

consulate of switzerland – swissnex boston annual report 2007

table of contents

	page
foreword	2
mission	3
highlights 2007	5
events at swissnex boston	9
common projects	11
workshops and events elsewhere	13
official delegations and visits	15
special Initiatives and projects	17
swissnex boston – a consulate	19
finances	21
sponsors	23
partners	24
media	25
team	26
outlook	27

“ The most important asset within the social environment of Boston is clearly SHARE. The team is highly motivated, incredibly efficient and stupendously professional in information acquisition and transmission. I must admit that I learned more about Switzerland and the various assets of our country during my time in the U.S. than during my entire life in Switzerland.”

Dr. Philipp Langer
Swiss NSF Fellow
Harvard University

foreword

Every so often, I see an elderly gentleman walk across the lawn in front of the residence in Lexington. One day when I was pulling into the driveway, the man came up to me and said: "You must have seen me walk through your grass. It makes me feel like being in Switzerland. I used to live in Geneva some 40 years ago. Thank you for letting me do that."

Small episodes like this have been reoccurring over the past few years. The image of Switzerland in the U.S. is still extremely positive. All one needs to do is pick up some loose ends and turn them into a great venture.

This is what swissnex Boston tries to do. A small team with modest means but a lot of enthusiasm and commitment has again reached out to hundreds and thousands of people in 2007, trying to show them what Switzerland is all about or at least what its potential is. Although unspectacular, I am convinced that it is only through personal contacts that a lasting image is generated in people and can be amplified through them to reach others. No costly media campaign will ever achieve that. The Exhibit "Etre – the Face of Human Rights" in the context of the ThinkSwiss Program was a perfect example of how a creative approach to a delicate subject can have a tremendous impact. That is why we are in content management and not in sales.

swissnex has become a brand name in the innovation community of Boston. Like in a start-up, this was not the case 7 years ago. The initially reluctant attitude of our Swiss peers, seeing the glass rather half empty than half full, has forced the team after the kick-off euphoria to sharpen its vision. In hundreds of events benefitting tens of thousands of guests, the public private partnership approach has been thoroughly tested and while never to be taken for granted, it has become the anchor of swissnex. This is best documented by the financial investments so far: After the initial donation of USD 2 million by Lombard Odier Darier Hentsch, Private Bank in Geneva, the Federal government provided a constant core funding of total USD 5 million since 2001. Increasingly, this funding has been complemented by Third Party contributions from Industry, Academia and other public and private organizations totaling USD 3.5 million and reaching matching level for the first time in 2006. Lately the Swiss government has consolidated its presence by further investing in its properties in Boston.

The swissnex concept has proven to be successful. For this, the political leadership in Switzerland, above all the State Secretary for Education and Research as well as the vast network which is skillfully orchestrated by the swissnex Boston team need to be commended for their strategic vision and for continuing to pick up loose ends. Much to be thankful for.

Christoph von Arb

mission

The Consulate of Switzerland in Boston - a member of the global swissnex network - is a tailor made representation and acts as a physical and virtual environment fostering closer ties between Switzerland, New England and Eastern Canada in academia, industry and society. Based on a public/private partnership, it places particular emphasis on the next generation of creative thinkers and leaders, through a network that promotes the exchange of knowledge and generates cooperation in an innovative, inspiring, and rewarding atmosphere.



Water Color Paintings from Kathryn Schenk - Vernissage



Join the discussions on **GLOBAL WARMING, EXCHANGE PROGRAMS, LONGEVITY, RISK & INSURANCE, ROBOTICS & MATERIALS, LIFE SCIENCES, SWISS TALENTS, E-VOTING & E-DEMOCRACY, HUMAN RIGHTS, PUBLIC TRANSPORTATION, SWISS FINANCE CENTER** and **LEONHARD EULER** at www.ThinkSwiss.org



Leonard Euler's 300th Birthday



“ Mit wachsendem Interesse habe ich Deinen Annual Report 2006 gelesen, Christoph. Euer output ist enorm. Du hast swissnex zu einem erfolgreichen und gut positionierten Unternehmen gemacht. Gratulation.”

