



QualySense

Press release

Dübendorf, 21 August 2011

QualySense presents at Innovation Japan 2011.

QualySense, an EMPA-based start-up company focused on innovative grain and seeds sorting technology, has been invited by the Swiss Embassy in Tokyo, along with a selected number of Swiss companies, to present its innovative and unique sorting technology at the 8th Innovation Japan 2011, which will take place from the 21st to the 22nd of September 2011 in Tokyo.

For QualySense technology Japan represents a high potential market, especially for rice and wheat. Japan has a strong awareness for food quality and food safety. QualySense technology supports food companies in optimizing the use of the raw materials (as wheat, and rice), and at the same time guaranteeing the fulfillment of safety regulatory standards and contributing to a more sustainable agriculture. QualySense hopes to profit considerably from Innovation Japan 2011 by strengthening its existing industrial contacts and at the same time establishing ties with the local food safety authorities.

QualySense will be represented by its Chief Executive Officer, Dr. Francesco Dell'Endice: «For this occasion we have planned several meetings to consolidate the relationships with our strategic Japanese partners and as well to create new contacts with the food safety authorities. Japan is home to leading food technology companies and has very strict food safety authorities».

To this, QualySense's Chairman, Alberto Romaneschi, adds: « This is a further confirmation of the growing worldwide interest in our leading edge sorting technology. We look attentively to the Asian market and in particular to Japan. This has always demonstrated high flexibility and speed in adopting new and innovative technologies».

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Useful links:

www.qualysense.com

www.empa.ch

www.agroscope.admin.ch

www.usda.gov

About QualySense

QualySense is an EMPA-based start-up company co-founded in 2010 by Dr. Francesco Dell'Endice, along with Olga Mykhailova, Paolo D'Alcini, Alberto Romaneschi, and Stefan Blarer. QualySense aims to become the innovation leader in developing and marketing high-capacity sorting devices for quality and safety control of agricultural products. The unique and proprietary devices enable sorting grains, seeds and beans reliably by biochemical properties. QualySense is a Venture Kick winner of 2010, a finalist of the Swiss Technology Award 2010 in the seed category, one of the 20 best Swiss Start-ups of 2010 and carries the prestigious CTI Start-up Label. In Spring 2011 it was able to conclude R&D cooperation agreements with first-in-class research institutions as EMPA (Swiss Federal Laboratories for Science and Technology - Switzerland), Agroscope (Federal Office for Agriculture - Switzerland) and the US Department of Agriculture.