

Summary

SHIFT Switzerland 2020

21-23 January 2020, Lucerne

www.shiftswitzerland.ch

Get inspired at SHIFT 2020 by cutting-edge circular economy business models and solutions, and talk to the people driving these innovations!

26 exclusive SHIFT exhibitors and over 300 SHIFT experts will meet 260 exhibitors and 4500 visitors from the Swiss Plastics Expo.

Denmark is the SHIFT 2020 guest country, serving as a circular economy benchmark partner for Switzerland. The inspiring SHIFT program elements provide top-level speakers and insights, including the CES Policy Roundtable focused on “Kreislaufwirtschaft: Chance für die Berufsbildung?” (Tuesday, January 21st), the Innovation Symposium with impulse keynotes and exhibitor pitches (Wednesday, January 22nd) and the Circular Mattress Workshop (Thursday, January 23rd).

Benefit from a free entry ticket, using the code 0103 5816 2337 8673 or direct link www.visit.swissplastics-expo.ch/ticket/0103581623378673

This unique benefit is offered thanks to our partnership with the Swiss Plastics Expo. The entry ticket allows for free access to SHIFT 2020 as well as Swiss Plastics Expo (1 Ticket for 2 Events for each 3 days). Note: all SHIFT participants please register directly on the Swiss Plastics Expo-Website.

We are convinced: In-depth innovation and new partnerships are key to the initiation of new business opportunities, and the transformation towards a circular economy.

Register today for SHIFT 2020 – see you soon in Lucerne!

Kind regards,

Christian Häuselmann
SHIFT Switzerland

SHIFT 2020 - 26 exclusive exhibitors

SHIFT 2020 exhibitors include established SMEs, digital-savvy startups, science-to-industry transfer institutes, certification organizations, associations, design/engineering consultants, as well as the movement Circular Economy Switzerland.

16 exhibitors are from the Swiss German region, 5 from the Swiss French region, 5 from Europe (2 Denmark, 2 Germany, 1 France).

SHIFT 2020 exhibitor overview and focus topics are:

SHIFT 2020 Aussteller	Fokus	Ort
Allianz Design for Recycling Plastics	Innovations-Netzwerk, hochwertige Rezyklate	Basel
Bayonix	Cradle to Cradle Trinkflaschen	Feldkirchen/D
BioApply	Kompostierbare Verpackungs-Lösungen	Gland (VD)
Biokon	Bionik Kompetenz-Netzwerk	Berlin/D
Café Europe	Nachrichten zur Kreislaufwirtschaft	Winterthur
Circular Economy Switzerland	Bewegung, CES Charta	Basel
Danish-Swiss Handelskammer	SHIFT 2020 Gastland Dänemark	Zürich, Dänemark
Drehscheibe Kreislaufwirtschaft	Plattform von Swiss Recycling	Zürich
EPEA Switzerland	Cradle to Cradle Methodik, Zertifizierung	Bäch (SZ)
GreenWins	Mobile, digitale Recycling/Rückgabe-Displays	Yverdon (VD)
Heierling	Kreislauffähige Skischuhe (Weltneuheit)	Davos
Hochschule für Technik Rapperswil	Kunststoff-Innovation, Industrietransfer	Rapperswil
Lab de Souliers	Circular Manufacturing, Schuhrecycling	Chamonix/F
Loggia16	Bienenwachstücher zur Produkte-Frischhaltung	Bern
NCCR Bio-Inspired Materials	Prozess/Material-Forschung, Industrietransfer	Fribourg
Next Generations	Verbund enkeltauglicher Firmen	Bern
NTN Innovative Surfaces	Prozess/Material-Forschung, Industrietransfer	Fribourg
Plastic Twist, Hochschule Luzern	Sensibilisierung/Token zu Kunststoff-Abfällen	Luzern
Plastix	Kunststoff-Granulat aus Meeresabfall	Lemvig/Denmark
Product DNA	Transparente, digitale Wertschöpfungsketten	Lausanne
Sharely.ch	Mieten statt kaufen	Zürich
Swiss Plastics	Verband der Kunststoffindustrie	Aarau
Tide Ocean	Kunststoff-Granulat aus Meeresabfällen	Basel
Tribecraft	Innovation, Design und Engineering Consulting	Zürich
UpBoards	Recycling Platten aus Kunststoff-Abfall	Buchs
Vögeli	Cradle to Cradle Druckerei, Marketing-Produkte	Langnau

12 impulse keynote speakers and 26 company pitches – extensive circular economy expertise

The three event days (Tue-Thu, 21-23 January 2020) include seven thematic focus sessions (out of 18) curated by SHIFT 2020. The focus topics are:

- Successfully managing the new EU-Guidelines
- Microplastic challenges
- New ways for recycling plastics
- Bioplastics
- Design for recycling plastics
- Out-of-the-box topics
- Blockchain

Denmark - SHIFT 2020 guest partner and CE benchmark

In Denmark, both entrepreneurs and political leaders are driving the transformation towards a circular economy and society. With regards to size, structure and lifestyle, Denmark is quite similar to Switzerland - making it an ideal inspiration and benchmark partner.

The Danish Swiss Chamber of Commerce/DSHK and SHIFT Switzerland are closely collaborating. For example, SHIFT 2020 speakers from Denmark include

- Sara Wingstrand, Ellen McArthur Foundation, London
- Anne Louise Thon, SDG Invest
- Hans Axel Kristensen, PlastixGlobal
- Julie Harboe, HSLU / EU-Project Plastic Twist
- Managing Partners from Re-Match (recycling synthetic turf), EPS Recycle (fishbox-inspired EPS Recycling), TREBO (material identification/sorting), Green Innovation Group (CE accelerator).

SHIFT 2020 – inspiring side events

Tue, 21 January 2020

- 13.45 - 15.15h: **CES Policy Roundtable**. Topic: “Kreislaufwirtschaft: Chance für die Berufsbildung?” By invitation only. Organized by Sanu Durabilitas, Contact: Daniel Ziegerer. Location: Messe Lucerne, Forum 2.
- 18.30- h: **Denmark Welcome Dinner** with VIP-guests.

Wed, 22 January 2020

- 7.30 - 9.00h: **Breakfast Meetup** with 40 selected opinion leaders from the Swiss circular and Swiss plastics industry. By invitation only. Location: Messe Lucerne, Gallery/Foyer.
- 9.40h and 10.00/12.00/14.00h: **Innovation Symposium** with
 - Circular Economy Switzerland/CES Presentation (9.40-10.00h)
 - 3 thematic focus sessions (10h, 12h, 14h). Location: Halls 1 and 2.
- 16.00- h: **Wine & Cheese Party** & Danish specialties. Location: Foyer.

Thu, 23 January 2020

- 10.00-12.30h: **Circular Mattress Workshop**. Organized by Pusch, Contact: Esther Hidber. Location: Messe Lucerne, Forum 3.

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