Initiative of the State Secretariat for Education and Research SER
Annex of the Consulate General of Switzerland in San Francisco
Swiss Knowledge Network Outposts in Bangalore, Boston, San Francisco, Shanghai, and Singapore
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Daring to Innovate

If the ability to rethink and reinvent is the hallmark of innovation, then the launch of the swissnex network in 2000 surely proved Switzerland’s aptitude for innovating.

swissnex, a first-of-its-kind platform, is committed to connecting Switzerland’s knowledge-based economy and internationally competitive universities with global centers of science and education. But such innovation was not without risk.

Indeed, swissnex was a long-term bet. Introducing a new paradigm in foreign policy by leveraging public-private partnerships meant persuading academic, corporate, and government stakeholders to journey into uncharted territory.

Today, the bet is paying off for Switzerland. What was once seen as an experiment in Swiss science diplomacy is now a driving force in our International Science Policy with a well-defined strategy and tangible outcomes. From its start in Boston, the swissnex network has grown five-fold to include outposts in San Francisco, Singapore, Shanghai, and an office in Bangalore soon to become a full-fledged swissnex.

The Swiss Federal Institutes of Technology as well as the Swiss Universities, Universities of Applied Sciences, and the nation’s labs and research centers have all seen the benefits of collaborating with a network of academic ambassadors to better target international partners and empower young talents. Swiss start-ups, innovators, and emerging leaders also leverage the network to penetrate the world’s most competitive innovation ecosystems and emerging markets.

Global collaboration must be seen as an opportunity, not as a threat, for Switzerland’s knowledge-based economy to continue to rank among the top in a fast-evolving world. Global collaboration is also our common responsibility in order to face the tremendous social, energetic, and environmental challenges that our planet—and many emerging countries—face.

What has emerged from the swissnex mission of “connecting the dots” is a rich network with mutual interests and local expertise in strategic regions that allows Switzerland to reach out around the world. swissnex has truly established itself as an indispensable tool for Switzerland’s scientific leadership. What was just a vision in 2000 has definitely become a reality and we are currently planning the next steps in its development.

Federal Councillor Didier Burkhalter
Head of the Federal Department of Home Affairs FDHA
When Switzerland’s Federal Councillor and Interior Minister, Didier Burkhalter, spoke at the 2010 swissnex Day—the annual meeting of swissnex directors and stakeholders—he told the crowd, “Switzerland is like a swissnex: open, dynamic, entrepreneurial, intelligent, creative, and networked.” This sentiment sums up our motivation for working every day to make connections that solidify Switzerland’s unique excellence.

**Open:** Throughout 2010, swissnex San Francisco continued to welcome long- and short-term visitors, entrepreneurs-in-residence, innovative companies, and others to our lively hub. Media specialists from Swiss universities came to use our infrastructure, to network, and to learn from our local expertise. Swiss universities sent new graduates to develop active alumni networks in the region and foster student exchange.

We designed a program for Swiss VIPs exploring ways to increase the public understanding of science, and another focused on California’s cleantech industry. With Presence Switzerland, we organized and led a study tour to Switzerland examining the country’s innovations, policies, and advances in renewable energy and sustainability.

**Dynamic, Intelligent, Creative:** This year we tackled research projects on international houses, peer review, and open innovation for university and corporate clients who trust in swissnex’s abilities. Our local reputation endured as we brought fresh, thoughtful programming to the Bay Area through public events (more than ever before) and partnerships with organizations aligned with our mission. We expanded on topics such as light and the brain with event series, and we reached audiences in creative ways including FORA.tv and social media. The exhibits we brought to the US toured the country, allowing us to work with partners from Boston to New York to Miami to LA.
Entrepreneurial, Networked: At swissnex San Francisco, we are known for our quality network. This, together with our local knowledge, attracted many Swiss start-ups to our space in 2010 hoping to gain traction in the US. Our continued partnership with the Swiss Innovation Promotion Agency CTI shifted into high gear with the launch of the US Market Entry CAMP in September and a full pipeline of companies itching for a spot. The connections we facilitated between Swiss and local experts in science and technology resulted in new alliances sure to benefit Switzerland and North America.

