

swissnex
connecting the dots

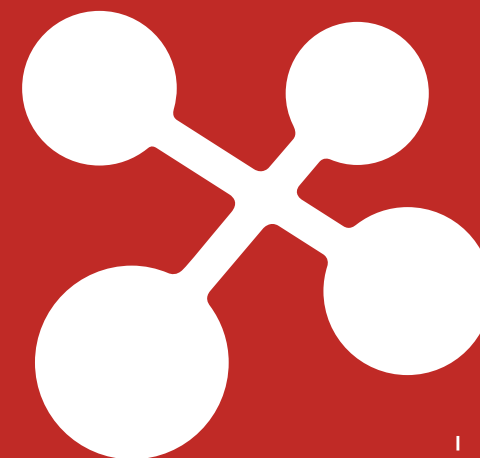


SCHWEIZERISCHE EIDGENOSSENSCHAFT
CONFÉDÉRATION SUISSE
CONFEDERAZIONE SVIZZERA
CONFEDERAZIUN SVIZRA
SWISS CONFEDERATION

State Secretariat for Education and Research SER

730 Montgomery Street San Francisco California 94111 USA www.swissnex.org

Annex of the Consulate General of Switzerland



swissnex 2005

swissnex is a member of an international network including
SHARE Boston and the Swiss House Singapore

forward



With thrust and creativity swissnex continued in 2005 to connect the best of many worlds by bridging the knowledge, energy and competences in science, higher education and innovation between Switzerland and the West Coast for the benefit of its clients and partners. We had the pleasure to launch initiatives and events you will discover in the following pages, which present a strong and innovative image of Switzerland. They highlight only a few of the many collaborative opportunities between our two regions from science to innovation across various disciplines.

In only 2 years of operation, swissnex has become a unique model for international dialogue and cooperation, studied by officials from Japan to Denmark, from

Sweden to the United Kingdom. The trust from Swiss partners made it possible to initiate Inventioning Architecture, a project with the Swiss Schools of Architecture (see p. 19-20). By presenting us with its Special Achievement Award in 2006, the American Institute of Architects will “salute swissnex for its dedication in bridging disciplines and continents”. Switzerland projected a strong and innovative international image during the U.N. World Environment Day in San Francisco, for which we hosted many top level presentations and facilitated awareness and exchange between Swiss and worldwide partners (see p. 9-10).

Our networks continued to grow during 2005, and will allow us to offer fruitful connections to Switzerland in fields

as diverse as the Venture’06 business plan competition or for a 2-day event presenting the Swiss National Center of Competence in Research for Affective Sciences. swissnex also gains its strength and resources from the teams hosted in the building (p. 25-26). We welcomed a second CTI entrepreneur in residence, Franco dal Molin of Collanos Software, while our colleague Alex Fries launched the European-American Angel Network and Ecosystem Ventures. Each presence at swissnex, whether for a few hours or a few months, enhances our commitment to a mutually beneficial relationship in science, higher education, technology and innovation between Switzerland and the Western United States.

All this would not have been possible without the support of sponsors and partners (p. 23-24), speakers, participants and visitors, our teams, the State Secretariat for Education and Research in Bern, our colleagues science & technology counselors in Washington, at SHARE Boston and around the world, the Swiss Consulates – in particular in San Francisco – and the Embassy, and many more. Our gratitude goes to them with the hope that together, we will achieve another inspiring and exciting year in 2006 !

The swissnex (core) team

Christian Simm
Charlotte Jourdain
Birgit Coleman
Laura Erickson

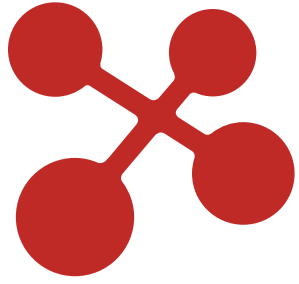


“

swissnex, our science and technology office in San Francisco, is successfully and creatively furthering exchanges at the highest level between Swiss and American institutions and individuals. By “connecting the dots” swissnex empowers all its partners, sponsors and active participants to join in exchanging information and discovering opportunities for collaboration. Switzerland and the U.S. are strengthened in their position as leading locations for a dynamic approach to research, education, technology and innovation.

”

Charles Kleiber, Swiss State Secretary for Education and Research



mission

swissnex creates a unique environment that stimulates strategic collaboration and active thinking. Working with keyplayers of today and tomorrow, swissnex enables an informed dialogue to anticipate trends and fruitful partnerships. Universities, innovative companies, policy makers and creative thinkers join swissnex in shaping this unique environment. They discover opportunities and gain exposure through workshops, learning tours, exhibits, one-to-one meetings, road shows, video-conferences, and symposia, amongst other initiatives. They connect to an organically growing network of expertise across existing and emerging fields of knowledge.

swissnex is located in the heart of San Francisco - the gateway to Silicon Valley and Asia - a vibrant crossroads of scientific, entrepreneurial, academic and innovative activity. swissnex connects the best of many worlds by bridging the knowledge, energy and competences of Switzerland, the U.S.A. and Canada.