*Ruth Grossenbacher
President Presence Switzerland*

highlights

ThinkSwiss Program

The “Inventioneering Architecture” exhibit on Swiss Schools of Architecture at Boston’s Logan airport of 2006 which was co-financed by PRS triggered an initial discussion about a US-wide program in Education Research and Innovation in 2007. The subsequent Program called “ThinkSwiss – Brainstorm the Future” received its core funding from PRS (CHF 700,000) and SER (CHF 200,000) and was required to raise substantial additional income from third parties. swissnex Boston was asked to take over the program management. A full time person was hired for the 2007 program. ThinkSwiss developed a website (www.thinkswiss.org) and identified 12 core topics. swissnex San Francisco, the office for STHE at the Embassy in Washington and swissnex Boston together with all the other Consulates in the U.S. elaborated and executed about 70 projects for a total cost of approx. CHF 900,000. An important element of the very successful program which will continue in 2008 was the high percentage of Third Party contributions. Almost 50 per cent of all project costs were covered by Third Parties. Another highlight was the increasingly active participation of all the Swiss Consulate Generals in the U.S.

Activities

Despite the fact that swissnex Boston has been operating out of temporary offices since June 2007, it organized and hosted again roughly 80 events and projects. Many were taking place under the umbrella of the ThinkSwiss Program. Some prominent activities are listed below:

- **Prosocial Behavior**

In March an interdisciplinary workshop with 25 scientists and scholars from Sweden, Israel, Switzerland and the USA was organized. Prof. Ernst Fehr, a renowned economist from Uni Zurich chaired the highly successful workshop which ended with a public panel discussion and 150 guests. A proceedings report was produced.

- **Etre - the Face of Human Rights**

End of April, a poster exhibit produced and co-sponsored by Foreign Affairs, EDA was unveiled at the International Terminal of Boston’s Logan Airport. This two month exhibit was the second one swissnex Boston was able to set up at the airport. Every day, students from the surrounding universities would act as tour guides and students from Berklee College would play live music daily during the main arrival and departure times of the international flights. A guest book in form of a signature cow was quickly full and had to be replaced by a second one. Both cows were auctioned off at the end for benevolent purposes. One of them was obtained by the airport and since stands proudly in the terminal greeting the travelers with a ThinkSwiss logo on its brows. Thousands of Feedback postcards were distributed and hundreds were sent back. The entire project was summarized and artistically recorded on a memory stick by a MIT student. Once the exhibit ended in Boston, the posters were shipped to Atlanta and were shown there at the airport.

- **Venture Leaders**

This 6th edition of 20 young entrepreneurs selected and brought over from Switzerland by Venture Lab and CTI is always a highlight and showcases some of the innovative strength of Switzerland. Together with Babson College, swissnex Boston was responsible for putting together the two week program in June.

- **Retirement and Social Security**

This workshop in June gathered prominent experts in the field. They discussed different approaches and systems used in Switzerland and the USA. This was done in co-operation with the World Demographic Society in St.Gallen following a lead of swissnex San Francisco.

- **Tech Transfer Internship**

In a pilot project, a young TT agent from the University of Basel spent a 3 month internship at the TT office of Boston University.

- **A3SFIT Alumni meeting and Happy Hour**

At least once every semester, swissnex Boston is hosting a "Happy Hour" for all the Swiss students, post docs and professors and their friends. This networking opportunity is particularly valuable for all newcomers in the area and allows swissnex to identify new faces. In late September, the Happy Hour coincided with the visit of the CEO of the Alumni organization from ETHZ, Dr. Peter Brunner. It gave him a chance to address the guests about the growing organization.

- **Swiss Universities for Teachers' Education**

In a weeklong study trip, more than 20 representatives from the Pädagogische Hochschulen of Switzerland were immersed in the very diverse field of teachers' education in the greater Boston area.

- **Visit Bertrand Piccard**

A video conference in March and then the trip of Bertrand Piccard to Boston in November gave swissnex Boston the opportunity to open doors for Dr. Piccard at MIT, Boston University, and Logan Airport where he talked to hundreds of students, professors and guests about his experience of circumnavigating the globe in a balloon and his latest vision and adventure "Solarimpulse". With this airplane which is solely powered with solar energy he plans to fly around the world in 2010. A Radio interview at WBZ topped off the successful visit.

“Dear David, Thank you so much for giving us the opportunity to hear Dr. Piccard's lecture. My colleagues and I were moved and inspired by it. It was one of the most beautiful lectures I have ever heard and I am sure that his message and metaphors will find their way into my classroom teaching in the years to come.”

Prof. Gregory McDaniel
Message to the Provost of Boston University

Etre – The Face of Human Rights

“Herzliche Gratulation zu diesem Grosserfolg, Herr Wyss. Genial ist die Idee mit den log entries. Ich bin sehr beeindruckt vom Engagement der StudentInnen und Ihrer Beobachtungs- bzw. Reflexionsgabe. Ihr begeisterter ...”

