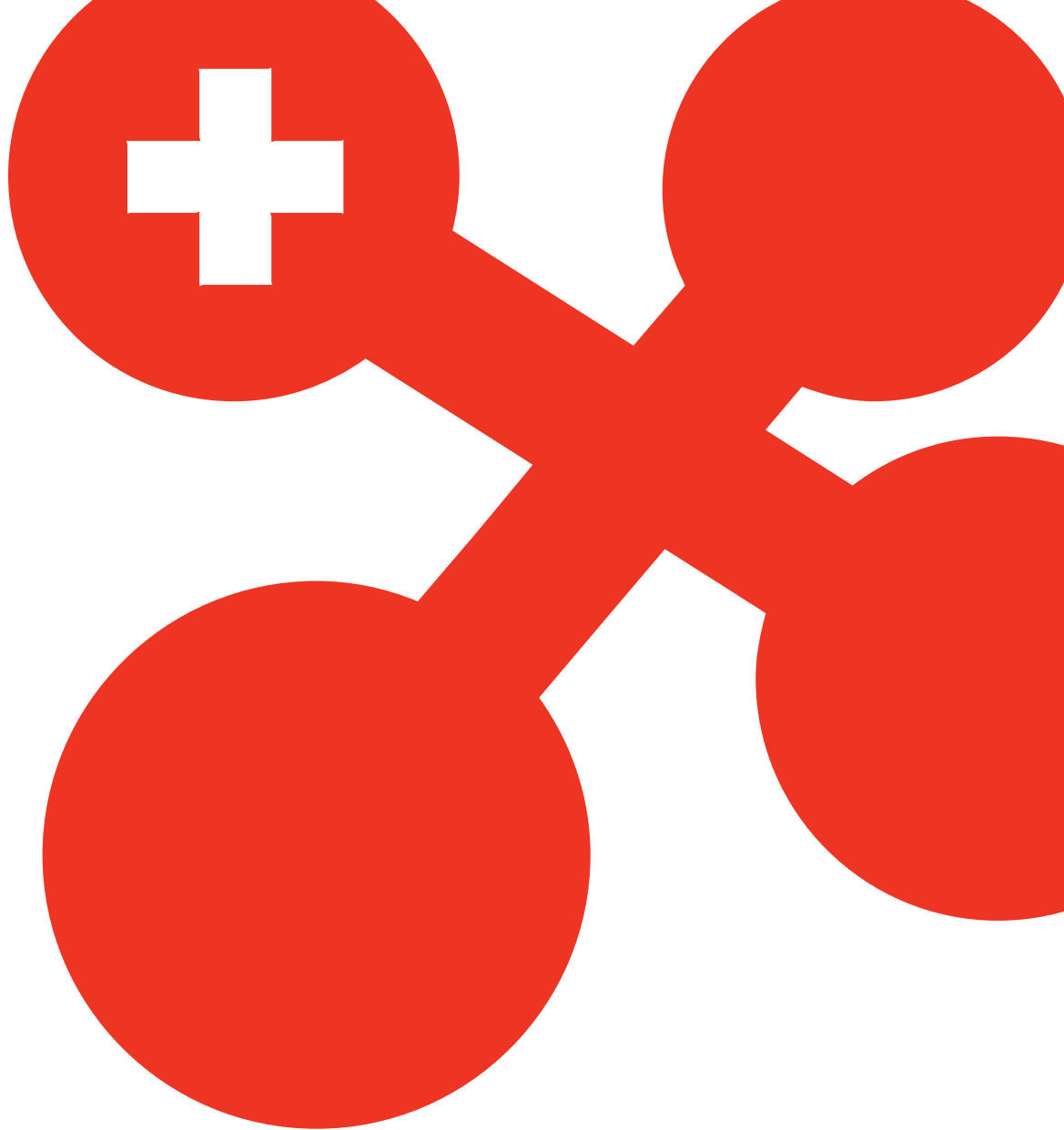


san francisco



SWISSnex 2011

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

CONTENTS

←

2011

INTRODUCTION

03

EVENTS
STUDY TOURS & DELEGATIONS
VISITING STARTUPS
RESIDENTS

04

MANDATES

05

FINANCIALS

06

PARTNERS & SPONSORS
MEDIA PRESENCE

07

Introduction

swissnex San Francisco identified and forged opportunities to connect Switzerland and North America in more fields and through more activities than ever before in 2011. Its mix of services, from university outreach to public science events to startup consulting, resulted in successes on both sides of the globe and collaboration across oceans. Have a look at the big picture inside. **Visit us online** to learn more.