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

The swissnex San Francisco team
swissnex at a glance

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

Our global perspective and local expertise allow Swissnex San Francisco to anticipate and nurture fruitful collaborations and align the best academics, researchers, entrepreneurs, artists, and thought leaders so that relationships and partnerships can flourish. Working under several mandates, we also help build the presence of Swiss innovators on the world stage. We believe that unexpected encounters can lead to the brightest achievements, and we encourage the cross-pollination of ideas through the many connections made at Swissnex.

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

Christian Simm
Executive Director & Founder

Birgit Coleman
Innovation & Partnerships

Gioia Deucher
Entrepreneurship & Special Programs

Vanessa Drigo
University Relations & Programs

Laura Erickson
Finance & Process Management

Natasha Feiger
Administration & Logistics

Luc Meier
Interdisciplinary Programs

Florencia Prada
Communications (New Media)

Megan Williams
Communications (Writing & Editing)

Oliver Stanek
Credit Suisse IT Specialist
not shown:
Lucas Bonadei
Junior Project Manager, moved in December and is currently working in the tourism industry in Hamburg, Germany

Marco Caffi
Credit Suisse IT Specialist, returned to Credit Suisse in Zurich in December

Linda Domeisen
Junior Project Manager, left in June and is now attending the Graduate Institute of International and Development Studies in Geneva

Aaron Egolf
Junior Project Manager, also attending the Graduate Institute of International and Development Studies in Geneva after moving home in September

Noémie Enz
Interdisciplinary Programs, left at the end of November to pursue a major curatorial project in Switzerland

Andrea Inglin
Junior Project Manager, completing her graduate studies at the University of Basel after leaving swissnex in February

Simon Lépine
Junior Project Manager, EPFL-A3 Alumni Representative, returned to Switzerland in June

Josias Planta
Junior Project Manager, UZH Alumni Representative, moved back to Switzerland in April and is now at the University of Zurich in the International Relations Office

Louise Roux
Junior Project Manager, UNIGE Alumni Representative, returned to Switzerland in December

Marcel Schoenbaechler
Credit Suisse IT Specialist, returned to Credit Suisse in Zurich in June
In 2010, we organized or co-organized 81 public and invitation-only events, a dramatic increase over 2009. Of these, nearly half took place outside of swissnex San Francisco’s event space, compared to just 25 percent last year. Clearly, our goal to increase partnerships, gain new audiences, and grow our network overwhelmingly succeeded as we collaborated with individuals and organizations from San Francisco to Miami to New York City to Bern, Switzerland. Here’s a sample of event highlights from the last year that includes not only public exhibitions, conferences, and workshops, but important study tours and more. For a full list, visit www.swissnexsanfrancisco.org.
Thanks again for making [Echoes of the 2010 Davos World Economic Forum] so lively and informative. I heard all sorts of wonderful comments from the guests afterwards who appreciated your ability to illuminate the issues at Davos, as well give a sense of what the experience is like. When one adds in the packed scene, it rather reminded me of the Partners Lounge between plenaries. Like Davos, I'll bet that everyone left the reception with one new idea and one new friend!

**Paul Saffo, Forecaster, Saffo.com, San Francisco**

I've not only enjoyed all the lectures at swissnex, I've walked away with so much more knowledge than expected. You are running a very impressive program.

**Jessica Howard, Business Development, Howard Development, San Francisco**

Thank you so much for supporting Science Hack Day in 2010. The weekend was an overwhelming success with your help. Looking forward to another year of science hacking and wishing you + swissnex San Francisco well with all your endeavors in 2011.

**Ariel Waldman, Interaction Designer and Founder of Spacehack.org, San Francisco**

<table>
<thead>
<tr>
<th>Milieux Sonores: Sound and Imaginary Space 01SJ Biennial 2010</th>
<th>This is Your Brain on Brain Date</th>
<th>Swiss University Alumni in California: Success Stories</th>
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mandates

We continued to work on contracted partnerships with Swiss universities, companies, and other knowledge-based organizations in 2010 and we forged new alliances that achieve mutually beneficial goals.

**EPFL**

2010 was the first full calendar year of our targeted communications mandate with the Ecole Polytechnique Fédérale de Lausanne (EPFL). As of September, our work to broaden the university’s international press outreach in North America resulted in more than 300 articles in English-speaking media, at least 50 (in publications including *Popular Science* and *Fast Company*) directly traceable to our efforts. We enabled the university’s first social media channels, with hundreds of active followers on branded Twitter and Facebook pages by the end of the year, making EPFL the leading Swiss university in the use of social media. Our work in 2010 led to two panel discussions featuring EPFL researchers at the American Association for the Advancement of Science Annual Meeting—the largest in the world—in early 2011. Two professors were invited to participate in a press briefing in front of the world’s science media, and at the time this report went to press, articles on their work had appeared in the *Financial Times*, *BBC*, and *CNN*.

