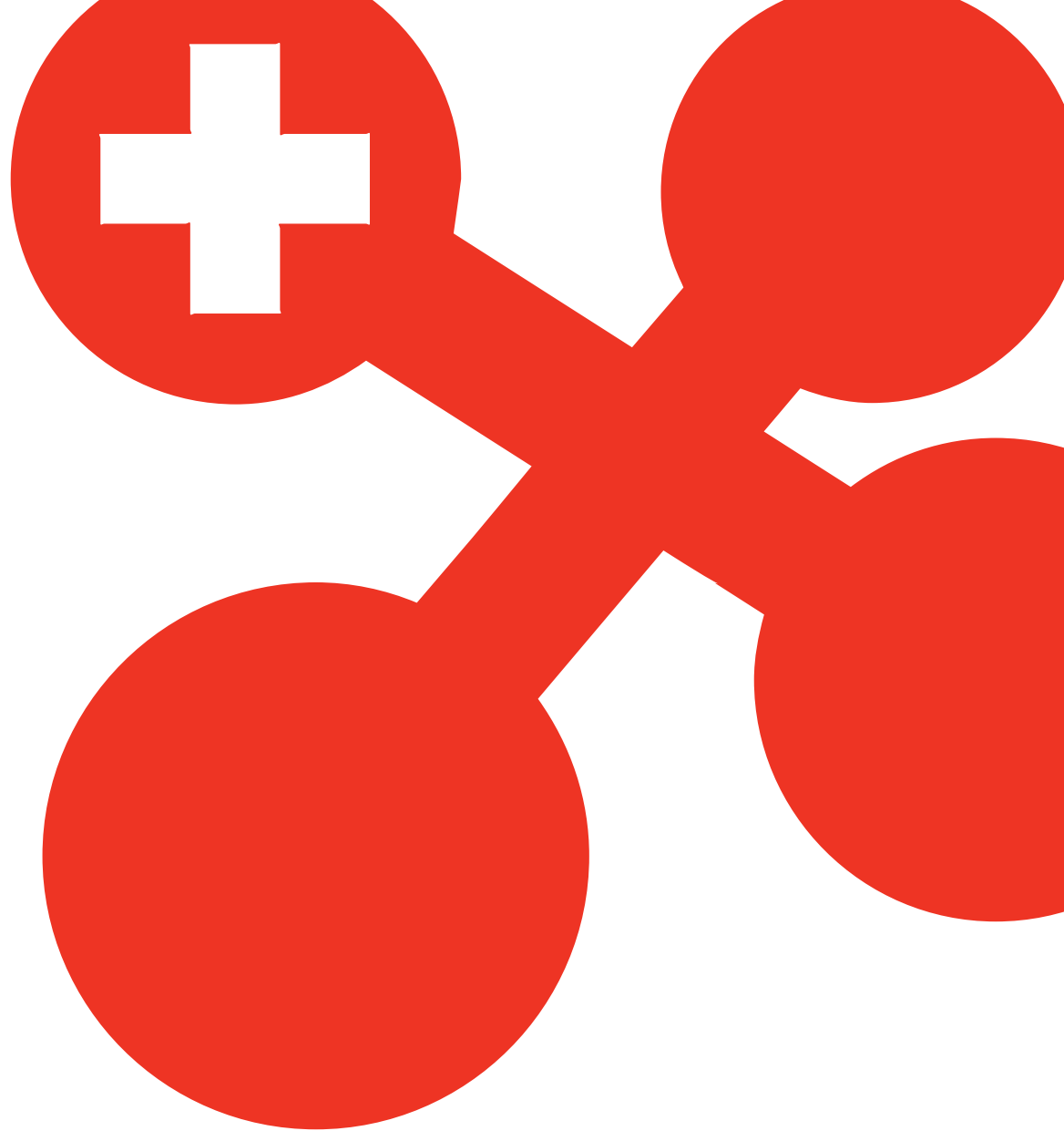


san francisco



SWISSnex 2006

Initiative of the State Secretariat for Education and Research SER
Annex of the Consulate General
Swiss Knowledge Network with outposts in Boston, San Francisco, and Singapore



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foreword



swissnex San Francisco was only two and a half years old when the following announcement was first read on April 6, 2006 in front of several hundred people representing the “crème de la crème” of San Francisco’s architecture and design scene: “The American Institute of Architects (AIA) San Francisco Chapter is privileged to present its Special Achievement Award to swissnex, for its dedication in bridging disciplines and continents”.