Initiated by the Swiss State Secretariat for Education and Research as a public-private venture, and managed in cooperation with the Swiss Department of Foreign Affairs, swissnex is an annex of the Consulate General of Switzerland in San Francisco. Vital financial support is provided by public and private sponsors.

swissnex is a member of an international network including SHARE Boston and the Swiss House Singapore.



2005 Events



january

13 Designing a Commemorative Coin - Swiss American Chamber of Commerce (SACC)
21 Meet Mario Botta - Architect of the San Francisco Museum of Modern Art 27 Natascha Devaud: "Indigenous Fabrics"

february

10 U.S. Income Tax Rules for Assets Abroad (SACC) 14 New Directions in Social Network Analysis and Business

march

10 Business Networking & Club Entrepreneur (SACC) 15 Marketing new life science products, while creating new markets 19 The Shape of Memory - Study Tour 23 The Shape of Memory: Opening night 29 Material Research Society: Symposium X 29 Science & Sculpture: The fabulous discoveries of eight years of collaboration 30 Wave Form Synthesis

april

11 Role of a Foreign Correspondent, from a U.S. perspective 14 Tax and Wealth Planning Strategies (SACC) 26 "Swiss" - a concept? Presentation by the Swiss Institute, New York

may

3 Super-flexibility for Knowledge Enterprises - Lessons from Silicon Valley
4 Information Session on the IMD MBA and EMBA 12 Open Source Collaboration Software Wiki (SACC) 19 Thank you cocktail for important donors 24 Strategic Alliances in the Life Sciences: Who, Why, When & How 26 Swiss NAFSA Delegation West Coast Study Tour 26 Learning about different Marketing and Outreach Methods for Universities

june

1 Exhibit: Satellite Images of Cities through Time - A Compelling Evidence for the Need to pursue Green Cities 1 Cars and Fuels of the Future: Are we there yet ? - The path to sustainable mobility 2 Innovation for Sustainable Development 2 SustainLane City Ranking with Lausanne as European example 2 Greening Cities with the Ecological Footprint: A Tool for Advancing Cities' Sustainability Performance 3 Plugging into the Future: Public-Private Partnership for Equitable Sustainability 9 Drug Safety 9 Swiss Start-up Collanos (SACC) 11 Swiss "Jeu de piste" 23 Swisscom Fixnet Study Tour 23 Innovation durch Wissens- und Technologietransfert 29 Bestselling Swiss Author Milena Moser - Readings and discussions on "Schlampen Yoga"



july

12 Managing Equity in Swiss and American Universities - Day 1
12 Exhibit & Keynote Presentation: Celebrating Women
13 Managing Equity in Swiss and American Universities - Day 2
13 Exhibit & Keynote Presentation: Celebrating Women
14 Managing Equity in Swiss and American Universities - Day 3
14 The Difference between Art and Design (SACC)
26 Meet with Executive MBE students from the University of St. Gallen



10 Architecture Gala Dinner in celebration of Inventioning Architecture
11 Pastels by Philippe Monod & Acrylic Glass Sculptures by Catherine Bolle
13 Transformational Leadership with Beata Lewis (SACC)
14 Architecture and Cultural Buildings
17 Inventioning Architecture Lecture 3: Inès Lamunière & Patrick Devanthery, EPFL
24 Inventioning Architecture Lecture 4: Valerio Olgiati, USI
31 Inventioning Architecture Lecture 5: Dirk Hebel & Jörg Stollmann, ETHZ



september

8 Visitor Mr. Anton Brunner, Member of Swiss Parliament
8 Fundraiser for Hurricane Katrina's Victims (SACC)
12 IMD Cocktail Reception for EMBA Silicon Valley study tour
20-22 Concert Series : Electro-acoustic performances by Christophe Fellay
29 Personalized Medicine : Changing the Face of Healthcare ?



november

1 Start-up booster Award presentations
10 The Institute for International Film Financing - Bridging Filmmaking & Finance (SACC)
17 University of San Francisco International Fair
22 Reception for the Enge High School Students from Zurich and their US Host Families, San Francisco-Zurich Initiative

october

3 Exhibit : Inventioning Architecture
3 Inventioning Architecture Lecture 1: Marc Angéil, ETHZ
4 Content Delivery and Digital Rights Management
10 West Coast Tour: Delegation with State Secretary Charles Kleiber
10 Inventioning Architecture Lecture 2: Andrea Deplazes, ETHZ

december

6 Start-up in Biotech
6 "The Swiss Apollo Solar Wind Collection Experiment – Reminiscences", honoring Swiss Scientist and American Geophysical Union medalist Dr. Johannes Geiss
7 Nanotechnology Applications and Implications
8 Christmas Social with the French-American Chamber of Commerce (SACC)
9 Dualsystem Biotech