[Thank you to] Birgit Coleman from swissnex who showed me the way forward in terms of networking and connectivity.

**Helmut Traitler**, Nestlé Innovation Partnership, Glendale (From his farewell speech)
CTI Start-up USA

CTI Start-up is an initiative of the Swiss Innovation Promotion Agency CTI. swissnex San Francisco partners with CTI to make long-term workspaces available for entrepreneurs-in-residence. We welcome CTI Start-up companies and help with their US market entry efforts by brokering valuable introductions within our network and providing advice on navigating Silicon Valley and the West Coast. Seventeen CTI start-ups came to the swissnex office in 2010 (compared to 13 in 2009), with many returning more than once.

We launched the US Market Entry CAMP in September in cooperation with swissnex Boston to both speed up and smooth out the transition into the US market through tailored activities built around each company’s unique needs and goals. The three-month work stay program is supported by CTI and the Gebert Rüf Foundation.

Pro Helvetia

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

Our collaboration with Pro Helvetia came to full bloom in 2010 as we presented our most ambitious project yet, Milieux Sonores: Sound and Imaginary Space, an exhibition by Marcus Maeder and the Institute for Computer Music and Sound Technology (ICST Zurich) shown at Gray Area Foundation for the Arts in San Francisco. We worked with an increasing number of important West Coast organizations this year such as the San Francisco Art Institute, California College of the Arts, Yerba Buena Center for the Arts, San Jose Museum of Art, and others. We oversaw major exhibition tours including Design Preis Schweiz and EPFL+ECAL Lab’s Sunny Memories, which showed in San Francisco, New York, and Boston with support from Lombard Odier Private Bankers, the Center for Architecture, The Laboratory at Harvard, and swissnex Boston.
Nestlé Innovation Partnership Desk

Nestlé’s Innovation Partnership Group identifies, evaluates, and adds value to the company and to its customers through the co-development of innovation with external partners, called “Open Innovation.” In 2007, the Group opened the Innovation Partnership Desk at swissnex San Francisco to identify strategic partnerships within the realms of Nestlé’s core business: nutrition, health, and wellness. In addition to the day-to-day work of intensifying Nestlé’s open innovation activities, swissnex San Francisco hosted a roundtable on design in business in 2010, moderated by former Bloomberg BusinessWeek editor for Innovation and Design, Helen Walters. We also served as Nestlé’s hub for connecting to the other swissnexes, as well as to the global network of Swiss Science and Technology Counselors, in their search for innovation partnerships.

Canton of Vaud - Higher Education

We work with the Swiss Canton of Vaud to promote their educational institutions and to facilitate their cooperation with colleges and universities here in the West. We maintain a dedicated workspace in our office for Vaud officials and collaborators traveling to the Bay Area, and we assist official delegations led by cantonal ministers. As part of our work to promote higher education in the region, we stay alert to new education trends and provide our mandate partners with this and other high-level information to benefit their programs. Finally, we continue to support the five joint summer school programs between Vaud’s universities of applied sciences and California’s state universities.
2010 was, in some ways, the year of the university for swissnex San Francisco. We assisted Swiss schools more than ever before in expanding their presence globally by hosting visitors and alumni representatives, holding alumni and public events featuring university research, and attending student fairs on behalf of our partners. We also worked on research projects and developed a novel social media initiative to benefit our stakeholders. Below, a breakdown of our service to Swiss higher education.

**Alumni:** Three Swiss universities, EPFL, University of Zurich, and University of Geneva, sent alumni representatives to the swissnex office to establish active alumni networks in the San Francisco Bay Area with our help and contacts.

**Visitors:** Two media specialists from Swiss universities worked in our office to learn about the Bay Area and Silicon Valley. Many other higher education officials came to swissnex on a shorter-term basis to brainstorm and discuss collaborations and to make lasting connections with academic partners in North America.

