Initiative of the State Secretariat for Education and Research SER
Annex of the Consulate General of Switzerland in San Francisco
Swiss Knowledge Network with Outposts in Boston, San Francisco, and Singapore
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2008 was a remarkable year, in many ways.

In 2008 the US presidential elections were in the limelight more than ever before. Opportunely, the role of media in democracies became the centerpiece of an international symposium at swissnex San Francisco to celebrate the University of Zurich's 175th anniversary. Swiss media showed an immense interest for reports and stories about the pulse of America and the Silicon Valley region, with our space being morphed into a nexus of discussions, buzzing newsrooms and production studios last fall. Major shifts in US policy and a new generation of decision makers in Washington DC will be challenging to follow as they will bring fresh perspectives to critical areas like education, research and innovation.

Before I came to swissnex I always thought that “thinking outside the box” was an empty formula; however, after four months of internship I’ve seen this device filled with content every time a guest walked in at 730 Montgomery Street and was warmly welcomed by the swissnex team, who every time anew tried to understand who the person is, what she does, and how this could fruitfully be connected with other peoples work, all in the larger context of bridging Swiss and American knowledge. A thrilling concept!

Larissa Tschudi
Academic Intern 2008

In 2008 the health of our world’s ecosystem became a mainstream preoccupation. Notions like global warming, ecological footprint, sustainability and corporate social responsibility were analyzed, debated, explained and compared. swissnex participated in these
efforts by hosting several educational workshops. The regions we serve – Switzerland, the US and Canada – cultivate strong assets that facilitate international cooperation in sustainability: long traditions of environmental consciousness and unique entrepreneurial spirits. At swissnex, we showed our commitment to the cause by undergoing San Francisco’s Green Business certification.

In 2008 the speed at which ripples propagated through economies and financial systems showed once more how interconnected the world has become. By being strongly anchored in its local environment while at the same time belonging to Switzerland’s global network of Knowledge Outposts, swissnex San Francisco – now five years young – is determined to continue fostering international dialogue and cooperation in science, technology, higher education, art and innovation for the sake of a better, more collaborative future.

This determination and the results that flow from it would not be possible without the support of many: from Switzerland’s government to event participants, from stakeholders to sponsors, from project partners to colleagues to friends. We are grateful for your continuing engagement in connecting the dots!

The swissnex San Francisco team

Christian Simm, Birgit Coleman, Laura Erickson, Vanessa Drigo, Luc Meier, Claudia Egger, Amy Sandoval
swissnex San Francisco connects the dots in an increasingly complex world. Our mission is to facilitate strategic cooperation between Switzerland and North America by connecting people in science, education, art and innovation.

To strengthen and promote Switzerland’s excellence in these fields, we anticipate opportunities together with our network of experts. We connect relevant and innovative people and organizations in our regions, helping them to develop ideas and partnerships. We also organize public events and study tours, providing invaluable learning opportunities and visibility.

Our offices are located in the heart of San Francisco – a vibrant crossroads of scientific, entrepreneurial and artistic activity. In our historic yet modern building, swissnex San Francisco offers workspaces for various international teams such as technology and university outposts, start-ups, entrepreneurs in residence, visitors and others who are interested in leveraging the entrepreneurial culture of Silicon Valley and the San Francisco Bay Area.

swissnex San Francisco is a public-private venture and a key component of Switzerland’s strategic policy on the promotion of education, research and innovation. It is part of a network with Knowledge Outposts in Boston, Shanghai, Singapore, and soon Bangalore, and individual science and technology counselors around the world.

swissnex San Francisco is an initiative of Switzerland’s State Secretariat for Education and Research (SER), managed in cooperation with the Swiss Department of Foreign Affairs as an annex of the Consulate General of Switzerland in San Francisco. Vital financial support is provided by donors and sponsors sharing swissnex San Francisco’s commitment to “connecting the dots.”
November 14th marks swissnex San Francisco’s 5th anniversary and is celebrated with one of our signature out-of-the-box events mixing tradition and modernism, food for thought and the palate, creativity and ambition, or in other words, stimulation for all the senses. Many new and returning visitors share with us their impressions and thoughts about swissnex by taking part in an online survey designed to review our past and inspire our future.