Events organized around the UN World Environment Day 2005 June 1-3, 2005



Cars and Fuels of the Future: Are We There Yet? The Path to Sustainable Mobility June 1, 2005

Kicking off the week-long celebration of the United Nations World Environment Day, leading academics and industry experts presented the Swiss-developed world-record holding PAC car II (with a range of 5'385 km per liter of fuel), alternative fuel technologies, their timeline and challenges, including availability to the public. The room was overflowing with international delegates, city planners, engineers, academics and professionals involved with the development of sustainable mobility. The program was sponsored by Swiss Federal Institute of Technology Zurich (ETHZ), Paul Scherrer Institute (PSI), UC Davis Institute of Transportation Studies (ITS-Davis) and Massachusetts Institute of Technology (MIT) Club of Northern California.

Financing Energy Innovation June 2, 2005

Innovation plays a crucial role for the sustainable development of the energy sector and the creation of economic, environmental and social value. Invited by swissnex, Dr. Rolf Wüstenhagen, University of St-Gallen and Dr. William Moore, Golden Gate University, presented how innovation emerges and is commercialized in the energy sector, as well as customer-based recommendations to designing utility marketing strategies and business models, and an analysis of regulatory frameworks that enhance innovation.

SustainLane US City Ranking Award with Lausanne as European Example June 2, 2005

SustainLane ranks US cities on quality of life, sustainability programs, policies and performance, and held its first annual award ceremony during UN World Environment Day. swissnex worked with SustainLane to add an international dimension to this event by showcasing the achievements of Lausanne, recognized as the first European city to receive the European Energy Gold Award. Mayors and environmental directors of several major US cities - San Francisco, Portland, Austin, New York, Chicago, and more - heard an address by Lausanne's City Counselor Eliane Rey, and shared their experiences on the quest for more sustainability, clean-tech development and its benefits to regional economies and community health.



Allow me to express my warm thank you for your active engagement in Lausanne's participation in World Environment Day 2005 in San Francisco. I am extremely grateful for your support during the preparation period and during the event itself. We are convinced that Lausanne's participation was a success, and it's very much thanks to your collaboration! I would also like to congratulate you for having produced a program at swissnex that indisputably constituted a strong part of the official program overall. Swiss projects and achievements were presented to a large international public thanks to swissnex.



Eliane Rey, City Councillor, Lausanne (CH), 17.06.2005

Plugging into the Future : Public-Private Partnership for Equitable Sustainability Organized in partnership with the San Francisco-Zurich Initiative June 3, 2005

Zurich luminaries showcased leading-edge technologies and the public-private partnership between the City of Zurich, the Swiss Federal Institute of Technology in Zurich (ETHZ) and SwissRe. This journey - from today's best practices in buildings, energy services and mobility to the long-term vision of a "2000-Watt-Society" - underscored urban sustainable development as profitable and ecologically viable, with partnership as the key to success. Leaders from the public and private sector presented cutting-edge green buildings and technologies that have improved occupants' comfort, increased income for owners and developers, and, last but not least, delivered sustainable benefits to society.



Life Sciences: Trends & Strategies

Personalized Medicine : Changing the Face of Healthcare? September 29, 2005

New understandings of disease diagnostics and treatment have fueled predictions of a transition from “sick-care” to more integrative health care systems. Recent withdrawals of various blockbuster drugs due to safety concerns highlight the dangers of a “one size fits all” drug development model. Taking the opposite approach, personalized medicine seeks to create differentiated strategies for the prevention and care of disease through the use of ‘tailored’ medications, making the drug development process faster, cheaper and more effective while also improving drug safety. However, this paradigm shift also poses important ethical challenges, such as the need to balance commercial and public health priorities.

During a well-attended breakfast discussion at swissnex, three San Francisco Bay Area senior executives shared their insights on the meaning and the future of the personalized medicine revolution, to which they contributed directly from within each of their respective companies.

Marketing new life science products, while creating new markets March 15, 2005

*Video-Conference with the Management of
Technology Program at EPFL & Rezonance in
Switzerland*

Sales and marketing are crucial to the science-to-market and technology-to-business evolution of an idea. In life sciences, a product’s existence often starts by creating a new market, making sales & marketing that much more complex.

Via video-conferencing, swissnex invited experts from the San Francisco Bay Area - the largest concentration of biotech companies in the world - to give their insights and dialogue with Europeans counterparts invited for this BioTuesday event at EPFL. Issues encountered by the marketing of new discoveries and the complexity of the practice, experiences, challenges and successes are part of the valuable information exchange.