Walter Kaelin
Professor at University of Bern



- **SABN Reception**

On November 1, representatives of all the Swiss companies in the Greater Boston Area and beyond were invited to a cocktail reception. The purpose was to get an idea if there was an interest in establishing a Chapter of the Swiss American Chamber of Commerce, SACC in Boston. The number of Swiss companies in the area is constantly growing. The response was overwhelmingly positive and in December, Martin Naville, the CEO of SACC came to Boston and talked to several people regarding the formal launch of a chapter in 2008.

- **Holiday Party**

Since swissnex Boston did not have its own facilities to host a holiday party this year, it contacted Holcim USA and asked if it were interested in a joint event at the Boston Aquarium at a private screening of the IMAX movie "The Alps" sponsored by Holcim, about 400 invited guests celebrated and saw the movie in early December. While the movie shows breathtaking scenery of the Swiss mountains and tells the moving story of an American family of mountain climbers and its memorable encounter with the Eiger, the movie also addresses the melting glaciers and the impact of global climate change on the Alps.



“That was probably the most far-reaching holiday celebration I've ever attended: literally, from the bottom of the ocean floor at the Aquarium to the top of the world in the Eiger Film! The swissnex network is truly vast and I'm glad to be part of it.”

Nan Doyle,
former Assoc. VP, Museum of Science

2007 events

January

Neighborhood Home Efficiency Seminar with Anja Kollmuss (Tufts University)

January 16

February

Debriefing Davos

February 5

Dinner Reception in Honor of Ambassador Ziswiler

February 6

BETA breakfast meeting - Boston Emerging Technologies Alliances
(Bioteam + SHARE) on Pulmonary diseases

February 7

Swiss sustainability expert: discussion with Roland Stulz, Executive Director of Novatlantis

February 13

Alumni Meeting: fondue with Swiss students

February 15

March

Project Kaleidoscope (PKAL): workshop and panel discussion, VC with Jef Huang

March 2

Pro sociology: Workshop and panel discussion

March 15

VC: Semaine de la Francophonie, Bertrand Piccard

March 19

Semaine de la Francophonie Movie Evening : Swiss Love

March 22

College of Business Administration Breakfast

March 23

Semaine de la Francophonie Dinner

March 23



April

Vernissage – Kathryn Schenk, Swiss water color painter

300th anniversary Leonard Euler: presentation, poster session, sudoku contest

Executive MBA FH Bern and FH St.Gallen

Cyber Arts Festival: choreographer/visual artist Andrea Hänggi's new exploratory project LET'S TAKE A SEAT!

April 11

April 16

April 19 – 21

April 22

May

Bio 2007: official kick-off Reception

Hans Jörg Schertenleib. Lecture by Swiss author and MIT writer in Residence
TAICON

May 6

May 9

May 14



Cambridge Science Festival - Climate Walk

June

ISEP 2007 "Transfer of Science – Experience and Trends"

Venture Leaders 2007

June 16

June 12 – 22

September

VC: Swiss Transport Research Conference keynote Joan Walker, Boston University
Happy Hour and A3SFIT Alumni meeting

September 12

September 27

October

3rd Annual Trans-Atlantic Webinar on Innovations in Learning.

Getting Through the Translation Jungle in Health Care

October 17

common projects

Many projects realized in 2007, particularly in the context of ThinkSwiss consisted in an extensive collaboration between the Embassy in Washington D.C., the Consulate Generals and the two swissnex. The following projects are just a few examples of many successful co-operations:

Euler

The 300th birthday of Leonard Euler was truly a global co-operation. The Science Counselor at the Swiss Embassy in Beijing had the lead and the numerous U.S. activities in Los Angeles, New York, Boston, San Francisco and Washington were coordinated by swissnex Boston.

Research Internships in Science and Engineering - RISE

About a dozen graduate students from different cities in the U.S. were given the opportunity to go to Switzerland in summer and spend 2 – 3 months in a lab together with a doctoral student. The project will be continued in the 2008 ThinkSwiss program.

E-voting

In a close collaboration between Boston and Washington D.C., the e-voting and e-government activities in Switzerland were presented and discussed with US specialists and general public in April. The delegation was lead by Swiss Chancellor, Ms. Huber-Hotz and included representatives from the Geneva and Neuchatel e-voting project teams. Most members of the delegation went on to Los Angeles for further discussion with experts in California.

