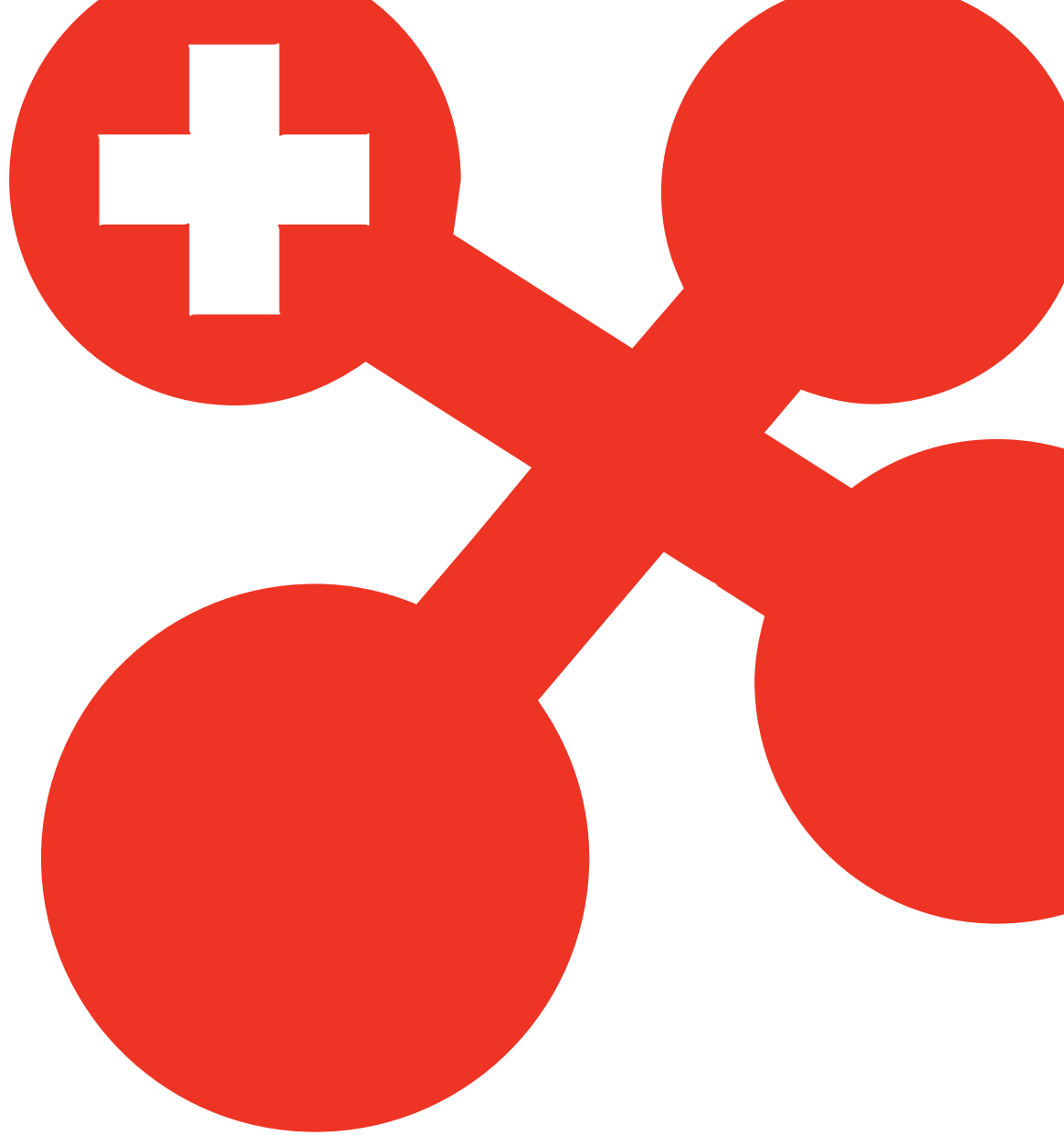


san francisco



SWISSnex 2009

Initiative of the State Secretariat for Education and Research SER

Annex of the Consulate General of Switzerland in San Francisco

Swiss Knowledge Network Outposts in Bangalore, Boston, San Francisco, Shanghai, and Singapore



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foreword



The mission of swissnex San Francisco is to **connect the dots** between **Switzerland and North America** in **science, education, art, and innovation**. As we look back on 2009, it seems fitting to reflect on how we're accomplishing our goals.