New mandates become part of swissnex’ portfolio while all the existing ones are renewed. The promotion of transatlantic interactions at the crossroads of art and technology is supported by Switzerland’s Art Council, Pro Helvetia. The State of Vaud benefits from its long-term commitment to California by preparing six joint summer schools in 2009, using our offices as base camp.

swissnex San Francisco organizes around 60 dynamic public conferences and numerous non-public workshops and study tours. Two exhibits are sent on the road: Minimal Landscapes to various locations in Asia and Design Preis Schweiz to Boston. As one of the leading houses of Presence Switzerland’s US-wide program ThinkSwiss: Brainstorm the Future, swissnex develops and produces initiatives in topics including astronomy, media and democracy, start-up fundraising, energy and sustainable development.

Our activities and mandates have us travel to many locations in North America, Switzerland, Scandinavia, Israel and Asia.
In the reverse direction, visitors capitalize on the synergies and connections of all people working at Swissnex by making use of the visitor’s desk and our short-term office space. A new team, Spatial View, joins the existing ones: Greater Zurich Area, Climate Partner and CTI-Startups Ecosystem Ventures and Inetoo.

2008 marks the beginning of a new four-year Swiss Federal Bill on Education, Research and Innovation in which the Swissnex network is now explicitly included. Mauro dell’Ambrogio succeeds retiring State Secretary for Education and Research Charles Kleber, who was key in enabling the network’s creation.

A new Service Level Agreement is signed with the Swiss Confederation and refines the metrics assessing Swissnex’ performance. Standardized administrative rules are implemented across the network, whereby we are very well noted in a subsequent financial audit.

On the personnel front, Charlotte Jourdain, a key figure in Swissnex’ growth and development since its inception, leaves to pursue graduate studies. Amy Sandoval replaces Deborah Several Sandovol as our Building & Office Manager, and Claudia Egger joins us to help with communication & programming. After completing an internship at Swissnex San Francisco in 2004, the team welcomes back Luc Meier, who returns to lead initiatives at the rich intersection of science, technology and the arts.

I love Swissnex! J’adore Swissnex! Always the most interesting, engaging and diverse events in the best location in San Francisco with the coolest people and delicious catering. I’ve always learned something here and always had my eyes opened to something. Vive Swissnex!

Executive Producer, SelvaVision
In 2008, swissnex San Francisco presented 59 public events and numerous non-public ones. Thousands of people came to learn about science, art, higher education and innovation in Switzerland and North America, to identify potential partners for cooperations and to expand their professional networks. We provided a platform for our partners and speakers to gain visibility in our dynamic region and gave them the opportunity to exchange knowledge and best practices with people from all over the world. Here’s a quick look at some topics we covered this year; for a comprehensive list please visit www.swissnexSanFrancisco.org.

Echoes of the 2008 Davos World Economic Forum: A debriefing of 2008’s hot topics
European Researchers’ Get-Together, with the Washington DC Office of the European Union
Global Open Source Conference: Exploring the history and impact of open source software
Earth on the Balance Sheet: Making sustainability real
Swiss-American Chamber of Commerce Club Entrepreneur: Introducing Hera Biomedical
The Search for a World like Our Own: Imagine Earth 2.0
Energy Savings & Sustainable Development: New Swiss technologies
Meet with Executive MBA Students from the University of St. Gallen
Exploding, Plastic and Inevitable: Recreating Warhol’s classic show
Manufacturers, Retailers & Shoppers in a Consumer-Centric Environment

Roles & Interactions between Design, Innovation & Business Relevance
How Do News Media Impact Elections? Experts trace the imprints
Different Democracies, Same Media Power? Structures in Europe/USA
The High Energy Frontier: Celebrating CERN’s Large Hadron Collider
My Street/Anderwelten: A site specific exhibit with musical acts

swissnex San Francisco’s 5th anniversary: Connecting the dots with you!
Design Preis Schweiz Exhibit Opening: The state of Swiss Design
The Swiss Experiment: Monitoring climate change in the Swiss Alps
Fossil Cities: Unearthing human civilization’s legacy in the rocks
Economic Trends & Real Estate Investment Analysis 2007-2008
For many projects swissnex San Francisco cooperated closely with the global network of Swiss Knowledge Outposts and with other Swiss representations in North America. swissnex also joined forces with the US-wide ThinkSwiss program to showcase Switzerland as an innovative country full of opportunities and talents drawn from its knowledge-based economy.