A compliment to Switzerland’s innovative approach to scientific diplomacy and country branding, as well as to the high standard of its knowledge society, it stands as a source of pride in accomplishment to the many individuals and organizations who believe in,

contribute to and actively support the swissnex mission.

Through a truly global approach swissnex San Francisco intensified its cooperation with sister organizations in Boston and Singapore in 2006, as well as the vast network of Swiss Science & Technology Counselors abroad. Two initiatives in particular deserve mention as examples of this worldwide reach.

The “Inventioning Architecture” exhibition and conferences traveled to Boston, Berlin, Dubai and Shanghai bringing the beauty and sophistication of Swiss architecture to locations around the world. The multi-faceted symposium “Affective Sciences Emerging: The Interdisciplinary Study of



Emotions” bridged the interests and specializations of researchers, educators, artists, and professionals from San Francisco, Singapore and Boston, making connections within and across borders.

The unique building that houses swissnex San Francisco is located in the heart of the city, at a crossroads where Asia, Western North America and Europe intersect. Echoing this location, one of the fundamental elements of our structure is the co-hosting of several organizations in our open offices. In 2006 this encouraged an increasing number of visitors to experience and contribute to the dynamic.

A Swiss University of Applied Sciences, HEV, used our platform to establish partnerships with US counterparts, launch joint summer schools, and initiate student exchanges. The Swiss Arts Council, Pro Helvetia, explored the interplay of science, technology and art in the context of Silicon Valley’s out-of-the-box ethos. Several junior and senior Swiss researchers used our facilities, connections and experience to collect data and gain valuable insights for their projects, benefitting their work and facilitating ours at the same time.

You really gave me a great opportunity in getting new horizons and I spent an highly inspiring and happy time with swissnex and in the Bay Area. Thank you so much again for all your kind support, your hospitality your professionalism and your inspiration. I will carry your fresh spirit to Pro Helvetia and I am looking forward to seeing you soon in Switzerland.

ANGELA WETTSTEIN
PRO HELVETIA

These achievements and the others presented throughout this report would not have been possible without the Swiss Government and the wealth of its agencies, partners, sponsors, speakers, participants, visitors, teams and friends from Switzerland, Canada and the USA. We are grateful for their support.

The swissnex San Francisco team

Christian Simm
Charlotte Jourdain
Birgit Coleman
Laura Erickson





mission

swissnex San Francisco connects the dots. Working with keyplayers of today and tomorrow, we enable an informed dialogue to anticipate trends and fruitful partnerships. Universities, innovative companies, policy makers and creative thinkers join us to shape this unique environment. They discover opportunities and gain exposure through workshops, learning tours, networking opportunities, video-conferences, and symposia, amongst other initiatives. They connect to an organically growing network of expertise across existing and emerging fields of knowledge.

We are 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 San Francisco connects Switzerland, the U.S.A. and Canada by bridging knowledge, energy and competencies in science, higher education, art and innovation.

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

swissnex San Francisco is an outpost of the Swiss Knowledge Network, with locations in Boston, Singapore and Shanghai.

highlights 2006



Outpost of the University of Applied Science Western Switzerland (HES-SO) and the Haute Ecole Vaudoise (HEV)

September – November 2006

Michel Rochat, the Director of the Haute Ecole Vaudoise spent three months based at swissnex San Francisco. Mandated by Ms. Anne-Catherine Lyon, the Head of the Department of Education and Youth in the Swiss state of Vaud, his mission was the promotion of educational programs, the valorization of specific competencies / research projects and the building of a network for student and faculty exchanges for the HES-SO and HEV.

With the contacts, orientation and logisti-

cal infrastructure provided by swissnex San Francisco, Mr. Rochat succeeded in connecting with many universities and research labs during his stay.

Some of the conclusions of the mission were: the collaboration with swissnex San Francisco exemplifies how similar actions should be undertaken in the future; the investment is small compared to the results that can be expected; and the ability to be on-site and meet face-to-face is invaluable.

As a result, specific follow-up actions and programs were immediately planned:

- HES-SO and HEV plan a second round of visits and promotion activities.
- 4 “summer university” programs will be implemented between the HEV and the U.S. universities of Humboldt, Fullerton, Claremont, Long Beach, San Jose, UC Davis, UC Los Angeles and

the California Institute of Technology.