Connecting the dots: This year, we helped Swiss universities reach out and reconnect with their alumni in North America and collaborated with the Ecole polytechnique fédérale de Lausanne (EPFL) to strengthen their media outreach in the United States. For the first time ever, our mandate partners provided our top source of third party contributions, reflecting new relationships and synergies.

Our breadth of exciting, unexpected, thoughtful programming continued to draw new and returning audiences and supporters into the swissnex fold. But our network extended beyond our walls as well.

Interaction can occur in physical places, but increasingly it's happening remotely due to the growing mobility of our network. To make sure

we connect when and where our audience is active, we made giant strides to expand our communications efforts and revamp our online presence in 2009. New social media streams and strengthened coverage of our activities allowed our network to connect and share regardless of geography and time zones.

Switzerland and North America: Our work focuses on three of the most innovative, competitive, and entrepreneurial countries in the world: Switzerland, the US, and Canada. This presents logistical challenges but also opportunities. Efforts to foster knowledge sharing globally resulted in 34 business trips to far-flung locations from Switzerland to India to China to Texas. In 2009, we brought more speakers from Switzerland than in the previous two years combined. Although this requires some globetrotting, we remain dedicated to acting environmentally responsible and we were rewarded with a 2009 San Francisco Green Business Award.

Science, education, art, and innovation: Of the many dozens of events, conferences, roundtable discussions, exhibits, performances, and delegations we organized throughout the year, many were centered at the intersection of higher education, technology, and art, and many traveled onto the global stage after leaving San Francisco.

Our mandated work on open innovation in nutrition, health, and wellness reached Fortune 500s and start-up companies alike. The array of customized services we offer individuals and institutions provided personalized study tours, workshops, workspace, as well as infrastructure and consulting support for those looking to increase their internationalization efforts.

Our work would not be possible without vital support from the Swiss government along with our stakeholders, sponsors, partners, event participants, colleagues, and friends. We are grateful for their continuing commitment to connecting the dots.

The swissnex San Francisco team

“ I know I speak for all of my colleagues when I say how much we enjoyed the superbly organized and insightful design study trip to Switzerland. It was really an honor to be involved in such an event, and the foresight and intelligence with which the study tour was put together is a testament to the enlightened diplomacy of your government. We are all now unofficial ambassadors for Switzerland!

SIMON JOHNSTON

PROFESSOR, DIRECTOR OF PRINT DESIGN, ART CENTER COLLEGE OF DESIGN, PASADENA (USA)





swissnex



swissnex at a glance

swissnex San Francisco is a platform for the exchange of knowledge and ideas in science, education, art, and innovation. Through our public events and study tours, we highlight the best of Swiss and North American ingenuity and create opportunities for networking among our diverse group of professional contacts in the San Francisco Bay Area, Silicon Valley, and beyond. We offer workspace in the heart of downtown San Francisco and the resources to help international guests, start-ups, university outposts, entrepreneurs-in-residence, and others succeed.

Our global perspective and local expertise allow swissnex San Francisco to anticipate and nurture fruitful collaborations and align the best academics, researchers, entrepreneurs, artists, and thought leaders so that relationships and partnerships can flourish. Working under several mandates, we also help build the presence of Swiss innovators on the world stage. We believe that unexpected

encounters can lead to the brightest achievements, and we encourage the cross-pollination of ideas through the many connections made at swissnex.

swissnex San Francisco is a key component of Switzerland's strategic policy on the promotion of education, research, and innovation. We are a public-private venture and an initiative of Switzerland's State Secretariat for Education and Research (SER), managed in cooperation with the Swiss Federal Department of Foreign Affairs as an annex of the Consulate General of Switzerland in San Francisco. swissnex San Francisco is part of a network of knowledge outposts in Bangalore, Boston, Shanghai, and Singapore, along with individual science counselors around the world, working to connect the dots. Vital financial support is provided by donors and sponsors who share this commitment.

staff



from left to right:

Laura Erickson Finance & Process Management

Noémie Enz Interdisciplinary Programs

Josias Planta UZH Alumni Representative & Junior Project Manager

Megan Williams Communications (Writing & Editing)

Natasha Feiger Administration & Logistics

Andrea Inglin Junior Project Manager

Gioia Deucher Special Programs & Partnerships

Vanessa Drigo University Relations & Programs

Christian Simm Executive Director & Founder

Birgit Coleman Innovation & Partnerships

Luc Meier Interdisciplinary Programs

Florencia Prada Communications (New Media)

Not pictured:

Amy Sandoval Building & Office Manager until September, 2009

Claudia Egger Communications & Programming through May, 2009

Simon Lépine Junior Project Manager starting December, 2009, working to extend international alumni outreach for EPFL - A3

events



In 2009, swissnex San Francisco presented several dozen events. Thousands of people came to learn about science, higher education, art, and innovation in Switzerland and North America and to identify potential partnerships and expand their professional networks. We provided a platform for our partners and speakers to gain visibility as well as opportunities to exchange knowledge and best practices with people from all over the world. Here's a quick look at some topics we covered this year. For a comprehensive list, visit www.swissnexsanfrancisco.org.

