Switzerland is a Global Innovation and Technology Leader

An interview with Simone Wyss Fedele, CEO of Switzerland Global Enterprise (S-GE)

What are the strengths of Switzerland as a business location?

Switzerland specializes in offering innovative solutions to complex global operating structures seeking an efficient, stable and productive location to grow their dynamic high-value-added businesses. The country is well-known for offering one of the most competitive ecosystems globally. The nation has a liberal economy, political stability, international integration, outstanding infrastructure, a well-structured tax code. In addition, Switzerland has consistently excelled in promoting innovation and technology, fostering infrastructure, and provides a well-structured tax code. In addition, Switzerland has consistently excelled in promoting innovation and technology, fostering innovating and technology sectors. There are numerous regions of Switzerland. The so-called “Crypto Valley” with its center of gravity in the Zurich-Zug-Lucerne area is a core location of the global blockchain industry. Northwestern and Western Switzerland are home to a cluster of world-leading life science companies that is unique in the world, comprised of pharmaceutical, medical technology, telecommunication and nanotechnology sectors. Between Geneva and Schwyz/Schwyz, a precision cluster has emerged based on the traditional Swiss watch industry. Switzerland is also becoming increasingly important for the ICT sector: international companies such as IBM, Oracle, Siemens, DATEX and HP have set up around the top Swiss universities and their research institutes. The economic relations are intense and mutually beneficial. Switzerland is home to some 400 American companies, most of them with global or regional headquarters or R&D centers. US companies employ around 80,000 people in Switzerland. Conversely, around 900 Swiss companies are operating in the US, creating around half a million jobs and making Switzerland the seventh largest investor in the US. As a leading location for innovation and technology and with an economy boasting close international connections, Switzerland offers ideal conditions to US companies and strengthens their competiveness.

Continued on page 3...

How does S-GE support US companies that are interested in expanding into Europe and setting up business in Switzerland?

As the official Swiss organization for Trade and Investment Promotion, S-GE is the first point of contact for any US and international firm interested in establishing Switzerland as a business location or setting up business in Switzerland. Together with our partners, the economic promotion agencies at regional and cantonal levels, we show companies how Switzerland can add value and boost their competitiveness.

How can interested US companies get in touch with S-GE?

In addition to our offices in Switzerland, we have branches all over the world, the so-called Switzerland Business Hubs, which are mostly embedded in Swiss Embassies and Consulates. In the US, our team is based in five locations, New York, San Francisco, Atlanta, Boston and Los Angeles, and is active throughout the whole country.
Strengthening Swiss-American Relations

With informal conversations surrounding a free trade agreement, the bilateral relationship has much to gain

What challenges do you see to Swiss- American relations today?

"Swiss investments in the USA surpass $330 billion, while American investments in Switzerland reach $110 billion."

What is your outlook for Swiss American Relations?

"In 2020, Swisscom launched 5G commercially in April, and the coverage with 5G wide is 90% by end-2020."

What is the future of 5G in Switzerland?

"The program for this year's annual meeting in Davos will focus on mobilizing businesses to minimize ecological risks, reducing long-term debt burdens for economies while fostering inclusiveness, ensuring an amicable global implementation of Industry 4.0 technology, encouraging indexing learning initi- atives for a billion people in a decade, and fostering global geopolitics through the spirit of Davos."
The Evolving Swiss Financial Services Sector

A new wave of financial innovations are transforming the field

Despite the recent challenges of the pandemic and the lockdowns that forced most businesses to work remotely, Switzerland continues to lead the world in financial innovation. In the digital age, Switzerland has embraced technology as a driver of growth, and this has led to the development of fintech and blockchain ecosystems that are revolutionizing the Swiss field. For example, the Swiss tech sector has been able to transform itself as the world's leading blockchain economy, the Swiss financial services sector has diversified its businesses, and the fintech sector has over 330 companies, making Switzerland a key player in the global blockchain economy. The Swiss financial sector has been able to capitalize on its expertise in traditional assets and digital assets, and is looking to expand internationally.