US Business Angels Trip to Switzerland
In collaboration with CTI Start-up USA, ThinkSwiss, swissnex Boston and CTI Invest

The annual Swiss Innovation Promotion Agency’s (CTI) CEO Day in September attracted around 150 highly motivated CTI Start-up entrepreneurs to Bern. swissnex San Francisco and swissnex Boston collaborated in bringing two US angel investors to host a break-out session on fundraising and meet with as many Swiss start-up companies as possible.

On the days before and after the CTI CEO Day, many more Swiss startups pitched their businesses to Mr. Schaufield and Mr. Luu for advice from practitioners in the most competitive high-tech market – a unique opportunity co-organized with CTI Invest. Both angel investors are still serving as active advisors to many Swiss startup companies they met.
Swiss Knowledge Network Portal: swissnex.org

With the swissnex network growing and the implementation of a common identity for all Swiss Knowledge Outposts finalized around the world, the need for a common platform to share information became crucial. swissnex San Francisco lead the conception, development and implementation of a website portal shared by all swissnex and science counselor offices around the world. In operation since May 2008, www.swissnex.org is a valuable tool to increase the impact and visibility of our work.

The portal also allows our network to share links and documentation material relevant to our mission and activities. All locations get the opportunity to present themselves individually to the public and link to their respective local websites.

Swiss Design Award Exhibit
In collaboration with Pro Helvetia, ThinkSwiss and swissnex Boston

Design Preis Schweiz (Swiss Design Award) is a prestigious biannual happening in the Swiss design industry. swissnex San Francisco worked closely with Pro Helvetia, the Swiss Arts Council, to premiere this traveling exhibit in North America last November. The exhibit featured groundbreaking works focusing on industrial design, with side accents highlighting fashion textiles and graphic design. To kick off this exceptional exhibit, swissnex San Francisco put together a panel discussion moderated by IDEO co-founder Bill Moggridge that featured prominent figures in design, including local Swiss designer Yves Béhar and Pierre Keller, director of ECAL, the University of Art and Design Lausanne.

After creating a lively stir on the West Coast, the exhibit moved east to swissnex Boston. The next edition will be shown in additional North American cities in 2010.
swissnex San Francisco has partnered with an increasing number of Swiss universities, other knowledge-based organizations and companies to execute mandates co-developed with its team to achieve mutually beneficial objectives.

Nestlé Innovation Partnership Desk

Nestlé’s Innovation Partnership Group was created to identify, evaluate and add value through the co-development of innovation with external partners (“open innovation”). In 2007, the Group opened an Innovation Partnership Desk at swissnex San Francisco with the mandate to identify strategic partnerships within Nestlé’s core business: nutrition, health and wellness. In addition to the day-to-day work of intensifying Nestlé’s open innovation activities, various roundtables on innovation and the launch of the Bay Area Innovation Exchange were hosted at swissnex San Francisco. We also serve as Nestlé’s hub for connecting to the other swissnexes and the global network of Swiss Science & Technology Counselors in their search for innovation partnerships, offering a unique opportunity for tracking market and technology trends around the world.
CTI Start-up USA

CTI Start-up is an initiative of the Swiss Innovation Promotion Agency, CTI. Through this mandate, swissnex San Francisco welcomes and supports CTI Start-up companies and helps them with their US market entry efforts, brokering valuable introductions and advice. swissnex San Francisco partners with CTI to make long-term workspaces available for entrepreneurs-in-residence, occupied in 2008 by Ecosystem Ventures and Inetoo. In addition to this ongoing team presence, swissnex San Francisco hosted 12 visiting CTI Start-up companies, helping them to navigate Silicon Valley – many even came twice in 2008.

