

## 13<sup>th</sup> Meeting of the Innovation Group Digitalization

**Date:** 5 December 2024

**Place:** Sitem MedTech HUB (SMH) | Event Room Hive E01 (see next page)

**Time:** 13:30 – 17:00 (followed by an Aperó)

### Program

13:30	<b>Welcome Coffee &amp; Registration</b>	
14:00	Welcome	Helene Renaux, Swiss Food Research
14:15	Users in Context: Innovating with User Perspectives	Baran Güneysel & Giancarlo Huber, Divergenz
14:45	«Digitalization with vision: Farmers' challenges in implementation»	Bernd Robbert, LZSG
15:15	<b>Break &amp; Networking</b>	
15:45	OptiSignFood: software platform for an optimised product development in the food sector	Thomas Nemecek, Agroscope
16:15	Abrinca Genomics: From Frustration to UX Innovation through Dogfooding	Thomas Roder, Abrinca
17:45	Wrap-up	Helene Renaux, Swiss Food Research
17:00	<b>Networking &amp; Aperó</b>	

## EVENT LOCATION

### Sitem MedTech HUB (SMH) | Event Room Hive E01 (ground floor)

Weyermannsstrasse 36  
3008 Bern

Google Maps: <https://maps.app.goo.gl/SBYs7jDvMT7hwYMUA>

Meeting room: **Hive E01 on the ground floor**



## HOW TO GET THERE:

### Public Transport

From "Bern Bahnhof" **Tram no. 12** (towards Holligen) to stop Inselpark. 2-minute walk on Weyermannsstrasse to Sitem MedTech HUB (SMH).

### Car

In the surrounding area, there are blue parking zones, but there is no guarantee that a free spot will be available.