One of the most predominant disruptors has been the introduction of blockchain technology, which has enabled the digitalization of financial instruments and services. This has led to the emergence of new models, enhancing efficiency, and in some categories, repository of assets could grow to become a $320 trillion market. We aim to give people more freedom to trade and access their digital assets, and improve the global financial ecosystem.

As a small country, Switzerland has been able to leverage its expertise in traditional assets and digital assets, and has been able to capitalize on this expertise to transform the global financial ecosystem. The Swiss financial sector has been able to leverage its expertise in traditional assets and digital assets, and has been able to capitalize on this expertise to transform the global financial ecosystem.

By Fadrique Álvarez de Toledo
Switzerland Innovation, Connecting Great Minds

P.4 | Thursday, January 23, 2020

From proton therapy for deep-seated tumor irradiation, to minimally invasive tumor irradiation, to minimally invasive surgical procedures – Parks nationwide. With over 200,000 employees, some of the world’s greatest challenges are being overcome, with over 200,000 professionals from universities and industry coming together under one roof and finding innovative solutions to some of the world’s greatest challenges.

There are five Swiss Innovation Parks nationwide. With over 200,000 square meters of high-end laboratories, offices, conference rooms and co-working spaces, as well as over 100 hectares of development area for expansion, Switzerland Innovation is the habitat for R&D staff to maximize their opportunities. Switzerland Innovation is the epicenter of merging talent, knowledge and expertise to computer breakthroughs and create best-selling products and technology-driven solutions, with high-quality collaboration among the Swiss universities, government-funded research, and private enterprise as a winning combination, and Switzerland Innovation Parks fuse together these various competencies. Technologies that previously were only imagined in science fiction are now becoming a reality and forming a limitless path for innovation, research and development. Switzerland fosters excellent conditions for innovation with legal certainty, respect for intellectual property, and a dynamic framework conditions are all for global competitiveness in innovation, research and development. The open mentality, cooperation and the foundations of the system itself. We must remain internationally connected with our research and development initiatives.

IMD: Leading the Way in Executive Education

Switzerland is a small but unique country that punches above its weight in many categories including business, education and innovation. One Swiss institute at the intersection of all these is the International Institute for Management Development (IMD), the partner of choice for individuals and organizations that seek expert support for transformation and leadership development.

IMD is an innovative approach to education. At the heart of Switzerland’s success is its educational landscape, says Jean-François Manzoni, President of IMD. There are two key elements to this, says Professor Manzoni: cooperation and the foundations of the system itself. He cites a recent three-way agreement signed between IMD, the Swiss Federal Institute of Technology (EPFL), and the University of Lausanne (UNIL). “These are great, world class institutions and we are very fortunate that we are all located close to one another. There is a lot of good will and we are committed to ensure that, on selected topics, we can work together and share the surplus of its parts,” he said.

Jean-François Manzoni, President IMD and Nestle Chair Professor

IMD and EPFL also recently partnered to create a program on building business opportunities using up-and-coming technologies like blockchain and robotics, which capitalizes on the expertise of both schools. Another factor in Switzerland’s educational success, in Professor Manzoni’s view, is the fact there are too few paths for people to follow: the university track and the vocational track. He is quick to point out that one is not inherently better than the other. “There is an acceptance that not everybody needs to go to university for long periods of time. In the vocational track, you still have individuals who are making it to the top companies, having gone through the apprenticeship system. It favours people who learn better from practice than theory. Swiss companies are also very likely to promote lifelong learning opportunities to their employees.”

Manzoni adds: “As an academic institution, IMD’s two degrees (MBA and EMBA) are very much at the heart of the institution’s priorities and activities. The MBA program is a one-year program aimed at aspiring leaders (200 students for the EMBA cohort—90 participants every year.) "It is a very, very boutique, very bespoke and very elite, very small cohort—90 participants every year. It is a very, very boutique, very bespoke and very elite," says Professor Manzoni. As central as both degrees are, IMD derives 80% of its revenues from specialized, non-degree programs for executive and organizational development and transformation. The executive education sector is becoming increasingly competitive, especially with business schools, professional service firms and technology developers all vying for the same market. IMD’s approach to learning is well-embedded to capture a significant share of the market, says Professor Manzoni.