Sound Spaces: Zurich-based Sound Artist Jason Kahn and Guests

Media Facades and Newscocoons

QB1: Staring at You

PRS Design Tour: Design and Innovation in Switzerland

Architecture & Vision (AV): From Pyramids to Spacecraft

Swiss National Science Foundation Meets its Bay Area Postdocs

GreenTech in a Global Marketplace

Canton of Vaud Summer University Exchange Program Reception

Big Zis: Prrrdy Time!

Genetic Testing: The Ultimate Matchmaker

090909 Nor Good, Nor Bad, Nor Neutral

domizil + ICST Zurich: Swiss Electronic Music Tours West Coast

The Science of Meditation & Dinner Reception with Matthieu Ricard

Innovation in Musical Instruments

The Future of Business: How to Innovate with a Sustainability Strategy

Give Me More: Augmented Reality from EPFL+ECAL Lab

Classroom to Bottle: Tales of Cross-Cultural Winemaking

Light and Design: First Event in Light Series

“ I just wanted to thank you at swissnex for the wonderful programming. I personally believe that the mission of swissnex to present information, innovation, and entertainment that provoke forward thinking... to solve global problems is just what is needed to advance civilization... The selection of topics and caliber of expertise at events that I have been fortunate enough to attend were done in a way I find both provocative and stylish. Bravo swissnex team!

DEBRA BENEDICT

CONSULTANT, SAN FRANCISCO (USA)



mandates



swissnex San Francisco partnered with an increasing number of Swiss universities, companies, and other knowledge-based organizations in 2009 to carry out mandates that achieve mutually beneficial goals.

Nestlé Innovation Partnership Desk

Nestlé's Innovation Partnership Group identifies, evaluates, and adds value to the company and to its customers through the co-development of innovation with external partners, called "Open Innovation." In 2007, the Group opened the Innovation Partnership Desk at swissnex San Francisco to identify strategic partnerships within the realms of Nestlé's core business: nutrition, health, and wellness. In addition to the day-to-day work of intensifying Nestlé's open innovation activities, swissnex San Francisco hosted roundtables on innovation in 2009 and served as Nestlé's hub for connecting to the other swissnexes, as well as to the global network of Swiss Science and Technology Counselors, in their search for innovation partnerships.

CTI Start-up USA

CTI Start-up is an initiative of the Swiss Innovation Promotion Agency, CTI. swissnex San Francisco partners with CTI to make long-term workspaces available for entrepreneurs-in-residence. Through this mandate, swissnex San Francisco welcomes and supports CTI Start-up companies and helps them with their US market entry efforts. swissnex also assists these start-ups by brokering valuable introductions within our network and providing advice on navigating Silicon Valley and the San Francisco Bay Area. Thirteen CTI Start-up companies came to the swissnex office in 2009, with many returning more than once.

Pro Helvetia

The swissnex San Francisco mandate with the Swiss Arts Council, Pro Helvetia, aims to develop a stronger presence on the West Coast of North America for cutting-edge Swiss artists whose works fuse art and technology.

In 2009, the first full calendar year of the mandate with Pro Helvetia, many programs long in the works came to fruition, such as performances by Jason Kahn and the West Coast tour of Swiss electronic musicians domizil + ICST Zurich, along with exhibitions including “Newscocoons” and “Architecture & Vision.” Carried out in conjunction with local, national, and international organizations including the California College of the Arts, Los Angeles Contemporary Exhibitions (LACE), 23five Incorporated, VOLUME, and many others, swissnex San Francisco continued the exciting trend of debuting events that go on to tour not only the West Coast, but North America and the globe.

EPFL

In 2009, the Ecole polytechnique fédérale de Lausanne (EPFL) advanced its partnership with swissnex San Francisco to include a special mandate that broadens the university’s international press outreach. In October, swissnex’s communications team began a targeted media campaign on behalf of EPFL with the objectives of increasing the university’s visibility in major mainstream US media and establishing a network of journalists interested in EPFL news and research.

