

Press release, March 24, 2015

The “Brain Race” is fully underway – all around the world

Philanthropists, scientists and entrepreneurs from the biggest brain initiatives of recent years will exchange ideas on brain research at The Brain Forum 2015 in Lausanne.

Dr. Walid Juffali, a successful global entrepreneur, business visionary and chairman of the W Science Initiative brings The Brain Forum to Lausanne. He is convinced: “The new millennium is all about the brain race – comparable to the space race of the 60ties.” With the major difference that in the Brain Race, the competitors are also partners in research, and will exchange their research results to move forward, towards a better understanding of the mysteries of the brain.

The global superpowers are aware of the importance of brain research. In recent years, the EU (Human Brain Project), the US (Allen Brain Initiative) and Israel (Israel Brain Initiative) all have launched their own brain initiatives.

Plan for China Brain Science Project to be presented next week

The plan for the China Brain Science Project will be presented at the Brain Forum in Lausanne next week. Through a series of national strategic discussions, the neuroscientists in China have reached a consensus on integrating the (research) strengths of multiple disciplines to implement the China Brain Science Project, targeting the health of human brains. Prof. Nancy Ip, Dean of Science at the Hong Kong University of Science and Technology: “The initiative will advance our knowledge of the brain in health and disease, facilitate the establishment of advanced technology platforms, and enhance public awareness of brain health.”

Exploding healthcare costs due to brain diseases

Up to 30% of the healthcare costs are related to brain diseases. The economic cost of neurological disorders in Europe reached 798 billion Euros in 2010, which is twice as much as what it was in 2004.ⁱ The scientific exploration of the human brain is a fundamental necessity for answering the challenges of the 21st century.

The Brain Forum and the Ecole polytechnique fédérale de Lausanne (EPFL, Switzerland) have therefore invited representatives from all major brain initiatives to Lausanne. The SwissTech Convention Center will house a 3-day forum bringing together scientists and entrepreneurs from major brain research projects for the first time ever.

“Putting together the discoveries of cutting-edge brain research is essential for everyone because it directly affects the future trajectory of society”, says Dr. Walid Juffali. “That is the reason why we have founded The Brain Forum in 2013. We want The Brain Forum to become the World Economic Forum (WEF) in brain research.”

The Brain Forum 2015

When: March 30 – April 1, 2015

Where: SwissTech Convention Center, Lausanne

Program: <http://thebrainforum.org/program>

Live streaming: The sessions will be streamed live on www.live.thebrainforum.org

For more information, please contact:

The Brain Forum:

Evelyn Ruckstuhl, press office, +41 44 266 67 67, thebrainforum@farner.ch

About The Brain Forum – www.thebrainforum.org / info@thebrainforum.org

The Brain Forum, first launched in 2013, brings together novel thinkers and pioneers in the fields of brain research, technology and healthcare. Academics, entrepreneurs, healthcare professionals, investors and policy makers will meet at The Brain Forum 2015 to share their knowledge, experience and vision for the future.

About EPFL – www.epfl.ch

EPFL, in Lausanne (Switzerland), is one of the most international higher education institutions in Europe. It counts among its ranks roughly 10,000 students and 5,000 employees representing more than 120 nationalities. Education and research are organized into five schools and two colleges, with a strong emphasis on interdisciplinary work. In 2013, the European Commission selected the Human Brain Project, an international effort at understanding the human brain, led by EPFL, as a “FET Flagship initiative”.

About W Science

W Science Laboratories AG is a private company that provides funding as well as technology and leadership resources to support initiatives that enable the integration and packaging of science with information technologies that advance personal healthcare and well-being. The goal is to create an interdisciplinary, dynamic environment to address new age health challenges and rapidly develop innovative applications using prevailing technologies across sectors.

ⁱ <http://www.ncbi.nlm.nih.gov/m/pubmed/21924589/>