**Events:** From alumni mixers to student fairs to top-notch speakers in science and technology, we continually highlighted the innovation and excellence of Swiss higher education in 2010. We organized an event featuring Disney Research Zurich, for example, an ETH Zurich lab connected to the entertainment company. We also provided a platform for the University of Applied Sciences of Southern Switzerland to present results on post-disaster reconstruction, among many other examples.

**Research:** Independent research projects for Swiss universities let us explore the similarities and differences in the way schools measure the quality of institutional research through peer review and in the way they interact with international students on campus.

**Media:** We conducted press outreach and social media coaching for universities, and developed a major initiative to begin in 2011 that assesses and trains Swiss higher education institutions in the successful use of social and new media tools.
Gerne hätten wir mehr solch gute Partner wie swissnex SF

**Lukas Heuss, Co-Head of Programs, Pro Helvetia, Zurich, Switzerland**
I very much enjoyed Sunny Memories and I am looking forward to attending more events organized by swissnex related to renewable energy technologies."

ELISABETH CHOURAKI, blueENERGY GROUP, SAN FRANCISCO, USA
We offer workspace in the heart of downtown San Francisco for Swiss entrepreneurs, researchers, and others looking to take part in our open work environment and global network. In 2010, individuals from the Swiss Federal Institute of Technology in Zurich (ETH Zurich), as well as a long list of new and returning guests visited. Below, find a sample of some of the people we welcomed in the last year.

**Roman Klingler** Swiss Federal Institute of Technology in Zurich (ETH Zurich), May – June

Head of Media Relations for the Swiss university, Roman Klingler spent his sabbatical immersed in swissnex San Francisco’s open office atmosphere and, as he calls it, the Bay Area’s “spirit of innovation.” With the help of the swissnex San Francisco network, he made valuable connections with his counterparts at Stanford University, University of California at Berkeley, and Caltech in Southern California. He attended conferences and met with local players in the media, and co-organized an event with swissnex on Disney Research Zurich. He received coaching from swissnex on tools such as Facebook, Twitter, and LinkedIn, taking this knowledge back home with him and logging his experiences in *ETH Life*, a university publication.

**Adrian Ritter** University of Zurich (UZH), September

UZH news reporter Adrian Ritter spent a month at the swissnex San Francisco visitor’s desk, sitting side-by-side swissnex San Francisco’s communications team. His goal was to improve his English writing skills and experience the Bay Area and Silicon Valley. He reported in both English and in German on swissnex San Francisco’s director, Christian Simm, and swissnex’s unique ability to make connections and stay alert of new trends, among other projects.
2010 CTI Start-up Visitors:
The following companies benefited from swissnex’s expertise, valuable network, and open office environment in downtown San Francisco.
Rico Chandra & Mario Vögeli, Arktis Radiation Detectors
Christian Hirsig, Atizo
Bruno Fischer, ClipCook
Martin Zahnert & Alexander Illic, Dacuda
Reto Lämmler, Doodle
Franz Hoffman, Fontself
Matthias Sala, Gbanga
Jan Lichtenberg & Jens Kelm, InSphero
Anday McGibbon, Jaree
Gilles Florey, KeyLemon
Christian Flörkemeier & Samuel Müller, Mirasense
Emanuela Keller, NeMo Devices
Colin Sanctuary & Simone Rizzi, QGel
Andrea Hildebrand, senseFly
Sud Ariarajah, sensorScope
Simon Geisshüsler, Vela Solaris
Nicola Rohrseitz, ViSSee

I wanted to thank all of you for the professional work and support to make the Disney Research Zurich event possible. I was very pleased with the result and the feedback confirmed my impression that the event was well received and the speakers enjoyed being at swissnex. So: Danke schön - merci beaucoup - grazie tanto!

ROMAN KLINGLER, HEAD MEDIA RELATIONS,
ETH ZURICH, ZURICH, SWITZERLAND
teams

swissnex San Francisco is a nexus for individuals and organizations active between Switzerland and the West Coast of North America. Our open office space was designed to maximize knowledge exchange and to facilitate cooperation. In 2010, five organizations shared our workspace on an ongoing basis, gaining access to our network and valuable visibility while actively helping to connect the dots.

Greater Zurich Area

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

Ecosystem Ventures

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

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

Fundo

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

Spatial View

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

“I’d like to thank you for getting David Kouidri from Polydec in Chicago and me in contact. David took the time to visit our company yesterday and provided us very helpful information and wise advice. We will definitely stay in touch and continue to share experiences."

