

The Brain Forum: A platform for progress

The Brain Forum connects researchers, engineers, healthcare professionals, entrepreneurs, industrialists, investors, funding agencies and policy makers, to advance our understanding of how the brain works and to accelerate the application of that knowledge to practical human needs.

Join us in advancing brain science and transforming lives on 26 and 27 May 2016 at the SwissTech Convention Center in Lausanne, Switzerland.




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About The Brain Forum

The Brain Forum puts a spotlight on brain research. The forum connects researchers, engineers, healthcare professionals, entrepreneurs, industrialists, investors, funding agencies and policy makers, to advance our understanding of how the brain works and to accelerate the application of that understanding to human needs.

 **We are committed to the potential of brain science to transform all of our lives.**

The Brain Forum was created in response to rapid advances in our understanding of the brain. This growing body of knowledge holds the key, not just to the development of new treatments for neurological disorders, but to a broad range of applications that could transform the way we live and work.

If we are going to make practical progress, however, research alone is not enough. There has to be a broad ranging and collaborative response that builds on the achievements of cutting-edge science.

That's why we set out to bring together researchers, innovators, entrepreneurs, investors and healthcare professionals from around

the world, to make connections, share thinking and explore ways in which science can be translated into real-world solutions. At the same time, we wanted to involve those responsible for setting public policy in a wider debate that would influence their decision-making and generate positive initiatives.

The result was our first conference in 2013 followed by a second, even more successful one in 2015 with over 1000 participants from 27 different countries. Encouraged by the enthusiastic reaction, we are making our conference an annual event from 2016 onwards and initiating an ambitious programme of additional events.

Founder & Pater Familias

The Brain Forum was founded by Dr. Walid Juffali, businessman, entrepreneur, scientist and philanthropist, as part of the W Science Initiative, to help progress the field of brain research.

Brain science is one of the most exciting fields of human endeavour. Our understanding of how the brain works is rapidly growing, and this presents a range of practical possibilities.

Dr. Juffali's vision is for The Brain Forum to become the key platform for fostering collaborations and global initiatives that have the potential to transform lives.



Above:
DR. WALID JUFFALI
Founder & Pater Familias

The Brain Forum Board of Foundation:



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MR. BRUNO VALSANGIACOMO
Executive Chairman
Tectus AG



Scientific exploration of the human brain is a fundamental tool for answering the challenges of the 21st century. Putting together the discoveries of cutting-edge brain research is essential for everyone because it directly affects the future of society.

Dr. Walid Juffali

Our partners are:



Our annual programme

In 2016, our third conference will take place on 26 and 27 May in Lausanne, Switzerland. The annual conference will also be supported by a range of other activities throughout the year.

Our objective is to continually engage a wider audience. This could include inviting experts from diverse fields with a view to broadening the conversation and generating possible new insights. Hosting debates online will also provide an opportunity to involve researchers who are doing significant work in other countries.

Our internet platform will also allow us to make what is one of the most exciting scientific disciplines accessible to a far wider audience by providing straightforward explanations of the issues involved, the relevant technicalities and the proposed applications. This will not only raise the global profile of brain science but, by inviting comments and contributions, it has the potential to generate valuable ideas from unexpected sources.

An important aspect of our work is the assistance we provide to companies involved in neurotechnology and advanced brain research, especially in their early days. Our industry exhibition gives both established and start-up businesses the opportunity to showcase their products and services, and to meet potential investors and customers in a uniquely supportive context. At the same time, our start-up competition serves to bring the most innovative of them to the attention of a wider audience. We also offer direct practical support in the form of coaching, help with their business plans and specific networking sessions.



We are working to inspire connections outside the traditional neuroscience community, encourage fresh thinking and raise the profile of brain science for the benefit of all.

Above:
DR. FRANCESCO PETRINI &
DR. STANIŠA RASPOPOVIĆ
SensArs NeuroProsthetics

Below:
DR. ANDREA MAESANI &
DR. ANDREA BIASIUCCI
Intento





Our venue

The Brain Forum 2016 will be held at the SwissTech Convention Center Lausanne, Switzerland.

The Lac Lemman (Geneva Lake) region is internationally recognised as a centre of excellence for biotechnology and neuroscience and is conveniently located in the heart of Europe. The recently opened Campus Biotech in Geneva, a hub of excellence in biotechnology and life science research, reflects the region's growing strengths in those areas.

