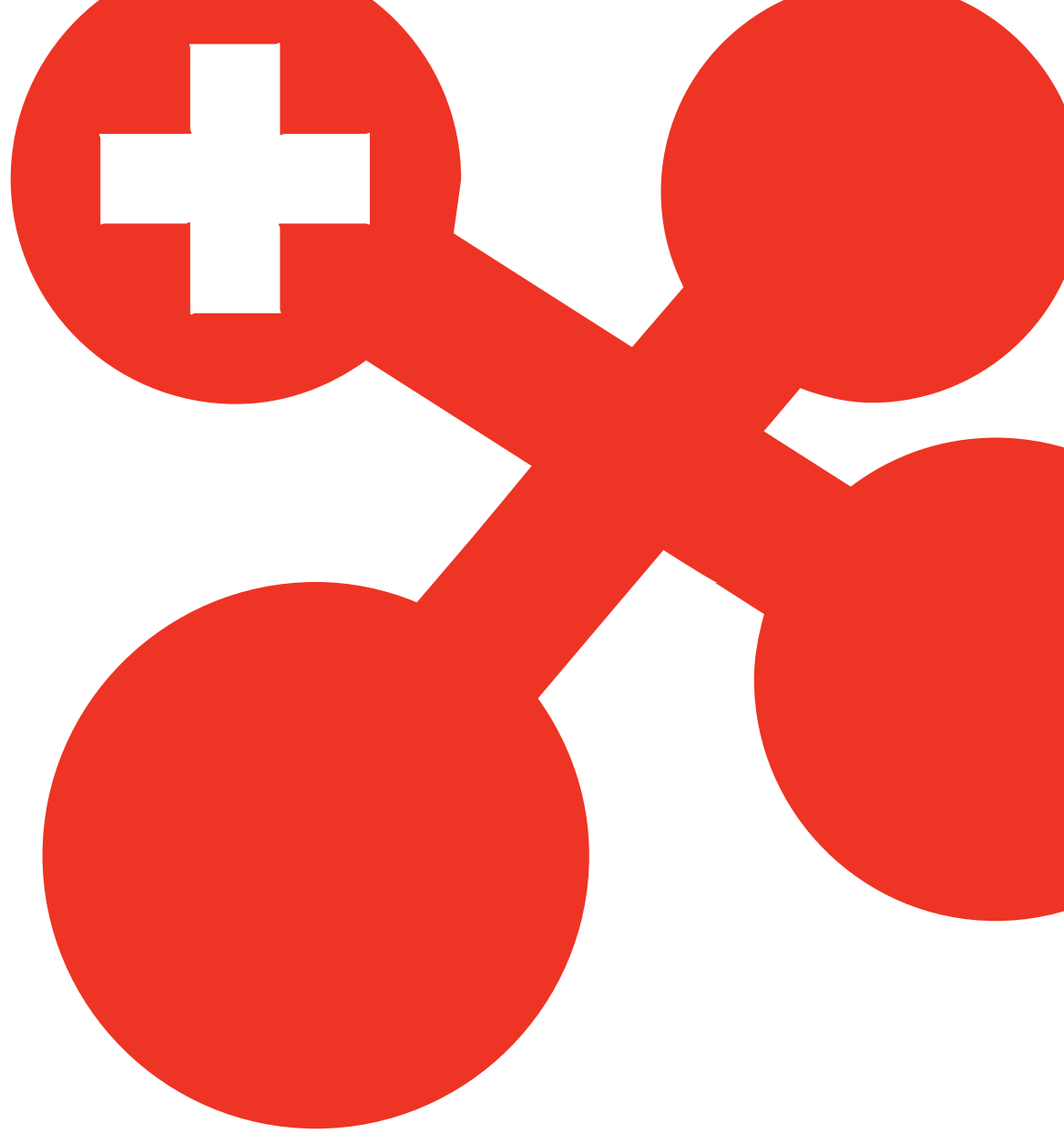


san francisco



SWISSnex 2007

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



Thank you for your interest in swissnex San Francisco and our activities in 2007. We hope this report will spark new opportunities to collaborate in furthering your endeavors between Switzerland and the West Coast in science, education, art and innovation.