Nicolás Bernet, Composites Busch SA, Porrentruy, Switzerland

“It’s great to see how swissnex has developed, you should be proud of this.”

Jim Pulcrano, Executive Director, IMD, Lausanne, Switzerland
CAMPing Out at swissnex

In September, the swissnex outposts in San Francisco and Boston launched the US Market Entry CAMP together with the Swiss Innovation Promotion Agency CTI and the private Gebert Rüf Foundation. The new model helps selected Swiss start-ups in the CTI program speed up and smooth out their transition into the US market through a focused, three-month stay at either swissnex. Tailored activities built around each company’s unique needs and goals are provided by the swissnexes in order to increase chances of success and get start-ups connected in the two innovation hubs. The first CAMPers arrived at swissnex San Francisco in November, 2010.

Going Social (Media)

During the last year, our efforts to assist Swiss universities in their internationalization strategies took a major step forward. After a preliminary study showed low usage of social media within Swiss higher education, we began lively discussions on the potential benefits with communications and internationalization staff from a number of schools.

In November, we secured the necessary funding to lead “Swiss Academia and the Social Media Landscape,” a novel two-year program made possible by the Gebert Rüf Foundation and the Swiss State Secretariat for Education and Research that will assess barriers and train Swiss institutions in social media. The initiative will help Swiss higher education provide the wired world with access to real-time news and achievements through Twitter, Facebook, YouTube, and the like in addition to traditional tools.
Technology and Art

swissnex San Francisco is committed to highlighting Switzerland’s excellence at the intersection of art and technology. In the last year, we showcased an installation based on LEDs from the Zurich ColourLight Center, part of the Institute for Design and Technology at the Zurich University of the Arts, and featured multimedia works from Swiss artists Ursula Scherrer, Flo Kaufmann, and Ursula Biemann. Swiss choreographer Jasmine Morand’s robotics inspired dance was included in the San Francisco International Arts Festival thanks to our involvement, and we presented sound performances from Switzerland’s G*Park and trio MKM.

With gallery and digital culture non-profit Gray Area Foundation for the Arts, we organized the US debut of Milieux Sonores: Sounds and Imaginary Space, curated by Marcus Maeder and the Institute for Computer Music and Sound Technology at the Zurich University of the Arts. The exhibition’s five installations used cutting-edge audio technology to build imaginary environments with sound.

We also facilitated three Swiss projects at the 2010 01SJ Biennial, San Jose’s digital arts festival, including an augmented reality “magic” book, an Internet light source for space colonies, and the sounds of ripening tomatoes composed by gas emissions. In cooperation with EPFL+ECAL Lab and the California College of the Arts (CCA), swissnex San Francisco presented Sunny Memories, a groundbreaking exhibition fusing new solar cell technology with design that toured the US after a successful showing at CCA’s Wattis Institute for Contemporary Arts in San Francisco.
swissnex Day

The 2010 annual meeting of swissnex directors and stakeholders took place November 8 at the Rolex Learning Center, on the campus of EPFL in Lausanne, Switzerland. Many leaders, including Interior Minister and Federal Councillor Didier Burkhalter, spoke about the value of the 10-year-old network of outposts. The event appeared on the evening news in Switzerland and in numerous publications. Internet platform Amazee’s co-founders Dania and Gregory Gerhardt were on hand to express how the outposts help start-ups and other businesses. Amazee gained traction in the Silicon Valley thanks to swissnex San Francisco’s guidance and valuable contacts.

Official Delegations

Federal Councillor Burkhalter traveled to the US in late October to meet with swissnex teams in Boston and San Francisco. Burkhalter spent two intensive days in the Bay Area with a delegation including Thierry Lombard, Managing Partner of Lombard Odier & Cie, Professor Antonio Loprieno, Rector of the University of Basel and Head of the Conference of Swiss University Rectors, along with State Secretariat for Education and Research Mauro Moruzzi, and other Swiss leaders. The group visited the swissnex San Francisco-sponsored sound-art exhibition *Milieux Sonores* at Gray Area Foundation for the Arts and talked with Swiss entrepreneur and wine-maker Jean Hoefliger at Alpha Omega Winery in Napa. They joined a breakfast at swissnex attended by the swissnex team and members of Greater Zurich Area and of the Consulate General of Switzerland. The delegation also sat with executives at Genentech and Kaiser Permanente to discuss challenges and innovations in personalized healthcare.