World Knowledge Dialogue

The World Knowledge Dialogue Foundation (WKD) was established in 2005 to bridge the gap between the natural/technical and the human/social sciences. A transdisciplinary symposium held in Switzerland every two years brings together top researchers and opinion leaders to address this disconnect. swissnex San Francisco worked closely with swissnex Boston and the Swiss Embassy in Washington DC to identify potential speakers and actively promote the WKD to select contacts, thereby strengthening US participation at the 2nd WKD symposium held in September 2008.

"swissnex is a credible, professional and objective organization that has connected my loose knots with their network more than once. There are few organizations that put such commitment and interest towards supporting tenants. Having an office at swissnex has proven to be extremely valuable; the amount of contacts, the targeted introductions for each of my projects and the amical environment contributed much to the success of each venture."

Alexander Fries
Ecosystem Ventures, a CTI-Start-up company at swissnex San Francisco
Pro Helvetia

In July 2008, swissnex San Francisco entered into a new strategic mandate with the Swiss Arts Council, Pro Helvetia, to develop a stronger presence on the West Coast of North America for cutting edge Swiss artists whose works fuse art and technology.

In a dynamic synergy with swissnex’ larger mission, projects shaped under the auspices of Pro Helvetia take place at the fertile intersection of art, science and technology. During this initial half-year of the mandate, a lot of ground work was laid for various long-term projects, and some events took place in the San Francisco Bay Area – with an eye towards further West Coast and cross-country project implementation. Amongst other actions, swissnex San Francisco initiated the first-ever North American tour of the biennial Design Preis Schweiz exhibition.

There are many exciting adventures to look forward to in 2009 and well beyond, with activities taking shape in the fields of New Media Art, Performance & Technology, and Architecture & Design.
Canton de Vaud - Higher Education

Following up on several contacts established during his first 3-month stay at swissnex San Francisco in 2006, Michel Rochat, the Director General of Higher Education in the Swiss Canton of Vaud, has successfully developed numerous activities in California for the cantonal institutions of higher education.

May
A delegation visited California to prepare the 2009 Summer Health Care University for nurses working towards their bachelor degree. It is a project jointly organized between Humboldt State University, San Diego State University, and two schools of the University of Applied Sciences Western Switzerland, the Haute école cantonale vaudoise de la santé and the Haute école La Source.

June
Three professors from the School of Business and Engineering Vaud (HEIG-Vd) visited several companies and institutions active in the field of sustainable development. As a result some seeds have been planted with UC Santa Cruz to develop joint projects. The researchers also took advantage of being in the area to present their work on energy savings and sustainable development at a public event at swissnex San Francisco, highlighting Swiss excellence in this very happening field.

December
A delegation headed by Mr. Rochat finalized the organization of four summer university programs, including the Summer Health Care University, to be held in California in 2009 and initiated several projects for joint Masters programs with four different presidents of Californian universities.
Public events are a great way to promote Swiss science, education, art and innovation. swissnex San Francisco differentiates itself with unconventional and interdisciplinary programming that connects experts from all regions we serve to an enthusiastic and well-informed public.

Imagine Earth 2.0

In a fascinating combination of science and art, swissnex highlighted one of the lesser known fields in which Swiss scientists play a leading role in the world. We welcomed the two “planet hunters” Didier Queloz of University of Geneva, who was one of the first researchers to discover an exoplanet, and Debra Fischer of San Francisco State University to talk about the possibility of finding an earth-like planet outside of our solar system and its relative living conditions. Lynette Cook, a well-known portraitist of planets, used the very lively discussions with the participants as her muse. As the evening progressed, she painted the imagined surface of one of the most recent exoplanets discovered, completing a beautiful rendering of what Gliese 581c might look like. swissnex San Francisco also hosted an exhibit of Lynette Cook’s work.

Thanks for organizing the celebration of the startup of the LHC! I was particularly thrilled that so many of the Bay Area’s key players involved in this project were there. It was an unexpectedly (given that I am not in particle physics) great networking opportunity - I met several people who are very valuable contacts for my own research.