Along with distributing the institution’s science magazine, *Reflex*, to interested parties in the US, swissnex San Francisco assists the university’s own media team with their English press releases, press kit design, social media coordination, media trend scouting, cross promotion, and more. Articles mentioning the university and its high-profile projects including Solar Impulse have already appeared in mainstream US media thanks to this collaboration.



mandates cont.



Canton of Vaud - Higher Education

In previous years, the Swiss Canton of Vaud, under the leadership of the Director General of Higher Education, successfully developed numerous activities between the University of Applied Sciences of Western Switzerland and several universities in the state of California. In July of 2009, Anne-Catherine Lyon, State Councillor of Education, Youth, and Culture for the Canton of Vaud, along with a delegation of top-level individuals from Switzerland's cantonal and federal levels, returned to California to inaugurate several Summer University programs in academic disciplines from business to wine to nursing to computer science.

The programs bring students from Switzerland together with US students for one month each summer, alternating locations between the two nations. The delegation also furthered preparation for an international joint master's program between California universities and schools in Vaud in sustainable management, computer security, wine business, and nursing.

swissnex San Francisco provided valuable services to the delegation, including workspace, support, public events, and more, and continues to act as an important local expert and ally nurturing relationships between the Canton of Vaud and universities on the West Coast of North America.



More excursions into new territories = 2009 !

PIUS KNÜSEL

DIRECTOR, PRO HELVETIA, ZÜRICH (CH)

university outposts

In 2009, an initiative in the pipeline for some time—to aid Swiss universities in their international alumni outreach—became a reality. Two universities, the University of Zurich (UZH) and the Ecole polytechnique fédérale de Lausanne (EPFL), sent representatives to work at swissnex San Francisco to broaden their alumni networks in North America. Other universities in Switzerland showed interest in joining the program in 2010.

EPFL - A3

A3 is the alumni association of EPFL, the top university in Europe in engineering/technology and computer sciences and 15th in the world according to the 2009 Academic Ranking of World Universities (ARWU), compiled by Shanghai Jiao Tong University. In December, A3 launched a joint program with swissnex San Francisco with the arrival of Simon Lépine, who began a six-month intensive effort to reconnect with EPFL graduates in North America, survey and update alumni information, and organize regional alumni events in the San Francisco Bay Area and elsewhere in the US and Canada.

International Alumni UZH

UZH enjoys international renown as a place of education and research. It ranked 54th in the 2009 ARWU assessment. Almost 15 percent of the student body and 50 percent of the professors are of foreign nationality, so it's no surprise that UZH began a project in 2009 to grow their existing alumni network globally, beginning in the US in collaboration with swissnex San Francisco. In October, Josias Planta joined the swissnex team for six months as US coordinator of UZH's International Alumni program to search for graduates of the university living in North America, update their information, establish a network, and put together local alumni events.

visitor's desk



We offer workspace in the heart of downtown San Francisco for visitors from Switzerland, such as entrepreneurs, researchers, and others looking to take part in our open work environment and global network. In 2009, numerous guests visited from Canton of Vaud schools within the University of Applied Sciences of Western Switzerland, for example, as well as a long list of new and returning guests. Below, find a sample of some of the individuals we welcomed in the last year.

Michael Breu and Adrian Zschokke Swiss National Public TV, April

The production team used swissnex as a home base for their filming at several California universities on various science and technology topics for the daily science magazine broadcast, *nano*.

Frank Wittmann Zurich University of Applied Sciences (ZHAW), May

The head of ZHAW International Affairs worked in our office and toured several local institutions, including the California College of the Arts, the University of California at Berkeley, the University of San Francisco, and San Francisco State University, to learn about their academic and international relations programs.

Arthur Grosjean Tribune de Genève, September

A political journalist, Grosjean recently became manager of Tribune de Genève's website, www.tdg.ch. He traveled to San Francisco to meet with other media professionals and discuss questions about the fate of daily print newspapers and possible ways to make electronic news financially viable while remaining credible and informative.

2009 CTI Start-up Visitors:

Pierre Bureau Arimaz

Dominic Senn & Michael Kreuzer Basisnote

François Bochatay DeskNet/Sobees (3x)

Michael Näf & Paul E. Sevinç Doodle

Jean-François Groff Fairtilizer

Jérôme Vial Floor

Erol Koç Fybit

Michael Berthold, Davin Potts, & Peter Ohl KNIME.com

Barbara Yersin & Jonathan Maim Minsh (2x)

Nicolas Dengler Mixin

Vincent Schlageter Motilis

Silvan Flury shockvisions

Simon Geisshuesler Vela Solaris (2x)




This week Google released the latest version of SVOX's technology as part of its Android 2.0 release. This Swiss speech technology is now in more than 1,000,000 phones with several more to be released soon. [Note: SVOX is an ETHZ spin-off that started its US operations at the CTI Start-up desk at swissnex San Francisco.]