Other high level delegations counted on us to design programs around effective science centers and models for improving the public understanding of science. The Bank of the Canton of Vaud (BCV) sponsored a delegation of professional journalists and editors, along with BCV representatives, to
discover California’s cleantech sector. With our help, the participants met with companies including Applied Materials, Calisolar, the Joint BioEnergy Institute, and others. They heard from Google’s “green energy czar,” Bill Weihl, test-drove Tesla’s electric sports car, and joined an audience at swissnex San Francisco for a panel discussion on the “Psychology of Energy Conservation.”

New Connections

When Birgit Schleifenbaum, the VP of Innovation of Flavors for Firmenich, visited the San Francisco Bay Area in June, we helped connect her to US peers at Safeway, Chevron, and Logitech. We look forward to collaborations with Firmenich in the future. 2010 was also the first year swissnex San Francisco worked with the innovation and corporate research & technology team at Hilti, a technology provider for the global construction industry.

Study Tours

In May, swissnex San Francisco’s Gioia Deucher and Katharina Antonietti of Presence Switzerland led a weeklong journey with cleantech and renewable energy experts from the US to exchange knowledge and ideas with Swiss leaders in the field. The trip highlighted Switzerland’s booming solar field, innovative electric solutions, and committed efforts to reduce carbon emissions. Organized by ThinkSwiss-Brainstorm the Future and swissnex San Francisco, the tour took participants to a soccer stadium in Bern with the largest solar roof for a venue of its kind, to Neuchâtel’s Ecoparc, and to meet with leaders of MINERGIE, the Swiss version of LEED. They also rode electric bikes from FLYER, toured the Energy Science Center and the Science City Campus of the ETH Zurich, and held discussions with a number of other thought-provoking organizations working for a clean, sustainable future.
As swissnex San Francisco enters its eighth year, our maturity as an organization brings trust and recognition from the local community. More and more, we work with outside partners to host events, show our exhibitions, and collaborate on exciting projects that fit our mission to connect Switzerland and North America. As our name carries greater weight and we gain new audiences, our value to Switzerland grows and the better we serve our stakeholders and our network.

In 2010, we reached out to new, relevant partners and still more came forward wanting to work with us. The interdisciplinary art and technology projects we’re known for led to successful collaborations with Gray Area Foundation for the Arts, Yerba Buena Center for the Arts, and other highly respected institutions. Our solid standing as a science, technology, and innovation hub brought partners like WIRED and Longshot magazines to our space to hold events of their own and share their networks with ours.

We co-sponsored outside events this year such as Science Hack Day, a 24-hour marathon of collaboration, hacking, and “creating awesome things” held at the Institute for the Future in Palo Alto and supported by NASA, Yahoo, California Academy of Sciences, TechShop, and others.

Our partnership with online, smart video provider FORA.tv drew viewers to our filmed events and contributed to a sharp spike in subscribers to our YouTube channel, helping our programming gain traction well into the future.

swissnex has been a terrific partner. You’re willing to continually find ways to improve the production quality of your programs. We have also become more and more impressed with the programs and panels you’re organizing. I think each of the last three made the front page.

KYLE CRAWFORD, FIELD PRODUCTION MANAGER & PROGRAMS COORDINATOR, FORA.tv, SAN FRANCISCO, USA
With high profile events, new partnerships, and an active voice on social and new media, word about swissnex San Francisco and the mission we serve is getting out. Our added content such as photo slideshows, videos, and speaker presentations were swapped, shared, liked, and retweeted throughout 2010. Bloggers and online journalists from the US and Switzerland took note—literally. Traditional media, too, mentioned swissnex San Francisco and our projects in print. And our consulting work to increase press outreach in North America for our clients and stakeholders led to numerous stories in the mainstream media.

A sample of the publications who paid attention to swissnex San Francisco and our projects in 2010:

- 20 Minuten Online
- ArtSlant
- BayAreaScience.org
- Bilan
- BLDG BLOG
- Corriere del Ticino
- Dwell.com
- Engadget
- ETH Life
- flavorpill
- Fast Company
- handelszeitung
- Le Temps
- L’Hebdo
- New Scientist
- QUEST Community Science Blog
- San Francisco Chronicle
- Schweizer Illustrierte
- SF Gate
- swissinfo
- The New York Times, Green Blog
- Tribune de Genève
- Wired.com
- Wired Magazine

Toutes mes félicitations d’avoir fait partie de la cuvée 2010 du Forum des 100. C’est un choix hautement mérité.