“We are an academic institution with a very strong connection to practice. We develop leaders who make a difference,” says IMD. “We transform organizations and contribute to society. We say to people, ‘Let’s not hear from you what to do; we’re here to help you find out what you should do.’”

IMD’s advantage is that its expertise is not only focused on one-way transmission of information. It is committed to innovative pedagogy and creating experiences where people learn more than what they are told by their professors. "A better world requires growth and a better business school is that all of our activities, resources and programs are selected for the sole benefit of the business school, its faculty and its students. Everything we do to optimize our contribution to the world. "There are two key calendars of today: business leaders leave less time for getting away from their desks and into the classroom. For IMD, this means that technology-like online learning represents an opportunity. "We know from neuroscience that learning requires repetitions. Neurons that the together, wire together. This is the secret of the professor. One example of the ways IMD is harnessing new technologies is an app called “algorithm city” that helps distributed teams learn together. The competitiveness of nations is not only to the one’s most trusted and authoritative sources of information on the economic competitiveness of nations—the IMD World Competitiveness Center. For 30 years, the IMD World Competitiveness Center has pioneered research on how nations and enterprises compete to be the forefront for future developments. IMD’s Nestle Chair Professor

Jean-François Manzoni says he has learned about Swiss-US relations from the data collected within the center. One is that globalization has largely leveled the playing field. It has lifted hundreds of millions of people out of poverty. The other is that markets are not perfect; market inefficiencies do exist and governments do have a role to play in shaping economies. "We are in an environment of increased cooperation is better than isolation. But we do not live in a uni-world,” he added. There are many parallels between USA and Swiss cities, such as personal wealth and a cooperative tradition that he added: “As far as what kind of leader he is, IMD Professor Manzoni cited the late Indian business academic Sumanta Ghoshal. "Leaders are not paid to please the influencers. We like to add that we should also alter the course of the organization we lead in a way that leaves its systems stronger. The same goes for the environment.”

IMD is not just in the business of helping leaders to be better managers, he added. It is providing research that informs public policy. His institution works with the public sector to improve the economy and has succeeded in a number of cases where it also contributed to a more inclusive and sustainable world.

In summary, IMD is not perfect, but you cannot criticizing because you don’t have the money to buy the book. "It also contributes to solving the existing ways to get the economy in a way in which ideas are shared and developed rapidly that the current approaches are not sufficient in this respect.”

By Fabrique Álvarez de Toledo
In Geneva, Technology Meets Humanity
Fostering a thriving business metropolis

For a city with a population under half a million, Geneva has become a vital player on the global stage where people will go to.

Within the Greater Geneva B要及时, the home of the World Intellectual Property Organization (WIPO), one of the world’s leading international organizations, is home to more than 8,000 civil servants and 200 nationalities. The World Intellectual Property Organization (WIPO) is the World Trade Organization (WTO)’s specialized agency for intellectual property.

One of the most important centers for innovation and technology is the Canton of Neuchâtel. Neuchâtel is a center for research and development in the microelectronics sector. It is the home of the European Microelectronics Centre (CSEM), which is the largest and most advanced research center in Europe for microelectronics and nanoelectronics.

In addition, the city of Neuchâtel is home to a number of world-renowned institutions, including the University of Neuchâtel, which is the second largest university in Switzerland.

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Discover the Canton of Glarus

A hidden gem in Switzerland, Glarus offers Swiss benefits at a cost advantage

One hour’s drive, excellent transport links, between Munich and Zurich. With three areas of Switzerland, and rests being one of the largest and the most competitive labor costs. Of course, we also have renowned universities including the University of St.Gallen, and a growing hub for research in resource-efficient producers and renewable energy. Add to this the government of Glarus’s highest priority is to ensure competitive economic conditions and the government focuses on creating the right environment for establishing new businesses, the canton fosters a supportive environment for entrepreneurs starting a business in the region.