The exhibition area at the SwissTech Convention Center offers state of the art infrastructure, comfort and security in an excellent location. With its unique architecture and innovative technologies, the SwissTech Convention Center will immerse you in a stimulating environment, at the very heart of innovation in Europe.

Previous speakers

Our events have attracted highly respected speakers from across the globe including:



PROF. PATRICK AEBISCHER
• President of EPFL, Switzerland



DR. RAFI GIDRON
• Founder and Chairman of Israel Brain Technologies, Israel



DR. IGNACIO MUÑOZ SANJUÁN
• Vice President of Translational Biology at CHDI Foundation, USA



PROF. ALIM-LOUIS BENABID
• Professor at Joseph Fourier University, France
• Chairman of Clinatec, France



DR. ANIRVAN GHOSH
• Global Head/Vice President of Neuroscience Discovery and Biomarkers at Roche, Switzerland



PROF. NANCY IP
• Dean of Science at the Hong Kong University of Science and Technology, China



PROF. OLAF BLANKE
• Professor and Director of the Center for Neuroprosthetics at EPFL, Switzerland



DR. ERIC KARRAN
• Director of Research at Alzheimer's Research UK, UK



PROF. MIGUEL NICOLELIS
• Professor at Duke University Medical Center, USA



PROF. EDWARD BOYDEN
• Associate Professor at the Massachusetts Institute of Technology, USA



DR. CHRISTOF KOCH
• CSO of the Allen Institute for Brain Science, USA



STEPHEN OESTERLE, MD
• Senior Vice President for Medicine and Technology at Medtronic, USA



DR. STEFAN CATSICAS
• CTO & Executive Vice President for Innovation Technology and R&D at Nestlé, Switzerland



DR. ISMAIL COLA
• Executive Vice President, New Medicines™ Head and CSO of UCB, Belgium



DR. ANDREA PFEIFER
• Co-founder and CEO of AC Immune, Switzerland



PROF. ELENA CATTANEO
• Professor and Director of UniStem at the University of Milan, Italy



PROF. STÉPHANIE LACOUR
• Professor at EPFL, Switzerland



PROF. BERNARD POULAIN
• Deputy Scientific Director at CNRS, France



PROF. GRÉGOIRE COURTINE
• Associate Professor at EPFL, Switzerland



PROF. HILAL LASHUEL
• Executive Director of the Qatar Biomedical Research Institute, Qatar
• Associate Professor at EPFL, Switzerland



PROF. CHRIS TOUMAZOU
• Director of the Centre for Bio-Inspired Technology at Imperial College London, UK



PROF. MONICA DI LUCA
• Professor at the University of Milan, Italy
• President of the Federation of European Neuroscience Societies



PROF. PIERRE MAGISTRETTI
• Dean of Biological and Environmental Sciences and Engineering at KAUST, Saudi Arabia
• Professor at EPFL, Switzerland
• President of IBRO, France



PROF. MARTIN VETTERLI
• Professor at EPFL, Switzerland
• President of the Swiss National Science Foundation, Switzerland



PROF. JOHN DONOGHUE
• Director of the Wyss Centre for Bio- and Neuro-Engineering, Switzerland
• Director of the Brown Institute for Brain Science, Brown University, USA



PROF. HENRY MARKRAM
• Professor at EPFL, Switzerland
• Co-director of the Human Brain Project



MR. HANSJÖRG WYSS
• Founder of the Wyss Foundation, Switzerland



PROF. SHUMIN DUAN
• Dean of the Zhejiang University School of Medicine, China
• President of the Chinese Neuroscience Society



PROF. KARLHEINZ MEIER
• Professor at the University of Heidelberg, Germany
• Co-director of the Human Brain Project



PROF. TONY WYSS-CORAY
• Professor at Stanford University, USA

KEY PARTICIPATING INSTITUTIONS

ACADEMIA

A*STAR
CERN
EPFL
University of Lausanne
First Moscow State Medical University
American University of Beirut
University of Hong Kong
Qatar Biomedical Research Institute
Joseph Fourier University
Oxford Brookes
UC Berkeley
Newcastle University
Stanford University
Business School Lausanne
Texas A&M University
Berlin Institute of Technology
University of Fribourg
University of Milan
Strasbourg University
Delft University of Technology
University of Geneva
Wright State University
Al Majmaah University
University of Zurich
University of Heidelberg
University of Verona
London School of Economics
ETH Zurich
Massachusetts Institute of Technology
Batterjee Medical College
International Institute for Management Development
Cairo University
Effat University
Imperial College London