Peter Kolb, PhD
Department of Pharmaceutical Chemistry, UC San Francisco

“...outside of our solar system and its relative living conditions. Lynette Cook, a well-known portraitist of planets, used the very lively discussions with the participants as her muse. As the evening progressed, she painted the imagined surface of one of the most recent exoplanets discovered, completing a beautiful rendering of what Gliese 581c might look like. swissnex San Francisco also hosted an exhibit of Lynette Cook’s work. Thanks for organizing the celebration of the startup of the LHC! I was particularly thrilled that so many of the Bay Area’s key players involved in this project were there. It was an unexpectedly (given that I am not in particle physics) great networking opportunity - I met several people who are very valuable contacts for my own research.

Peter Kolb, PhD
Department of Pharmaceutical Chemistry, UC San Francisco
Design, Innovation & Business Relevance

Innovation is one of the most important criteria investors look for in a company. How does design fit in? Does it matter and what is the return on investment? We live in a time where technological innovations are more and more frequent and consumer demands are front and center. How can manufacturers keep up with ever-shorter product cycles and the need for greener and cleaner products and processes? What are the new opportunities and challenges in this quickly changing environment and what’s coming next? Experts representing a broad spectrum of industry, moderated by journalists from Business Week and the Washington Post Media Company, addressed these hot topics and answered questions from the audience during two separate events at swissnex.

The High Energy Frontier: Celebrating the LHC

One of the most exciting experiments in the history of science was launched at the European Organization for Nuclear Research (CERN) outside Geneva last September. Its Large Hadron Collider (LHC) is currently the world’s most powerful particle accelerator. An achievement of international scientific collaboration, the LHC was built in cooperation with a number of institutes around the world, including scientists and engineers from the Lawrence Berkeley National Laboratory and the Stanford Linear Accelerator Center. To celebrate the momentous occasion, swissnex brought together these normally competitive labs, using our space as neutral territory. Along with many scientists from the Universities of California at Davis and Santa Cruz, they joined together in celebrating the first proton beams circulated around the 27 km LHC tunnel. swissnex San Francisco fused the high energy of physicists in the US and Switzerland with a live link from CERN’s control room during the evening. Many non-scientists also joined the historic celebration.
In addition to public events, swissnex San Francisco activities included organizing study trips, conferences, interviews with visiting Swiss media and other knowledge exchanges.

Swiss Media in California

On the occasion of the US presidential elections, Swiss media took a fresh look at California and its pioneers, creators and citizens. In partnership with swissnex, Radio Suisse Romande (RSR) conducted roundtable interviews and produced videos for the program Grand8 covering topics such as Silicon Valley Magic, Ecotopia, The Next Big Thing, Mobility of Talents and Anti-Consumerism. On election day, Télévision suisse romande (TSR) set up a web studio at swissnex and interviewed more than 20 local francophones selected by swissnex from different fields and backgrounds to get their take on the historic event. Radiotelevisione Svizzera di Lingua Italiana (RTSI) also visited, portraying the work of swissnex San Francisco and some local Swiss start-up companies.

Digital Innovation

Following up on two previous study trips by the Swiss Broadcasting Corporation in 2006 and 2007, the heads of TSR’s and RSR’s news departments, André Crettenand and Patrick Nussbaum, respectively, spent two days in San Francisco studying “Digital Innovation in the Media Industry.” swissnex organized business meetings to discuss trends and innovations with representatives from organizations like Current TV, Kyte.tv, the Bay Area Video Coalition, twiki, local public TV station KQED and other industry insiders.
Media, Democracy and Elections

To celebrate the University of Zurich’s (UZH) 175th anniversary, high-level experts from Switzerland, other European countries and the US discussed their research on political communications, media and democracy in a 2-day workshop at swissnex September 5-6. Elmar Ledergerber, Mayor of Zurich, and Hans Weder, former Rector of UZH, welcomed the researchers to this intimate and elite gathering. They were inspired to debate, benchmark theories and outline first steps for potential joint projects. The conference was organized in cooperation with the Swiss Centre for Studies on the Global Information Society (SwissGis), the National Center of Competence in Research: Challenges to Democracy in the 21st Century, the City of Zurich and ThinkSwiss.

A timely and very interactive public roundtable on “How Do News Media Impact Elections?” kicked off the workshop the night before. While the Republican Party’s Convention was being held, our international panel of experts discussed the US presidential election campaign from their respective viewpoints.

