



Lift and Esa join forces to create new business opportunities around satellite applications with Lift to Space

Geneva, the 15th of December 2014 - For its 10th edition, Lift is proud to welcome the European Space Agency (ESA) at Lift15, bringing together Esa and Lift communities in joint workshops, conferences, discussions and an exhibition dedicated to imagining the future with satellite technology.

Breaking away from the traditional annual meeting format, ESA, the State Secretariat of Education, Research and Innovation (SERI), the Swiss IAP Ambassador Platform (AP-Swiss) and Lift join forces to offer a new design to the annual meeting of ESA's ARTES Application programs whose objective is to foster the development of commercial products and services based on satellites. "Lift is the leading innovation conference in Switzerland, it's the best place for Switzerland to host the annual ARTES applications Conference and showcase innovative on activities in the satellites space data application industry. Bringing together the ESA and Lift communities is an important step in creating new potential for commercial development around these technologies", José Achache, Managing Director AP-Swiss.

Spread over two days, Lift to Space will welcome startups, scientists, researchers, economic actors and innovators to explore new business applications using satellites and stimulate the emergence of new ideas and services, through interactive and joint breakout formats hosted within the Lift conference's programme. "We are co-creating workshops with Esa to allow exchanges and open the way for new collaborations and projects creation. We are happy to bring great content around the space topic but also promote the potential of business and commercial applications around ESA technologies. ESA and AP-Swiss offer financing opportunities for entrepreneurs", More lift community & Mixe, creative magic sauce Abir Oreibi, President, Lift.

Along side the workshops and masterclasses, Lift participants will be able to discover an exhibition of the most exciting Swiss and European startups in the space arena. On the 4th of February in the morning, ESA will host its plenary session giving the stage to executives and politicians to share their vision of where the space is heading.

Esa & Lift workshops

“Design Fiction” Workshop: held as an approach to design that speculates about new ideas through prototyping and storytelling, this workshop, hosted by a group of designer and start-up experts will address several questions regarding the possible results of these emerging technologies, such as sensor system, in its potential everyday use.

The “Business Models in Satellite Data Applications” workshop will take place on the 5th of February to present concrete use cases of space application start-ups and established players. The objective is to inspire Lift entrepreneurs to get involved and get a better grasp on the business opportunities in the field.

To keep in line with ESA activities in Africa the Entrepreneur Session “Africa’s, Finance and Technology” will take place on the same day. In this session, ESA projects related to Africa, finance and technology will be presented, followed by discussions with Entrepreneurs from Africa who have developed projects in the same areas.

About the European Agency (ESA) :

The European Space Agency is Europe’s gateway to space. Involved in the mission to shape and develop Europe’s space capability and ensure that investment in space delivers benefits to the citizens of Europe and the world. ESA’s activities and programmes are designed to find more about Earth, its space environment, our Solar System and the universe, as well as to develop satellite-based technologies and services and to promote European industries. ESA also collaborates closely with space organisations outside Europe.

About the Ambassador Platform AP-SWISS :

AP-Swiss helps companies to target new services, identify Swiss, European and international partners and obtain funding from ESA for awareness, feasibility and demonstration activities, up to market validation. AP Swiss keeps a definite Swiss focus. Its remit includes the many multinational companies and organisations that are based in

the country and whose activities are global. Located in the Innovation Square of the EPFL Science Park in Lausanne. This hands-on incubator was established to support innovative technology companies and projects in their early years, taking science to market.

About Lift Events :

Lift Events explores the business and social implications of technological innovation through the organisation of international event series and open innovation programs in Europe and Asia.

Since 2006, **LIFT** supports public and private organizations through events and open innovation programs. Over the years, **LIFT** has welcomed over 15'000 participants from 40 countries in over 30 event and has become a key partner for organisations and individuals wishing to identify the current challenges and creative solutions presented by emerging technologies.

Over the years, Lift has created and built a community and project portfolio contributing to and benefiting from the knowledge and contacts created through its hosted events.

Practical info:

Venue: Centre International de Conférences Genève (CICG)
17 rue de Varembe, Geneva

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