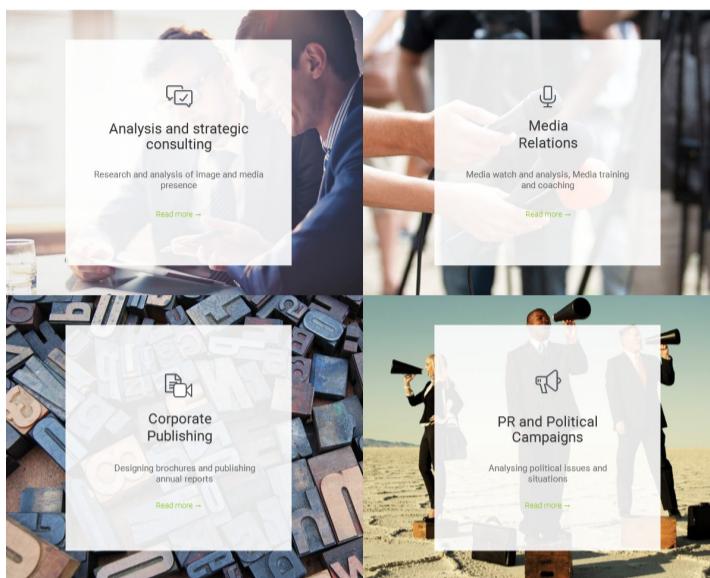


## More impact. Now!

Voxia communication focuses on giving your messages a greater impact, with its teams based in Geneva, Zurich and Lugano.

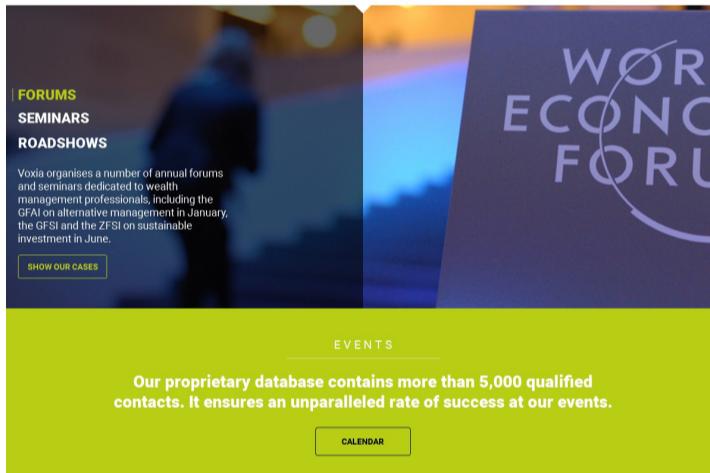
### WHAT WE DO

We couple our expertise with international press relations to communicate your messages to maximum effect.



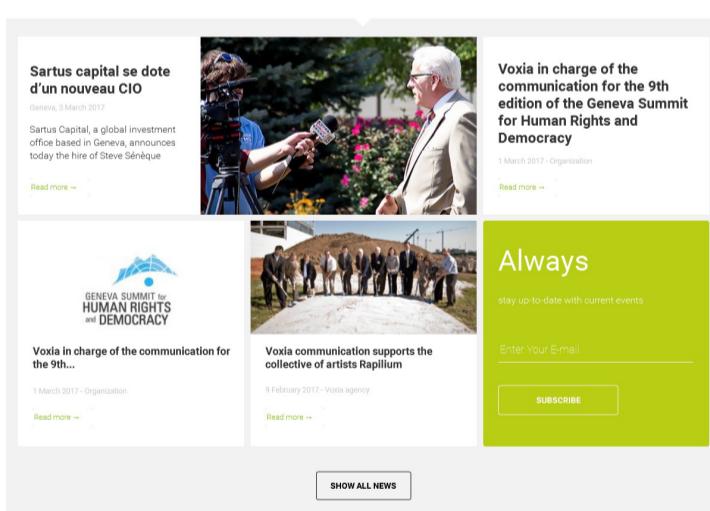
### HOW WE DO

Over more than 15 years, Voxia has organised some 250 forums, seminars and roadshows in the main Swiss financial centres.



### NEWS & PUBLICATIONS

Updated news on the agency and our clients.



### OUR CLIENTS

Alongside its wealth of experience in financial and banking communication, Voxia communication also advises clients in other sectors, such as biotech, cleantech or IT.

#### ALL CLIENTS



### OUR CLIENTS SAY

While the wealth management industry in Switzerland is going through a strong consolidation process, we were able to substantially increase our visibility in the marketplace thanks to Voxia and its excellent know-how and support.