KURT FUQUA

VP PROFESSIONAL SERVICES, SVOX USA, SCHAUMBURG (USA)





www.greaterzuricharea.ch

swissnex San Francisco is a nexus for individuals and organizations active between Switzerland and the West Coast of North America. Our open office space was designed to maximize knowledge exchange and to facilitate cooperation. In 2009, five organizations shared our workspace on an ongoing basis, gaining unique access and visibility and participating in connecting the dots.

Greater Zurich Area

Greater Zurich Area, Inc. is a foundation promoting and marketing the economic region of Zurich, Switzerland, to companies looking to expand to or within Europe. It supports those companies with information and contacts, free of charge, in cooperation with business promotion agencies in member cantons of Aargau, Glarus, Grisons, Schaffhausen, Schwyz, Solothurn, Zug, and Zurich, and the cities of Winterthur and Zurich.

CTI Start-up: Ecosystem Ventures

Ecosystem Ventures provides capital and consulting services to start-up companies. They focus on European companies in the seed and idea-generation stages. With offices in Zurich, San Francisco, and New Delhi, Ecosystem Ventures maintains access to a worldwide ecosystem of industry and investment contacts. Through its network, the company provides sustained transatlantic support and services to all client and portfolio companies.

CTI Start-up: Inetoo

Inetoo is a next generation content and learning platform that integrates digital content with Web 2.0 collaboration technologies and provides learning intelligence based on tracking user activity and content usage. Inetoo's integrated platform tracks all student and instructor interactions with the content and facilitates both synchronous and asynchronous exchanges.



Fundo

Fundo Research is a high-performance asset management company headquartered at EPFL's Parc Scientifique that invests over 30 percent of its budget in research. Fundo's founder also launched Finethic, an investment company for risk capital seeking to make microfinance palatable to institutional investors.



Spatial View

Spatial View's vision is to make 3D more accessible, affordable, versatile, and inspiring. With the SVI family of software and a variety of high quality auto-stereo displays, Spatial View offers a wealth of adaptable solutions that enable the presentation of 3D rich content of all types, in full dimensionality, for specialty as well as the consumer mass market. Auto-stereo displays are 3D monitors with no auxiliary gadgets: eyes-only for true 3D.



Grâce à swissnex, QB1 a fait son entrée remarquée dans la Silicon Valley. Dès le vernissage de l'exposition qui lui était consacré, nous avons reçu beaucoup d'invitations pour venir présenter notre produit dans les grands laboratoires et les entreprises principales de la région. En quelques heures, QB1 s'est fait un nom sur la côte Ouest...

FRÉDÉRIC KAPLAN

EPFL CRAFT LAB / OZWE, LAUSANNE (CH)



a closer look



Technology and Art

swissnex San Francisco is committed to highlighting Switzerland's excellence, including at the fertile grounds where art and technology intersect. For the North American debut of QB1, a robot that alters the fundamentals of human-machine interaction, swissnex hosted a public event with engineer Frédéric Kaplan, an artificial intelligence researcher at EPFL, and designer Martino d'Esposito, from the University of Art and Design Lausanne (ECAL). They showed how the machine adjusts to a human operator—without the need for a keyboard, mouse, or remote control—so that a simple gesture can command the robot to start up a song on its media player, for instance.

Another event in this realm was “Give Me More: Augmented Reality from EPFL+ECAL Lab.” Fostering innovation at the crossroads between computer science, design, and architecture, the US premiere of the exhibit at swissnex San

Francisco invited curator and Lab director Nicolas Henchoz, artist Camille Scherrer, and one of its engineers, Fanny Riedo, to present five interactive installations ranging from clothes that ooze bubbles to a book in which hidden images suddenly appear.

From Here to the World Stage

In 2009, we debuted a number of programs on the West Coast that made such a splash they went on to travel to other cities in California, North America, and worldwide. “Architecture & Vision (AV): From Pyramids to Spacecraft,” the first retrospective exhibition by Swiss-Italian design duo Andreas Vogler and Arturo Vittori, included applications from the aerospace field that could be used in outer space as well as in challenging environments here on Earth.

The exhibit has since traveled to South Korea, and stops are planned in China, Japan, and cities in the US. Another successful example of our work extending outward was the West Coast tour of domizil + ICST Zurich, Swiss electronic music collective and sound art researchers from the Zurich University of the Arts (ZHdK), who performed at swissnex as well as at universities and exhibit spaces throughout California. The collective returns to San Francisco in 2010 with an exhibition at Gray Area Foundation for the Arts.

