

Media release

Encouraging Swiss SMEs to leverage digitalization

Kick-off of the 2nd CSEM Digital Journey

Neuchâtel, 13 May 2019 – Following the success of the initial competition, CSEM is re-launching its digital challenge for SMEs. The *CSEM Digital Journey* enables a Swiss company to benefit from technological support up to a value of CHF 100,000.- to be used in the implementation of a digital project.

“This award not only provides access to CSEM’s wealth of expertise and innovative capabilities, it also confirms our vision for the future of renewable energies.” Spoken by, Alain Aerni, CEO of [Soleco](#), these words sum up the benefits of his participation in the CSEM Digital Journey.

Last November, along with [Vela Solaris](#) and [Geminise](#), his company won the previous competition designed especially for Swiss SMEs. In close collaboration with CSEM, the Zurich-based consortium is currently developing a digital application that optimizes the production and consumption of renewable energy in buildings. The intention is to commercialize the product by the end of the year.

Creating digital emulation in SMEs

Launched in 2018, the *CSEM Digital Journey* is designed to stimulate the digitalization of Swiss SMEs and works as follows: Companies with fewer than 250 employees browse a catalog of CSEM technologies, with the goal of proposing a digital project that combines both their, and CSEM’s areas of expertise. Selected by a jury of independent experts, the winner benefits from the support of our experts at the center of technological research and innovation, equivalent to an amount of CHF 100,000.-

“SMEs struggle more than large companies, or start-ups, in embracing digitalization. They have limited financial resources, and don’t always have the required expertise to make technological choices” explains Mario El-Khoury, CSEM CEO. “With the *CSEM Digital Journey*, we put our competencies at the disposal of a company, but our wider goal is to inspire Swiss SMEs – to show them what great opportunities are offered by new trends in technologies”

How to benefit from CSEM’s technological expertise

SMEs wishing to participate in the *CSEM Digital Journey* have until the 9th September 2019, to submit their portfolio. Five finalists will be nominated in October, with the winner of the 2019 competition announced at *CSEM’s Business Day*, on the 12th November in Basel.

More information: [CSEM Digital Journey](#).

Note that, in parallel with this award, CSEM has enhanced its offering to SMEs. On request, the R&D center can provide, for one day, an expert to offer advice on subjects within their technological domain.



In partnership with  SWISSMEM

DIGITAL JOURNEY
csem

Win CHF 100K worth of CSEM support for your DIGITAL-idea !

A challenge for Swiss SMEs
digitaljourney@csem.ch

Submit by 9 Sept 2019
#digitaljourney

www.csem.ch/digitaljourney

Media partners:

Handelszeitung



The Jury:

President: Georges Kotrotsios, member of CSEM management, responsible for Marketing and Business Development

Silvio Bonaccio, EPFZ, responsible for technology transfer

Nicolas Bürer, Director of Digital Switzerland

Marc Gruber, EPFL, Vice-President for innovation

Raphaël Rollier, Head of Innovation and Product Management, Federal office of Topography swisstopo

Robert Rudolph, Swissmem, member of Swissmem management, Head of the Innovation and Digitalization division

Christian Wasserfallen, National Counsellor

About CSEM

CSEM—technologies that make the difference

CSEM, founded in 1984, is a Swiss research and development center (public–private partnership) specializing in microtechnology, nanotechnology, microelectronics, system engineering, photovoltaics, and communications technologies. Around 450 highly qualified specialists from various scientific and technical disciplines work for CSEM in Neuchâtel, Zurich, Muttenz, Alpnach, and Landquart.

Further information is available at www.csem.ch

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