Climate Trail

A series of posters describing the challenges we are faced with regarding global climate change, was shown along a 2 mile long walk during the annual Cambridge Science Festival in Boston in April. The posters then went to Boulder, Colorado and were presented there during a one month climate awareness program of NCAR in September.

Public Transportation Study trip

Each Swiss representation in the U.S. had the opportunity to choose one or two opinion leaders of their district for a study trip to Switzerland and getting acquainted with the latest developments in public transportation from the Gotthard base tunnel to the all electronic traffic control system in the city of Zurich. Ten people accompanied by one of the swissnex Boston Team went on the weeklong trip in September.

Swiss Sense of Snow

What does a Lotus Flower have in common with an undershirt? Or what does granite have to do with ski manufacturing? Questions like this were at the base of some fascinating presentations at the Boston Goethe Institute by the CEO of ZAI ski who uses granite as core material for his upscale skis with unachieved gliding characteristics or by the scientist from the Swiss materials research lab, EMPA who copied the microscopic surface structure of the lotus flower to make undershirts completely dirt repellent.



Bio 2007 – Raclette Party and fun with the Harvard “Kroks”



“ Cher Pascal, nous tenons à t'exprimer ainsi qu'à toute l'équipe sur place nos plus vifs remerciements et félicitations. Grâce au réseau existant et au dynamisme avec lequel tu le développes, les 'venture leaders' ont pu tirer le meilleur parti de cette région innovante. Nous souhaitons également de souligner l'importance capitale de ces maisons suisses. L'accès au cœur des régions les plus innovantes constitue un atout indispensable qu'il convient de cultiver.”

Beat Schillig et Jordi Montserrat
Director venturelab and Regional Manager Suisse Romande

workshops and events elsewhere

Due to limited space in our temporary offices at the Cambridge Innovation Center and to the ThinkSwiss Program, many events were co-organized with partners at various venues:

Title and Brief Description	Date	Location
Swiss Landscape Architecture. Symposium and Exhibit	December 1, 06 – January 15, 07 January 24	Harvard Graduate School of Design Washington
Transportation Research Board (TRB)	February 1	New York
“School Buildings – The State of Affairs: A New Architecture for a New Education,”: AIA Conference	April 16	Washington, N.Y., San Francisco, Washington, L.A.
300th anniversary Leonard Euler	April 14 – 16	Washington, L.A.
E-Democracy and Internet Voting Road show	April 29	Cambridge
Climate Walk as part of Cambridge Science Festival	May 6 – 9	Boston
BIO 2007. Swiss Pavilion and events	May 8	New York
Transatlantic 21. First Solar catamaran to cross the Atlantic in order to mainstream sustainable technologies	May 8	Radisson Hotel
BETA, New Approaches to Avian Flu	April 26	MIT
Immigration from the Swiss Perspective: Lecture with Ambassador Urs Ziswiler	April 30	Logan Airport
Etre, the face of human rights. Two month poster exhibition at Logan International Airport	May 1	Harvard, Kennedy School of Government
First Anniversary, UN Human Rights Council Lecture by Ambassador Blaise Godet	June 25	American Association for Arts and Sciences
Retirement and social security systems within an ageing society international workshop in collaboration with the world demographic society in St. Gallen	September 20 – October 29 September 17 – 21	Boulder, CO
Climate Trail. Poster exhibit to raise the awareness of the public	September 17 – 21	Switzerland
U.S. Business Angel’s Educational and Scouting Trip to Switzerland		

“School Buildings – The State of Affairs: A New Architecture for a New Education,” exhibit, symposium with Edith Ackermann, Umberto Dindo, Elizabeth Hebert, Mark Ziegler

SABN – Swiss American Business Network. Buffet Dinner and discussion of a possible Boston chapter of the Swiss American Chamber of Commerce

HBS Alumni Health Care Conference. Annual Alumni Meeting with Prof. Thomas Zeltner, Director of Swiss Federal Office of Health presenting the Swiss Health Care system

Agenda for Children. Cambridge family day. Reading from children’s books together with the Mayor of Cambridge

Switzerland’s Sense of Snow. Education and Research contribute to make and keep skiing a fun experience

Bertrand Piccard, various lectures of the world renowned explorer and pioneer

SAMBA – Swiss American MBA meeting

Swiss Holiday Party and IMAX movie “The Alps”. co-hosted by Swissnex Boston and Holcim with several hundred friends and guests

September 28

University of Minnesota’s College of Design in Minneapolis.

