

SWISS START-UPS AT CES 2021

Zurich, January 8, 2021

Switzerland will be participating in the Consumer Electronics Show (CES) for the third time in a row. From January 11-14, 2021, Switzerland Global Enterprise will accompany 23 Swiss start-ups to one of the world's most important consumer electronics trade fairs. As part of the SwissTech campaign, the companies will showcase their innovations to a global audience and represent Switzerland as the world's leading location for innovation and technology.

Ranging from a self-disinfecting door handle, a sensor that reminds you to drink, or a keyboard for your smartphone that reduces typing errors to a minimum, the products of the 23 Swiss start-ups are extremely diverse this year as well. The latest technologies will be presented as part of the SwissTech presence at CES 2021, which is co-organized by Switzerland Global Enterprise (S-GE) and Presence Switzerland FDFA and supported by the partners Innosuisse, digitalswitzerland and Swissnex.

“The SwissTech presence at CES gives start-ups the opportunity to present themselves to a tech-savvy global audience, get in touch with potential investors, customers and partners, and take the next step towards tapping into the North American market,” explains Patrik Wermelinger, Head of Investment Promotion and CES Project Manager at S-GE. “At the same time, we are positioning Switzerland at the leading trade fair as a highly attractive location for technology companies seeking to expand into Europe.”

CES 2021 goes completely digital

CES is one of the most important trade fairs for consumer electronics and is held annually in Las Vegas (USA). Last year alone, more than 170,000 participants attended the trade fair. Due to the pandemic, CES 2021 will be held completely digitally from January 11-14.

As the first point of contact for internationalization issues, S-GE, together with the Swiss Business Hub USA and Swissnex, will prepare participating start-ups specifically for their digital presence at CES 2021 and for entering the US market. In addition, the companies will be directly networked with potential business partners. The majority of the start-ups will receive financial aid from Innosuisse for participating in the trade fair and for business support.

The 23 Swiss start-ups participating in the CES as part of the SwissTech campaign are all active in the consumer electronics sector. By participating in CES Worldwide, the start-ups will benefit from the global and uniform communication of the Swisstech campaign (www.swiss.tech), which will lead to greater visibility for Switzerland and the start-ups.

An overview of all Swiss start-ups attending CES Worldwide 2021 can be found [here](#).

Contact

Silvana Möhr

PR + Multimedia Manager
Switzerland Global Enterprise
Stampfenbachstrasse 85 – CH-8006 Zurich
Direct: +41 44 365 55 12
smoehr@s-ge.com:
www.s-ge.com

Sina Steininger
Head of Information
Switzerland Global Enterprise
Stampfenbachstrasse 85 – CH-8006 Zurich
Direct: +41 44 365 55 66
ssteininger@s-ge.com
www.s-ge.com

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion with around 200 employees at offices throughout Switzerland and in 31 countries. We support Swiss SMEs in their international business and help innovative foreign companies to establish in Switzerland. In doing so, we rely on a unique network of national and global partners. This is how we create added value for our clients and prosperity for Switzerland. As a non-profit organization, we provide a public service for our clients on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the cantons. We operate our 27 offices, known as Swiss Business Hubs and Trade Points, in 31 countries jointly with the Federal Department of Foreign Affairs FDFA. Thanks to our global network of partners, we support our clients in many other countries.