Strategic Alliances in the Life Sciences : Who, Why, When & How May 24, 2005

*Video-Conference with the Management of
Technology Program at EPFL & Rezonance in
Switzerland*

The life sciences industry is in constant evolution. New products are discovered and being developed daily. Through this competition, if a product eventually succeeds clinically and is approved for marketing, it faces many ongoing challenges including increased pressure to reduce costs, gain access to technology in the drug discovery phase, outsource services, select sales & marketing channels, and leverage on distribution synergies.

Making the right alliances and partnerships is a science in itself, and the need to collaborate with other companies is becoming a necessity at all levels of the industry. Through a video-conference between swissnex and EPFL, San Francisco Bay Area experts shared with Switzerland their advice as to why, when, with whom and how to form the right alliances for life science companies.



Welcoming guests from Switzerland

Meet Mario Botta - Architect of the San Francisco Museum Of Modern Art (SFMOMA)
January 21, 2005

Mario Botta is an internationally recognized figure in Swiss architecture, the creator and founder of the Architecture Academy in Ticino and professor at the Università della Svizzera Italiana in Lugano, Switzerland.

In conjunction with the 10th anniversary of the SFMOMA - for which he received the Merit Award for Excellence in Design from the American Institute of Architects in 1998 - and following an invitation by swissnex, Mario Botta presented to an enthusiastic audience his creations around the world as well as his recent renovation of the Scala in Milan.



Silicon Valley "Deep Dive" - IMD Executive MBA Class September 12, 2005

For many years, the renowned business school IMD in Lausanne, the Swiss Science Counselor, and now swissnex have cooperated to identify new trends, interesting personalities, exciting startups and other enticing examples of Silicon Valley's unique entrepreneurial ecosystem. This constantly updated information is crucial when organizing study tours, "learning expeditions" and other "deep dives" for Swiss delegations visiting the San Francisco Bay Area, like IMD's 2005 Executive MBA class.

"The Swiss Apollo Solar Wind Collection Experiment" - honoring Dr. Johannes Geiss, International Space Science Institute (Bern) December 6

In 2005, Dr. Johannes Geiss, creator and former director of the International Space Science Institute at the University of Bern, Switzerland, was the recipient of the prestigious American Geophysical Union's (AGU) Bowie medal for "outstanding contributions to fundamental geophysics and for unselfish cooperation in research" during AGU's annual meeting in San Francisco.



swissnex and the Consulate General of Switzerland invited Dr. Geiss to present his reminiscences of the Solar Wind Collection experiment during the Apollo mission and celebrate Switzerland's contributions to space exploration.



Workshops

Workshop on Managing Equity in Swiss and American Universities July 12-14, 2005

Universities change the future of our society, not only through academic discoveries, but also through their educational and social mission. The status of female faculty is important in shaping today's and tomorrow's gender equity issues, with its social and economic implications on national and international levels.

Experts from higher education and government in Switzerland and California, representatives from Google, Pacific Gas & Electric and Perkins Coie LLP (law), as well as artists were invited by swissnex to this three-day workshop to present their vision on how to achieve equity. Topics included the present status of women faculty, how university administration can promote equity in faculty recruitment, retention and promotion, how companies manage equity, and how it can be undermined.

Among the Swiss Delegates were representatives from Swiss universities, the

Swiss Federal Program for Equal Opportunity, the Swiss State Secretariat for Education and Research, and the Swiss National Science Foundation. Among the US speakers were the Director of California Department of Fair Employment and Housing; the Executive Director and Special Assistant to the Provost, University of California; the Associate Vice Provost for Faculty Equity, University of California, Berkeley and more.

Nanotechnology Applications and Implications, December 7, 2005

When the watchdog group ETC recommended in 2003 that governments declare an immediate moratorium on commercial production of new nanomaterials, a debate on the risks of nanotechnology was launched among experts. Since then, organizations like the European Union and the OECD, insurers like Swiss Re and Allianz Group, and others have published studies on the opportunities and risks of nanotechnology.

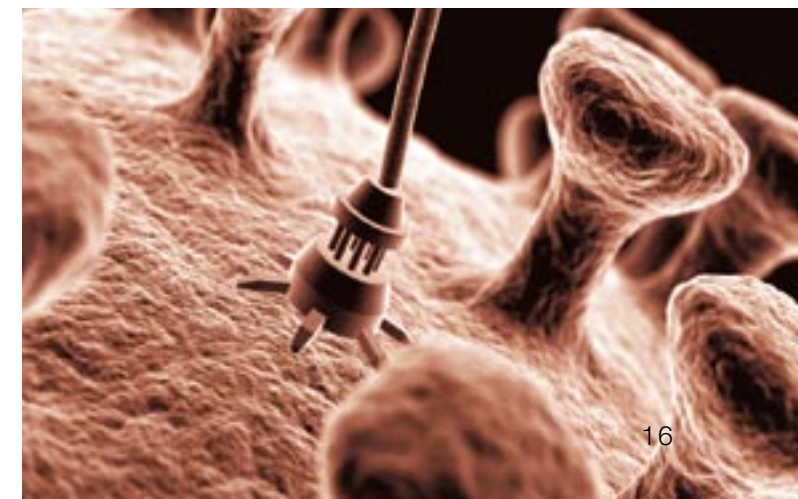
To discuss the current knowledge on health and environmental effects of nanomaterials, swissnex invited distinguished speakers and panelists from Switzerland and the USA. They analyzed the lessons learned from the public's perception of past and current technological innovations and the use of the Precautionary Principle, reviewed recent studies on

nanoparticles and nanotubes, and discussed the perspectives as seen by industry and regulatory bodies.