- About 20 internship opportunities for Swiss students in oenology and 50 for those studying communication technologies were created.

The collaboration with swissnex San Francisco proved so efficient that the HEV and HES-SO have pledged to be associated in the creation, development and management of swissnex Bangalore.

Affective Sciences Emerging: the Interdisciplinary Study of Emotions

A 2-day symposium with the Swiss Center for Affective Sciences based at the University of Geneva

April 6 & 7, 2006

In the fall of 2005, the Swiss National Science Foundation officially opened the new Swiss Center for Affective Sciences, an interdisciplinary center devoted to the study of emotions.

To showcase the center's strong international orientation and partnerships, swissnex San Francisco, the Center for Affective Sciences and the Collegium

Helveticum invited international researchers to participate. Topics ranging from Virtual Emotions in Human-Computer Interfaces, Emotions in Theater Art, The Neural Architecture of Emotion/Emotional Disturbance and Pain, and Emotions in Music enlivened the discussions and were illustrated through unique and memorable artistic performances.

Mr. Robert Bishop, former CEO of Silicon Graphics, succeeded in connecting the dots on this occasion. Recognizing overlapping areas of interest, he introduced Dr. Klaus Scherer, the Director of the Swiss Center for Affective Sciences, to a contact at Nestlé, imagining how research in affective sciences could quickly become a powerful tool in the nutrition industry.



Thank you for the time you devoted me [...] I now have a lot of information and things to do. Your team is really efficient, effective and “cool”, when I thought I would only find a desk and chair. I only hope to be able, one day, to return the favor at the same level.

MICHEL ROCHAT
DIRECTOR HAUTE ECOLE VAUDOISE (HEV)

events 2006



january 4 The San Francisco Sinfonietta Presents: Ensemble Ö! 12 All About Chocolate - Swiss-American Chamber of Commerce (SACC) 23-24 Gross National Happiness: Bhutan's Guiding Development Philosophy 31 1905: Einstein and Bern, a Year to Remember

february 9 Canderis Biosciences: Club Entrepreneur's First Project (SACC) 28 A Look at Obesity-related Diseases, a 21st Century Crisis – French American Chamber of Commerce in San Francisco (FACCSF)

march 2 Commission for Technology & Innovation (CTI) / Venturelab Delegation and Silicon Valley Study Tour 2 Innovation and Go-to-Market Strategies in a Flat World - From Which Nations Can We Learn? 9 Retirement Plans for Small to Medium Businesses (SACC) 14 Which Marketing for Medtech, Biotech and Pharma? 20 Building Better Software & Building Software Better 23 Collanos Inc. USA Launch 29 Advanced Design Studio: Embassy v2.1

april 6 American Institute of Architects (AIA) San Francisco Design Award Gala 6 Affective Sciences Emerging: Virtual Emotions in Human-Computer Interfaces; Emotions & Theater Art 7 Affective Sciences Emerging: The Neural Architecture of Emotion, Emotional Disturbance & Pain; Emotions in Music 10 Swiss Center for Affective Sciences/Cognitive Neuroscience Society Cocktail Reception 13 The European American Angels Club (SACC) 18 Next Generation Business Consulting Based on Social Network Analysis 19 Getting Ready for the Big One - the 1906 Earthquake Today 22 UC Berkeley's Cal Day 2006

may 1 The Entrepreneurial Silicon Valley: Initiatives to Promote Innovation and University-Industry Collaborations 3 Swiss Silicon Valley Association (SVA) 15th Anniversary Celebration 4 Emergency Preparedness 11 IP and Biotech: Is There a Road Map? (FACCSF) 11 Sales vs. Marketing: Non-traditional Strategies for Professional Service & Technology Firms (SACC)



events 2006 cont.

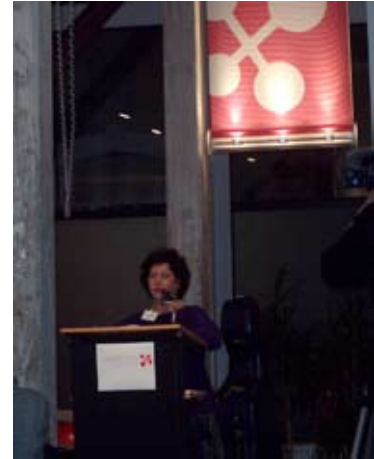
may 20 The San Francisco Sinfonietta Celebrates Mozart's 250th Birthday
23 International Institute for Management Development (IMD) MBA and EMBA
Information Session 26 The New United Nations Human Rights Council