Events include swissnex organized or sponsored conferences, discussions, exhibitions, and workshops held within the swissnex walls as well as out of them. **Visiting Swiss startups** are those companies who benefit from entrepreneurship services or participate formally in the three-month CTI Start-up accelerator program, the US Market Entry CAMP.

Study tours and delegations visit the West Coast of North America on structured programs arranged by swissnex around a given topic. **Residents** are long-term members of the swissnex community, such as companies and individuals on sabbatical who work in the swissnex office. **Mandates** fund special projects, research, services, and initiatives and are supported by partnership agreements with outside parties. **An overview of the 2011 financials** includes the year's overall budget and major funding sources. **Partners and sponsors** are vital to swissnex San Francisco, and each and every one is a valued member of the swissnex network. The many publications and media outlets that mentioned swissnex San Francisco in the last year are listed under **media presence**.

WWW.SWISSNEXSANFRANCISCO.ORG

Events

2011

82 events in total in 2011 gained visibility for Swiss innovators and ideas. Whether on data or neuroscience, biotech or business, robots or gaming, design or architecture, each fostered collaboration and cooperation and spread valuable knowledge.

STUDY TOURS & DELEGATIONS

RALPH EICHLER, President of ETH Zurich

JAN & NOV STANFORD UNIVERSITY MEETINGS AND ETH ALUMNI EVENT

MICHAEL MITCHELL, International Press Officer, EPFL
FEB SOCIAL MEDIA AND UNIVERSITY COMMUNICATIONS

MANUEL SAGER, Ambassador, Embassy of Switzerland in Washington, DC
APR OFFICIAL VISIT TO SWISSNEX SAN FRANCISCO

PASCAL MARMIER, Director, Consul, swissnex Boston
MAY OFFICIAL VISIT TO SWISSNEX SAN FRANCISCO

MAIA WENTLAND, Professor, HEC Lausanne
JUL EXPLORE PARTNERSHIPS WITH BUSINESS SCHOOLS

SOCIAL MEDIA STUDY TOUR
SEP SOCIAL MEDIA IMMERSION FOR SWISS ACADEMIA

ALAIN JEANNET, Editor-in-Chief, L'Hebdo
SEP MEETINGS AND RESEARCH IN SILICON VALLEY

UNIVERSITY OF GENEVA
OCT ACADEMIC PARTNERSHIP WITH UCLA

OLIVIER DESSIBOURG, Editor, Le Temps
DEC CONNECT WITH ARTIFICIAL INTELLIGENCE EXPERTS

Visiting Startups

US MARKET ENTRY CAMP PARTICIPANTS

Dacuda
Mirasense
Fontself
ViSSee

Sobees
BioApply

– Alexander Ilic, Martin Zahnert
– Samuel Müller, Christof Roduner
– Franz Hoffman, Julien Perez
– Nicola Rohrseitz, Valeria Mozzetti, Francesca Garattoni
– François Bochatay
– Frederic Mauch, Michel Pikhanov

OTHER STARTUP VISITORS

STEMERGIE – DANIEL LEUTENEGER
ORPHANBIOTECH – FRANK GROSSMANN
OPTOTUNE – MARC BLUM
GBANGA – MATTHIAS SALA
EULITHA – HARUN SOLAK
FRONTOAM – MICHELE MAZZUCCHI
MINDMAZE – TEJ TADI
ARKTIS RADIATION
DETECTORS – RICO CHANDRA, MARIO VÖGELI
KOOABA – HERBERT BAY
ABIONIC – NICOLAS DURAND
STREAMFORGE – PASCAL VON RICKENBACH
BLUEECONOMICS – ANDREAS UTHMANN
KOEMEI – TEMITOPE OLA
SALSADEV – NICOLAS GAMARD
DOODLE – MICHAEL NAF
VAYEN – MERT YENTUR
VELA SOLARIS – SIMON GEISSHUESLER
CFINANCIALS – MICHAEL HEIJMEIJER
SMALLRIVERS – EDOUARD LAMBELET
WEBDOC – VINCENT BOREL
QUANTTER – DENIS HARSCOAT
O1 SOLUTIONS – HANS PETER GRÄNICHNER, ANDREAS HAUENSTEIN
LOGIZE.ME / LOCALUNCLE – PHILIP ESTRADA REICHEN
QUESTLI – DANIL KOZYATNIKOV, STEFAN STEINER

RESIDENTS

GREATER ZURICH AREA
SPATIAL VIEW
LESZEK REINHARD, ETH ZURICH
GABY KLAEY, ETH ZURICH
RUTH FÖRSTER, ETH ZURICH

Mandates

CTI Start-up

Provide work space, contacts, and Silicon Valley expertise to Swiss startups entering the US market as part of an acceleration program.

