

13th 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 Apero)

Program

13:30	Welcome Coffee & Registration	
14:00	Welcome to Sitem MedTech HUB	Helene Renaux, Swiss Food Research Geghetsik Gabrielyan, Sitem StartUp Club
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	User Experience for the Public Sector: Sustainable Projects from the Digital Sustainability Lab	Julia Mia Stirnemann, BFH
15:45	Break & Networking	
16:15	OptiSignFood: software platform for an optimised product development in the food sector	Thomas Nemecek, Agroscope
16:45	Abrinca Genomics: From Frustration to UX Innovation through Dogfooding	Thomas Roder, Abrinca
17:15	Wrap-up	Helene Renaux, Swiss Food Research
17:30	Networking & Aperero	

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 Weyermannstrasse 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.