Diversification, growth and an ever-present creativity constituted our driving forces in 2007:

Diversification in the partners participating, sponsoring and/or mandating us to develop our activities. Diversification in the teams joining us in our collaborative office space, pooling resources and contacts. Diversification in the visitors we welcomed at our short-term visitor's desks, increasing opportunities for all. Diversification in the format of our events and study-



Even if I cannot join from Europe, it's always a pleasure to see your activities in San Francisco and indirectly keep in touch with the latest technology developments. As we organized with the precious help of swissnex San Francisco our tour in Silicon Valley and different conferences last spring, I'm planning now the same kind of meetings for next March.

JEAN-MARC LILLA, [COORDINATOR OF THE
eNESTLÉ MANAGERS ANNUAL MEETING]
eNESTLÉ, VEVEY, SWITZERLAND

tours, from 1-night events to multi-day roadshows and study tours.

With this, our team grew to fulfill two new mandates (Nestlé and CTI Start-up) and the increasing number of events and delegations we receive and guide through Silicon Valley and the US.

The swissnex network also grew in 2007, with the opening of swissnex Shanghai. All offices adopted a common corporate identity, which we developed based on our original branding.

Finally, creativity is more than just present at swissnex San Francisco. It is what we strive for, live by and dream with. No company is too secretive, no research too specialized, no subject too trendy. swissnex San Francisco serves as a one-stop shop for any idea, opportunity or challenge

you wish to examine in a spirit of collaboration, and we are here (or there) to bring you the information, connections and feedback you need.

We thank our new and continuing partners for their ideas, openness and trust. We thank our new and continuing sponsors for their insight, contributions and support. And we hope to learn about you in 2008.

THE SWISSNEX SAN FRANCISCO TEAM

Christian Simm

Charlotte Jourdain Martinez

Birgit Coleman

Laura Erickson

Vanessa Drigo

Deborah Several





mission

swissnex San Francisco connects the dots. Working with key players 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 other locations in Boston, Singapore and Shanghai.

highlights 2007



Nestlé's Innovation Partnerships Group opens an Innovation Desk at swissnex San Francisco and **mandates us to identify strategic partnerships** that innovate nutrition, health and wellness.

Since 2004, the Swiss Innovation Promotion Agency (CTI Start-up) rents 2 desk spaces at swissnex San Francisco and encourages Swiss start-ups to investigate the potentials of Silicon Valley. After a delegation visit in 2006, **CTI Start-up mandates swissnex San Francisco for the "Going USA" project**, sensitizing Swiss high-tech start-ups to the importance of internationalisation. swissnex San Francisco coaches, connects and supports these entrepreneurs who also use our office space (p. 19-22).

swissnex San Francisco becomes

one of the leading houses for ThinkSwiss: Brainstorm the Future, a **US-wide program showcasing Switzerland** as a country with high potential in education, research and innovation.

swissnex San Francisco organizes over 60 **spectacular conferences, workshops and study tours**. Several of them **travel to other US locations** such as Washington D.C., Richmond (Virginia) and Los Angeles.

Returning and new **visitors capitalize on the synergies and connections** of all people working at swissnex San Francisco by making use of the visitor's desks and short-term office space (p. 19).

Past events and visits lead to **repeated collaboration**, such as the second visit of the top management of the Swiss public

television anticipating trends in the future content of television (p. 17).

Trends and emerging fields such as Aerial Robotics, Sound over IP and Nanotechnology continue to be addressed in **strategic reflections during meetings and roundtables with experts' participation**, while each subject is also interactively presented to the general public.

The Swiss State Secretariat for Education and Research (SER) mandates swissnex San Francisco to **develop its own branding and logo for all other Swiss Knowledge Outposts worldwide**, including Boston, Singapore and Shanghai. All websites and publications are unified to present the same identity.

Also upon the request of SER, swissnex San Francisco uses its 4 years of experience to **perform a study on the potential opening of a new swissnex in India**. Several trips to Switzerland and India are required.

swissnex Shanghai borrows and implements several internal tools of swissnex San Francisco, such as our Customer Relations Management

database, which further unifies the network.