November 1

Residence, Lexington

November 2 – 4

Harvard Medical School

November 3

City of Cambridge

November 7 – 9

New York; Roxy, Boston; Goethe Institute Boston

November 13 – 15

MIT, Boston and Harvard University, Logan Airport

November 16

MIT

December 11

Aquarium, Boston



EMBA FHS Bern

official delegations and visits

Numerous official visitors and delegations from Switzerland and other countries were received in 2007. In addition to preparing the programs for these 24 visits, swissnex Boston would also host events and workshops thus benefitting from the presence of our distinguished guests while offering them an opportunity to connect with the local community.



At the Swiss Residence: dinner is ready

Type of visit and name(s)

Date

Dr. Francis Waldvogel
 Ambassador Urs Ziswiler, Washington D.C.
 Dr. Ernst Fehr, UniZ
 Karl Landert, CS
 Ambassador Christoph Bubba, New York
 INITS, an Austrian start-up Platform lead by Mr. Gerhard Plasonig
 ComCom Delegation lead BAKOM director Marc Furrer
 Ambassador Urs Ziswiler
 Ambassador Blaise Godet, UN mission GE
 Dr. Alexis Keller, Uni GE
 The Consulate of France with a group of French Biotech Reps
 Dr. Monika Binkert, Director Zurich City Health Services
 Economic Delegations from the Cantons of Geneva and Fribourg
 Anne Keller Dubach, Director Communication and HR, Swiss Re
 Werner Dubach CEO, Eichhof Group
 Dr. Peter Brunner, CEO, Alumni Organization ETHZ,
 Dr. Urs Roth, President Swiss Bankers Association, SIBOS
 Dr. Romeo Lacher, Global Head of Operations, CS Private Banking
 Mr. Stephan Zimmermann, COO Global Wealth Management, UBS
 Delegation from Swiss Universities of Teachers' Education

January 26
 February 4 – 7
 March 14 – 15
 March 15
 March 23
 April 17
 April 25
 April 26
 May 1
 May 14
 May 22
 August 15
 Postponed 2008
 September 27
 September 27
 September 27
 October 2
 October 3
 October 3
 Sept. 30 – Oct. 5

Dr. Patrick Aebischer, President EPFL
Dr. Thomas Zeltner, Director BAG
Dr. Bertrand Piccard
Michael Breu, SF-DRS Reportage for "nano"
Martin Naville, CEO Swiss American Chamber of Commerce

October 30
November 2 – 4
November 13 – 15
December 4 – 5
December 6 – 7



Dr. Bertrand Piccard on a mission ...



and as a house guest



special initiatives and projects

One of the core objectives of swissnex Boston is to facilitate and assist in initiating lasting collaborations between Swiss and U.S. based institutions of higher learning as well as high tech industry.

Title and Brief Description	Funding 2007 (CHF)	Partners
Transplantation Fellowship Program. . Funding for one Post doc to work in a prime transplantation lab in the Boston area. Regular video-conferences at Swissnex Boston with peers in Switzerland.	80,000	Novartis, University Hospital in Lausanne, CHUV and Mass General Hospital in Boston
CTI-Start Up USA. Swissnex Boston and its sister in San Francisco are assisting start-up companies from Switzerland taking their first in the USA.	20,000	Commission for Technology and Innovation, CTI
“Transatlantic Initiative on Complexity and Social Networks” (TAICON). Regular joint Colloquium via Videoconference between professors and students. Format: one key note with a respondent at the other end.	n/a	Harvard Kennedy School of Government, ETHZ
300 year anniversary of Leonard Euler. A global initiative involving all the Science and Technology Counselors will commemorated the life of the inventor from Basel through poster exhibits, lectures, and a new interactive online archive.	30,000	Presence Switzerland, Euler society, State Secretariate for Education and Research
Swiss – American Business Network, SABN Boston was formed as an informal circle with occasional lectures and business luncheons as a precursor for a possible future Chapter of the Swiss American Chamber of Commerce.	n/a	Local Swiss and US companies
EPFL Support. swissnex Boston offers EPFL a wide variety of opportunities to present its interest and interact with the Boston community for recruiting and branding.	30,000	EPFL
Humanitarian Policy and Conflict Research. Collaboration with the EDA sponsored Research Project of the UN at Harvard under the leadership of Claude Bruderlein. Various workshops and videoconferences have already taken place.	4,000 per event	Harvard School of Public Health, Federal Department of Foreign Affairs, EDA