“ swissnex has the potential to help us to effectively reach Bay Area project partners and funders, so that we can create a sustainable base for the long term growth of our organization. swissnex with their track record and expertise in educational and information exchange, would be an ideal source of help in setting up our US operations.

You offer us access to networks of individuals, organizations and institutions that have the potential to help us with research and development, program development, financial support and volunteer support. ”

S.D. Shantinath, Ph.D., Psychologist and Social Entrepreneur. Founder, Woman-to-Woman International, (CH) 01.06.2005





Delegations

Study tour for the Swiss NAFSA Delegation with a public event: "Learning About Different Marketing and Outreach Methods for Universities"
May 26-27, 2005

swissnex organized a 2-day study tour for representatives from six Swiss universities (Geneva, St. Gallen, Zurich, Bern, Fribourg, ETHZ) who wanted to study the higher education system in the United States and the University of California system, learn about university branding and marketing, and attend the annual conference of NAFSA, the Association of International Educators. The swissnex program included a visit of Stanford University and its Bechtel International Center, as well as insights from the San Francisco Zurich Initiative, the Greater Zurich Area Economic Promotion and the ETHZ Outpost at swissnex.

On the first evening of the tour, swissnex arranged a public event, "Learning About Different Marketing and Outreach Methods for Universities". Not only did the Swiss

representatives have the opportunity to take part in a panel discussion with colleagues from American Universities (Santa Clara, Saint Mary's, Kellogg), they also gathered first hand feedback from an eclectic public.

Study tour for a science & education policy delegation lead by State Secretary Charles Kleiber
October 10-15, 2005

State Secretary for Education and Research C. Kleiber, accompanied by Cantonal Ministers H.U. Stöckling (St. Gallen), R. Huber (Aargau) and A.-C. Lyon (Vaud), the presidents of ETHZ and the University of Lausanne, and several other VIPs benefited in October from an intense study week arranged by swissnex.

The delegation met with Executives from the University of California System, and had extensive discussions with the Chancellor and the Dean of Engineering of UC Berkeley, to evaluate possible reforms to Switzerland's higher education landscape. A one-day workshop focused on the institutional structuring of schools of medicine and university hospitals inside the complex American health system. Visits at Google and NASA Ames Research Center combined with meetings with entrepreneurs

showcased Silicon Valley's unique innovation eco-system and possible models for Switzerland.

Finally, the Swiss guests took part in the opening of the "Inventioning Architecture" and "Philippe Monod / Catherine Bolle" exhibits organized by swissnex, in a video-conference on "Architecture and Cultural Buildings" between swissnex and FluxLaboratory in Geneva, and in the inauguration of the new de Young Museum in San Francisco, designed by Swiss Architects Herzog & de Meuron.

“ Back in our home country, I allow me to express my gratitude, to you and to you and all your collaborators, for the quality of your welcome and the meetings, encounters and visits that you organized for us. I greatly benefited from the stay, which thanks to swissnex, was a real success. As a follow-up, I know that Mr. Michel Rochat, Director of the Haute Ecole Vaudoise, will really take advantage of his 3-month stay with you to develop, with swissnex' support, collaborations and relationships with California institutions of higher education and interested industry sectors. ”

Christian Pilloud, Director Direction général de l'enseignement supérieur, Vaud (CH), 24.10.2005



initiatives



swissnex carries out its mission through events, study tours for delegations, and a variety of initiatives designed to inform, inspire, and provoke new thinking and to achieve visibility. The needs of our partners, including scientists, entrepreneurs and academics, combined with our own insights guide the focus of these actions. Below are two examples :

SwissTalents and e-news www.swisstalents.org

SwissTalents is a world-wide directory of highly skilled professionals: Swiss and foreigners with strong ties to Switzerland working abroad, as well as professionals with international experience living in Switzerland.

