

Friday, 13.6.2025 | 11:30 – 14:00 | Zunfthaus zur Schmiden, Zurich

SEC BUSINESS LUNCHEON

Medtech Switzerland in Global Competition: Between FDA, MDR and Bilateral Relations

Adrian Hunn, Director, Swiss Medtech

Switzerland's Medtech sector is world-leading—but operates in an increasingly complex international environment. In his keynote, Adrian Hunn will explore how Swiss Medtech companies navigate global regulation, market access, and political uncertainty. He will discuss MDR, FDA, and the current status of Switzerland's bilateral relations with the EU—offering insights for export-oriented sectors more broadly. The CEE region will also be touched on as a strategic area for growth and innovation.



Adrian Hunn is Director of Swiss Medtech, the national industry association representing over 800 Swiss Medtech companies. With over 16 years of leadership experience in international healthcare, manufacturing, and innovation sectors, he brings deep expertise in regulatory strategy, marketing, and global business development. He holds an MBA from IMD Lausanne and previously served as CEO of Dentalpoint AG (Zeramex) and in senior roles at Sonova, Phonak, and Franke.

Program

11:30 – 12:00	Apéro
12:00 – 14:00	Seated Lunch
13:15 – 14:00	Keynote & Q&A Adrian Hunn

Date | Location

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Zunfthaus zur Schmiden | Marktgasse 20 | 8001 Zurich

Participation Fee

SEC and Swiss Medtech Members & Guests	68 CHF
Embassies, Chambers & Partners	68 CHF
Non-members	100 CHF

Registration

Please register online by **Monday, 9 June 2025:**

www.cee.swiss/events

For further information

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Presentation will be English