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# QUOTED. 28 October 2020. Serge Bernasconi.

by

A new report focused on the European market says that winning trust is the key to taking AI adoption to the next stage. That approach was praised by MedTech Europe CEO Serge Bernasconi.

“Our industry believes in the human-centric approach to AI, with respect to European values and principles.” – Serge Bernasconi, CEO, MedTech Europe

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