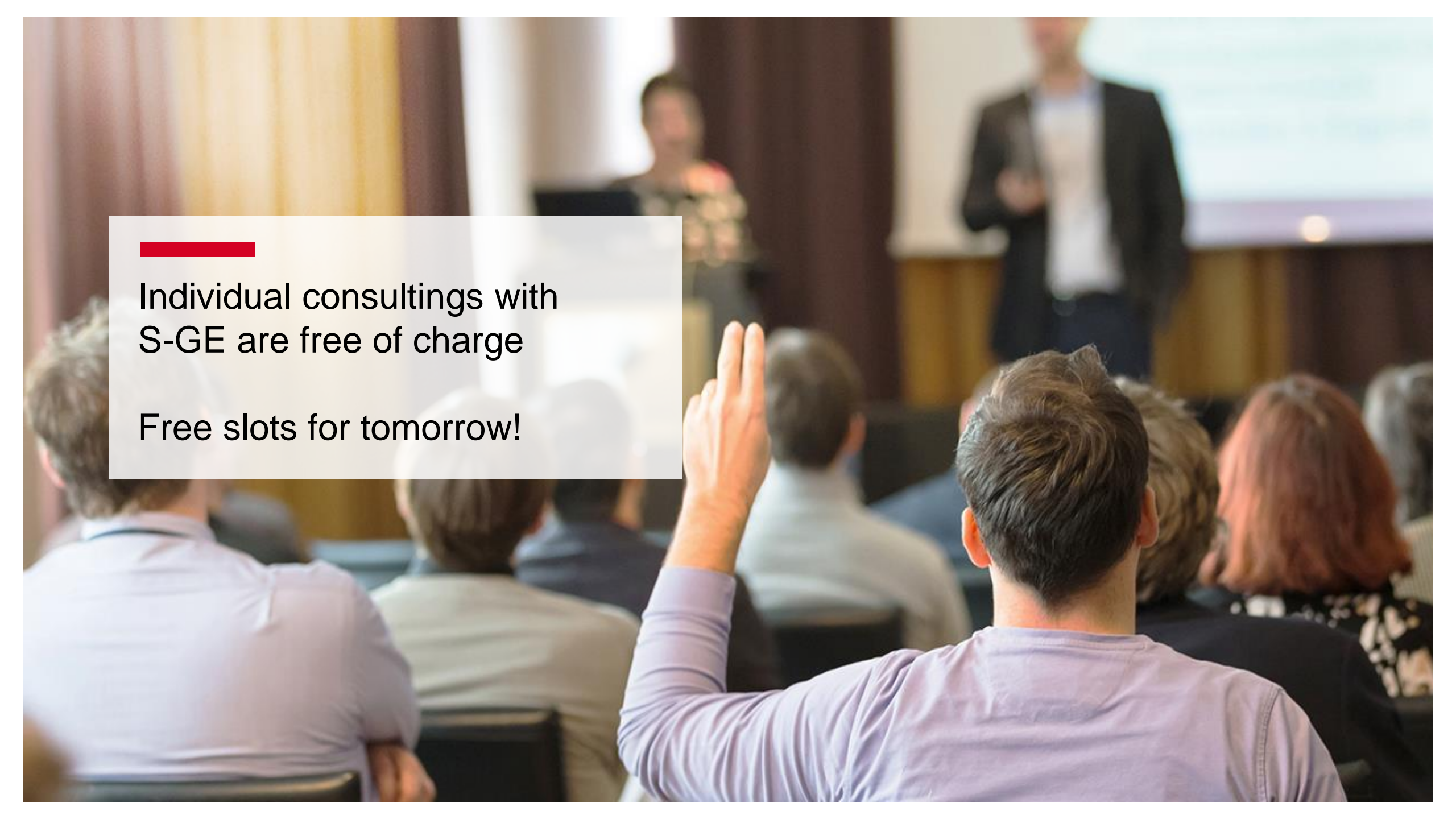
Important considerations



Going international

Summary

- Define USP, business case and positioning
- Check individual regulations
 - Legal
 - Customs
 - Certifications
 - Labelling
 -
- Make sure to have resources (financial and personal)
- Seek for help and consider budget
- Talk to us



Individual consultations with
S-GE are free of charge

Free slots for tomorrow!

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