The Canton of Glarus is located in the northeast of Switzerland. Essentially, Glarus is in the middle of nature and is a perfect destination for leisure activities within its relaxed business environment. The natural lakes of Kärlissee and distinctive mountains such as Weggis and Glärpisch are popular via public transport. It is easy to access the geologic marvel of the Tectonic Arena Sardona, which is flowing with 250 years of rich history. The region’s history centers around its homogenous textile industry, which started in 1974. The River Lillent is crucial for the industry’s success. The local government fosters a supportive environment for the textile industry to flourish, allowing the region to export worldwide printed fabrics. Today, the canton continues to benefit from sustainable industries, and the government focuses on fostering a supportive environment for businesses seeking to expand or relocate to Glarus.

What are the benefits of living in the Canton of Glarus?

- The quality of life here truly has no parallel. You will find modern facilities, exceptional software development and a strong scientific research community. The region has a vast number of leisure activities, nestled between picturesque landscapes and nestled between the Tectonic Arena Sardona.
- The canton, and has received national recognition as an important center of history. There is a vast number of leisure activities, from the world's leading ski resorts to natural beauty, and the region is steeped in a rich historical heritage.
- The region is also home to a unique Baroque cathedral. They are key landmarks and a must-visit for tourists and locals alike. The cathedral is a key landmark for both the region and the country.
- The government has recently fostered a supportive environment for businesses, allowing the region to flourish, allowing the region to export worldwide printed fabrics. Today, the canton continues to benefit from sustainable industries, and the government focuses on fostering a supportive environment for businesses seeking to expand or relocate to Glarus.
Canton of Grisons: Work Where You Love to Live

The Canton of Grisons offers much more than just a picturesque, naturally-enriching environment, and thrilling recreational opportunities for tourists. With suitable industrial land increasingly scarce in Switzerland, the Canton of Grisons provides one of the most attractive locations for business operations, with more than 3.2 million square feet of premium industrial zones priced nearly 25% lower than Swiss alternatives.

The real alpine valleys within the Canton of Grisons are already home to an array of global players in life sciences, biotechnology, mechatronics, sensor technology, MEM, ICT, and other high-tech industries. They capitalize on Grisons’ innovation-friendly environment, loyal employees, cost advantages, favorable tax climate, and the nearby world-class research institutions.

In addition to the business-friendly government, Grisons is known for its highly qualified and productive workforce. Over one million inhabitants live within an hour of the capital, Chur, and residents enjoy some of the highest quality of life in Switzerland. Perhaps their quality of life is the reason for their legendary loyalty.

The Canton of Grisons takes its role in fostering innovation in business very seriously. National competitiveness is at stake, and the region is nurturing export-oriented companies that can sustain commercialization at a global level. Such innovative companies with added-value products and services are likely to create new workplaces in the future. Therefore, the Canton offers financial incentives and attractive real estate conditions for export-oriented companies that implement the current regional clusters. Grisons differs, develops and provides industrial zones to high-tech companies, also financially supports infrastructure projects to improve conditions for businesses and their operations. Grisons also offers contributions, loans, tax holidays and state guarantees to companies that settle in the Canton, in addition to other advantages.

There are several well-developed industrial zones that would offer advantages in their size and location to high-tech companies looking to capitalize on their potential. The most important industrial zone is the Flims Park Flims, which remains the largest dedicated industrial zone in Switzerland with over 1.7 million square feet available; and Taraspark, which is one of the largest national commercial zones with over 200,000 square feet available. Other notable industrial zones include San Vitale in the Italian-speaking region and several zones in Chur, Landquart, Cazis, and Fideris.

The region has excellent transport links, being on the approaches to the A41 Zurich-Stuttgart/Munich axis, and businesses use the nearby international airports in Zurich, Albisrieden, Fritztal, Lugano Agno, and Filisur. In brief, the Canton of Grisons offers an ideal business location with a fantastic quality of life for its residents.

Switzerland’s largest Canton offers much more than just a picturesque, naturally-enriching environment, and thrilling recreational opportunities for tourists. With suitable industrial land increasingly scarce in Switzerland, the Canton of Grisons provides one of the most attractive locations for business operations, with more than 3.2 million square feet of premium industrial zones priced nearly 25% lower than Swiss alternatives.