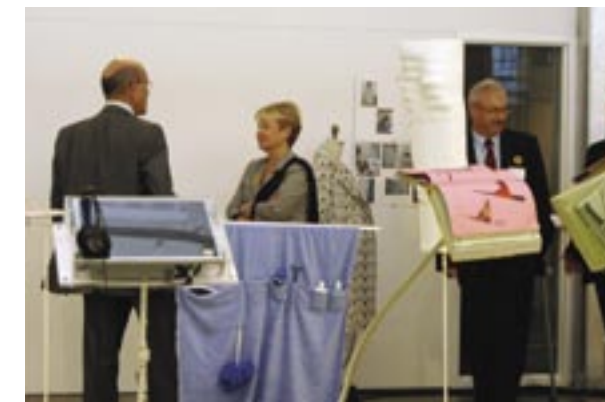
Designed as the “alumni network of Switzerland”, SwissTalents is a unique and searchable directory of competences. It connects members and users, and provides them with a variety of information. The free electronic newsletters “e-news” for instance inform about worldwide trends in science, technology, higher education and

innovation. They are published by the Swiss Science and Technology Counselors abroad, who find in SwissTalents privileged contacts in their regions.

swissnex is operating and developing SwissTalents for Switzerland. One long-term objective is to improve integration with alumni networks from Swiss universities. A formal cooperation is being explored with ERA-Link, an initiative launched in late 2005 by the European Union and inspired in part by SwissTalents.

Inventioneering Architecture - exhibition and lecture series

Anticipating the reopening of the de Young Museum in San Francisco designed by famous Swiss architects Jacques Herzog and Pierre de Meuron, swissnex initiated a common project among the Swiss Schools of architecture. The goal was to use the momentum around this inauguration to promote and develop the general public’s knowledge about Swiss architectural teaching and Swiss education in general. After more than 14 months of intense preparation, the result was “Inventioneering Architecture”, an exhibition and lecture series at the California College of the Arts (CCA) in San Francisco.



The exhibition featured an interactive 131-foot platform of an imaginative cross-section of the Swiss Alps, created by the Swiss Federal Institute of Technology Zurich (ETHZ), the Academy of Architecture at the Università della Svizzera Italiana, the Ecole Polytechnique Fédérale de Lausanne (EPFL) and the Institute of Architecture at the University of Geneva.

Lectures by prominent Swiss architects from the four schools - presenting different approaches to architectural teachings - took place each Monday in October at the California College of the Arts in San Francisco and were subsequently published online on Architecture Radio. “We want to expose the Swiss method of architecture instruction to other cultural contexts [...] This exhibit provides an exciting opportunity to share our perspectives, gather feedback, and evaluate what we are doing” explained Architecture professor Marc Angélil, of ETHZ.

“Inventioneering Architecture” will move to Boston in January 2006 then to Berlin, Singapore and other locations around the world. It is a spectacular example of swissnex’s active cooperation with its sister organizations SHARE Boston and Swiss House Singapore and the worldwide network of Swiss Science & Technology Counselors.

finances



The State Secretariat for Education and Research (SER) provides the core funding for swissnex, by contributing to the costs for the building, by covering 2.8 of the 4 salaries, and by giving allowances for business travel, representation & project expenses.

Vital third party contributions are provided by public and private sponsors sharing swissnex's commitment to connecting the dots. According to its mandate, swissnex has to reach a ratio of third party contribution over SER project contributions of 2/3, or 0.67 by the end of 2007.

2005 SER project contributions:	USD	175,500
2005 third party contributions:	USD	430,300

Ever since its creation, swissnex has exceeded this ratio. In 2005, our actions were supported by third party contributions at a rate 2.45 times higher than the project contributions received from SER.

media coverage

A selection of events that attracted the media

Meet Mario Botta - Architect of the SF MOMA

ArriveNet, Banker & Tradesman, CBS Market, Popular Mechanics, Ventura Star, Yahoo Finance, SF Gate, San Francisco Chronicle

The Shape of Memory

24 Heures, Forbes, Interest Alert, KESQ News, Market Watch, Ventura Star, SF Gate

UN World Environment Day

Radio Suisse Romande, 24 Heures, NZZ, Tages Anzeiger, Tribune de Genève

Managing Equity in Swiss and American Universities

Charlotte Observer, Dallas News, Forbes, KRON4 TV, FOX5 KWU-TV, Texas Cable News, Yahoo Finance

Electro-acoustic Performances by Christophe Fellay

KFSM5 News, Hollywood Reporter, Interest Alert, International Entertainment News, Investors.com, Jazar-music, Jazz News, KAIT K8 TV, Keep Media, Nectar, Swiss Daily, Zurich News

Inventioneering Architecture

Architecture Radio, Nouvo.ch, swissinfo, Odeo, Finanz Nachrichten, archplus, Architecture, SF Station, ETH Life, CCA News, Yahoo Finance, Architecture Week, Archinect, AEC Daily, ddi, Interior Design

Philippe Monod & Catherine Bolle

Radio Suisse Romande, 24 Heures

Articles on swissnex

NZZ, Le Temps, Nature, San Jose Mercury News, IMD Newsletter, Nouvo.ch, Bridges, Bilanz, Cash, swissinfo, l'Express, Agefi, Colabria

“

The series of events on memory shape materials represents an example of swissnex's potential: it was an original event which generated formidable impact, incredible contacts and opened new academic, industrial and cultural perspectives on an international scale.