june 8 The Pros and Cons of Voice-over IP (SACC) 14 Meet the "Venture
Leaders" from Switzerland 20 University for Art and Design, Zürich – Business
and Venture Introduction Visits 28 Booth at the LARTA Annual Venture Forum
with Greater Zürich Area (GZA) and Location: Switzerland

july 13 A Booming Photovoltaic Industry: The Current Situation in Switzerland,
California & Elsewhere (SACC)

august 7 High-tech Materials, Sounds & Eternal Life: Presentations by
Swiss Techno-artists 7 Global Leadership Forum 8 Meet with Executive MBE
Students from the University of St. Gallen 31 An Evening of Networking with
the European-American Chambers of Commerce

september 7 Clever Design, Affordable Comfort: a Challenge for Low
Energy Architecture and Urban Planning 14 Leadership, Stories & Chocolate
(SACC) 28 Magnetic Refrigeration: Sustainable Future Applications



october 3 Challenges and Opportunities of Bio-defense Contracts: A Road Map
12 Reducing Debts, Maximizing Equity & Managing Overall Wealth (SACC)

november 6 Swiss Research in Multimedia, Security & Networking 8
FACCSF Business Booster Awards 9 Income Tax, Estate & Gift Tax Planning
(SACC) 12 Conversations in Bio: The Future of the Industry 15 Swiss
Wines! Discover Self-controlled Wine Fermentation Tools 16 Podium
Discussion with Lars Müller and William Stout 21 San Francisco Zurich
Initiative (SFZH) High School Exchange Program Reception 30 SACC Club
Entrepreneur Project Kick-off: Introducing S'Art AG

december 5 A Tasty and Lyrical Holiday Party



I wanted to thank you personally for the very impressive connection with Geneva's video conference this morning. The speakers were very knowledgeable and thought provoking. The topic addressed essential issues. Thank you again for the exceptional program. Handling every detail by yourself from the technical connection through moderating the conference and leading the discussions was very impressive.

FANI DANADJEVA HANSEN
AIA ARCHITECT, TIBURON (USA)

common projects



McKinsey Venture 2006 Boston, San Francisco, Singapore & Switzerland

Venture 2006, an initiative of ETH Zurich and McKinsey & Company, Switzerland, promised to “take a business idea to a professional business plan, and all the way to the financing and founding of a company” by supporting prospective entrepreneurs. For the first time, Venture 2006 was open to international teams with at least one member in Switzerland. Sister organizations SHARE Boston and the Swiss House Singapore joined swissnex San Francisco in actively promoting and supporting this innovative event by

searching for local teams and consulting investors in their respective regions.

One entrepreneur who heard about the competition through swissnex San Francisco writes:



We can indeed say that Venture is going international! For the first phase, we received one business idea (“Novel Superelastic Titanium Wristwatch”) from San Francisco. The cooperation with the Swiss Houses seems therefore to bear results.

FRANCESCO VASS
McKINSEY & Co / VENTURE 2006 (CH)



The resonance following our joint SF Chronicle article last spring has been tremendous [...] The Venture 2006 office just told me that I am actually the only candidate team leader so far that participates from abroad ! [...] I have been very busy on the TiNi business as of lately, and spending increased time in Switzerland due in great part to my participation in Venture 2006.

JACQUES TEISEN

TITANICAL, SAN FRANCISCO (USA)

The United Nations Human Rights Council May 26, 2006, Boston and San Francisco

swissnex San Francisco partnered with SHARE Boston and the Consulate General of Switzerland in San Francisco for a videoconference on the newly established United Nations Human Rights Council (HRC) with Walter Kälin, Constitutional and International Public Law Professor at the University of Bern, Switzerland. Participants had the opportunity to learn about the mission of the new Council and the challenges it faces from Professor Kälin, who is considered one of the principal architects of the UN HRC, and a select panel of Human Rights experts on site in San Francisco.

