

Let's build and maintain a Healthy World for all !

The theme of the Annual Open Day Event at the Haute École d'Ingénierie et de Gestion du Canton de Vaud (HEIG-VD HES-SO) will focus on the technical and social innovation for wellness. All the labs of the School will be open to the general public, to business oriented people and, of course, to prospective students and their parents.

At the C34 laboratory on biomedical engineering applied to sport, cognition and healthy ageing we are looking forward to meeting people for presentations, discussions and networking on that very special event.

As we want this event to be an exceptional opportunity to establish new links at academic, research and business level within the effervescent innovation area of the Canton of Vaud in Switzerland which is home of many top technology industries and of many International Sport Federations, we will propose a Seminar on the "Economics of Wellness" to be held on March 17th, for examining the various facets of technology, medicine, sport, work and economy related to wellness.

The "Economy of wellness" is today linked to the aspects of community living, the management of active life of citizens and their spare time, the issues of transportations and movement, sport as well as work and leisure activities.

This event follows the Healthy World Conference HWC2015 <http://www.hwc2015.org> held in Kakinada (Andhra Pradesh, India) and precedes the next similar 2016 event, the venue of which will be communicated soon. The HWC Conferences are focused on HEALTH as a whole; its four main subtopics i.e. healthy body, healthy mind, healthy population and healthy environment base themselves on the common denominator of INNOVATION and TECHNOLOGY.

HEALTHY WORLD CONFERENCE 2015

A HEALTHY WORLD FOR A HAPPY LIFE



heig-**vd**

HAUTE ÉCOLE
D'INGÉNIERIE ET DE GESTION
DU CANTON DE VAUD

[www.heig-**vd**.ch](http://www.heig-vd.ch)

How to get there

THE DATE: March, 17th 2016 from 14h00 till 19h30.

THE VENUE: Haute École d'Ingénierie et de Gestion
du Canton Vaud
Route de Cheseaux, 1
CH-1401 Yverdon-les-Bains Switzerland
Level C, East wing (new building)
Lecture room: C33 – Laboratory room: C34

HOW TO GET THERE:

Located in the heart of a natural setting formed by the Jura Mountains, the plains of the Orbe, the hills of the Broye and Lake Neuchâtel, Yverdon is the second most important town in the Canton of Vaud. Famous for its thermal springs and an important regional centre for commerce and tourism, Yverdon is only 90 km by rail or motorway from the international airport of Geneva and 200 km from the Zurich airport. From Yverdon railway station take bus number 601 (direction HEIG-VD – Gymnase), get off at HEIG-VD bus stop (1.5 km, 4 minutes; tickets to buy at the ticket machine on the platform or from the driver on boarding the bus).

HOW TO REGISTER:

Registering to the seminar is free, although compulsory for logistic reasons. Just drop an email to: [enrico.staderini@heig-**vd**.ch](mailto:enrico.staderini@heig-vd.ch).
Don't forget to indicate your name and affiliation. That's all!

VISAS:

Should you need a visa for entering Switzerland, then please ask for a formal invitation letter. Unfortunately no grants are available for covering any cost incurred by the participants at the seminar or at the Open Day Event.

ACCOMMODATION:

We got special offers from the Following hotels which the participants may contact directly citing the: "HEIG-VD OPEN DAY EVENT":
<http://www.hotel-yverdon.ch/>
<http://www.hotel-delasource.ch/>



The **C34** laboratory
on neurophysiology instruments research
for sport, cognition and healthy ageing

Une adresse à retenir

heig-**vd**

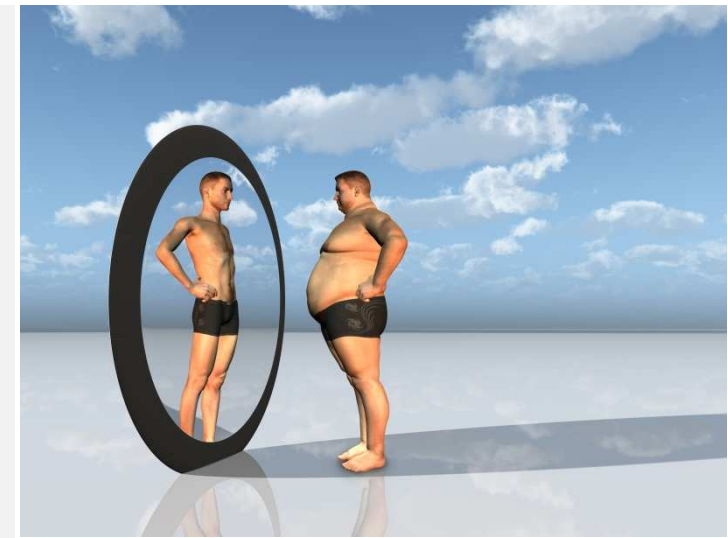
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Contact:

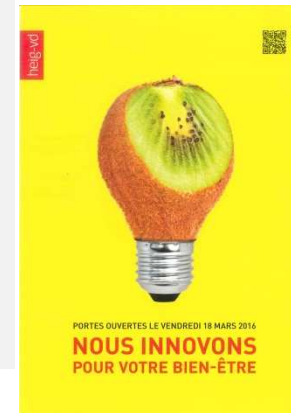
Prof. Dr. med. Enrico M. Staderini
[enrico.staderini@heig-**vd**.ch](mailto:enrico.staderini@heig-vd.ch)