Birgit Coleman leads the Nestlé and CTI mandates. Charlotte Jourdain takes a maternity leave and the team welcomes **Vanessa Drigo** in Programming and Development.

Laura Erickson implements the administrative and financial guidelines provided by the Swiss government after the 2006 audit and inspection. The team welcomes **Deborah Several** in Building and Office Management.



I would like to sincerely thank you for the quality of the visits you organized during our stay in San Francisco. We really appreciated your welcome, and the excellent work of your team. The information we received will once again be very useful in our multimedia strategic planning [...]

GILLES MARCHAND [MEMBER, TV 2.0 FACT-FINDING TOUR]
DIRECTOR, SWISS BROADCASTING CORPORATION, GENEVA,
SWITZERLAND

events



Unless otherwise specified, events are listed by their titles and took place at swissnex San Francisco. The most frequent format is a conference followed by professional networking.

january 11 Corporate Venture Financing: a Creative Alternative to Traditional Venture Capital - French American Chamber of Commerce (FACCSF) 11 Networking with the Swiss American Chamber of Commerce (SACC) 18 Jackson Square Design Walk

february 6 Think Out of the (In)box 8 Echos of the 2007 Davos World Economic Forum 28 Visit of Swiss Ambassador Urs Ziswiler

march 8 Nestlé's VP of Innovation Partnership Visit 8 What Is Your IEQ?: International Etiquette Quotient (SACC) 14 SACC Club Entrepreneur Final Presentation: Introducing S'Art AG 19 Week de la Francophonie: Cross-Cultural Differences between the United States and Europe 26 eNestlé Managers Annual Meeting

april 4 Leonardo / International Society for the Arts, Sciences and Technology: Scientists in

Art 11 Hot Topics in Immigration (SACC) 15 Leonhard Euler's 300th Birthday 19 History of the World Wide Web 21 University of California Berkeley Cal Day 2007: Green Cities and the 2000-Watt Society 23 Globalization of Clinical Trials (FACCSF) 25 Angel Investors Capital Expo 26 European (and Swiss!) Researchers' Get-Together 28 International Career Fair

may 3 Switzerland and the UN: Pushing the Human Security and Sustainable Development Agendas in Asia 7 Visit of the Organization of the Swiss Abroad 8 Introducing IMD's Fulltime and Executive MBA Programs 10 An Evening of Networking with the SACC 16 Swiss Silicon Valley Association Delegation 16 Electric-Drive Vehicles 21 Nanotechnology Business Leaders 24 Swiss Communication Researchers Reception 30 Sound over IP: Musicking over the Network



Thank you for including me last night. It was great to see your facilities and learn of the great activities you are managing. Very impressive.

ANN WINBLAD [PANELIST, ECHOS OF THE 2007 WORLD ECONOMIC FORUM]
HUMMER WINBLAD VENTURE PARTNERS (USA)

events cont.

June 5 User Generated Media Creation 14 The Future of Sensing at NovaWare (SACC) 19 Leonardo / International Society for the Arts, Sciences and Technology: Board Meeting

July 12 It's Easy Being 'Green' (SACC)

August 8 Meet with Executive MBE Students from the University of St. Gallen 20 Leonardo / International Society for the Arts, Sciences and Technology: Board Meeting 26 U.S. Study Trip on Public Transportation and Mobility to Switzerland (ThinkSwiss)

September 10 IMD EMBA's Meet Autonet CEO Sterling Pratz 12 Business Booster Awards Ceremony (FACCSF) 13 The Business of Premium Food (SACC) 19 Boundaries and Meaning in Landscapes: From Science to Art and Back 19 Media Lunch: Minimal Landscapes 19 Minimal Landscapes Opening 25 From Market to Discovery and Back: the Value of Early Commercialization (FACCSF) 26 International Business & the California Legislature

October 9 Preparing Your Business for Resale (SACC) 11 Achieving Financial Freedom (SACC) 18 Connecting '07 Design Studio 1 18 Connecting '07 Design Studio 2 19 InFlux Ideas: The Future of Branding - Influx Branding 23 Insects or Helicopters? Unconventional