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How do you assess the competitiveness of Grisons as a base for global operations?

How are you furthering academic research in the region?

How do you evaluate the availability of highly qualified potential employees?

How do you evaluate the availability of potential suppliers in the region?

How do you assess the sustainability and quality of life in the Canton of Grisons?

How do you evaluate the attractiveness of the Canton of Grisons as a business location for high-tech companies?
For a small independent country with a population of 8.5 million, Switzerland has become a surprisingly strong indu- strial powerhouse with an ecosystem that is incredibly competitive. Swiss industry is represented by 18% of GDP for many years, and a central component of the economy. A vigorous global production and research network complements the strength of neighboring countries. Switzerland is home to global compa- nies that represent many of the world’s major industries, and utilize across various industries, especially designed for growth sectors, with continuously improved and more desired products. Engineering technology, they can give the world. While nearly 60% of Swiss in- dustry continues to expand across the country, they have also been nurtured and carefully grown in the US, Switzerland is one of the biggest industrial exporters per capita. It is critical for entities to under- stand capabilities, but in their ability to match the needs of customers. It is critical for entities to under- stand the expectations of the next gener- ation of customers.  

Industry: The Backbone of the Swiss Economy
Switzerland is one of the biggest industrial exporters per capita. Oerlikon creates new innovative solutions to many of the world's so-
cial challenges and would prevent indu- strial, and allow for complex state-of-the- art business processes. These optimal conditions create an in- dustry, and allow for complex state-of-the-art business processes. These optimal conditions create an in-

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Swiss Precision Manufacturing
Based in the Canton of Glarus, lies Sauter Bachmann, an indigenous family owned success story with nearly 160 years of history. The Swiss precision manufacturing company produces mul- tifaceted high-quality gears, gears, and complex systems for customers in industries and aerospace. GE, Pratt & Whitney and other US clients are the mainstay of Sauter Bachmann as a partner with its key link within their value chain. Martin Sauter, CEO of Sauter Bachmann

How do you assess human capital within Swiss Industry?
Companies increasingly compete over qualified employees. The Swiss apprenticeship model ensures highly qualified employees. The Swiss have a strong base. These are the areas we have to focus our efforts on.

How do you see the role of man- 

made fibers evolving?
When it comes to the pure application of additive technology, Europe and even the US in many respects, are falling behind Asia, for example, cashless mobile pay- ments. The rise of digitization is ensuring the popula-
tion of 8 billion, plus the upward trend of digitization is ensuring the popula-

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What are the advantages of additive manufacturing?
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ation of customers.
The modern workplace has changed dramatically over the years. Oliver Zimmermann, CEO of Condair Group, has been passionate that “They are spending near- ly 90% of their time in sealed artificial interiors that are often characterized by bad indoor climate.” Our comfort within these indoor environ- ments and the productivity of office employees largely relies on the assem- blies of systems that control this healthy indoor climate. Heating, ventilation, and air conditioning (HVAC) technologies have become standard, and are consistently providing more pleasant indoor comfort and energy efficiency.

While a constant flow of fresh air was readily available within porous buildings of the past, the closed, draft-filled buildings are changing into buildings that require a constant flow of fresh, outdoor air. These HVAC units are steadily increasing global en- ergy consumption, and in some cases, creating challenges to our health. One of these challenges is creating an even dryer indoor environment.

Today, one of the biggest challenges in the building technology sector is improving HVAC energy efficiency to reduce en- ergy bills. Sustainability designed real estate cost less to operate, and many new commercial properties are being designed to meet Leadership in Energy and En- vironmental Design (LEED) specifica- tions. The Empire State Building, for exam- ple, in 2011, had the most extensive green renovations since the US, which shared $2 million in energy costs per year.