Heiner Grüter, Partner, CEO  
WMPartners

LEARN THE CASE

OUR WORK

## Crisis and Litigation PR



We develop and implement purposeful communication and reputation management strategies for companies, HNWI (high net worth individuals, entrepreneurs), board members, institutions and associations in crisis situations, disputes and during court proceedings.

While public interest in (legal) disputes is increasing, we promote the arguments of our clients in the court of public opinion and support you with the following services:

- Development of specific communication strategies to positively influence the legal dispute and minimize your risk of damage.

- Identification and mitigation of critical media attention and creation of a balanced media coverage to protect your brand equity.
- Effective stakeholder communication in order to increase confidence and strategically represent the best arguments both externally and internally.

- Professional support to provide compelling messages to customers, shareholders and business partners and to facilitate an understanding of complex legal issues for the general public.

Our seasoned team of traditional and digital PR specialists deploys all reputation management campaigns both off- and online in order to maximize their impact.

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### OTHER SERVICES

Analysis and strategic consulting

Voxia agency

Media Relations

PR and political campaigns

Corporate publishing

International network

## Have more questions?

We will find the solution for all your issues

Enter Your E-mail

Enter Your Question

SEND

## NEWS &amp; PUBLICATIONS

Updated news on the agency and our clients.

**Sartus capital se dote d'un nouveau CIO**

Geneva, 3 March 2017

Sartus Capital, a global investment office based in Geneva, announces today the hire of Steve Sénèque as its new Chief Investment Officer.

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**PR** Sartus capital se dote d'un nouveau CIO

Geneva, 3 March 2017

PR Voxia in charge of the communication

Geneva, 3 March 2017

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INTERVIEW

# Anecova: A leading Key Opinion Leader in IVF joins its Board of Directors

Biotech, Health

1 March 2017 - Organization



**January 26, 2017 – Selected as Technology Pioneer in 2008 by the World Economic Forum, Anecova is reinforcing its Board of Directors by appointing Prof. Simon Fishel to its Board.**

Martin Velasco, Founder, Chairman and CEO of Anecova, said "we are delighted to count Prof. Simon Fishel in our Board of Directors. As a recognized pioneer in embryology and the IVF field, he brings a unique expertise, both in the clinical treatment of infertile patients, and on the research and innovation side, especially in relation to fertilisation and early embryo development aspects, which are instrumental to capture the full potential of Anecova natural procedures. Prof. Simon Fishel brings also his experience during the outstanding development of CARE Fertility Group, the clinic he founded."



## About Prof. Simon Fishel

Prof. Simon Fishel is one of the world's most well-known and respected fertility specialists. He is the Founder, President and Head of Research and Development strategy of CARE Fertility Group.

He was part of the original team involved in the birth of the world's first IVF baby in 1978 at the side of Professor Robert Edwards, with whom he worked for several years at the University of Cambridge. Professor Fishel was also the first to show that the embryo "communicates" with its environment, which led to the first publication on the synthesis and secretion of HCG by the human embryo. Professor Fishel published more than 200 academic papers and edited four books on the development of IVF technology. He is internationally recognized; having received honorary awards from countries across the world, such as Italy, Japan, the US, Austria and South Africa.

"I am delighted to join the Anecova Board, a technology pioneering company that, in the field of fertility, has the woman's fertility well-being at the core of its innovation. Any product that can aid successful conception within the natural female environment will bring benefit to the potential parents and may in the long-term advantage children born of IVF technology" said Prof. Simon Fishel.

## About Anecova



Anecova is a Swiss medical device company based at the EPFL Innovation Park in Lausanne. Anecova is working with world leading scientists and clinicians in the area of Assisted Reproductive Technology (ART) with the objective of developing more natural approaches to ART. The company is ISO certified (9001 and 13485) and its AneVivo device is European Certified (CE MARK) and has also received the approval of several regulators in Europe, including the HFEA in the UK. Anecova has been working during recent years in the development of a device allowing the fertilisation and embryo development in the maternal environment instead of in the laboratory. AneVivo, its first device, allows clinics to offer a Natural Fertilisation and Natural Development procedures to their patients. Anecova is starting the commercialisation of AneVivo through a selected group of leading IVF clinics in Europe. Anecova was granted the Technology Pioneer Award in 2008 at the World Economic Forum.

