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# #SwissTech: 22 Swiss startups to showcase technology and innovation at Asia's largest tech expo

**Bern, 11.06.2019 - Switzerland will be making its second appearance at Asia's largest tech and digital expo, the Consumer Electronics Show Asia (CES ASIA) in Shanghai from 11 to 13 June 2019. Organized by swissnex China in partnership with Presence Switzerland and other institutional partners, the #SwissTech Pavilion will give Swiss startups a platform to expose them to the Chinese market and showcase Switzerland's leading position as a center of technology and innovation.**

CES ASIA, the largest consumer electronics show in Asia with over 46,000 visitors and 500 exhibiting companies will be held from 11 to 13 June 2019 at the Shanghai New International Expo Center. The #SwissTech Pavilion is 300 square meters in size and prominently located within the Startup Park, where the budding startups' market-ready innovations for tomorrow will be prominently displayed to potential clients, partners and investors. A stage lies at the heart of the pavilion, where the products will be showcased every day along with pitch decks from the startups.

The #SwissTech Pavilion at CES ASIA 2019 follows up on its 2018 success, where a total of 4 innovation awards were claimed by the 7 participating startups. Joined this year by 22 leading Swiss startups in the fields of drone technology, robotics, artificial intelligence, IoT and beyond, the pavilion showcases Swiss excellence in tech and innovation.

The 3-day participation of the Swiss startup team at CES ASIA will also feature a pitching night and networking reception on 12 June with prospective investors and industry experts, providing the startups with the unique opportunity to connect with a network of potential local partners to facilitate their market entry ambitions in the world's fastest growing innovation market.

Switzerland and China have established excellent relations in education, research and innovation. A bilateral framework agreement, signed back in 1989 already, led to the implementation of the Sino-Swiss Science and Technology Program, which has supported almost 300 collaborations between Swiss and Chinese researchers since 2008. Ministerial dialogues on science and technology as well as on education take place regularly. In this context, an official visit in Switzerland is foreseen for this autumn.

Located in Shanghai since 2008, swissnex China has helped over 150 startups to tap into China's potential. As part of the swissnex Network, its mission is to support the outreach and active engagement of its partners in the international exchange of knowledge, ideas and talent. Together with around twenty science counselors based in Swiss Embassies, they contribute to strengthen Switzerland's profile as a world-leading innovation hotspot. swissnex is an initiative of the State Secretariat for Education, Research and Innovation and is part of the Confederation's network abroad managed by the Federal Department of Foreign Affairs.

The CES ASIA 2019 #SwissTech Pavilion is organized by swissnex China, and is supported by a number of institutional, cantonal and private sector partners. It is part of Switzerland's effort to strengthen Switzerland's profile as a world-leading innovation hotspot, also supported by Presence Switzerland.

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## Links

[Further information on the #SwissTech Pavilion at CES ASIA 2019](#)

## Publisher

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