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Life Science: How SMEs gain an international foothold

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SWITZERLAND, ALL INDUSTRIES

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Jakob Dynnes Hansen, CFO Evolva

How do you translate innovation into global success as a life science SME? Jakob Dynnes Hansen, CFO Evolva, has some answers to that. In this interview and at our Impulse: Life Science on 12. April.

The ideas are there in abundance, the products are great, the marketing potential is enormous and yet success is elusive. You know the feeling. Including and particularly in the life science sector, where innovation is an important factor, but unfortunately not the only one that decides between success and failure. An equally important factor is how to translate innovation into market strength without incurring serious frictional losses.

For example, in the context of international cooperative ventures with globally active corporations, advises Jakob Dynnes Hansen, CFO at Evolva. In our interview with Jakob Dynnes Hansen you can read what SMEs should particularly watch out for and what opportunities are still open to them, to achieve good positioning in the global competitive environment: "I am very optimistic about the future of the life science sector".

If you want to find out more about the challenges and opportunities for life science SMEs in international markets, visit our [Impulse: Life Science \(mit Gastreferent Jakob Dynnes Hansen\) on Swiss Biotech Day \(12. April in Basel\)](#).

[Interview with Jakob Dynnes Hansen, CFO Evolva: "I am very optimistic on the future of the life science sector"](#)

[Website Evolva](#)

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DIGITAL BOOST DAY FOR SMES: BUILD A DIGITAL BUSINESS MODEL IN ONE DAY

Switzerland Global Enterprise and PwC are offering a pragmatic new consulting service: Digital Boost Day. This hands-on one-day workshop for senior managers supplies the tools and knowledge to capitalize on the opportunities of the digital age as profitably as possible.

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