International Partners

swissnex San Francisco worked with the Australian organization, Advance, and Georg Holländer, of the University Children's Hospital of Basel, along with local partners, to coordinate an event titled, "Genetic Testing: The Ultimate Matchmaker," about mapping genomes for enhanced personalized medicine and even match-making services. The event also explored the current state of stem cell research.

The collaboration with Advance is already leading to potential partnerships with other nations such as France, Canada, and Denmark, who showed interest in a 2010 joint program about personalized health management.

Power of the Series

We began a new initiative in 2009 to explore many aspects of a given topic through public event series. With support from ThinkSwiss-Brainstorm the Future, the first such series focuses on light and the first event in that series took place at the PG&E Pacific Energy Center in San Francisco. There, top leaders in the design and lighting fields discussed the relationship between light and design—light as the center of design, how light is used in design, and new trends in light sources. In 2010, the ongoing series examines subjects including the interaction of color and light, light's effect on human health and chronobiology, light from the universe, and more.



a closer look cont.



Official Delegations

swissnex welcomed many top-level guests from Switzerland and elsewhere in 2009. In March, Mauro Dell'Ambrogio, State Secretary for Education and Research, and Fritz Schiesser, President of the ETH Board, arrived to explore the region's innovative institutions and organizations and to form closer ties with local universities. In honor of their visit, swissnex hosted "Media Facades and Newscocoons," which probed the subject of the increased use of communication platforms in architecture.

In June, top officials from the Swiss National Science Foundation (SNSF) took advantage of swissnex San Francisco and its space and services to, among other activities, hold a briefing session with local postdocs supported by SNSF. The grantees provided valuable feedback on the

benefits and challenges of working overseas, and swissnex San Francisco compiled a report for the organization to aid in fine-tuning the grant program.

Visiting Swiss Federal Councillor Doris Leuthard took part in a roundtable discussion at swissnex in July on opportunities in green technology along with Swiss and American entrepreneurs. The event, "GreenTech in a Global Marketplace," analyzed challenges in transferring knowledge from the lab to local economies and discussed the potential of concepts such as solar islands that enable low-cost, green energy production.

Photo Courtesy of Hugh Hamilton

New Connections: Lonza

For the first time, swissnex San Francisco collaborated with the Lonza LIFT (Lonza Innovation for Future Technology) team in Switzerland on their upcoming innovation workshop, *Nutrition 2030*. Lonza received recommendations from swissnex on whom to invite from the USA and abroad—across disciplines and industries—to their interactive workshop aimed at developing a long-term vision for the future in the area of nutrition, attended by swissnex San Francisco's innovation expert, Birgit Coleman.

Discovering Swiss Design and Innovation

swissnex assisted Presence Switzerland in crafting a program for their Spring 2009 study tour, which brought top US design and architecture professionals to Switzerland for a week-long journey exploring Swiss innovation in these fields and included stops at Design Center Langenthal, the Freitag shop in Zurich, universities, and many other destinations. With the Swiss representations in North America, we helped identify participants and also accompanied the tour, building lasting, mutually beneficial relationships that continue to bear fruit in 2010.



Un grand merci pour cette excellente initiative de recueillir les commentaires écrits des boursiers du Fonds national sur les défis et les satisfactions de leur séjour postdoctoral! J'ai tout de suite fait suivre votre document, qui est vraiment excellent, aux responsables des bourses pour qu'ils l'intègrent à leurs réflexions. C'est pour eux du matériel en or!

DANIELE ROD

HEAD OF INTERNATIONAL COOPERATION, SWISS NATIONAL SCIENCE FOUNDATION, BERN (CH)



Photo Courtesy of Roland Tännler

SWISSnex
san francisco



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SWISS



swissnex & the media

New efforts in 2009 to better convey the breadth of our activities, including hiring two full-time English-speaking communications specialists, have improved swissnex's ability to disseminate knowledge and serve our network in new and exciting ways.

We're not only documenting our activities like never before with photos, video, and presentation slides whenever possible, but we're also creating fresh, original content that our audience and partners can enjoy and share online.

Our revamped website now includes a news center complete with a press kit, news stories, multimedia content, and links to our social and new media channels. The approach is already proving successful. Visits to our site increased 15 percent in 2009, with homepage views up 112 percent compared to 2008.