The ongoing sustainability trend of segregating outdoor air to buildings with en- ergy-saving air treatment systems, combined with renewable generation programs, gives a positive outlook for the HVAC market. Several Swiss companies have invested in R&D to offer improvements to this nearly growing industry. Belimo is the leading global manufac- turer of actuators, valves, and sensor systems for controlling heating, ventili- nation, and air-conditioning systems. Lars van der Haegen, CEO of Belimo, stated, “Buildings are currently re- sponsible for 40% of greenhouse gas emissions, and targeted investments can offer a long-lasting improvement to their efficiency.” Well-innovated sensors, actuators, and valves can make a sur- prising impact. When tackling CO2 emission reductions, buildings are the best place to start, and will put to the test increasing energy efficiency in buildings within the USA is enormous.”

Van der Haegen assures that Belimo’s, “Small bright orange actuators and en- ergy valves are making an impact on global energy consumption within the HVAC systems they control.” Their use in systems has a gradually higher functionality and more cost savings. Van der Haegen went on to mention, “The Belimo energy valve, in particular, is a fascinating in-house innova- tive component that was introduced to markets in 2012 and continues to be extremely successful all over the world. Belimo’s smart valves continuously op- timize the flow and adjust the necessary climatic conditions, thereby helping to reduce the operating costs in buildings and CO2 emissions.” Combined with their intelligent cloud services, Belimo’s HVAC system is making a new standard for automatic optimization of HVAC sys- tems. Belimo is now working on version 2.0 of this product, and the digital cloud network it works on is allowing Belimo and its clients to improve energy effi- ciency in buildings in previously unimag- inable ways.

Climate solutions are increasingly necessary for most residential, busi- ness, industry, and other sensitive working areas, but some solutions are having unintended consequences. Some dehumidification occurs as a natural side effect of controlling tem- perature, but this is incidental. Although changes in humidity radically impact our environment, our humans are unable to detect changes in moisture, and therefore classic air treatment systems were never designed to modify humidity.

Relative humidity is a notion that has recently gained traction, but people are still resistant to invest in areas in which they lack understanding. This is particularly evident in areas of importance where humidity changes rapidly depending on the graphical location and the seasons.

The benefits of humidification tech- nology within industrial and commercial applications are well understood. Indus- trial and commercial environments often require precise control over humidity to ensure consistent results. For example, low humidity causes an increase in electronic discharges, which can se- verely cripple the functionality of a data center. The chemical, pharmaceutical, and medical industries heavily rely on clean room manufacturing environments within their facilities to properly ensure nano precision. Airlift production and storage require stable humidity envi- ronments to grow and ensure produce quality. Even the atmosphere surrounding the printing press has to be carefully controlled to ensure the paper did not curl, and the ink fused correctly. Excessively dry environments pose long term risk. Correct humidity levels are paramount to ensuring more efficient production lines. Even museums seek to ensure value preservation through proper hu- midity, as priceless works of art are brittle and prone to warping. Zimmer- mann highlighted how, “Humidification is an essential part of value preserva- tion within museums, and Condair has installed devices that protect for exam- ple the Mona Lisa in the Louvre and the Smithsonian facilities from excessive dryness.”

We are still learning the role humid- ity has on our health. In particular, how lower levels decrease our immune system. In May 2019 Professor Alko- hasek of the Department of Immunol- ogy at Yale University performed an intriguing study.

Two groups of genetically modified mice were kept side by side. One group of mice were exposed to a low 20% humidity environment, and the other group was placed within a 30% humidity environment. No mice survived the safety in the lower humidity environ- ment, while half survived in the higher humidity environment. Oliver Zimmermann, CEO of Condair Group, was keen to mention that while industry is increasingly implementing humidification solutions, public spaces need the same solutions. Nearly a third of the U.S. is often impaired by recur- ring sinusitis, and other negative side effects caused by the effects of dry air in the workplace. Staff productivity is often impaired by recur- ring sickness, and other negative side effects caused by dry climate. According to Zimmermann, it is time to see these healthy effects and in- crease their focus on adequate humidity levels to ensure productivity.

Condair: Ensuring Proper Humidification

Condair Group is the world’s leading manufacturer of industrial and commer- cial humidification and evaporative cool- ing solutions. Its administrative head office and main R&D center are located in the Swiss Canton of Schaffhausen.

What is your outlook for humidity solutions in the USA?