<p>Internship EPFL. swissnex Boston offers assistance in finding internship places in companies for students in Computer and Communication Sciences.</p>	10,000	EPFL
<p>ETH Support. swissnex Boston offers ETH Zurich a wide variety of opportunities to present its interest and interact with the Boston community through workshops and visits.</p>	50,000	ETH
<p>World Knowledge Dialogue. swissnex Boston is a main partner for WKD in the USA. With the help of swissnex San Francisco and the S&T Office in Washington speakers and participants are recruited and promotional efforts are undertaken. Prof. E.O. Wilson from Harvard University will be the scientist in residence for the 2nd edition taking place in Crans Montana in September 2008.</p>	Not known	WKD
<p>MIT European Career Fair. Towards the end of the semester in spring, MIT organizes for its students a large career fair where private companies as well as foreign countries and provinces present themselves and showcases career opportunities to the upcoming graduates swissnex Boston has been present with a booth for several years.</p>	n/a	MIT
<p>Collaboration between FHS and partners in the USA. swissnex Boston offers its assistance to Swiss Universities of Applied Sciences, FHS which seek international co-operations. Examples are HGKZ Zurich, FHS Bern, Fribourg, Winterthur, Nordwestschweiz, Swiss Universities of Teachers' Education, University of Rhode Island, Northeastern University, Salve Regina University, Rhode Island School of Design, etc.</p>	45,000	Swiss Federal Office for Professional Education and Technology, BBT
<p>IT Consultant Internship. Since 2001, swissnex Boston has had the privilege of being one of the desired places for IT consultants from CS to do their 6 month internship on a continuous basis. This essential support has proven to be a win-win situation and is free of charge for swissnex.</p>	n/a	Credit Suisse
<p>ThinkSwiss Program (www.thinkswiss.org). First country wide program in the USA showcasing Swiss Education, Research and Innovation involving swissnex San Francisco, the Swiss Embassy and all other Swiss Representations in the USA. swissnex Boston was in charge of the program management for 2007.</p>	Ca 1,100,000	Presence Switzerland, PRS, Swiss State Secretariat for Education and Research, Department of Foreign Affairs and many private sponsors

swissnex boston – a consulate

“Hi Kati. That was a spectacular Christmas Party. ‘The Alps’ was breathtaking and I am now a big fan of Holcim’s focus on sustainable construction. I miss you guys a lot. Please come back soon!”

John Galinato
Neighbor of swissnex

The Greater Boston Area with its 5 million inhabitants is probably the prototype for the new economy where academia, industry, government and society at large are constantly triggering new ways of thinking and experiments for a better world. It would be foolish for swissnex Boston to focus exclusively on the science and technology and it continues to appreciate the official Consulate part under the same roof and management.

This function provided many additional opportunities to showcase Switzerland in a community outside of Science and Higher Education. swissnex Boston officially represented Switzerland in the Greater Boston Area on numerous occasions such as at a luncheon with the new Governor of Massachusetts, Deval Patrick, at a private reception at the Harvard Kennedy School of Government with France’s former Prime Minister deVillepin, at the groundbreaking ceremony with Genzyme, the participation in the “Semaine de la Francophonie”, meeting with the Swiss banking community during Sibos, the world’s largest banking and finance conference, or participating in a book reading together with the Mayor of Cambridge on the annual Family Day in City Hall.

The two month long exhibition “Etre – The Face of Human Rights” on Human Rights at Boston’s Logan Airport was probably the single best way, Switzerland could have taken up an important component of Swiss foreign policy and helping thousands of travelers to reflect on the meaning of basic Human Rights for all mankind. Hundreds of feedback cards are testimonial of the great impact the exhibit had. Many were thanking and congratulating Switzerland for this special initiative.

Another process got officially launched: the establishment of a Boston Chapter of the Swiss American Chamber of Commerce. Visits and discussions with the CEO of SACC and Swiss companies of the Greater Boston Area have confirmed the solid interest and an official kick-off is planned for summer 2008. A Chapter will give Switzerland and its industry a greater visibility and help to further facilitate the transatlantic co-operation.

Film screenings, art exhibits, book readings and other cultural activities take place regularly. The well attended events are a perfect complement to the core business of swissnex.