We reach new audiences every day and allow participants to exchange meaningful dialogues

with us and with each other. Using our own key contacts along with media databases, we garnered attention from important media outlets last year on behalf of our own activities as well as those of our partners, all of which aid us in fulfilling our mission to connect the dots.

The following print and online forums represent just a sample of those that covered our work in 2009:

BLDGBLOG	L'Hebdo
Contra Costa Times	MarketWatch
Corriere del Ticino	San Francisco Chronicle
dwel	SF Weekly
Earth Times	Sun Herald
flavorpill	Swiss iT Magazine
Handelszeitung Online	swissinfo
NBC Bay Area	Swiss Review
New Scientist CultureLab	Swisster
Laughing Squid	Tribune de Genève

embracing new media



swissnex San Francisco is taking advantage of 21st century tools in ratcheting up our communications program to ensure that we describe what we do in the way—and where—our local audience expects. The increasing importance of social media, for example, prompted us to formalize our presence on LinkedIn, Facebook, Twitter, YouTube, Flickr, SlideShare, and other channels so that our audience can connect with us and with each other to share ideas and knowledge. They can stay engaged in the topics learned and discussed at swissnex even after a public event has passed, and help shape ongoing conversations by interacting with us on these open platforms. In addition, our partnership with online, smart video provider, FORA.tv, gives our intelligent programming a home on the Web alongside other highly regarded, knowledge-based organizations. The four videos posted on our FORA.tv channel in 2009 were viewed more than 22,500 times.

The Twitter account swissnex San Francisco initiated in August of 2009 displayed our 400-plus tweets by the end of the year. We launched a Facebook page in September, and posted 16 videos on the swissnex San Francisco YouTube channel by December. In 2010, our new media efforts continue to grow as we use new tools to cross-promote the work of our collaborators and consult with our partners on the power of new media in their communication strategies.



@swissnexSF Happy to have just found you on twitter! I am keeping an eye out for upcoming events.

@MAGGIEMORROW



@swissnexSF had a very cool event last night on art meets tech, augmented reality exhibit: <http://ow.ly/BYPG>

@SAMIAH

finances

With our public-private partnership model, swissnex San Francisco is exploring new avenues for Switzerland's science diplomacy. This innovative approach requires us to finance at least 2/3 of our projects with third party money, a target set by the contract we sign with our home department, the State Secretariat for Education and Research. In 2009 swissnex San Francisco once again achieved and exceeded this goal, proving the value of collaboration across disciplines and borders. We are grateful to the many individuals and organizations that made this possible.

2009 Contributions

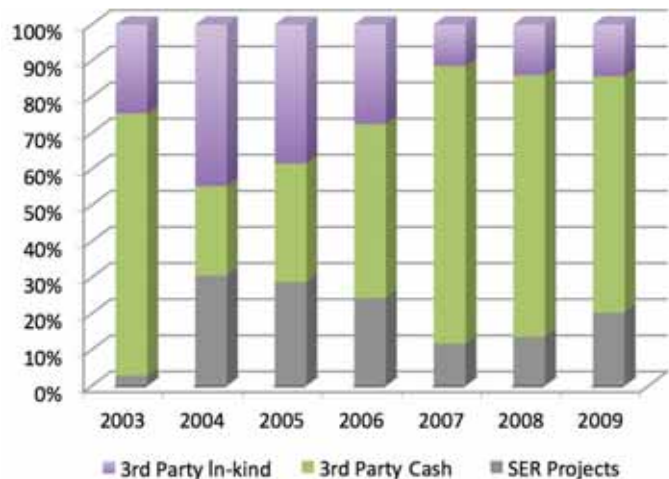


■ SER Projects	\$ 198,057
■ SER Combined Operating	\$ 608,394
■ General 3rd Party	\$ 251,664
■ Event Partners	\$ 155,727
■ Mandates	\$ 319,238
■ Cost-sharing	\$ 52,131
2009 Total	\$ 1,585,211

Historical Trend 2003-2009

Year	SER Projects	3rd Party Cash	3rd Party In-kind
2003	\$ 20,000	\$ 507,985	\$ 172,192
2004	\$ 122,240	\$ 99,135	\$ 179,230
2005	\$ 175,528	\$ 200,505	\$ 234,801
2006	\$ 90,154	\$ 178,158	\$ 101,879
2007	\$ 72,000	\$ 473,756	\$ 70,671
2008	\$ 103,441	\$ 549,267	\$ 106,350
2009	\$ 198,057	\$ 638,823	\$ 139,937