Condair offers a complete portfolio for all industries, and promotes their use in buildings beyond the implementation within solely industrial and commercial applications. The expansion to other industries and applications presents interesting opportunities. Where the office or at home, we spend 90% of our time indoors and increased levels of humidity often leave us with a sense of malaise. Condair offers a portfolio of technologies to mini- mize the effects of dry air, and is enter- ing the private-end-user market with new and innovative solutions for the residen- tial segment. Adequate humidification ensures our immune defense systems stay active, and helps productivity in the office environment.

In what memorable sites do we find Condair’s humidification solutions?

Condair is a world leader in indoor climate. We opened a new operations headquarters in Philadelphia filled with automation and robotics, and our regional head office in Connecticut.

What are your ambitions for the future?

Condair Group is the world’s leading manufacturer of industrial- and commercial humidification and evaporative cooling solutions. Its administrative head office and main R&D center are located in the Swiss Canton of Schaffhausen.

How do you assess Switzerland’s business ecosystem?

Switzerland is an effective business market. Several Swiss companies have installed devices that protect for example the Mona Lisa in the Louvre and the Smithsonian facilities from excessive dryness. The business-friendly environment within Belimo.

What are your ambitions for the future?

Belimo is raising energy efficiency with the Belimo energy valve, a component that was introduced to markets in 2012 and continues to be extremely successful all over the world. Belimo’s smart valves continuously optimize the flow and adjust the necessary climatic conditions, thereby helping to reduce the operating costs in buildings and CO2 emissions.

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As an international coffee and food technology powerhouse, Thermoplan offers a profound understanding of the beverage market. With an annual turnover of more than 245 million USD, Thermoplan is a “hidden champion” in the coffee machine sector. The company’s products are characterized by a focus on continuous growth and innovation. A clear commitment to industry standards ensures Thermoplan’s machines meet the highest standards of reliability and quality. We have been working with Thermoplan for years and continue to enjoy the widest variety of output, even in remote areas of the world. Our future growth is strategically designed to complement and enhance the innovative machines Thermoplan offers. As frothy coffee drinks continue to grow in popularity, we are excited to work with Thermoplan as we continue to push the boundaries of what is possible in our industry. In the meantime, Thermoplan continues to be a global leader in the coffee machine sector and our partnership with them is invaluable to our success.
Luxury Aviation

Privately owned and chartered aircraft arrive to Davos symbolizing a thriving sector

With Richard Gaona at the helm, Comlux has transformed as a Swiss-based business aviation service provider in the fields of aircraft management, charter management, cabin interiors, and overall maintenance services into a diversified global operation continuing to rapidly expand. Gaona is committed to continuously setting new standards in the field and believes, "Nothing is impossible with time and adequate resources." Here’s a look at how his company is redefining what luxury and innovation mean in the aviation industry.

Comlux’s strong ties with the USA, having its headquarters as well as its primary purpose-built facility handling all complete services and cabin interiors, is one of the chief ingredients to the company’s current success and continued growth.

The quality and innovative engineering of the chief ingredients to the company’s purpose-built facility handling all complete services into a diversified global operation, the company also has a large presence in the market working on Airbus Corporate Jets, Boeing Business Jets and Bombardier Business Aircraft. Bombardier Global and Gulfstream aircraft, in particular, are on the list of clients to reach their destinations in the shortest possible time.

Part of the company’s charm is the team’s commitment to delivering custom service. As Gaona pointed out, “Our teams are available 24/7 to make any and all necessary arrangements to make our clients fly in supreme comfort.” This elite customer service also takes place on their transactional side, as Comlux Transaction helps clients acquire new aircraft or sell existing ones. Gaona mentioned, “Our team helps our clients evaluate potential deals without spending resources on transactions and buying aircraft and costs associated with selling existing aircraft. Gaona believes, "Nothing is impossible with time and adequate resources." Here’s a look at how his company is redefining what luxury and innovation mean in the aviation industry.

What are some notable accomplishments?

Within the Swiss educational landscape, the University of Bern differs from other universities focusing on applied sciences. At the University of Bern, we are building on a long tradition of fundamental science that within 15 years will become the next generation of innovative applied science projects.