École Polytechnique Fédérale de Lausanne (EPFL): New Audiences

University outreach, promotion, and media relations in North America.

École Polytechnique Fédérale de Lausanne (EPFL): International Affairs

Independent research and reporting on international houses and student loan programs.

Swiss Federal Institute of Technology Zurich (ETH Zurich)

West Coast programming for university delegations and promotion of the university in California.

Firmenich

Innovation consulting for the flavor and perfumery producer including front end innovation survey and report.

Gebert Rüt Foundation: US Market Entry CAMP

Financial support for Swiss startups in the three-month accelerator program.

Gebert Rüt Foundation: Social Media for Swiss Academia

Enable Swiss higher education to leverage social networks for communications through novel two-year program.

Nestlé

Open innovation consulting, including identifying strategic partnerships.

Pro Helvetia

Develop a presence on the West Coast of North America for cutting-edge Swiss artists and projects fusing art and technology.

Swiss State Secretariat for Education and Research (SER)

Research potential swissnex in Brazil.

University of Lausanne

Facilitate student ambassador program and identify strategic partnerships.

Canton of Vaud

Promote the Swiss state of Vaud's educational institutions and facilitate partnerships with West Coast universities.

WWW.SWISSNEXSANFRANCISCO.ORG

Financials

BUDGET

2011

SER Projects	\$ 240,252
SER Combined Operating	\$ 616,418
General Third Party	\$ 665,746
Event Partners	\$ 551,031
Mandates	\$ 482,196
Cost-sharing	\$ 55,626

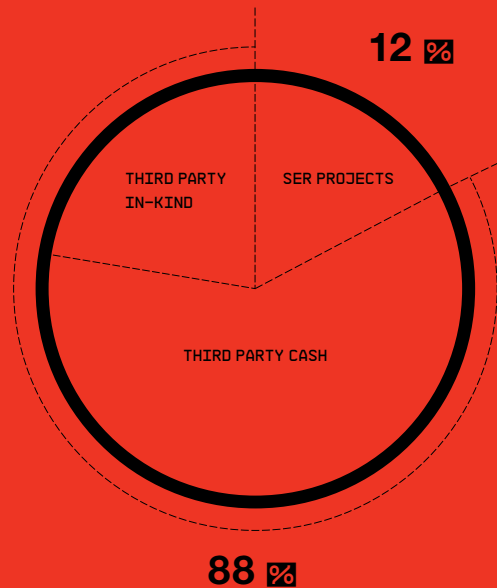
TOTAL **\$2,611,269**



ACTIVITIES

THIRD PARTY VS. SER PROJECTS

SER Projects	\$ 240,252	} 12%
Third Party Cash	\$1,312,412	} 88%
Third Party In-kind	\$ 442,188	



Partners & Sponsors

GEBERT RUF FOUNDATION
PRO HELVETIA, THE SWISS ARTS COUNCIL
CTI START-UP
ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE
CREDIT SUISSE
THINKSWISS
ZURICH UNIVERSITY OF THE ARTS
ETH ZURICH
A+D MUSEUM, LOS ANGELES
SAN FRANCISCO ART INSTITUTE
FIRMENICH

MEDIA PRESENCE

NOTABLE PRESS MENTIONS

ARTslant
Art Practical
Bilan
Bay Area Science
Dwell
GOOD Design
L'Hebdo
Makezine
Marin Independent Journal
NZZ-Folio
RSR-La 1ère
San Francisco Chronicle
SF Gate
SF Weekly
Télévision suisse romande
The Bold Italic
Wall Street Journal

swissnex San Francisco was popular in 2011. There were 268 additional press mentions that didn't fit here!

VIEW THE FULL LIST OF 179 IMPRESSIVE PARTNERS:

WWW.SWISSNEXSANFRANCISCO.ORG/2011PARTNERS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation



swissnex San Francisco

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