PRESS RELEASE | FOR RELEASE ON 17 NOVEMBER 2026

House of Startups in Etoy opens officially on 9 December

The Kaneda and Mathier families, IFJ Institut für Jungunternehmen and Venturelab open House of Startups in Etoy officially on 9 December. Startups and young companies have been working in the building since July.



House of Startups, Route de Pallatex 15, Etoy, on the A1 between Lausanne and Geneva.

Etoy, 17 November 2026. House of Startups at Route de Pallatex 15 has four partners. The Kaneda family and the Mathier family from Valais founded House of Startups SA. IFJ Institut für Jungunternehmen runs it as startup space Lausanne, and Venturelab brings in its programmes for startups.

Kunio Kaneda founded Sunstar in Japan in 1932. The company started out in bicycle repairs and today has its global headquarters next door in Etoy. Pierre-Alain Mathier has founded companies and invested in private equity, restructuring and venture capital. His three children are involved in the project.

> *«Sunstar has been at home in Etoy for many years. We are glad that young companies now have a place right next door.»*
>
> Hiromi Kaneda, House of Startups SA

> *«I was lucky to be able to build companies in Switzerland. I want to give some of that back, and my children see it the same way.»*
>
> Pierre-Alain Mathier, House of Startups SA

IFJ has supported more than 170,000 entrepreneurs in Switzerland. It has run startup space in Zurich since 2016; Etoy is the first location in French-speaking Switzerland, and Uzwil follows in 2027. Venturelab's programmes include Venture Kick.

> *«Etoy is our first startup space in French-speaking Switzerland. Founders can rent space here and get advice from us in the same building.»*

Douglas Finazzi, IFJ Institut für Jungunternehmen

> *«Etoy is ideally located and easily accessible from Lausanne and Geneva for the startups participating in our programmes. The quality of the facilities allows us to welcome them and bring our community together in excellent conditions.»*

Jordi Montserrat Venturelab

The building

There are more than 30 furnished offices for teams of three or more, more than 20 coworking desks, a seminar room of 155 m² for up to 120 people, at least four meeting rooms and the Café des Amis with a terrace. The ground floor has space for workshops, production and labs. There are 100 parking spaces, 50 of them underground.

The opening evening

The evening begins at 17.30 with Japanese taiko drums. The families and their guests then open a sake barrel with wooden mallets, a custom at openings in Japan known as Kagamiwari. The Japanese ambassador and representatives of the Canton of Vaud and the Municipality of Etoy will speak. Dinner brings together Japanese and Valais cuisine, with wine from the Mathier family.

For the media

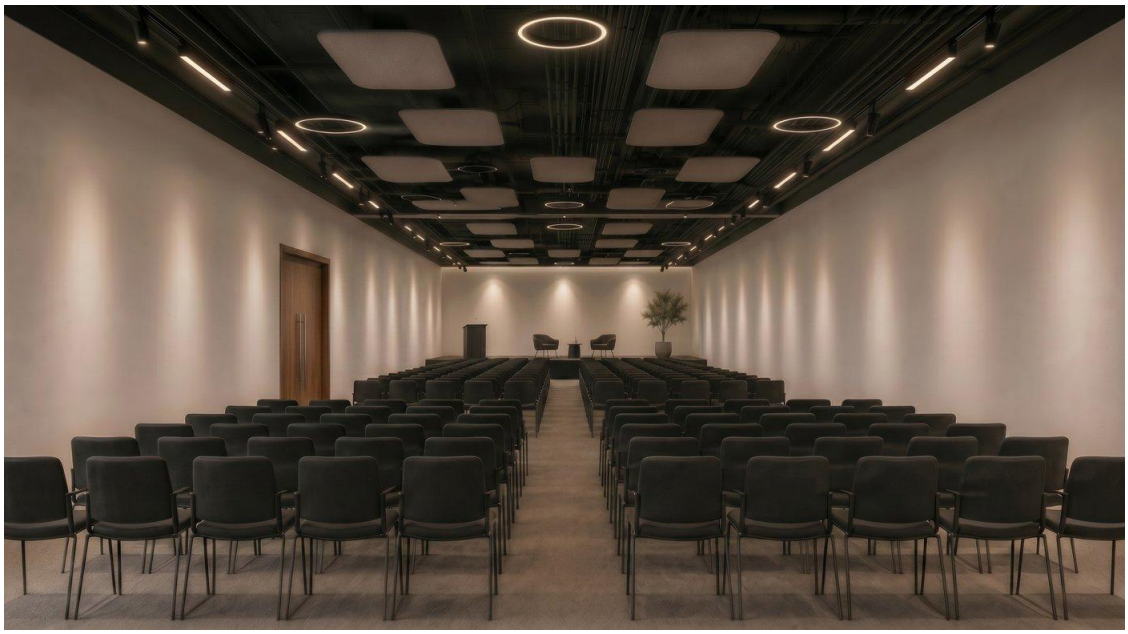
Media are welcome from 17.00. The best times for pictures are 17.30 (taiko) and around 18.15 (sake barrel). Interviews are possible on request. Please register with the contact below.