For more information go to [www.anecova.com](http://www.anecova.com)

## For further information, please contact:

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Anecova

Martin Velasco

✉ mvelasco@anecova.com  
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ALL NEWS 

## ABOUT US

**Diversity is essential to ensure effective communications.**

This is particularly true in a country like Switzerland, which is home to different languages and cultures. At Voxia communication we are convinced of the added-value generated by a team of multi-talented, multilingual experts. This diversity ensures we understand the exact needs of our clients, whatever their geographic origins or activity sector.

[OUR TEAM](#)

## OUR VISION

**We couple our expertise with international press relations to communicate your messages to maximum effect.****Analysis and strategic consulting**

This diversity ensures we understand the exact needs of our clients.

**Media Relations**

This diversity ensures we understand the exact needs of our clients.

**Corporate publishing**

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**PR and political campaigns**

This diversity ensures we understand the exact needs of our clients.

**Crisis communications**

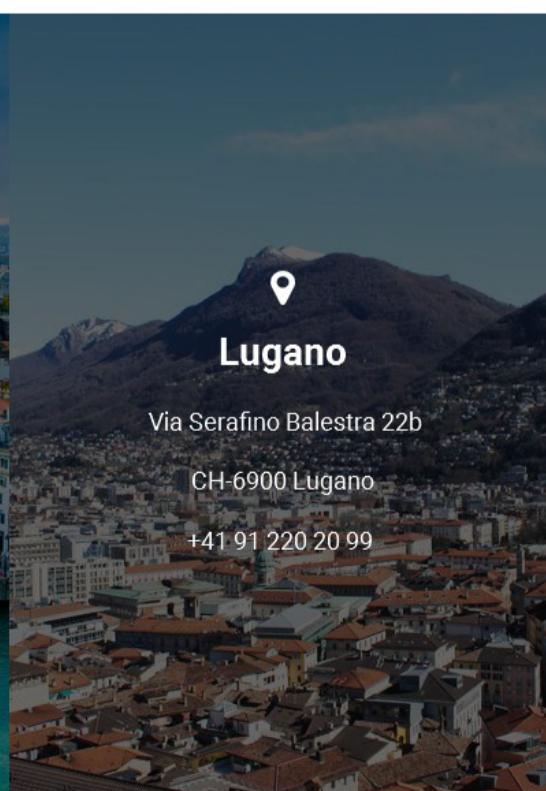
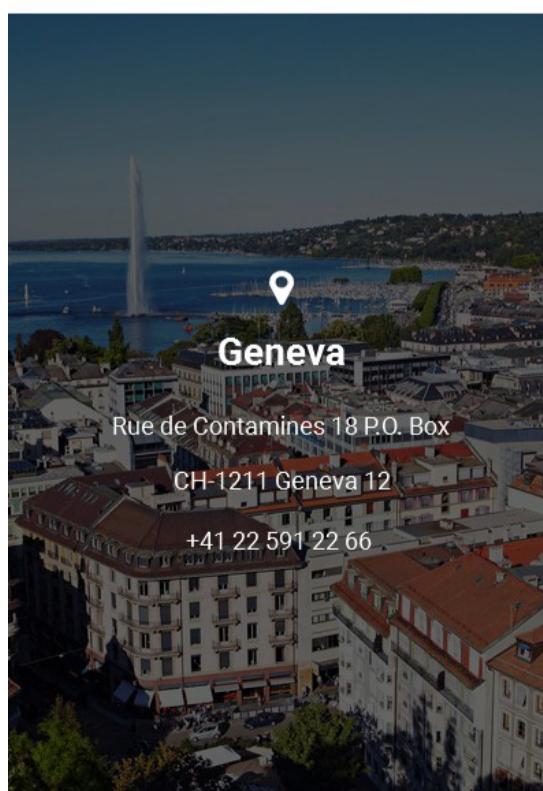
This diversity ensures we understand the exact needs of our clients.

**International network**

This diversity ensures we understand the exact needs of our clients.

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## OUR OFFICES

**Diversity is essential to ensure effective communications.**

## OUR TEAM

## Diversity is essential to ensure effective communications.

This is particularly true in a country like Switzerland, which is home to different languages and cultures. At Voxia communication we are convinced of the added-value generated by a team of multi-talented, multilingual experts. This diversity ensures we understand the exact needs of our clients, whatever their geographic origins or activity sector.

## OUR TEAM

**Laurent Ashenden**  
Founding Partner

Founder of Voxia communication, Laurent Ashenden has been active in the financial markets and within the independent asset managers community for over 25 years. His vast international contacts network contributes to the development of the firm. Laurent is also the founder of several other companies active in...