World Knowledge Dialogue (WKD) September 14-16, 2006, Crans-Montana, Switzerland

The World Knowledge Dialogue is an initiative of the Swiss Universities aiming to guide us "Towards a Modern Humanism" by addressing the significant gap that exists between the natural science's and the social science's comprehension of the world. Along with SHARE Boston, swissnex san Francisco submitted candidates for participation and promoted the WKD in an effort to raise awareness and interest.



workshops, presentations, & regional activities



Swiss-American Chamber of Commerce Business Meetings & Club Entrepreneur

Continuing its strong collaboration with the local chapter of the Swiss-American Chamber of Commerce (SACC), swissnex San Francisco hosted a series of business-related programs on subjects as diverse as the making of chocolate, retirement plans for small to medium businesses, a view into the photovoltaic industry, marketing strategies for service and technology firms, the pros and cons of voice-over IP, effective and inspiring leadership, wealth management, and tax planning.

The SACC Club Entrepreneur is a new coaching program for small businesses and entrepreneurs. swissnex San Francisco supports the mission of the Club Entrepreneur by providing occasional office space and logistical help to the participating businesses and offering the use of our event space to hold the final presentation that completes the program.

swissnex San Francisco also partnered with the SACC and the local chapter of the French-American Chamber of Commerce in producing a networking soiree with all the local European-American Chambers of Commerce in San Francisco. With over 200 participants and ongoing positive feedback, this event proved to be a great success.

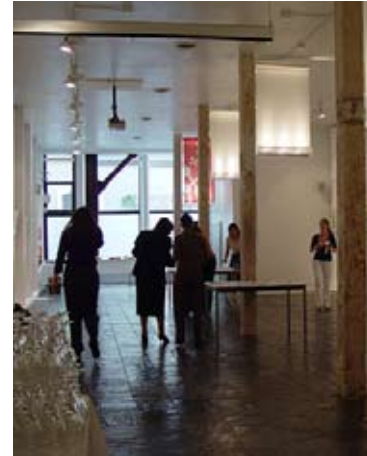
Getting Ready for the Big One – the 1906 Earthquake Today - April 19, 2006

One hundred years ago on this date, a magnitude 7.9 earthquake destroyed much of San Francisco and shook the very foundations of knowledge in the field of seismology. Joining the local commemoration of the city, swissnex San Francisco partnered with one of its in-house teams, the Swiss Federal Institute of Technology in Zurich (ETHZ), and Swiss Re, a main sponsor, to present today's findings and research in the field. More than 100 people heard perspectives from the university, private, and public sectors. The panelists consisted of scholars from ETHZ, the University of Southern California, Stanford University as well as specialists from the US Geological Survey, the Japan National Research Institute for Earth Science and Disaster Prevention, and Swiss Re.

French-American Chamber of Commerce (FACCSF) Life Science Breakfasts & Business Booster

In 2006 swissnex San Francisco continued to partner with the local chapter of the French-American Chamber of Commerce (FACCSF) to produce a series of Life Science Breakfasts. Companies, venture capitalists, consultants, lawyers and researchers presented topics such as "A Look at Obesity-related Diseases: A 21st Century Crisis", "IP and Biotech: Is There a Roadmap?", and the "Challenges and Opportunities of Biodefense Contracts: a Roadmap".

swissnex San Francisco and the FACCSF also collaborated to showcase the results from the Chamber's Business Booster, a mentorship program designed to provide support to start-ups in the early phase of development. Selected participants Kael Cosmetics (Geneva, Switzerland), Mana Productions (San Francisco, USA), Archer Leads (San Francisco, USA), and Business Researchers Inc. (USA) had the opportunity to wrap up their 7-week mentorship by presenting to a panel of entrepreneurs, potential investors, business angels and venture capitalists.



short-term visitors & stays



In 2006, the following short-term visitors contributed their own specialized knowledge and enthusiasm to the multi-team environment that defines swissnex San Francisco (see p. 21-22):

Ann Legler, ETHZ
February 13-17, 2006

Research project for the ETH domain on graduate admissions criteria/processes for top science and research universities

Andrea Laumbacher
March 2006

Thesis on investment promotion and biotechnology with the Greater Zürich Area

Larissa Thommen,
University of San Francisco
March & April 2006
Corporate culture study

Daniel Graf, decentral.tv & Swisscom,
March & April 2006
Research partners & investors for a start-up in stealth mode

William Girardet, Swiss Federal Finance
Department
June 26 - July 7, 2006
Financial audit

Angela Wettstein, Pro Helvetia
June & July 2006
Exploration of the interactions between science, art & technology; support the Swiss participation in the International

Symposium of Electronic Arts 2006;
exploration of the numerous possibilities for collaboration between Pro Helvetia and swissnex San Francisco