The conference was an interesting event for a number of reasons. First, because of the important key-note speakers invited. With Lance Bennett and Shanto Iyengar two of the best US scholars in this field were present. Second, the debate between a good mixture of US and European contributors was interesting and inspiring. Because of the small group of people the discussion was really interactive and on a permanent high level. Finally, this was a very pleasant conference because of an excellent organization, and the unique environment that swissnex offers.

Peter Van Aelst
Postdoctoral Researcher, visiting fellow at the University of Washington, Seattle
Entrepreneurs, researchers and other guests on business or sabbatical are welcome to use our designated visitor’s desk. Thanks to our open working space, visitors immediately integrated into our team structure and benefited from swissnex’ global network and activities:

Silvia Hostettler, swissnex Bangalore, January

The director of the newly established swissnex office in Bangalore, India, Silvia visited to get ideas about what swissnex can be and what the key factors are to its functioning.

Stefan Russ-Mohl, University of Lugano, March - July

Stefan Russ-Mohl is a journalism professor and Director of the European Journalism Observatory. He spent his sabbatical researching the newspaper industry in the US, its struggle for survival and strategies for the future in the digital age.

Peter Egolf, Osmann Sari, Jean-François Affolter, University of Applied Sciences Western Switzerland, June

These three explored the Bay Area for new technologies in energy savings/renewable energy, scouting for future research cooperations. swissnex San Francisco helped them set up meetings with relevant organizations and stage a public event.

Bernard Rappaz, Gael Hurlimann, Nicolas Rosse, Télévision suisse romande, November

On the day of the US presidential elections, TSR set up a web studio at swissnex and interviewed more than 20 local francophones
about their hopes and fears for the future on a historic day watched closely around the world.

Fathi Derder, Sandra Jean, Nicolae Schiau, Katja Schaer, Fabrice Araldi, Radio suisse romande, September

swissnex’ network proved very valuable in finding interview partners for RSR’s program Grand8, covering several very Californian topics including Silicon Valley Magic, Ecotopia and The Next Big Thing.

CTI Start-up companies who visited swissnex throughout the year:
Jason Brown & Chris Podger, Mimosys (twice)
Richard Chappuis, HIP
Dominik Grolimund, Caleido (twice)
François Bochatay, deskNet
Renato Pellegrini & Clemens Kuhn-Rahloff, Sonic Emotion (twice)
Dania & Gregory Gerhardt, Amazee (twice)
Chris Craddock, Symfact (twice)
Federico Angiolini, Inocs
Roberto Vitalini, BASHIBA
Simon Geisshuesler, Vela Solaris
Reto Laemmler, Doodle
Rico Wyder, Cassiber

swissnex San Francisco is one of the first addresses I would recommend for Swiss start-ups to pay a visit. Every time we go there we meet new interesting entrepreneurs and people. swissnex is very valuable in bringing people together that can help each other. It builds a bridge between Switzerland and Silicon Valley that makes these two worlds come together in a natural way.

DANIA GERHARD
HEAD FINANCE AND OPERATIONS, AMAZE LTD.
teams

swissnex San Francisco is a nexus for organizations active between Switzerland and the West Coast of North America. Our open office space was designed to maximize knowledge exchange and to facilitate cooperation. In 2008, five organizations and companies shared our workspace on an ongoing basis, gaining unique access and visibility and helping swissnex to connect the dots.

Greater Zurich Area

Greater Zurich Area Inc. promotes and markets one of Europe’s economically strongest regions, encouraging US companies to settle in the Greater Zurich Area. They provide complimentary support to companies at the location evaluation stage, in cooperation with the business promotion agencies in the member cantons and cities.

CTI Start-up: Ecosystem Ventures

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

**CTI Start-up: Inetoo**

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

**Spatial View**

Spatial View Inc. is a pioneer in 3D image processing and auto-stereoscopic display. Its international team with links to Switzerland, Canada and Germany develops products that transcend the boundaries of 2D imaging, opening new dimensions and interactive solutions in medicine, engineering, geo-informational systems, advertising and entertainment. Spatial View delivers auto-stereo displays with no auxiliary gadgets, making 3D more accessible, affordable, versatile, and inspiring.