Aerial Robotics 23 Study Tour on Aerial Robotics 28 TV 2.0 Study
tour : Content in a Multimedia World

november 1 InOut Exhibit: Redefining the Urban Landscape -
American Institute of Architects San Francisco Chapter (AIASF) 2 TV
2.0 Roundtable: Future Content in a Multimedia World 2 Fire Arts &
Burning Desires 6 High Fashion in Equations Roadshow 7 High
Fashion in Equations Conference 8 International Estate Plan (SACC)
20 San Francisco Zurich Initiative High-School Exchange Reception

december 4 Personalized Medicine (FACCSF) 6 'Tis the
Holiday Season



Thank you for your visit last week. We always appreciate the opportunity to hear directly from important media companies, and understanding the needs of international partners is of particular interest. It was also fun for me to meet with the TV network that I know best!

DAVID KING [HOST, MEETING OF THE TV 2.0 STUDY TOUR]
GOOGLE PRODUCT MANAGEMENT, MOUNTAIN VIEW (USA)

collaborative projects



All our projects and activities are collaborative in nature, as we strive to facilitate relationships between (sometimes unexpected) partners.

ThinkSwiss: Brainstorm the Future

In collaboration with swissnex Boston, the Swiss Embassy in Washington D.C. and all Swiss Consulates in the U.S.

ThinkSwiss: Brainstorm the Future is a US wide program under the auspices of Presence Switzerland (PRS), the Swiss State Secretariat for Education and Research (SER) and the Swiss Department of Foreign Affairs.

ThinkSwiss highlights and showcases Switzerland as a global, knowledge-based country full of talent, high-tech opportunities and creativity – crucial assets to secure a sustainable quality of life for future generations. Its goal is to foster an even stronger network of long-term relations in education, research and innovation between the United States and Switzerland.

swissnex San Francisco is one of the leading houses of the ThinkSwiss program. In 2007, we developed and implemented several high-visibility events and roadshows in the fields of materials research, robotics, Swiss researchers abroad, mathematics and longevity, and we identified key participants for a U.S. delegation studying the Swiss public transportation system.

Mathematician Leonhard Euler's 300th Birthday

In collaboration with the network of Swiss Science Counselors, the Consulate General of Switzerland in San Francisco and the Exploratorium Museum

Leonhard Euler, originally from Basel, Switzerland, made significant contributions to mathematics. Playful and interactive demonstrations allowed the public to learn about his work and Swiss origins.



International Business and the California Legislature

In collaboration with the Swiss-American Chamber of Commerce, City National Bank and the Consulate General of Switzerland in San Francisco

Panelists discussed the importance of the California State Legislature to foreign governments and international businesses. California's economy is ranked among the top ten worldwide.



InOut exhibit - Redesign the Urban Landscape

In collaboration with the American Association of Architects (San Francisco Chapter), ProHelvetia and the Swiss representations in the US.

The prototypes showcased by the Swiss designers' group INOUT demonstrated ingenuity and testified to the deep reflections on ecology, social life, and technology, inherent in managing the urban world.



The party was great! I work for a special effects company and use Euler rotation almost everyday for my work.

HIROMI ONO [GUEST OF MATHEMATICIAN LEONARD EULER'S 300TH BIRTHDAY]
INDUSTRIAL LIGHT AND MAGIC, SAN FRANCISCO (USA)

a closer look...



At times, interdisciplinarity and unconventional programming are the best ways to communicate the existing and possible connections between the regions we serve:

Nanotechnology Business Leaders

Following the Nano Science & Technology Institute Nano for Investor Summit, swissnex San Francisco and NanoDimension A.G. invited Prof. Jan-Anders Manson, VP Innovation and Technology at the Ecole polytechnique fédérale de Lausanne to present the involvement of EPFL as scientific partner of Alinghi, the Swiss sailing team that won the America's Cup. The presentation highlighted how cutting-edge technology can enable innovation

and strengthened Switzerland's leading position in high-tech and nanotechnology innovation. A high-energy networking opportunity with over 200 selected entrepreneurs, researchers and investors followed.



I would like to thank you and your staff for the excellent cooperation. I have had several follow-up contacts with participants of the European Researchers Abroad event which prove that those meetings are useful. Based on the success of this first career fair edition, APEC is eager to continue and to organise a similar event next year.