Nadia Jamali, Autonomous Systems Lab, ETHZ

August 30 - November 16, 2006

Management of innovation in the health sector in view of the creation of a new research group with Prof. Boutellier

Michel Rochat, Haute Ecole Vaudoise
September - November 2006

See p. 7

Céline Ray, Autonomous Systems Lab, ETHZ

September 14 - December 1, 2006

Beginning research phase of thesis work on creativity in engineering

Christian Bürgin, Autonomous Systems Lab, ETHZ

Sept. 14 - Dec. 1, 2006

Data collection for thesis on the innovation process in large enterprises



Start-up company decentral.tv, founded by Erik Abair and Daniel Graf in July 2005, came back to San Francisco in March 2006 to meet with potential customers and investors. All we had was a prototype of our product and a business plan. Between March and June, we got amazing customer feedback about our proposition and were also able to secure series A funding from top-tier venture capitalists. Given Daniel's Swiss roots and connections to Swisscom, there was an opportunity to be guests at swissnex San Francisco. The facilities were ideal for a startup in stealth without significant resources at hand. It was also inspiring to be around like-minded people. Many thanks to Swisscom and swissnex for being our hosts in May and June of 2006. Great memories.

DECENTRAL.TV (USA)

initiatives



Commission for Technology & Innovation (CTI) Start-up, CTI Invest and Venturelab Delegation

March 2-3, 2006

The Swiss Commission for Technology and Innovation (CTI) was hosted by swissnex San Francisco in March 2006, after a 2 day-stay in Boston. Through visits and discussions, the delegates met U.S. counterparts and partners to reflect on topics such as:

- Best practices and challenges in helping young entrepreneurs succeed, with the Lester Center for Entrepreneurship and Innovation at UC Berkeley
- Early venture capital versus the role of government funding, with a panel of Silicon Valley venture capitalists
- Synergies and collaboration for Swiss seed-stage companies, PhD students and investors, with the Siemens Technology-to-Business Center
- Innovation and Go-to-Market strategies, with Silicon Valley business leaders, entrepreneurs and country representatives
- Student-run entrepreneurship and academic-based venture programs, with Stanford University students
- Thinking across disciplines; how the workspace begets creativity; and coaching high-performance innovation teams, with Stanford University's d.school



We would like to thank you kindly for your friendly welcome during our delegation's visit at the beginning of this year. During our stay we obtained many interesting impressions, made important contacts, and had inspiring conversations. Since our visit, we have defined, based on discussions with you, possible actions that we will take through cooperation with you to improve our process and the entry of our start-ups in the US market, as well to encourage some exchange in the field of education in entrepreneurship. We look forward to a successful future cooperation.

CHRISTOPH CAVIEZEL
DIRECTOR, CTI

SwissTalents & e-news

SwissTalents is a world-wide directory of highly skilled professionals comprised of Swiss and foreigners with strong ties to Switzerland who are 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 competencies. It connects members and users and provides them with a variety of information. The free electronic newsletters ("e-news") inform readers about worldwide trends in science, technology, higher education and innovation. They are published by the Swiss Science and Technology Counselors abroad, who find privileged contacts in their regions using SwissTalents.

swissnex San Francisco is operating and developing SwissTalents for Switzerland. One long-term objective is to improve integration with alumni networks from Swiss universities.



teams



swissnex San Francisco 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 the related fields of economic promotion and business development.

Currently representing six organizations, the teams at swissnex San Francisco share an open office space, encouraging dialogue, exchange of valuable contacts and targeted information. They tap into each others' networks and competencies, and launch joint actions. By pooling their resources in a location as distinctive as swissnex San Francisco, the teams gain unique visibility and resources.

Two organizations have detached personnel to the Swiss government, and form the "integrated teams" currently operating under the swissnex name:

Integrated team: Swisscom: Connecting with the future through a presence in the San Francisco/ Silicon Valley area

This outpost networks and scouts for social, technology, and business trends and opportunities for the whole Swisscom Group. This includes facilitating the interaction between start-ups, corporations and Swisscom, as well as producing immersive roadshows in the Bay Area for Swisscom executives.

Integrated team: Swiss Center for Electronics and Microtechnology (CSEM): Expanding Global Reach

The CSEM presence offers access to new market opportunities, potential customers and partners as well as market/ technology insights for its activities in Switzerland.