**ClimatePartner**

ClimatePartner is an intelligent climate protection enabler. ClimatePartner is a strategy consultant, developer of applications and process provider. With a multi-level consulting approach in five core fields of expertise, ClimatePartner offers its clients worldwide perspectives with and within voluntary climate protection.
from left to right:

Luc Meier joined the Programming & Development team in spring 2008. His work focuses on the rich intersection of science, technology and the arts.

Charlotte Jourdain was Deputy Director until fall of 2008. A key figure in swissnex’ growth and development since its inception, she left to pursue graduate studies.
Vanessa Drigo manages our overall Programming & Development activities, including events and programs for our visitors. She also manages the internship program.

Michael Brogle from the University of Applied Sciences, Chur was an Academic Intern from February – September, supporting all swissnex activities and operations.

Birgit Coleman heads the Innovations & Partnerships desk. She identifies strategic partnerships for Nestlé and coaches Swiss Start-up companies for CTI Start-up.

Laura Erickson manages Finance & Communications, assuring the integrity of swissnex’ financial reporting and public communications.

Amy Sandoval became our Building & Office manager in summer 2008. She ensures that swissnex runs smoothly at all times and coordinates event logistics.

Claudia Egger took on Communications & Programming functions in spring 2008. She manages diverse communication projects and organizes some events.

Christian Simm, is the Executive Director & Founder of swissnex San Francisco. He also acts as the Science and Technology Counselor for Western Canada and USA.

Larissa Tschudi from the University of Zurich was an Academic Intern from August – December, supporting all swissnex activities and operations.

Not pictured:

Deborah Several was our Building & Office manager until last August.

Thomas Baumgartner was an Academic Intern from EPFL until last March.

Veena Pathiparampil was an Academic Intern from UC Berkeley until last December.
Several Swiss media teams visited and worked at swissnex San Francisco in 2009. Our activities have been widely reported, and we are becoming more and more present in online blogs and other digital media:

Business Week • Brand Eins • EPFL Flash • Fora.tv • Forbes
Fox Business • Horizonte • HumanKindMedia • Keiretsu • L’AGEFI
L’Hebdo • Le Matin Dimanche • Le Temps • LiveJournal
MarketWatch • Neue Zürcher Zeitung • NextNow • NextWeb • PME
Magazine • Radio suisse romande • Radiotelevisione svizzera • Reuters
San Francisco Chronicle • SwissInfo • Symmetry • Télévision suisse romande • The Earth Times • The Energy Daily • Ticino Management
Twitter • Wired Science Online • ValleyWag • Youtube • Zibb
and many more
Le point commun entre des robots footballeurs, du jazz par Internet, des tissus électroniques intelligents et notre bonne vieille Helvétie? Il faut traverser l'Atlantique pour le trouver. En plein San Francisco, l’organisation swissnex s’est fixée pour mission de donner une réputation mondiale à l’innovation scientifique et artistique suisse... Futuriste, inspirée et carrément positive, la Suisse vue de San Francisco est décidément très réjouissante.

Didier Bonvin
Le Matin Dimanche, Jan. 13, 2008

Grâce à leur travail de réseautage, les swissnex de San Francisco et de Boston ont suscité une forte augmentation de l’intérêt pour la science et la technologie suisses.

Pascal Marmier
Interview dans Bilan, Sept. 24, 2008

These swissnex offices are incredible. Brick everywhere. And beams. 25 foot ceilings.

Alexis Madrigal
Twitter, Dec. 13, 2008

Swissnex: Diese Schweizer Einrichtung betreibt ein ebenso erfolgreiches wie unorthodoxes Experiment zur Wirtschaftsfoerderung, das Handelsattachées der alten Schule die Haare zu Berge stehen laesst. swissnex hilft angehenden Unternehmern dabei, ihre Ideen in Kalifornien auszuloten, dort Firmen zu gruenden... Als Beihilfe zum Brain Drain sieht Birgit Coleman ihr Programm keineswegs. “Egal wo ein Start-up am Ende waechst und Arbeitsplaetze schafft, es ist immer eine Schweizer Erfolgsgeschichte. Im Idealfall bekommt jeder etwas ab.”

