

# Trends and investments opportunities in the retail and consumer space

SECA Romandie Event  
Thursday, 11 Dec 2025  
Impact Hub, Geneva



**SECA**

Swiss Private Equity & Corporate Finance Association  
Schweizerische Vereinigung für Unternehmensfinanzierung  
Association Suisse des Investisseurs en Capital et de Financement

Thursday, 11 December 2025, 18.00 – 21.00  
Impact Hub, Rue Fendt 1, 1201 Genève

# SECA Romandie Event

Trends and investments opportunities in the retail  
and consumer space

We are pleased to invite you to an exclusive networking evening focused on investment opportunities in the retail and consumer sectors. Switzerland's remarkable recent success stories—such as On Running in activewear and its world-renowned expertise in luxury watches and jewelry—set the backdrop for this event. We will explore emerging market trends, consumer behavior shifts, brand building strategies, and aim to identify the next wave of Swiss success stories in the consumer space. The evening will conclude with a relaxed Apéro riche, offering an ideal setting for private equity and corporate finance professionals to connect and exchange valuable insights.

## Program

- 18:00 Registration
- 18:15 Opening Remarks  
Christian Mauriand, SECA
- 18:20 Spotlight of Swiss newcomers: Nomaka & Dagsmejan
- 18:30 Panel: Trends and investment opportunities in the retail and consumer space
  - Erik Bittel, Partner at Midi Management
  - Jesper Gustafsson, CEO & Co-Founder of Nomaka
  - Andreas Lenzhofer, CEO & Co-Founder of Dagsmejan
  - Moderator: Christian Mauriand, Chairman at Kanoma Capital
- 19:00 Q&A
- 19:15 Networking & Apéro

**Fee:** SECA members: Free of charge / Non-Members: Free of charge

**Registration:** [www.seca.ch/events](http://www.seca.ch/events)

**Language:** English

**About Nomaka** is Switzerland's first luxury outerwear brand, rooted in Swiss heritage, engineering and craftsmanship. Launched earlier this year, Nomaka is distributed across the globe and operates mono-brand stores in Switzerland, Sweden and South Korea.

**About Dagsmejan** is redefining sleepwear with Swiss sleep innovation—combining cutting-edge textile science with stylish, sustainable design. The brand has gained international recognition for its scientifically engineered sleepwear that enhances comfort and sleep quality, leading to expanded market presence Europe and the US.

**About SECA Romandie:** The Swiss Private Equity & Corporate Finance Association (SECA) is the Swiss industry association and lobbyist for private equity, venture capital and corporate finance. SECA Romandie was established as a "chapter" of SECA to link entrepreneurs, investors and advisors in French-speaking Switzerland.