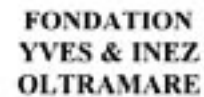
”

*Nicolas Henchoz, President's advisor in communication, EPFL, (CH)
21.09.2005*

sponsors



Platinum sponsors



Silver sponsors



Bronze sponsors



Other:

- Buchanan Ingersoll LLP
- California College of the Arts
- City of San Francisco
- Consulate General of San Francisco
- Department of Foreign Affairs
- EPFL
- ETHZ
- Fondation Sandoz
- French-American Chamber of Commerce
- Galerie A. Pauli
- Galerie F. Ditesheim
- Holcim
- IMD
- i-net Basel
- Institute for Social Network Analysis of the Economy
- Location:Switzerland
- Material Research Society
- Pacific Gas & Electric Co
- Perkins Coie LLP
- Presence Switzerland
- Press Club of California
- Pro Helvetia
- Swiss-American Chamber of Commerce
- SFZH Initiative
- SustainLane
- Swiss Business Hub
- UNEP Grid Geneva
- University of St. Gallen

Special thanks to:

All the people who made time available and shared their expertise to help swissnex connect the dots

- Dennis M. Sullivan, Legal Counsel
- upper quad for graphic design services

“ America taught me that the sky is the limit Switzerland added doggedness of purpose swissnex combines both and knots the dots This is well worth a one-off investment ”

Yves Oltramare, Y.&I. Oltramare Foundation (CH)

the teams

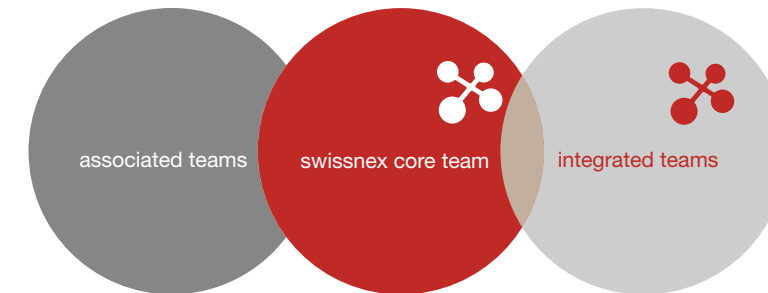


swissnex is based on the unique concept of a common platform for organizations active between Switzerland and the US West Coast in science, higher education, technology, innovation, entrepreneurship, as well as related fields of economic promotion and business development.

Teams representing currently six organizations share an open office space encouraging dialogue, exchange valuable contacts and targeted information, tap into each others networks and competences, and launch joint actions. By pooling their resources in a location as distinctive as swissnex, teams gain a unique visibility envied by many others.

swissnex is managed by a staff of four, with the help of interns and volunteers. Three organizations have detached personnel to the Swiss government, and form the so-called “integrated teams” operating under the

swissnex name. They act as an outreach office (ETHZ) or outpost (CSEM, Swisscom). The “associated teams” on the other hand operate under their own identity. Currently these are the economic promotion of the Greater Zurich Area, and two Swiss startups in residence supported by CTI-Startup, Mobile Mantra and Collanos.



But swissnex is more than the sum of these teams. Among the twenty or so workspaces in the building, a few are always reserved for temporary visitors, be they on a short business trip, working on a research, or staying for a longer sabbatical. The benefits are mutual, as the visitor becomes part of all the synergistic exchanges and ventures happening at swissnex.

“ Q: May I ask what you find to be the positive aspects of operating in California, and what you find to be the negative aspects?
A: Well, the positive aspects are the enormous science base, plus the enormous entrepreneurial spirit in this part of the world. And bringing those two together, probably through venture capital, which is available like it is in no other part of the world. That’s the most fascinating and positive part of it: this drive, this innovation, this never giving up on anything. The negative side of it, it is very far away from Europe, and it is a totally different culture. If people think they can operate in California the way they operate in New York or Indianapolis or Basel, they are on the wrong boat. If people here did not speak English, it would be much easier for everybody to recognize that this is a different world.”

*Franz Humer, CEO of Roche
Interviewed in the San Francisco Chronicle, Sunday, June 12, 2005*

swissnex staff



Christian Simm, Executive Director

Christian is the Swiss Science and Technology Counselor for Western Canada & USA, and the founder of swissnex. Previously he was head of the Industrial Liaison Office of EPFL in Lausanne, Switzerland, and project leader at INRS-Energie in Varennes, Québec. Christian holds a PhD in Physics from EPFL, Switzerland.

Charlotte Jourdain, Programming & Development

Charlotte contributes to the management, activities and coordination with the teams, and acts as the Deputy Executive Director. She manages swissnex' internship and volunteering programs. Charlotte holds a Bachelor of Arts in Economics from San Francisco State University.