LAURENT BOCHEREAU [GUEST SPEAKER, EUROPEAN (AND SWISS!) RESEARCHERS GET-TOGETHER]
EUROPEAN UNION MISSION, WASHINGTON D.C.

Boundaries in Science and Art

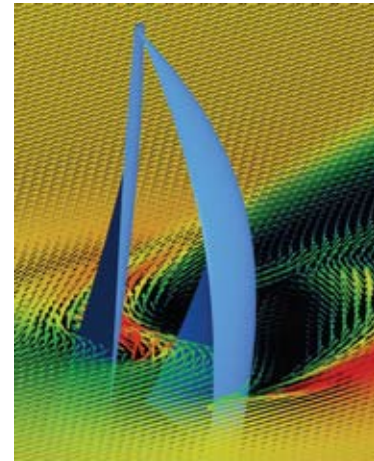
What better way to present Switzerland as a leading partner in stem cell and cancer research than through an exhibit of photographs by Ariel Ruiz I Altaba, Professor in Genetic Medicine and Development at the University of Geneva?

Using the iconography of biological research as a starting point, swissnex San Francisco presented the Meaning of Boundaries in Art and Science with the guidance of Prof. Ruiz I Altaba and panelists from the Lawrence Berkeley National Laboratory, the California Pacific Medical Center, and the San Francisco Museum of Modern Art. Over 200 guests visited the exhibit, which is expected to travel to Chile, South Korea, Japan and other countries.

Connecting 07 Design Studios

With design a forte in Switzerland and in San Francisco, swissnex San Francisco invited long-standing partners to explore the implications of an evermore integrated world and to seek connections between design, technology and society, during the CONNECTING'07 World Design Congress. Design studios by students and professionals offered the opportunity to meet people from diverse design disciplines, backgrounds and nationalities.

Partnership and sponsoring by the International Council of Societies of Industrial Design (Icsid), San Jose and San Francisco State Universities and the Academy of Art University made this 2-day event possible.



a closer look... cont.



Events at swissnex San Francisco are only the small, visible part of bigger initiatives to connect Switzerland and the West Coast through fact finding tours, roadshows and other exchanges.

must-know issues for multimedia content developers. A public event enabled the broader public to interact and network with these experts.

TV 2.0 - Content in a Multimedia World

How will good old TV fit in a world of do-it-yourself YouTube videos, Second Life-type virtual environments and internet TV? The Swiss Broadcasting Corporation returned to the West Coast after a first visit in 2006 to discover how companies such as Google, Kyte.tv, Digital Domain and Logitech USA were anticipating the trends in multimedia content. swissnex San Francisco organized three days of fact-finding and strategic reflection on

Insects or Helicopters?

While California wildfires made news around the world, young scientists from both Swiss Federal Institutes of Technology (Lausanne & Zurich) presented how their research, such as the sky-sailor, an autonomous solar-powered plane, could help detect and monitor natural disasters with very low environmental impact. André Noth and Jean-Christophe Zuffrey showed their bio-inspired prototypes during a week-long roadshow through California, with stops at Stanford University, NASA Dryden, UC Berkeley, California Institute of Technology & others.

High Fashion in Equations

With her background in quantum physics, psychology, biology and chemistry, and her pioneer work in computer simulation of the moving human body, Nadia Magnenat-Thalmann is a true ambassador for Switzerland's creative and multidisciplinary research. In partnership with the Fashion Institute of Design and Merchandising in San Francisco and Los Angeles, the Virginia Commonwealth University and Design Within Reach Inc. in Washington D.C., swissnex San Francisco invited Prof. Magnenat-Thalmann of MIRALab at the University of Geneva to present the Fashionizer, a sophisticated program for 3D virtual fashion shows, accross the US. These "pretty" equations get the job done by simulating movements of fabrics and high-tech textiles. MIRALab is heavily involved in European research projects such as Virtual Heritage, Personality and Emotion Simulation, Virtual Cloning and more.



