

Switzerland as a global cannabis hub?

Swiss compliance software company Vigia
is part of the discussion at CB Expo in Zurich

Zurich, 15 August 2022 – Since the beginning of August, medical cannabis can be prescribed by doctors in Switzerland without a licence from the health ministry (FOPH), its export is now permitted and the first products from the pilot trials in Basel will be going over the counter this autumn. The market value of cannabis for recreational use is expected to break the 100 million euro mark by 2026¹. The Swiss cannabis industry is flourishing, and the second edition of the Cannabis Business Expo (CB Expo) on 10th and 11th September in Zurich comes at just the right time. This is also the opinion of the Swiss company Vigia, the company behind the compliance software Cannavigia. Vigia is once again taking part in the CB Expo and will be a Gold Sponsor at this year's edition.

"The CB Expo is the perfect opportunity to further network with the European and especially the Swiss industry, to gain potential customers and to exchange information about the upcoming legalisation in Europe," says Luc Richner, CEO of Vigia. This is the second time that the CB Expo will take place and Vigia will be involved – at this year's show as a Gold Sponsor. This support is important, as Luc Richner says: "Especially in our still young but rapidly growing industry, it is essential to work together. CB Expo is an excellent trade fair and gives our industry a good platform to advance the discourse. As a Gold Sponsor, we want to support exactly that and draw attention to the emerging cannabis industry in Switzerland".

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In addition to trends in the industry and the discussion about legalisation models in Europe, the main topics will be the pilot projects in Switzerland, as well as the market development for recreational use of cannabis in the country. Vigia is also actively participating in this discourse and is involved in the pilot projects. With its track & trace software solution Cannavigia, the company is an official partner of the FOPH (Federal Office for Public Health) for the pilot trials, allowing cannabis in the trial to be digitized and tracked from cultivation through to processing and distribution. This generates transparency, complete traceability of the cannabis sold and ultimately trust. Vigia CEO Luc Richner will bring the experience gained through his involvement in the pilot projects to the panel *The Future of Switzerland as a Leader in the Cannabis Industry* on the second day of the fair (3 p.m. on the main stage).

¹ <https://www.statista.com/statistics/1307520/projected-recreational-cannabis-sales-switzerland/>

Luc Richner will discuss with other industry leaders where the Swiss cannabis market is heading and whether it can even develop into a worldwide hub.

Vigia AG at stand S12

In addition to participating in the panel, Vigia will welcome visitors to the CB Expo at stand S12. There, the company will demonstrate how growers and producers of cannabis products can digitalize their processes and make their products traceable as well as discuss the important role of Cannavigia in the pilot projects.

Are you interested in an interview with Vigia CEO Luc Richner before or at the fair? Get in touch with silvana.zollinger@cannavigia.com

Download images: [CB Expo Zurich 2022](#)

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About Cannavigia

Cannavigia is Europe's pioneer compliance software by Vigia AG for businesses to trace, secure and simplify transactions along the entire cannabis supply network. The system provides transparency for individual processes, interlinked by modules for the cultivation, manufacturing, distribution and marketing of goods made of cannabis. Cannavigia goes beyond certification, vigilance is key.
www.cannavigia.com