The “associated teams” operate under their own identity:

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

The ETH Zurich outpost in San Francisco offers a variety of services for the growing network of ETH alumni and friends worldwide, and works to increase visibility and interest in ETH – its research, people and programs.



Greater Zurich Area, Inc. is a foundation working to promote the larger economic region of Zurich as an ideal location for companies looking to expand to or within Europe and that have an interest in the country / region.

CTI Start-up

CTI Start-up promotes the immediate benefit of the scientific and technology knowledge worked out by researchers and entrepreneurs. It makes workspaces available at swissnex San Francisco for selected Swiss start-ups, currently occupied by:

Ecosystem Ventures provides capital and consulting services to start-up companies in the seed and idea-generation stages.

Collanos Software allows ad hoc, cross-organizational teams to easily access, update and share team knowledge on their computers and within the context of their activities.

In 2006 swissnex San Francisco itself was managed by a team of four, with the help of interns and volunteers (see p. 27).

But swissnex is more than the sum of these teams. Among the eighteen 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 the naturally emerging exchanges and ventures taking place at swissnex San Francisco (see p. 17-18).

media coverage



24 Heures
Année de l'Entreprise
BAIAblog
Blogspot
Business Wire
Campus
Cash
CHDMAB.com
FOX5 Las Vegas
IEEE, San Francisco Bay Area,
Nanotechnology Council
iT Reseller
KRON TV
L'AGEFI
L'Express édition complète
La Liberté
Le Courier, Genève
Le Matin Bleu édition complète
Le Temps
Leonardo, Journal of the International
Society of Arts, Sciences and
Technology
Les Echos
NZZ - Neue Zürcher Zeitung
Practice\connections
San Francisco Chronicle
SBF/SER News
St. Galler Tagblatt Gesamtausgabe
Swiss Review
swissinfo
Ventura Country Star

finances

The Swiss State Secretariat for Education and Research (SER) provides the core funding for swissnex San Francisco by contributing to the operating costs, covering a portion of the salaries, and giving allowances for business travel, representation and project expenses.

Integrated and associated teams co-hosted in the building contribute their share to our budget. External mandates pay for the agents in charge and help swissnex San Francisco develop synergies with the rest of its portfolio.

Vital third party contributions are provided by public and private sponsors and partners sharing swissnex's commitment to connecting the dots.

According to the mandate given by SER, swissnex San Francisco must reach a 2/3 ratio (0.67) of third party contributions over SER project contribution by the end of 2007. Ever since its creation, swissnex has exceeded this ratio: 2.28 in 2004, 2.45 in 2005 and 3.06 in 2006.

2006 SER project contributions:	USD	90'153.65
2006 Third party contributions:	USD	275'986.56
2006 SER travel expense contributions:	USD	13'623.15
2006 SER contribution to representation expenses	USD	38'461.54

Note : the fixed exchange rate of CHF 1.30 for USD 1.00 has been used by SER throughout 2006

sponsors & partners



Platinum

Swiss Re


Fondation
Yves & Inez
Oltmare

Silver



Bronze



initiative / event sponsors

American Institute of Architects
Collanos Software Inc.
Collegium Helveticum
Consulate General of
Switzerland in San Francisco
Crédit Suisse
Deep Green Design Alliance
École polytechnique fédérale
de Lausanne
École d'Ingénieurs de
Changins
Eidgenössische Technische
Hochschule Zürich
Embassy of Switzerland
FAS. Research
Fastmetrics
French American Chamber of
Commerce
Ghirardelli Chocolate Co.
Global Bio Program
Greater Zurich Area Inc.
Haute École Vaudoise
Haute École d'Ingénierie et de
Gestion du Canton de Vaud
Hochschule für Gestaltung
und Kunst Zürich
Hochschule St. Gallen
Honolulu Academy of Arts
Institute for Social Network
Analysis of the Economy
International Institute for
Management Development

Location:Switzerland
Office of Economic
Development
Perkins & Coie LLP
Pro Helvetia
Rezonance
San Francisco Sinfonietta
San Francisco Zurich Initiative
Santa Clara University
Scharffen Berger Chocolate
SHARE Boston
Stanford University
Swiss American Chamber of
Commerce

Swiss Re
Swiss Silicon Valley Association
Swisscom
Teuscher
University of California, Berkeley
University of Geneva
Venturelab
Wine Wise Selections

and many more...



