

## Natasha Asghar MS trip to CES

**Overview:** I travelled to CES, the world's biggest technology conference, in Las Vegas, USA, from January 4<sup>th</sup> until 8<sup>th</sup>. It was a chance to see some of the biggest and newest technology emerging from companies around the world.

The event included some 3,200 exhibitors and was attended by more than 115,000 people from across the globe.

### Day 1 – January 4<sup>th</sup>

This was a whole day travelling due to various flight cancellations and delays. I left London at 4am and didn't arrive in Las Vegas until the early hours of the following day.

### CES Jan 5 – 7

I attended an array of Q&A sessions and panel discussions including about women in technology, AI and transport.

Following the women in technology panel, I had a 1-2-1 meeting with Lindsay Jurist-Rosner, CEO of Wellthy, to talk about her company which is transforming family care and easing the burden on unpaid carers.



It was a great opportunity to find out more about Lindsay's work and explore how it could benefit Wales. I also extended an invite for Lindsay to visit the Welsh Parliament in the future and I am continuing to follow her work.



There were thousands of different exhibits at the conference centre which I visited throughout the course of the afternoon.

I also met with Markus Schafer, Chief Technology Officer for Mercedes-Benz to talk about the company's plans to create electric vehicle charging point forecourts and other exciting imminent developments.

I continued to meet with people at various stands throughout the convention centre – while all the time exploring how their products could benefit Wales and its residents.

I spent a good few hours meeting with MedWand Solutions Ltd, a company which has designed a very impressive medical device.

With the NHS in Wales under immense pressure, the product really caught my attention and I was keen to find out more about it.



Staff from MedWand explained how their device allows patients to access top quality health care from anywhere in the world by allowing you to check vital information, which in turn enables health care professionals to effectively diagnose you during a video check-up.

I spent a large chunk of time with MedWand receiving a demonstration and talking to various senior members of the

team about which countries allow the device to be used and how they can get it approved for use in Wales and the rest of the UK.

This device can seriously change the medical landscape when it comes to providing health care from afar and alleviating pressure on health services.

Since returning to the UK, I have remained in talks with MedWand and am working with them closely.

I also attended few more panel sessions on an array of topics including media, transport, health and the



economy before meeting with other exhibitors.



I met with the teams behind various creations such as the first solar-powered car, EV delivery trucks, top notch charging points, drones, COVID tests and virtual reality devices.



I also met with staff from South Korean company Nuvilab, who have created an AI Food Scanner.

I was particularly interested in this device as it has the potential to reduce food waste in schools and other such settings across Wales whilst also offering instant information about nutritional value.

The device scans the food on your plate before you starting eating and immediately provides you with information about nutrients.



By scanning your plate once you've finished eating, the scanner will be able to see how much food has been wasted and what the cost of that is.

The device then gives users the opportunity to tailor portions to reduce waste and ultimately save money.

Restaurants, hospitals and schools are currently using this device as a cost-saving measure and I believe it would be extremely beneficial to Welsh schools, local authorities and the Welsh Government.



After attending a few more Q&A and panel discussions throughout the course of the afternoon, I met with various other exhibitors – in particular those developing self-driving cars.

I also met with some virtual reality companies and AI companies as well as Amazon before attending the final few Q&A sessions of the conference.



## **Day 5 – January 8<sup>th</sup>**

This was a whole day travelling back to the UK.