Last but not least, the fact that swissnex Boston has many private sponsors and donors, makes it possible that the Consulate can make benevolent donations. E.g. this year, two cows painted by the wife and family of a swissnex staff member served as signature books for the exhibit at Logan Airport. As soon as they were filled with hundreds of signatures, they were sold and the proceeds – a considerable sum – were used to fund a number of humanitarian and benevolent projects in Africa, Eastern Europe, Asia and in Cambridge.

2nd floor Pavilion

The construction of the 2nd floor is planned to be completed by summer 2008 which has a considerable impact on swissnex Boston:

- Move to temporary offices in the Cambridge Innovation Center, CIC at 1 Broadway with very limited space: 35 m² for 7 – 9 people (June 2007 – July 2008)
- Limited availability of meeting space at CIC for hosting events means that most events have to be hosted elsewhere with partners.
- The issues of adding a modern glass pavilion on top of an 80 year old one story brick structure reach all the way down into the basement. Combined with a transatlantic construction oversight, the challenges and delays have indeed been numerous.



On the



move to



temporary offices

finances

The Swiss State Secretariat for Education and Research, SER provided the core funding for swissnex Boston. This includes maintenance of the facilities, salaries for some of the team, travel and running expenses including expenses for representation. SER also provided funds for events and projects.

In addition to the core funding and according to the performance contract, swissnex Boston is investing a significant amount of time and effort for maintaining and expanding the income generated through sponsorships and donations.

Budget/income and expenditures in 2007 (CHF):

SER	Budget	Expenditures
Core funding	805,000	805,000
Events, projects, travel	<u>235,000</u>	<u>215,000</u>
Total SER	1,040,000	1,020,000
Third Parties	Income	Expenditures
Other Government Agencies (7)	577,500	
Institutions of Higher Learning (6)	158,500	
Private institutions and corporations (15)	<u>680,000</u>	
Total Third Parties	1,415,000	1,390,000
Total SER and Third Parties	2,455,500	2,410,000

Most important developments:

1. The third party (all income except SER) income reached an exceptionally high level of ca. CHF 1,446,000 in 2007 due to the ThinksSwiss Program and a one time donation by LODH (CHF 312,500) for the construction of the 2nd floor. Apart from the LODH donation, the income from 28 sponsors and donors rose again by almost 30 per cent compared to 2006.
2. From 2003 – 2007 third parties contributed close to CHF 4 million to the operations of swissnex Boston.
3. CHF 1,240,000 or 51 per cent of total expenditures were spent on salaries. Third Parties contributed with CHF 580,000 almost half (47%).
4. CHF 712,500 were used for events and projects with third parties contributing more than two thirds (70%).
5. In 2007, PRS was the main sponsor through the ThinkSwiss Program (CHF 360,000)
6. The donation of LODH will allow the Consulate in Boston to maintain a level of technical infrastructure and appearance otherwise not possible.

7. In addition to investing CHF 100,000 of its SER project budget in the ThinkSwiss program, 4 projects were directly co-sponsored by SER with CHF 25,000.



Swiss Sense of Snow...



with our interns handing out nice prizes

“Dear Remo, it was a fantastic event! We are all working towards the same goal. We are fortunate indeed, to have your assistance and support.”

Vicki Sirianni
MIT

sponsors and donors in 2007

Department of Foreign Affairs, Division IV

Karl Popper Foundation



ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

KTI/CTI



FEDERAL OFFICE FOR PROFESSIONAL EDUCATION AND TECHNOLOGY **OPET**
BUNDESBÜRO FÜR BERUFEBILDUNG UND TECHNOLOGIE **BST**
OFFICE FÉDÉRAL DE LA FORMATION PROFESSIONNELLE ET DE LA TECHNOLOGIE **OPFT**



Entrepreneurial Leadership
ISEP



Présenz Schweiz
Présence Suisse
Presenza Svizzera
Preschientscha Svizra
Presence Switzerland



LINDT & SPRÜNGLI

PAREXEL



J&G FOODS, INC
QUALITY PORTIONED MEATS



BaselArea+
Business Development
Wirtschaftsförderung
Basel-Stadt & Baselland

cohep

Conférence suisse des institutions de recherche des hautes écoles universitaires
Sveitskolan i høgskoleforskning og forskningsinstitutt
Conferenza svizzera della ricerca e dei istituti delle alte scuole universitarie
Conferența națională de cercetare și instituții de învățământ superior
Swiss Conference of Federal Universities and Research Institutes

partners (non exhaustive)