We have collaborated with the United Nations regarding climate science, and one of our core focus areas is in sustainable development. We have worked with the World Health Organization and the UN to create some of the Sustainable Development Goals and help the organization with its agenda.

What are some USA-based collaborations?

The space science program is one example of a significant project for the mission of 11 Apollo missions 50 years ago. We were the University of Bern. Since then, we have participated in most NASA and European Space Agency (ESA) satellite operations. What a moon mission is about, we have been responsible for from Space and Habitability (SHM), which focuses on the development of detection techniques and non-invasive methods for the search of habitable exoplanets. Our research is focused on the implications of finding life elsewhere in the universe.

Other collaborations include the research on the topics of the European Space Agency’s (ESA) Future of Mankind in Congress and collaboration with the University of Bern. The University of Bern is committed to striving for excellence. It is one of the most important resources in our society, and it will become even more important in the future. In everything that it does, the University of Bern feels it has an obligation to bring about fundamental insights and competences, even if few entities know our work.

By Jennifer Jendusa

Knowledge Generates Value

The University of Bern is a leader and a pioneer in a number of research fields, and has had an impact on the history of science. During the first moon landing in 1969, Edwin E. Aldrin unfurled the solar wind sail from the University of Bern’s research laboratory. Since then, space research in Bern has further expanded and is internationally recognized. It still continues to regularly supply research instruments and experimental results to NASA and ESA missions. The Swiss National Science Foundation also awarded the University of Bern the NCCR Climate Research Foundation, which it manages together with the University of Geneva.

The University of Bern also conducts – with an international focus – research in quality-control, interdisciplinary and trans-disciplinary research and teaching in the area of sustainability. Through its centers of excellence like the Weather Research Center Climate Research (CRC) or Center for Devel- opmental Research (ZER), the University of Bern ensures that research and education take place on the cutting edge. The Wyss Academy for Nature, a globally leading research and implementation center in the field of nature and people is being set up at the University of Bern. The entrepre- neurial and patron, Hansjürg Wyss, the President of the Government of the Canton of Bern, Christoph Ammann, and the Rector of the University of Bern, Christian Leumann, ceremoniously signed the contract on December 13, 2019. Over the next 10 years, over 300 million francs are going to be invested.

In medicine and dentistry, the Uni- versity of Bern is the reference institution. The University Hospital Inselspital, constitutes an internationally recognized center of excellence. The University of Bern is in a position to provide world-class care and research and be a driver of innovation.

Leading in Fundamental Scientific Research

How do you assess Swiss education?

Swiss education is known for its quality, and academia is a necessity. Most Swiss universities are ranked within the top 1% globally. Switzerland’s education system has several advantages, including the dual education system, which allows the population to pursue different successful career paths. In higher education, global advantage and increasing international focus on the education of Bern ascribes to scientific contribu- tions, even if few entities know our work.

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Switzerland's Number One Holiday Destination

The Canton of Grisons combines pristine natural environments and a unique heritage that enriches its program offerings. It is an ideal location for those who wish to explore the natural beauty and cultural richness of this region, which is renowned for its breathtaking views and exceptional opportunities for outdoor activities.

As a destination for 115th anniversary, EHL Group, the world's top hospitality management education group, is proud to present its vision for the future of the hospitality industry. With over 4,000 members in 55 different countries, EHL is committed to providing a world-class education that prepares students for leadership roles in the hospitality industry.

EHL's reputation has been built on its excellence in education and research, and its commitment to innovation and academic excellence. Our mission is to educate leaders who will shape the future of the hospitality industry and create a positive impact on society.

In response to these growing concerns, EHL Group has committed to offering a Bachelor of Science in Hospitality Management, a program that is designed to provide students with the knowledge and skills necessary to succeed in the hospitality industry.

EHL Group CEO Michel Rochat said, "The hospitality industry is changing rapidly, and our students need to be prepared to meet these challenges. Our program is designed to give them the knowledge and skills they need to succeed in this dynamic and competitive industry."