Media contact: Manuel Wanner, Head of Community Services, IFJ Institut für Jungunternehmen AG, manuel.wanner@ifj.ch, +41 58 444 10 10

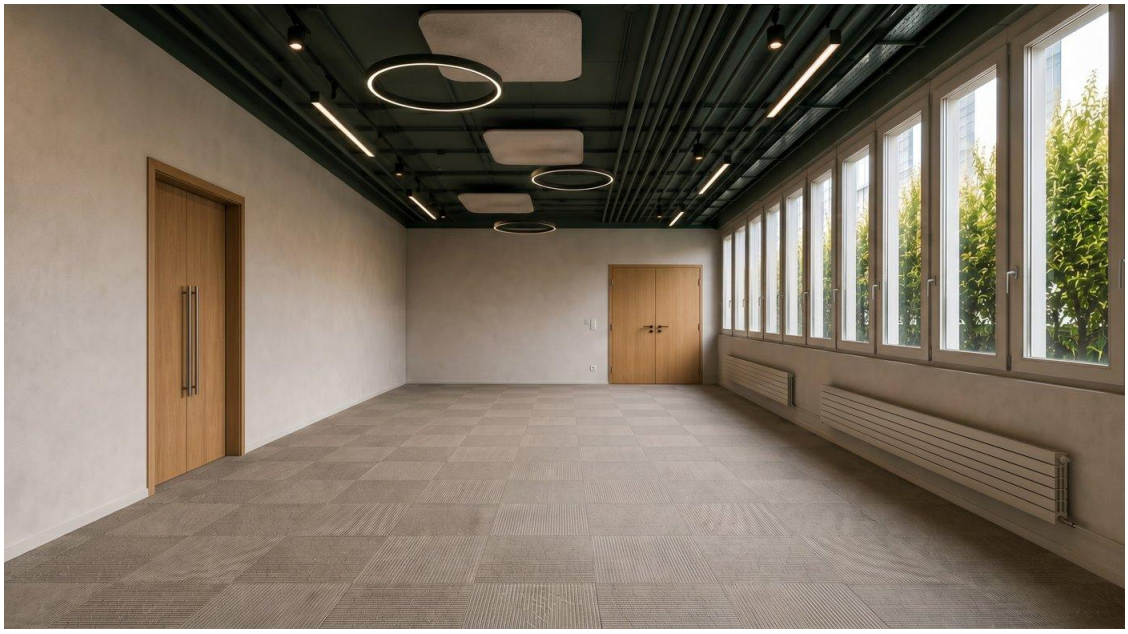
Images



Café des Amis with terrace.



Seminar room, 155 m², up to 120 people.



Meeting room. Visualisation.

About

House of Startups SA
House of Startups SA is a joint venture of the Kaneda family from Japan and the Mathier family from Valais. At Route de Pallatex 15 in Etoy it provides space for startups and growing companies.

startup space
startup space is the workspace offer of IFJ Institut für Jungunternehmen, with offices, coworking and event rooms for founders and young companies. Locations: Zurich (since 2016), Lausanne in Etoy (since 2026), Uzwil (from 2027). startupspace.ch

IFJ Institut für Jungunternehmen
IFJ advises people who start and grow companies in Switzerland and offers courses and workspace. It has supported more than 170,000 entrepreneurs. ifj.ch

Venturelab
Venturelab runs programmes for young companies in Switzerland, among them Venture Kick. venturelab.swiss