



Join Spring Event in OYM Cham, Tuesday 12. May 2026

INVITATION - NORDIC CHAMBERS' EVENT SPORT AND LEADERSHIP

The Norgesklubben Sveits and the Chamber of Commerce Finland Switzerland and in collaboration with Nordic Chambers are inviting you to join us for an inspiring evening dedicated to the topic of Sport and leadership.

The event will focus around the four core pillars of OYM – **Athletic Training, Athlete Health Management, Nutrition and Research & Development** – and will explore how the principles of elite sports can be translated into the business world. We're particularly excited about the opportunity to bridge the gap between high-performance sports and high-achieving business environments: What can top executives learn from elite athletes?

Sport and leadership

Tuesday, 12th May, 2026 at 17:30
OYM, Lorzenparkstrasse 22, 6330 Cham

[>>> Registration](#)

EVENING PROGRAMME

17.00 Tour in OYM (separate enrolment-1 HOUR)
17:30 Welcome and registration for evening event
18:00 Start of the event - speeches
19:40 Amazing networking and apero
21:00 End of event, leave inspired.

REGISTRATION FEES:

Members of CCFS and Partnering Chambers - 80 CHF

Non-Members - 120 CHF

OYM tour - 50 CHF (max 50 persons)

EVENT INSIGHTS

This event offers a valuable platform for Nordic businesses, researchers, and healthcare professionals to engage with the Swiss community, share expertise, and explore potential partnerships. Two Polar Fitness trackers will be drawn among participants

The event offers possibility to visit OYM, private funded sport academy. The tour introduces the concept, architecture, insight into elite training environments and vision of OYM. It obtains the newest technology and sport center of OYM.

Event ticket includes welcome coffee and apero with non-alcoholic cocktails.

Polar has kindly provided us with two Polar Fitness trackers which will be drawn among participants

SPEAKERS AND TOPICS

The four key themes of the event are:

1. **Leadership** –
[Florence Schelling](#)- Leading What Doesn't Yet Exist
2. **Research & Innovation** – Showcasing new technologies, collaborative research, and innovative thinking.
[Raija Laukkanen](#) **Polar's Chief Science Officer** How science helps developing trusted wearable technology- case [Polar](#)
3. **Health** – Focusing on wellness, healthcare innovation, and preventative strategies.
[Dr. Anna Erat](#): Health, Resilience and Longevity - What We Can Learn from the Formula 1 Track and Beyond?
4. **Nutrition** – Investigating the role of food and nutrition in health, with an emphasis on sustainability and innovation.
[Dr. Joëlle Flück](#) (Group Leader, Nutrition OYM)

EVENT PROGRAM

- 18.00 Opening Remarks Program Introduction to the event and hosts
- 18.05 Talk Florence Schelling “Leading What Doesn’t Yet Exist”
- 18.25 Talk Raija Laukkanen “Innovation and Sport technology”
- 18.45 Talk Dr. Anna Erat “Health & Longevity from Formula 1”
- 19.05 Talk Dr. Joëlle Flück: “Nutrition for Performance & Sustainability”
- 19.30 Closing Remarks
- 19.40-21.00 Networking and Aperero

LINK TO SPEAKERS BIO



Florence Schelling

Florence Schelling is one of the most accomplished figures in Swiss ice hockey and a pioneer for women in elite sport. A four-time Olympian and eleven-time World Championship athlete, she helped lead Switzerland to its first-ever Olympic and World Championship bronze medals in women's ice hockey. She also made history as the first woman worldwide to become general manager of a men's professional ice hockey team and as the first Swiss woman inducted into the IIHF Hall of Fame. Her career stands for courage, resilience, and leading what does not yet exist.



Dr. Raija Laukkanen

Director, Science Collaborations, Polar Electro Group Adjunct Professor, University of Oulu, Finland

Dr. Raija Laukkanen got her PhD at University of Kuopio, Department of Medicine in 1993. She has acted as an adjunct professor at the University of Oulu, Department of Medicine since 1999. Dr. Laukkanen is a Fellow of ACSM (American College of Sport Medicine). She is also a founding member for International Nordic Walking Association, acted as a scientific advisor for Singapore Sports Council and a board member of the Finnish Ministry of Education Sports Science Council.

Laukkanen has 60+ scientific peer-review publications in the fields of physical activity, health and fitness assessments. Dr. Laukkanen works as a Director, Science Collaborations at Polar Electro Europe AG in Zug, Switzerland. During 31 years at Polar Dr. Laukkanen has

managed Company global science collaborations with research institutes and hospitals. She has built for Polar global standards for science collaboration as well as a network of strategical study partners for wearable technology studies.



[Dr. Anna Erat:](#)

Faculty of University of St. Gallen Executive School, Chief Medical Officer Central Europe for Hirtsa Performance, Independent Board Director

Parallel to finishing her PhD in epidemiology and health systems management, Anna studied medicine and conducted research at Harvard and University of Zurich medical schools. Following her post-doctoral research at Harvard, she specialized in internal and sports medicine in Switzerland and worked with athletes ranging from Swiss national team ice hockey players and alpine skiers to international triathletes, formula one drivers and football players. Before her role as the first female medical director in the history of Klinik Hirslanden, and as head of strategy for preventive and longevity medicine in the Hirslanden group, she attended executive courses at Harvard Business School and graduated from the International Directors Program at INSEAD. Apart from having been a clinical lecturer for the medical faculty at the University of Zurich and a mentor at the ETH, she is faculty at the University of St. Gallen Executive School.

She publishes regularly in scientific journals, magazines and newspapers, and gives frequent talks on sustainable health, preventive medicine and longevity for consultancy firms, banks, universities, the UN, and the World Economic Forum among others. Furthermore, she is currently still a chief medical officer for Hirtsa Performance in Central Europe and Paracelsus Recovery Clinic among others. She holds board roles in selected Swiss companies that focus on longevity medicine, AI and health-tech. She has a proven track record in building successful ventures and helping healthcare organizations with business strategy, scaling, and quality- as well as change-management.



[Dr. Joëlle Flück](#)

PhD in Sports Nutrition, MSc ETH in Exercise Physiology, IOC Diploma in Sports Nutrition, CAS in Nutritional Assessment

She has 12 years of experience in sports nutrition (practice and research). She supports elite and junior athletes in Olympic and Paralympic sports and is President of the Swiss Sports Nutrition Society.

This event hosted by: OYM

Organised by: The Norgesklubben Sveits and the Chamber of Commerce Finland Switzerland

In collaboration with: Swedish-Swiss Chamber of Commerce, Danish-Swiss Chamber of Commerce, and Estonian Chamber of Commerce

Terms & Conditions

Cancellations and non-attendance after 4. Mai 2026 will not be eligible for reimbursement. In case of cancellations after that day or “no-show” the entire participation fee will be charged

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