PHARMA / MEDTECH / BIOTECH

Roche
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UCB
Imec
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MindMaze

HEALTHCARE

Lausanne University Hospital
King Faisal Specialist Hospital and Research Centre
University Hospital Geneva
University Medical Centre Ljubljana
Sidra Medical and Research Center
Oxford Maternal & Perinatal Health Institute

TECHNOLOGY / IT

ABB
IBM Switzerland
Microsoft
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ADVISORY / CONSULTING

Tectus Group
Forresters
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London Wall Group
Venture Concept

NON-PROFIT / NON-GOVERNMENTAL ORGANISATION

Allen Institute for Brain Science
Genetic Alliance UK
World Federation of Neurology
Wyss Center for Bio- and Neuro-Engineering
Alzheimer's Research UK
Henry Vossen Neurodevelopment Centre
European Platform for Patients' Organisations, Science & Industry
Cure Huntington's Disease Initiative Foundation
Chinese Neuroscience Society
International Neuroinformatics Coordinating Facility
Israel Brain Initiative

OTHERS

HealthTech Summit 2015
Swiss Economic Forum

BANK / FINANCE

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Andurand Ventures Ltd.
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INVESTMENTS / FUNDING

Corvus Capital
DEFI Gestion SA
SymbioSwiss
Index Ventures
Prival AG
b-to-v Partners AG
A3 Angels
W Investments (CH) AG

FOOD

Nestlé
Nestlé Health Science

GOVERNMENTAL ORGANISATION

National Centre for Scientific Research (CNRS)

LEGAL

Homburger AG
Kendris AG
Id Est Avocats

Our profile

MEDIA

The Brain Forum's profile has been increasing each year. In 2015, we achieved media coverage online, in print, on TV and on radio – including coverage in:

- Neue Zürcher Zeitung
- Solothurn Newspaper
- Tribune de Genève
- Schweiz am Sonntag
- Le Temps
- 24 Heures
- La Liberté
- TVN
- SRF 1, 10 vor 10
- Radio RTS



SOCIAL MEDIA

We have been seen, liked and followed on Twitter, Facebook and YouTube.



Twitter

3754 followers

more than **4.9m** impressions

2280 tweets posted



Facebook

more than **45k** likes

1.9m impressions

more than **332k** reach in ads



YouTube

19667 views

1548 subscribers

12 videos posted


Our feedback

We have received excellent feedback from our many sponsors, panelists, exhibitors and guests. This feedback has encouraged us to move forward with our exciting ambition.


EVENT SURVEYS HAVE REVEALED THAT:

- The majority of respondents said that their impression of The Brain Forum was excellent
- More than 85% of respondents said that they are likely to attend The Brain Forum event in the future
- Over 97% of respondents visited the exhibitions, and commented positively on them
- The speakers and the overall quality of presentations were seen as excellent


SOME KEY QUOTES INCLUDE:

 With a 70-year tradition of innovation in its different business lines, Tectus is proud to be a founding partner of The Brain Forum and bring together thought leaders in possibly the most exciting scientific field of the 21st century.


Tectus, Switzerland

 You succeeded in gathering an astonishing number of top notch scientists, leading executives in science, industry, and other stakeholders, allowing for new insights and catalysing new ideas. The forum also demonstrated how beneficial the well-informed support of philanthropists can be.


European Academy of Neurology

 We were very pleased to see that the event was again a great success and continues to be an excellent forum for sharing knowledge.

Forresters, United Kingdom

 As a student at EPFL, I would like to thank you for making The Brain Forum possible and accessible to students. This was a great opportunity for us to discover different aspects in neuroscience and motivated us in facing the challenges in this field.

EPFL, Switzerland

 Let me congratulate you on the great outcome of The Brain Forum. You and the entire team has done such a superb job in pulling together all these esteemed speakers and panelists. Every minute of the three days was very enlightening for me and a humbling experience.

You truly can be proud of what you have achieved and I am privileged to be able to partner with such inspiring and dedicated colleagues from W Science.

UBS AG, Switzerland

Find out more:

To find out more, please contact
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THE BRAIN FORUM APP

Please download the app in order to maximise your experience at The Brain Forum 2016 and to be up to date on all the latest news, programme details, and conference information:

<http://app.thebrainforum.org>



The Brain Forum is a wholly independent charitable foundation registered in Switzerland (MWST-Nr: CHE-203.316.854)

www.thebrainforum.org



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