Thanks so much for thinking of me. I had a great time and was honored to be included among the eminent lineup. I want to commend swissnex for putting together such a provocative and forward-reaching event [...] I will keep an eye out for your future programs, hopefully to find another excuse to visit.

DR BRIAN KNUTSON
STANFORD UNIVERSITY (USA)

staff, interns & volunteers

Christian Simm, Executive Director

Christian is the Swiss Science and Technology Counselor for Western Canada & USA, and the founder of swissnex. Previously he headed the Industrial Liaison Office of EPFL in Lausanne, Switzerland, and was 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. In 2006 she managed swissnex' internship and volunteering programs. Charlotte holds a Bachelor of Arts in Economics from San Francisco State University, USA.



Birgit Coleman, Programming & Development

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



Laura Erickson, Operations

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, USA.



Marc Andres Bürgi

Intern November 2005 – April 2006
Marc studied Communication and Journalism at the University of Applied Sciences Winterthur.

Bettina Bauer

Intern November 2005 – April 2006
Bettina studied International Relations at the Graduate Institute of International Studies, Geneva (HEI).

Julia Kuhn

Intern April – July 2006

Julia studied Business Administration at the University of St. Gallen (HSG).

Yvonne Laubbacher

Intern August 2006 – February 2007
Yvonne studied Political Science at the University of Zurich.



I just wanted to let you know that I got the job I was applying for. I will be a trainee at the news agency sda/ats in Bern. I'm sure my swissnex work experience helped me to get that position.

Marc Andres Bürgi

Former intern at swissnex, Bern (CH)



Vanessa Drago (left) and **Deborah Sevel** (right) joined the swissnex staff in 2007.

outlook



Public events will continue to be swissnex San Francisco's most visible activities, and serve many vital purposes. By showcasing the competencies of speakers and institutions, swissnex builds visibility and an audience for them. By mixing Swiss and American presenters and participants, a path for bilateral cooperation is laid out. By reaching out to carefully selected communities as well as to the general public, awareness for Switzerland as an innovative country increases.

Multi-day symposia combining sessions for specialists and out-of-the-box public performances serve as more intense and targeted ways to deepen international interactions. Another great example of the kind of knowledge

exchange we will facilitate will be achieved by organizing further study tours for Swiss delegations, as there is no replacement for first-hand experience and immersive learning.

swissnex San Francisco's unique model of hosting multiple organizations under one roof will again spark cross-pollination, novel projects and many other synergies. High-level visitors will spend extended periods in this inspiring environment, taking advantage of swissnex's facilities, connections and experience. Many projects and initiatives are in progress and are being nurtured on a daily basis.

In 2006 swissnex San Francisco reached an important milestone by suc-

cessfully passing an external evaluation of its performances and an audit of its finances. The resulting recommendations have since been implemented.

Another stage in our evolution commenced when the ad hoc working group chosen by State Secretary Charles Kleiber proposed a new corporate identity for all Swiss Knowledge Outposts abroad. The choice of a common name for these Outposts – henceforth to be known as “swissnex” plus the name of the city in which each of them operates, e.g. “swissnex San Francisco” – is a tribute to the brand first created here in the Bay Area and donated to Switzerland by founding sponsor Lexicon Branding in Sausalito. The selection of a common visual identity inspired by the renowned San Francisco-based Swiss designer Yves Béhar also recognizes the strength of our message and brings it to life in new ways in other parts of the world.

For 2007 swissnex San Francisco has received the mandate to coordinate the implementation of this new corporate identity. In the future it will serve to brand the entire Swiss Knowledge Network with its current Outposts in Boston, San Francisco and Singapore.

Extensions are planned in Shanghai (2007) and India (2008), with Russia and South Africa as part of the 2008-2011 Federal Funding Bill for Education, Research and Innovation on which the Swiss Parliament will vote in the late Fall of 2007.

The swissnex San Francisco team has been together for several years now. As another mark of our progression, in 2007 we will hire additional personnel to manage the auditor's recommendations, to execute additional external mandates, to support a colleague's maternity leave, and last but not least: to better serve our clients. Quotes like the one below will continue to inspire the work we do to connect people across borders and disciplines:

« Thank you for yesterday's event. I think that those events are great to establish communication and goodwill between Swiss people and the different nationalities that compose [the] USA. Yesterday I met people from Singapore, Austria, France, China. I am from Chile and of course I met people from Switzerland and Americans. »



Schweizerische Eidgenossenschaft
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