”

The opportunity to visit and interact with people from outstanding universities and laboratories such as Berkeley, Stanford, Caltech, NASA Ames, NASA JPL and NASA Dryden allowed me to increase the visibility of our lab abroad and to improve my awareness of related research projects. After my return to EPFL I took the opportunity to share this experience with both my colleagues and students attending my lecture on mobile robots, telling them about exchange possibilities and interesting robotic projects in California. I also advertised swissnex as an efficient link between Switzerland and USA. The organization of this tour co-sponsored by swissnex, ThinkSwiss and EPFL/ETHZ was exemplary and I can only encourage swissnex to continue fostering interactions between Swiss and Californian institutions.

DR. JEAN-CHRISTOPHE ZUFFEREY [SPEAKER, STUDY TOUR ON AERIAL ROBOTICS / INSECTS OR HELICOPTERS]
ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE (EPFL), SWITZERLAND

TOP PICTURE ON P. 18 COURTESY OF THE LABORATORY OF INTELLIGENT SYSTEMS, EPFL

short-term visitors & stays



In 2007 short-term visitors contributed their own specialized knowledge and enthusiasm to the multi-team environment that defines swissnex San Francisco (see p. 21-22):

Fabien Girardin, University of Applied Science Bern, Biel School of Engineering and Information Technology

April 2007

Prepared thesis work on the integration of ubiquitous technologies in the everyday urban environments.

Maya Wentland, University of Lausanne
June & July 2007

Researched e-learning for industrial and academic applications, in particular use, integration and durability.

Michel Rochat, Haute Ecole Vaudoise
April & May, December 2007

Follow-up to his 2006 stay to explore partnerships with U.S. universities. Highly successful results due to diligent campaign and targeted ambitions.

Catherine Jean, Ecole polytechnique fédérale de Lausanne

June to December 2007

Sabbatical stay and participation in our programming and development.

Marcel Falk, Swiss Federal Veterinary Office

August to December 2007

Sabbatical stay and participation in our programming and development.

François Bochatay, deskNet

December 2007

Sought partners and feedback for a next-generation multi-functional computer platform.

Dominik Grolimund, Caleido A.G.

October 2007

Sought feedback, partners and attended the Web 2.0 conference for his product Wuala, a new method to store, share and publish files on the internet.

Jason Brown & Chris Podger, Mymosis A.G.

December 2007

Seek angel funding for electronic design automation software.



Catherine Jean



Michel Rochat



I would like to thank you for everything you did for me. You do a great job in connecting people and I learned a lot! [...] [T]he experience was excellent and I had the opportunity to meet with great people and get very valuable feed-backs. The meeting with [...] was probably the best meeting, he is very aware of the technologies, the market directions, ... and he gave me very valuable feed-backs. [...]

FRANÇOIS BOCHATAY [SWISS ENTREPRENEUR AND USER OF THE VISITOR'S DESK]
DESKNET, SWITZERLAND

teams



With eight organizations active in 2007, the teams at swissnex San Francisco leverage each other's networks and competencies. They share an open office space, encouraging dialogue, exchange of valuable contacts and targeted information. By pooling their resources in a location as distinctive as swissnex San Francisco, the teams gain unique access and visibility.

In 2007 swissnex San Francisco was managed by a team of 6 with the help of interns (see p. 23).

Among the eighteen workspaces in the building, a few are reserved for temporary visitors, be they researchers, entrepreneurs or guests on sabbatical. The benefits are mutual, as the visitor becomes part of the continuing exchanges and ventures taking place at swissnex San Francisco (see p. 19-20).



Ever since Collanos started out in the U.S. - first with a short three-weeks evaluation visit in June 2005 and later when I came to the Bay Area permanently [...] - swissnex San Francisco has always been this fantastic "dots - connector - hub - incubator - feel good - office" with a terrific team! This was and continues to be an invaluable pillar for our U.S. activities! We definitely look forward to maintain a good ongoing relationship with swissnex San Francisco. Thanks again for everything.

FRANCO DAL MOLIN, [CTI START-UP ENTREPRENEUR
HOSTED AT SWISSNEX SAN FRANCISCO]
FOUNDER AND CTO, COLLANOS, SWITZERLAND & U.S.A.



Greater Zurich Area, Inc. is 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.

The Swiss Center for Electronics and Microtechnology (CSEM) offers access to new market opportunities, potential customers and partners as well as market & technology insights for its activities in Switzerland.



