



Press release

EPHJ-EPMT-SMT Trade Show / Fondation Inartis

Positive Coating wins the first “Watch Medtech Innovation” challenge

Geneva, 6 February 2019. The first edition of the “Watch Medtech Innovation” Challenge, which was co-founded by the EPHJ-EPMT-SMT Trade Show and Fondation Inartis, has drawn to a close with a symbolic nomination and the announcement of the jury’s decision in favour of the project submitted by Positive Coating. “Around twenty projects were submitted and we selected four, which had the common objective of transferring a powerful technology that is currently used in the watch-making industry to the medtech sector,” reported Benoît Dubuis, President of Fondation Inartis and Chairman of the Jury of the Watch Medtech Innovation Challenge, on the day the results were announced. “While virtually all the big groups have an internal innovation department, SME’s often face their transformation projects alone. Being able to support them personally by providing the expertise, time and resources to enrich their vision is a mission with real added value for the Swiss industrial sector.” For the EPHJ-EPMT-SMT Trade Show, offering a project incubation service to these companies is a way of taking into consideration their requirements and adding dynamism to subcontracting within the watch-making industry, which it brings together every year within the framework of the trade show. “It is also a way of bringing life to the show all year round and reinforcing the spirit of community that prevails there,” explains Alexandre Catton, Director of the EPHJ-EPMT-SMT Trade Show.

The four award winners from the 2018 edition, Positive Coating, SY&SE, Kejako and Swiss Motion Technologies, have benefited from the infrastructure of Fondation Inartis’ integration laboratory and have been able to draw on the unique experience of the experts dotted across Health Valley. They refined their projects that they presented to the Challenge Jury composed of Benoît Dubuis, the Chairman, Director of the Fondation Campus Biotech Genève and President of Fondation Inartis, Ms Evelyne Gisselbrecht, Publication Director at DeviceMed, Mr André Colard and Mr Olivier Saenger, co-founders of the EPHJ-EPMT-SMT Trade Show and Mr Alain Woodtli, Advanced Technology Program Manager for the Wyss Center for Bio and Neuro-Engineering in Geneva.

Award winner Positive Coating, which specialises in surface coatings for the watch-making industry, primarily using ALD and PVD technologies, is hoping to expand into the medtech industry

with applications for the dental and para-dental sector. “Our savoir-faire is driven by around thirty contributors and is currently applied primarily to the watch-making industry, where we have developed real expertise. For us, being able to open up new markets is a way of making our business more dynamic and securing long-term revenue in a sector which is very volatile,” explains Lucien Steinmann, Director of Sales & Quality at Positive Coating. “While the technical adjustments required for our products can be undertaken in-house in order to enter into the medtech sector, the regulations are very specific and necessitate a level of expertise that we are happy to have found via Health Valley and the Watch Medtech Challenge, which we won.”

The method of stimulating ideas embodied in the Challenge, which focuses upon the use of collective intelligence, has already confirmed its relevance in a number of areas, including improvement of the patient’s quality of life, which is the subject of an annual challenge organised by Fondation Inartis and the Debiopharm Group.

Based on the success of the first edition, the two partners – EPHJ-EPMT-SMT Trade Show and Fondation Inartis – have announced that the incubation programme will run again from spring 2019 until early 2020.

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Contacts:

Juliette Lemaigen, Fondation Inartis – juliette.lemaigen@inartis.ch 079 370 11 20

Alexandre Catton, Director of EHPJ-EPMT-SMT Trade Show: 022 761 10 50