YVES OLTRAMARE, OLTRAMARE FOUNDATION, GENEVA, SWITZERLAND

Sustainable reconstruction - a moving panel discussion on post-disaster recovery @swissnexSF tonight

@BAYAREASCIENCE
The study tour has been just phenomenal. I've learned so much and made some great Swiss contacts. I think for the next decades I'll be talking about how wonderful Switzerland is and how advanced Switzerland is in the world of energy. It's been a great tour, great hosts; I really appreciate what the Swiss government has done. Hopefully, we're going to be bringing some Swiss companies to Georgia to do some manufacturing, and hopefully we'll find some partners for American technologies to bring over [to Switzerland].

**JILL STUCKEY, DIRECTOR, GEORGIA CENTER OF INNOVATION FOR ENERGY, ATLANTA, USA**

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May 2010 cleantech and renewable energy study tour to Switzerland. Experts from the US exchanged knowledge and ideas with Swiss counterparts and even had time to test out electric bikes from FLYER. The company won the Federal Office of Energy’s prestigious Watt d’Or price in 2009 for its achievements in sustainability, such as a fully solar powered factory.
With our public-private partnership model, swissnex San Francisco is exploring new avenues for Switzerland’s science diplomacy. This innovative approach requires us to finance at least 2/3 of our projects with third party funds, a target set by the contract we sign with our home department, the State Secretariat for Education and Research. In 2010 swissnex San Francisco once again achieved and exceeded this goal, proving the value of collaboration across disciplines and borders. We are grateful to the many individuals and organizations that made this possible.

2010 Budget

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<td>Cost-sharing</td>
<td>57,915</td>
</tr>
<tr>
<td><strong>2010 Total</strong></td>
<td><strong>$1,986,901</strong></td>
</tr>
</tbody>
</table>

2010 Activities: Third Party vs. SER

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SER Projects</td>
<td>252,076</td>
<td>18%</td>
</tr>
<tr>
<td>Third Party Cash</td>
<td>855,210</td>
<td>82%</td>
</tr>
<tr>
<td>Third Party In-kind</td>
<td>319,665</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,986,901</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
sponsors & partners