Birgit Woetzel, Programming & Development

Birgit's role ranges from developing and programming Swiss delegation visits and events. Her engagement to build and maintain resources demands working closely with academia, corporations and organizations on both ends: Switzerland and the US. Birgit earned a Master's degree in Business from the University of Vienna, Austria.

Laura Erickson, Operations

In her Operations function at swissnex, Laura is responsible for accounting, facility/office management, and event logistics. She also acts as the first contact person between swissnex and the various teams co-located in its building. Laura holds a Bachelor of Arts in French from the University of California at Berkeley.



interns at swissnex:

Barbara Gloor

Intern from September 15, 2004 for 6 months
Barbara studies law at the University of Fribourg.

Sabina Uffer

Intern from March 29, 2005 for 5 months
Sabina studied political sciences at the University of Geneva.

Julia Baumgartner

Intern from June 8, 2005 for 4.5 months
Julia studies international relations at HEI Geneva.

Erika Burri

Intern from August 29, 2005 for 3 months
Erika studies communication and journalism at the HES Winterthur.

Bettina Bauer

Intern from November 14, 2005 for 4.5 months
Bettina studied international relations at HEI Geneva.

Marc Bürgi

Intern from November 14, 2005 for 4.5 months
Marc studied in communication and journalism at the HES Winterthur.

volunteers:

Magali Papillaud
Jérôme Crochet

“

I wanted to let you know I got the job I was applying for: I will be a trainee at the news agency SDA/AS in Bern. I'm really happy about it, the start has been terrific. I'm sure my swissnex work experience helped me to get that position.

”

Marc Bürgi, June 6, 2006



outlook



Public events are swissnex's most visible activities, and serve many vital purposes. By showcasing the competences of speakers and institutions, swissnex builds visibility and notoriety for them. By mixing Swiss and American presenters and participants, a path for more cooperation is laid out. By reaching out to carefully selected communities as well as to the public, awareness for Switzerland increases. swissnex plans to organize about 65-75 public events during 2006. For instance, to commemorate the 100th anniversary of some of Albert Einstein's groundbreaking articles, Prof. Thomas Zurbuchen from the University of Michigan will recount their story in a novel audio-visual science show, complemented by an exhibition on Einstein's life and achievements.

During the 1906 San Francisco Earthquake Centennial Conference in April, swissnex will host an evening event co-organized with ETH Zurich on "Getting Ready for the Big One - the 1906 Earthquake Today", featuring specialists from Switzerland, the USA and Japan. Event series will continue, like quarterly BioBreakfasts, videoconferences with MOT/BioTuesday in Switzerland and the Swiss-American Chamber of Commerce's monthly Business Stammtisch.

Multi-day symposia combining sessions for specialists and out-of-the-box public performances are more intense and target ways to deepen international interactions. In April swissnex will premiere another major symposium it has designed to travel to its sister organizations in Boston and Singapore later this year. Affective Sciences - the interdisciplinary study of emotions - is a field in which Switzerland has a critical mass of expertise and invests priority funding. swissnex will present the National Centre of Competence in Research on Affective Sciences and the Collegium Helveticum, whose experts will collaborate with leading US colleagues to discuss the state of the art research on virtual emotions in human-computer interfaces, the neural architecture of emotion, affective disturbance, and pain.

swissnex transfers knowledge by organizing study tours for Swiss delegations, as nothing replaces first-hand experience and immersive learning. For example, in March representatives of several initiatives of Switzerland's Federal Innovation Agency - CTI-Startup, CTI-Invest and VentureLab - will analyze Silicon Valley's entrepreneurial ecosystem and go-to-market strategies. EPFL's Vice-President for Innovation and Technology Transfer and members of his team will follow a few weeks later, to study ways to encourage risk taking and entrepreneurial thinking.

Our team will work closely with high-level visitors working from swissnex for several months. Pro Helvetia's Head of International Projects will study the numerous innovative

interactions between science, technology and art in the San Francisco region, whereas the Director of the Haute école vaudoise will develop exchanges between Swiss and Californian Universities of Applied Sciences. swissnex's unique model of hosting several organizations under one roof - with current representatives from ETHZ, CSEM, Swisscom, and the Greater Zurich Area, as well as entrepreneurs in residence - will again spark cross-pollination, novel projects and many other synergies.

Many projects and initiatives with a longer incubation time are in progress and are nurtured daily. In addition swissnex will devote a significant amount of energy to the external evaluation of its performances, an audit of its finances, and an even stronger coordination with the growing network of sister organizations and Swiss Science and Technology Counselors. The swissnex team hopes that these activities and results helps Parliament prepare for its vote on the 2008-2011 Federal funding bill for Education, Research and Innovation.

We look forward to welcoming you and your organization at swissnex in the near future, to continue building with you what Silicon Valley would call "open source science diplomacy" !