2009 3rd Party Total: \$ 778,760



sponsors & partners

Founding Donors

Swiss Re

Fondation Oltramare

fuseproject

Lexicon Branding

Swisscom

EPFL

ETH Board

Fastmetrics

Swiss International Air Lines

Sponsors & Partners

23five Incorporated

A3

Advance

ag4 | mediatecture company

Alpha Omega Winery

Altus Associates

Architecture and Vision

Art Center College of Design

Bread & Butter SA

Business for Social Responsibility

California College of the Arts

California Institute for Regenerative
Medicine

California Institute of Technology

Consulate General of Mexico in
San Francisco

Consulate General of Switzerland in
San Francisco

Consulate General of Switzerland in
Vancouver

Convergeo

Cooltech Applications

CTI Start-up USA

Dennis M. Sullivan Law Offices

digital media

domizil

Dwell Magazine

Ecole d'ingénieurs de Changins

Ecole polytechnique fédérale de
Lausanne (EPFL)

Ecosystem Ventures

Emory University School of Medicine

EPFL+ECAL Lab

Etat de Vaud

Euraxess Links

European Union Delegation of the
European Commission

Exploratorium

fabric | ch

Fastmetrics

Franz

frog design

Fundo

GigaOM

Greater Zurich Area

Haute école de théâtre de Suisse
romande

IDEO

IMD	Overlap	ThinkSwiss
inetoo	OZWE	UC Berkeley Center for New Media
Innobridge SA	PG&E Pacific Energy Center	University of Lausanne
Italian Cultural Institute Chicago	Presence Switzerland	University of Art and Design Lausanne (ECAL)
JN Studios	Pro Helvetia	University of Basel
KNIME.com	Pure Swiss	University of California at Berkeley
KPMG	Quantum Insight	University of California at Davis
LinkedIn	Saatchi and Saatchi	University of California at San Diego
Los Angeles Contemporary Exhibitions (LACE)	Safeway	University of California at San Francisco
Lucerne University of Applied Sciences and Arts	Santa Clara University	University of California at Santa Barbara
Lund University	School of Business and Engineering, Vaud	University of Geneva
Mind & Life Institute	SDForum	University of Zurich
Museum of Modern Art in New York	Solvias	Virgance
Navigenics	Swiss Business Hub USA	VoiceBase
Nestlé	Swiss National Science Foundation	VOLUME
Netherlands Office for Science & Technology	Swiss Re	Zurich University of the Arts (ZHdK)
NEXMAP	Swiss Silicon Valley Association	Zinc Details
OC Oerlikon Management	Swiss-American Chamber of Commerce	
OnomyLabs	SynapsSense	
	Technorati	



outlook

In the words of ancient Greek philosopher Heraclitus, “Nothing is permanent but change.”

At swissnex San Francisco, we embrace this idea wholeheartedly. Change, adaptation, even reinvention are integral to swissnex’s culture, just as they are key to the culture of the Bay Area and Silicon Valley, where new ideas, products, services, and behaviors are welcomed and encouraged.

The year ahead presents many challenges. The world economy is struggling. In an age when our audience is constantly bombarded by email, status updates, news feeds, and more, we must find new ways to compete for their attention.

But challenging times also offer opportunities. Switzerland is committed to remaining at the leading edge of science diplomacy, as evidenced by the swissnex model’s innovative approach. As we look ahead to 2010 and into the future, we’ll focus on enriching our programs and seeking new, meaningful ways to connect with our network and better serve our clients. The density and richness of our activities grows every year, and 2010 is no exception.

On a global scale, among the many projects in the works, we are participating in a North American tour of the Design Preis Schweiz exhibit, helping organize a US delegation to Switzerland focusing on renewable energy, and working in an even more concerted way with Swiss universities to extend

their internationalization efforts and public relations outreach. Global players in the business world and international partners also remain a priority.

Closer to home, we’re focusing on event series that allow more holistic views of certain topics. Our programs will be enriched and expanded beyond our walls even more than they were in 2009, with exhibitions and conferences organized together with key local partners. We will welcome the Swiss Federal Councillor of Home Affairs as well, and there is so much more to come—stay tuned for all the changes ahead in 2010.

“ I would like to thank you and your team for giving me the opportunity to gain in a short time such a deep and close insight into your fascinating work. I learned a lot looking at the way you work and interact with people. You do a tremendous job... translating Swiss and US culture and showing the future and a new model of diplomacy... I was touched by the swissnex culture of hospitality, service, and enthusiasm. One of your partners mentioned, “Let’s do Swiss.” I would say, “Let’s do swissnex!”

PETER LEHMANN
SANU, BIEL (CH)





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