CTI Start-up is an initiative of the Swiss Innovation Promotion Agency CTI, supporting technology start-ups with a coaching program to advance their business case to a stage of sustainable growth. It makes workspaces available at swissnex San Francisco for selected Swiss start-ups, occupied in 2007 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.

ineto is an innovative content delivery system integrated with web 2.0 collaboration resources that combined, enable a new level of collaborative learning and interaction between students and instructors.



The Swisscom 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.



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.

staff, interns & volunteers



Christian Simm, Executive Director & Founder

Christian is the Swiss Science and Technology Counselor for Western Canada & USA, and the founder of swissnex San Francisco. 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 Martinez, Deputy Director

Charlotte participated in the creation and growth of swissnex San Francisco since its launch. She studied at the Ecole Hôtelière of Lausanne, Switzerland, before completing a Bachelor of Arts in Economics from San Francisco State University, USA.



Birgit Coleman, Innovation & Partnerships

For Nestle's Innovation Partnerships Group (40%), Birgit identifies locally and globally strategic partnerships across Nestle's brands and services. For CTI Start-up (60%), Birgit connects and supports Swiss startup companies in validating business plans, strategic partnerships and financing, and highlights pitfalls and opportunities to accelerate startup efforts.



Vanessa Drigo, Programming & Development

Vanessa's role encompasses developing and programming Swiss delegation visits and events. She also manages swissnex' internship and volunteering programs. Vanessa holds a Bachelor of Arts in Anthropology from the University of California at Berkeley, USA.



Laura Erickson, Finance & Communication

Laura performs two main functions, managing the complex accounting involved with swissnex San Francisco's various activities and contributing to internal and external communication materials and processes. Laura received her Bachelor of Arts in French from the University of California at Berkeley, USA.



Deborah Several, Building & Office Management

Deborah is responsible for facility/office management and event logistics at swissnex San Francisco. She is the first point of contact between the many teams co-located with us and she maintains the look and feel of our historic building. Deborah holds a Bachelor of Science in Apparel Merchandising and a minor in Marketing from San Francisco State University, USA.

Simon Wyss, Academic Intern

February – June 2007

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

Sujata Chakraborty, Academic Intern

March - July 2007

Sujata studied International Relations at the University of Geneva (UniGE).

Olivia Huber, Academic Intern

August - December 2007

Olivia studied Communications at the University of San Francisco (USF).



This experience at swissnex was especially rich because the internship allowed me to get in touch with a broad variety of different topics. I am very grateful to swissnex for having helped me find a very interesting job.

Sujata Chakraborty

Former Academic Intern at swissnex
San Francisco

media coverage

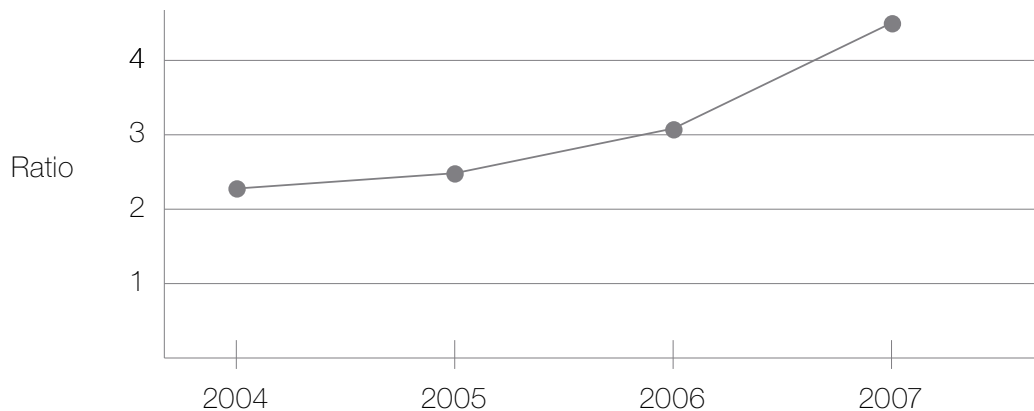


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National Television Academy • Neue Zürcher Zeitung
Providence Business News • Radio Suisse Romande • RCR News
San Francisco Chronicle • State House News Service • SwissInfo
Swiss Radio DRS • Tribune de Genève • Yahoo News • Yelp
... and many more

finances

swissnex San Francisco's unique concept is also illustrated through the financing of our activities. The mandate we signed with the Swiss State Secretariat for Education and Research (SER) in 2003 provides that we fundraise 2/3 of our annual budget for projects, reaching a public-private partnership ratio of 0.67.