Founding Donors
Swiss Re
Fondation Oltramare
fuseproject

Lexicon Branding
Swisscom
EPFL

ETH Board
Fastmetrics
Swiss International Air Lines

Sponsors & Partners

23five Incorporated
24 Heures
Advance
Agilent Technologies
AIA New York Chapter
Alpha Omega Winery
Applied Materials
Banque Cantonale Vaudoise
Bay Area Council Economic Institute
BILAN
Bloomberg BusinessWeek
Burill & Co.
CADRE Laboratory for New Media
California Academy of Sciences
California College of the Arts
California State University at Monterey Bay
CaliSolar, Inc.
Caprion Proteomics US, LLC
Cascade Sierra Solutions
Center for Architecture NYC
Cie. Prototype Status
Cleantech Group LLC
ClimatePartner
Consulate General of Canada
Consulate General of France
Consulate General of Netherlands
Consulate General of Switzerland
Credit Suisse
CTI Invest
Département Fédéral des Affaires Etrangères
Disney Research Zurich
Done SA
Draper Fisher Jurvetson
D’S Design Center
Dwell Magazine
Dyesol Inc.
Ecole Hôtelière de Lausanne
Ecole Polytechnique Fédérale de Lausanne (EPFL)
Ecosystem Ventures
Eidgenössische Technische Hochschule Zürich (ETH Zurich)
Embassy of Denmark
Embassy of Switzerland in Washington
EPFL - A3
EPFL+ECAL Lab
Etat de Vaud
European Organization for Nuclear Research (CERN)
Exploratorium
fabric | ch
Facebook
fastmetrics
Fermi National Accelerator Laboratory
Finanz & Wirtschaft
Fundo S.A.
fuseproject
G24 Innovations
GEBERT RÜF STIFTUNG
Geneva Academy of Humanitarian Law and Human Rights
Google, Inc.
Gray Area Foundation for the Arts
Greater Zurich Area
Greentech Media Inc.
Gulassa Design
Hans-Jörg Ruch - Architektur
HSG alumni
ICST Zurich
inetoo
Innovation Center Denmark
InSphero AG
International Institute for Management Development (IMD International)
Joint BioEnergy Institute
Jump Associates
Kaiser Permanente International
Keystone
L’Agefi
Lawrence Berkeley National Laboratory
LED ColourLab
Le Temps
Loggly
Loisos + Ubbelohde
Lombard Odier Darier Hentsch & Cie
Longshot Magazine
Lonza
Lucerne University of Applied Sciences and Arts
Maker Media
Marymount University
Maybites.ch
MIT
Nagra USA
Nespresso USA
Nestlé
Netherlands Office for Science & Technology
One & Co.
OPOWER
Partech International Ventures
Pedestrian Deposit
People Power Co.
Point Bonita Partners / Nanoholdings
Presence Switzerland
Pro Helvetia
Radio Suisse Romande
RealChange Network
RealGreen Power
Rensselaer Polytechnic Institute
Rotadis
Royal College of Art
San Francisco Art Institute
San Francisco International Arts Festival
Science Hack Day
Seesmic
SETI Institute
seven02 design, LLC
share the ride
Shibuleru Design
Société Réaliste
Spatial View
SPECs, Universitat Pompeu Fabra
Sports Basement
Stanford University
Sustainable World Capital LLC
SVOX
Swiss Federal Office for Buildings & Logistics (BBL)
Swiss Innovation Promotion Agency
CTI
Swiss International Air Lines Ltd.
Swiss Federal Office of Transport
Swiss National Science Foundation
swissnex Boston
swissnex India
Swiss State Secretariat for Education and Research
Switzerland Tourism
Symbiotic Group
TCG International LLC
Technopark Zurich
Tesla Motors
TheAtlantic.com
The Clorox Company
The Graduate Institute Geneva
The Lab
The University of Illinois Press
ThinkSwiss
TMA Associates
Tribune de Genève
Trilliant
Università della Svizzera Italiana
Universität Zürich
Université de Genève
Université de Lausanne
University of California at Berkeley
University of California at Santa Cruz
Vibrations Music
Vina Robles
Völkerkundemuseum der Universität Zürich
W3C
Wired Magazine
Wired.com
Wonderfest
Yerba Buena Center for the Arts
ZER01
Zurich University of the Arts (ZHdK)
outlook

When scanning swissnex San Francisco’s packed 2011 calendar, the word bustling immediately comes to mind. Yet every project, event, meeting, visitor, and business trip responds to strategic goals. In all that we do, we continue to push for engagement, edginess, creativity, openness, and interdisciplinary projects to connect the best of Switzerland and North America.

As our team grows and our office hums (there’s a waiting list already to use our workspaces), we are planning renovations to accommodate the increasing numbers coming to speak, exhibit, brainstorm, plan, and explore, and we’re looking into longer-term reinventions of our space.

We remain a leading player in the Swiss Knowledge Network, the grouping of swissnexes and Swiss Science and Technology Counselors around the world. This year, we update the tools used by the network to host the SwissTalents directory and institute a new email marketing engine to improve user experience.

Our work promoting Swiss higher education in North America takes us to Washington, D.C., to the Annual Meeting of the American Association for the Advancement of Science (AAAS), where we partner with the Swiss Embassy and the Ecole Polytechnique Fédérale de Lausanne to showcase research before thousands of scientists and science journalists. And we begin a two-year, public-private partnership to provide social media research and training to Swiss institutions of higher education as well as national research centers so they can become leaders in the changing communication landscape.

With the Swiss Innovation Promotion Agency CTI and the private Gebert Rüf Foundation, visiting CTI start-ups can now take part in the US Market Entry CAMP. This three-month, tailored accelerator program built around each company’s unique needs and goals is aimed at increasing their chances of success.

Our own success as a platform for Swiss innovation in the Bay Area is evidenced by the increasing interactions and invitations we receive to take part in high-profile projects, such as the 2011 Bay Area Science Festival, where we’ll participate alongside the California Academy of Sciences, Exploratorium, and others in the largest one-week science outreach event in the history of the Bay Area. Here’s to science. Here’s to innovation. Here’s to 2011!