HEIG-VD Cheseaux
Route de Cheseaux, 1
CH-1401 Yverdon-les-Bains (VD)
Switzerland



Get together and seminar

THE ECONOMICS OF WELLNESS



PORTES OUVERTES LE VENDREDI 18 MARS 2016
**NOUS INNOVONS
POUR VOTRE BIEN-ÊTRE**

HEIG-VD OPEN DAY EVENT 2016

Seminar March 17th 2016 14h00
HEIG-VD Cheseaux C33
Route de Cheseaux, 1
CH-1401 Yverdon-les-Bains

Open Day Event March 18th 2016
HEIG-VD St-Roch
Avenue des Sports, 20
CH-1401 Yverdon-les-Bains

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Hes·SO
Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

ANNOUNCING THE JOINT CONFERENCES



International Congress on Medicine and Technology of Thermal Baths

“Salus Per Aquas: Ingenii Gratia”

Health through water: thanks to engineering 2016

Healthy Body – Healthy Mind – Healthy Environment – Healthy Population

HEALTHY WORLD CONFERENCE 2016

A HEALTHY WORLD FOR A HAPPY LIFE

Y-Parc Swiss Technopole
Yverdon-les-Bains – Switzerland

November 20-23 2016

Call for papers starting: March 17th 2016

“Early bird” final registration date for attendees: August 31st 2016

Final registration date for attendees: November 21st 2016

*Wellness comes from your mind and
affects your entire body !*



THE ECONOMICS OF WELLNESS

PROGRAM OF THE SEMINAR IN LECTURE ROOM C33 – 14h30

WELCOME AND INTRODUCTION TO THE SEMINAR

Prof. Catherine Hirsch

Director Haute École d'Ingénierie et de Gestion Vaud HEIG-VD,
Yverdon-les-Bains, Switzerland

EVALUATION OF FINANCIAL AND NON-FINANCIAL ITEMS FROM AN ACCOUNTING POINT OF VIEW

Prof. Jocelyne Majo

Professor in Business and Management, Haute École d'Ingénierie et de Gestion Vaud HEIG-VD, Yverdon-les-Bains, Switzerland

OCCUPATIONAL HEALTH SERVICES IN DEVELOPING COUNTRIES

Prof.Dr.med. P.S. Prasad Dandamudi

Professor and Program Director, School of Health Sciences & Research, Jawaharlal Nehru Technology University Kakinada JNTUK, India

HEALTH TECHNOLOGY ASSESSMENT OF POLITICS SUPPORTING ACTIVE LIFE OF CITIZENS

Prof.Dr.med. Enrico M. Staderini

Professor in Biomedical Technologies, Haute École d'Ingénierie et de Gestion Vaud HEIG-VD, Yverdon-les-Bains, Switzerland

KEYNOTE SPEECH: THE ECONOMIC DIMENSION IN ASSESSING THE TECHNOLOGICAL COMPONENT OF WELLNESS

Prof. Olivier Girardin

Pointing the attention to a few economic aspects related to the technological component of wellness economics, distinguishing health economics and welfare economics, explaining that cost is only one facet of evaluation of performance and presenting the reasoning to evaluate the cost/benefit ratio

THE WORLD ARCHERY EXCELLENCE CENTRE IN LAUSANNE

Mr. Juan Carlos Holgado

Olympic Games Development Projects & WAEC Director, World Archery Federation, Lausanne, Switzerland

SPORT SCIENCE ADVANCEMENTS AND GOOD PRACTICES

Prof.Dr. Francesco Masedu

Professor, University of L'Aquila, L'Aquila, Italy

BIO-MOLECULAR MEDICINE – THE MODERN CURATIVE

Dr. Prasad K. Moturi

Director, Organic Living Private Limited, Delhi, India

TECHNOLOGIES FOR SURVEILLANCE AND PREVENTION OF LOSS OF ATTENTION OF CAR DRIVERS

Prof.Dr.med. Sandro Gentili

Professor University Hospital PTV, Tor Vergata University, Rome

KEYNOTE SPEAKER

Prof. Olivier Girardin

Hpartner Sàrl
Borex (VD)



Olivier Girardin graduated from a business school (Lausanne), the Ecole Hôtelière de Lausanne (hotel management) and the University of Geneva (HEC degree).

He also graduated in 2013 from the Intermountain Healthcare Centre (Salt Lake City, Utah) in connection with their ATP program "Advanced training program in Health Care Delivery Improvement". He has conducted numerous additional training (e.g. Insead in Fontainebleau, Training Center Ernst & Young).

He regularly teaches management, strategy and health economics at several universities in Switzerland and abroad as well as at the Swiss Association of Hospitals (H+), Skills Centre Area where he works as an expert in hospital management. As an associate professor, he served for several years as a teacher for the course "strategy and organizational models in the health sector", training provided by the School of Business Management at the University of Geneva. Finally, he regularly intervenes in the courses of two training centers in Lausanne and the SAWI CRQP.

Created in 2001, Hpartner Ltd. is an active consultancy firm in the health sector and the service industry in Switzerland and abroad. The company provides expertise in strategic planning, operational excellence, complex projects and change management.