Over the years, we have consistently exceeded this target ratio, and in 2007 we more than quadrupled the SER project budget through our fundraising efforts, a true measure of the added-value we bring to our partners and sponsors.



Total SER contribution (at the fixed rate of CHF 1.25 per USD)	USD 548'000
of which for projects	USD 120'000
Total Third Party contributions (in cash and in kind)	USD 543'000

We express our gratitude to our sponsors for sharing our commitment to “connecting the dots”. We thank our clients, partners and users for the many fruitful relationships.

sponsors & partners



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initiative & event sponsors

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Best wishes to the entire team and all my gratitude for your formidable effort in the radiation of our country!

PATRICK ODIER [SPONSOR]

BANK LOMBARD ODIER DARIER HENTSCH, SWITZERLAND

outlook



Connecting the dots, facilitating strategic analyses and partnerships, and transforming complexity into coherence are at the core of our competencies and activities. This requires knowledge and creativity; it is often an organic process, guided by needs and feedback from our partners, stakeholders, clients and sponsors.

Due to high demand and success we will repeat several programs such as the “Echoes of the World Economic Forum” debriefing, our quarterly Life-Science Breakfasts and a partnership with the European Union on career opportunities for European Researchers Abroad. ThinkSwiss will also continue in 2008 and within this framework swissnex San Francisco will be active in fields as diverse as exoplanets,

neuro-economics, venture funding, sustainability and open source.

The Swiss Innovation Promotion Agency (CTI Start-up) has renewed its mandates to us for the support of Swiss start-ups with consulting, introductions, connections and workspaces. So has EPFL for its branding in North America. Nestlé has already announced that it will continue the collaboration with us in the field of Open Innovation. We have negotiated contracts to help the State of Vaud and the organizers of the World Knowledge Dialogue with their promotion and business development. A stronger cooperation with Pro Helvetia, the Swiss Arts Council is under way to explore the intersection of science and art.

As part of a long-standing relationship the Greater Zurich Area US offices will continue to operate out of the swissnex San Francisco building. New teams are joining us: inetoo, a startup developing a web-based learning solution, and ClimatePartner, offering strategies and solutions in voluntary climate protection. We hope to further diversify our team portfolio during the year.

Key events will include the celebration of the University of Zurich 175th jubilee with a multi-day workshop on “Different Democracies, Same Media Power” and we plan to celebrate the first beam injected into CERN’s new

Large Hadron Collider together with the Lawrence Berkeley Laboratory and the Stanford Linear Accelerator. A Web 2.0 coverage of the US presidential elections night is planned with the Swiss Broadcasting Corporation.

As its reputation grows swissnex San Francisco will host an increasing number of long-term visitors, among them representatives from the Universities of Zurich and Svizzera Italiana, and the director of swissnex Bangalore. And as a commitment to corporate responsibility we are analyzing our processes and actions to make them more sustainable: for instance this publication is printed by a Bay Area Certified Green Business that ClimatePartner helped us discover.

With and for you we look forward to another year of applying our passion and creativity to connecting the dots between Switzerland and the West Coast in science, higher education, art and innovation!



Thanks a lot for the introduction to the Bay Area networking... Our meeting was very inspiring: swissnex is institutionalizing exactly what I, as a newcomer to the area, understand as a particularity of the local networking community [...]: open new perspectives by creating connections. A very important (although hard to measure) service. I browsed through your brochure [...] and found many subjects being extensively discussed nowadays. I am looking forward to see this year’s program.

Jacqueline Schwerzmann [Visitor]
Swiss National Television, San Francisco



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation



swissnex san francisco

730 Montgomery Street, San Francisco, CA 94111, USA t: (415) 912-5901 f: (415) 912-5905 www.swissnexsanfrancisco.org