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**Alexis Delmege**  
Partner - Senior PR Consultant GE

Alexis Delmege joined Voxia Communication in September 2014. His experiences provide him a global vision and a deep understanding of the fields of communication and marketing. He led for three years a public relations agency affiliated with the International English PRCo group, specialized in real estate and luxury sectors.

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**Laurent Ashenden**  
Founding Partner

Rohan Sant is a media specialist who combines journalistic experience with corporate communications skills, as well as publications and content management expertise, principally in the field of business and finance. Before joining Voxia communication, Rohan worked as Head of Media Relations & Branding for Union Bancaire Privée...

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**Sandrine L. Mehr**  
Senior PR Consultant ZH

Sandrine L. Mehr has more than 20 years of experience as a PR specialist in corporate and crisis communication, with a specific focus in the financial and luxury sectors. She worked as a Senior PR Consultant for Credit Suisse Private Banking and BNP Paribas Suisse, where she specialized in crisis communication, before heading Corporate...

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**Laurent Ashenden**  
Founding Partner

Isabelle Lueder joins Voxia communication as a Senior PR consultant. She brings her large network in the health, culture and finance sectors, as well as a broad experience with more than fifteen years working in PR agencies. Isabelle contributed to the creation of ISAG, the Investment Strategists Association of Geneva...

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**Laurent Ashenden**  
Founding Partner

Michel Donath is a media relations expert familiar with the specific approaches needed when talking to Swiss French, Swiss German and Swiss Italian journalists. He has worked for 8 years at Rochat & Partners and currently manages Voxia communication's office in Zurich. He is also an accomplished economic...

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**Sandrine L. Mehr**  
Senior PR Consultant ZH

Alexandre Bonnard is Founding Partner of Voxia communication. His background includes over 25 years of experience in the international private banking and wealth management industry. He held senior positions at BNP Paribas in the advisory, wealth management and asset allocation area for institutional as well as for private...

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**Laurent Ashenden**  
Founding Partner

Véronique Bühlmann joined Voxia communication as a Senior Content Manager in April 2015. In this position she will be screening and optimizing client's flow of information. Véronique can boast over 25 years of experience in the print media in Switzerland. As a specialist in alternative investments and overall financial products...

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**Laurent Ashenden**  
Founding Partner

Audrey joined Voxia communication in 2015 as a PR Consultant specialised in media relations for financial services companies. Previously, she worked for the communication agency Citigate Dewe Rogerson in Paris, where she assisted numerous clients in their corporate, institutional and financial communications.

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**Sandrine L. Mehr**  
Senior PR Consultant ZH

Stefania Lakatos joins Voxia communication as a PR consultant. She previously worked in Paris in the agency M&C Saatchi, where she was responsible for developing communication strategies for clients active in the areas of health, education, fashion and design. In addition to her experience in media relations...

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**Laurent Ashenden**  
Founding Partner

Alexandra is PR-Consultant in Voxia's Zurich office. She has a master degree in business innovation from the University of St. Gallen. As a student, she was dealing with communication issues, for example for the students' organization AIESEC. She gained practical experience at a real estate broker and then worked at IMG, the global leader in sports...

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**Laurent Ashenden**  
Founding Partner

Daniela Merz joined Voxia communication from Rochat & Partners – where she had worked since 2007 – as both agencies merged in the beginning of 2013. She is an PR Assistant, with specific responsibilities in media monitoring and the development of our web and social media presence, as well as support...

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**Sandrine L. Mehr**  
Senior PR Consultant ZH

Maida Beffa joined the company in 2004 after an initial professional experience with Avaya. Her responsibilities are dual as Office and Human Resources Manager. Maida holds a MA degree in Linguistics, Communication and Journalism from the University of Fribourg (Switzerland). Fluent in Serbian, French and English...

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**Laurent Ashenden**  
Founding Partner

Elodie Reimann joined Voxia communication as Head of the Events department/Investors relations. She started her career in event management at the agency MCI where she was in charge of promoting international companies. She later joined the private bank SYZ as Head of Marketing Projects...

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**Laurent Ashenden**  
Founding Partner

Estelle Le Floch joined Voxia communication as an administrative assistant. She began her career in business development in Sembawang Corporation in Singapore before joining Estée Lauder as Junior Marketing Manager. She specialised in developing and managing web sites when she arrived in the Geneva region in 2007.

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