Steffan Heuer
Brand Eins, May 2008

In one sense, swissnex’ methods of cultivating relationships with corporations and academic institutions is traditionally Swiss – low key – but it hardly resembles standard diplomacy.

Justin Haene
Swissinfo, Dec. 4, 2008

Aux Etats-Unis, Boston et San Francisco travaillent étroitement avec des innovateurs et entrepreneurs suisses par le biais d’événements, programmes de formation ou divers services de support. Grâce à un soutien de la CTI, les deux bureaux américains offrent un conseil aux start-ups qui développent leurs affaires dans la haute technologie.

PM/JM
L’Agefi, July 2, 2008
swissnex San Francisco has an innovative public-private business model. The service level agreement we sign with the State Secretariat for Education and Research mandates that we cover 2/3 of the funding for our activities from third-party sources, i.e. organizations other than SER.

Thanks to the generous contributions of our partners and sponsors in 2008, swissnex San Francisco once again met and exceeded this goal – for the 5th consecutive year.

**2008 Contributions**

- SER projects: $103,441
- SER combined operating: $608,110
- General 3rd party: $253,266
- Event partners: $158,549
- Mandates: $192,541
- Cost-sharing: $50,810
- 2008 Total: $1,366,717

**Historical Trend 2003-2008**

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<td>$ 90,154</td>
<td>$ 178,158</td>
<td>$ 101,879</td>
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<td>2007</td>
<td>$ 72,000</td>
<td>$ 473,756</td>
<td>$ 70,671</td>
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<td>2008</td>
<td>$ 103,441</td>
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swissnex fulfills an important role in linking the cultural and scientific uniqueness of Switzerland with the dynamic West Coast. New concepts that combine lifestyle and business are likely to emerge from these cross-continental partnerships, and as pioneers in our own world of design being associated with swissnex is a logical step.

Yves Behar
President Fuseproject Inc.
Creativity is more than just present at swissnex San Francisco. It is what we strived for and lived by during the first five years of our existence. And it will continue to drive us in the future: to encourage, connect and enable; to mobilize and motivate; to translate, facilitate and innovate.

With outposts in Boston, San Francisco, Shanghai, Singapore and soon Bangalore, the swissnex network gives Switzerland a unique edge and a remarkable international visibility. But success also attracts competition – reason enough to outlaw complacency, remain lean, reinvent ourselves and shoot for the stars. This is why in 2009 swissnex San Francisco will fine-tune the existing and experiment with the new.

Several high-level delegations have already announced their visits: our State Secretary for Education and Research while on his way to sign a bilateral research agreement with the United States, and the President of the Swiss National Science Foundation, representing at the same time European Heads of Research Councils.

Thank you for your energy and effort in helping us to extend our contacts in Canada. Without such help our work would have been much more difficult. The meeting in Vancouver was very productive and we are now further in our endeavours to promote our university in British Columbia. I am very much looking forward to working with you in 2009.

Robert Buttery,
Head Intl. Relations, UAS Northwestern Switzerland
In July a group of nearly thirty VIPs from the Canton of Vaud will tour California from north to south in inaugurating several joint summer school programs between universities from the two regions.

Two “learning expeditions” will be proactively organized by swissnex: one to intimately acquaint American specialists with Switzerland’s fortes in both design and innovation, the other to help international relations officers from Swiss universities to establish closer partnerships with peer institutions in Alberta and British Columbia.

If events will continue to punctuate the year, thematic series will guide them more often, the audience’s reactions will be monitored more closely, and methods to maximize the added value for all parties will be tested. Silicon Valley is not short on ideas for decreasing the degrees of separation between bright minds!

Reaching a critical mass in services important to our partners and clients could turn out to be the most exciting challenge for 2009. Let’s “imagineer” together what could be done in international communication and public relations, in nascent alumni initiatives or in open innovation …

swissnex does a fantastic job of connecting people to people, ideas, information. In these current times, you might want to increase your ability to be a conduit for people and ideas through even more collaborations. The issue being – swissnex is good at what it does. Many other companies could benefit from your resources.

KENNETH JAMES,
MANAGER STRATEGIC INTELLIGENCE, PG&E