Switzerland

- Basler + Partner
- Brugger & Partner
- Cantons of Fribourg and Geneva
- Collegium Helveticum
- EDA PA IV
- EMPA
- ETH-Rat
- FHS beider Basel, Bern, Fribourg, ECAL, Nordwestschweiz, St. Gallen, Winterthur
- First Tuesday
- HBM Ventures
- Herzog & De Meuron
- Helbling
- KFH Zurich
- Messe Schweiz
- Nestle
- Novatlantis
- Parc Scientifique Ecublens
- Swiss Television, SF-DRS
- Swiss Business Hub USA (OSEC)
- Swiss National Science Foundation
- Swiss American Chamber of Commerce
- Swiss Federal Chancellery
- Swiss Institute for Bioinformatics (SIB)
- Technopark Zurich
- UBS
- Universities of Basel, Bern, Geneva Lausanne, St. Gallen, Ticino, Zurich
- World Demographic Society
- World Economic Forum
- World Knowledge Dialogue
- ZAI Ski

USA

- AIA
- Alumni Organizations of Swiss Universities
- American Assoc. for Arts and Sciences

- American Chemical Society
- American Swiss Foundation
- Berklee College
- Babson College
- Boston Cyberarts Festival
- Boston Jewish Film Festival
- Boston University
- Brown University
- City of Cambridge
- Commonwealth of Massachusetts
- Consular Corps
- Dana Farber Cancer Research Institute
- Delta Search Lab Inc.
- Friends of Switzerland
- Goethe Institute Boston
- Harvard Business School
- Harvard Film Archives
- Harvard Graduate School of Design
- Harvard Medical International
- Harvard School of Public Health
- Massachusetts Biotech Council
- Massachusetts Technology Collaborative
- Massachusetts General Hospital, MGH
- Massachusetts Institute of Technology
- MIT Museum
- NCAR
- Northeastern University
- Novartis Institutes for Biomedical Research, NIBR
- Olin School of Engineering
- Swiss Access International
- Swiss-American Business Council
- Swiss Society of Boston
- Tufts University
- Union of Concerned Scientists
- University of Rhode Island
- Virginia Bioinformatics Institute (VBI)
- Virginia Tech and Polytech University
- WBZ Radio

“J'en profite pour remercier le swissnex et toute son équipe pour m'avoir permis de passer deux jours particulièrement stimulants! Je garde de cette escapade bostonienne un souvenir lumineux.”

Ambassadeur Blaise Godet
Mission permanente auprès des Org. int., Genève

media

2007 was an active media year for swissnex Boston. The ThinkSwiss Program, the Human Rights exhibit at the airport, the visit of Dr. Piccard and a crew from the Swiss German TV which is preparing a documentary including 3-Sat for 2008 provided an extensive coverage of swissnex activities with dozens of reports in the print media as well as in radio and TV in Switzerland and the U.S. Also, 2007 marked the change of the board name and logo in Boston. SHARE became swissnex as the family of Swiss Science Representations continues to grow.



Swiss Universities for Teachers' Education

“Dear Kati, I loved the diversity of the program, the warm welcome everywhere, especially at the Consulate, as well as the great organization of the trip as a whole.”

Dr. Ernst Preisig
Rektor, Pädagogische Hochschule

team



After several years of a stable personnel situation at swissnex Boston, **Remo Steinmetz** whose contract was scheduled to end in August 2008 received an attractive offer from Swiss Re very early in his job search. He chose to accept and left Boston end of October. The combination of having one German and one French speaking senior program manager has proven very effective and Mr. Steinmetz made invaluable contributions to the development of the Boston platform. We are all extremely grateful for all he did. His successor is scheduled to start working in spring 2008.

As planned, the manager of the ThinkSwiss 2007 Program, **Maria Stergiou**, will move back to Switzerland after 15 months and the completion of the first full program year.

The usual rotation of the IT specialists from CS continued and **Rolf Gubler** who left in March was replaced by **Bernhard Boschung** and his successor, **Cédric Domine**, arrived in September for a 6 month term.

And again, Swissnex Boston was supported by several interns: **Andreas Obrist** was helped out over the entire year on a part time basis. **Evgenia Peeva** and **Crystal Mao** were a great value for the management of the Human Rights Exhibit and **Janine Rupf** arrived in September for a four month internship.

outlook 2008

Most activities are generated during personal meetings with visitors and guests in Boston or in Switzerland and are realized within a timeline of 3 – 4 months. Many will be taking place under the umbrella of “ThinkSwiss – Brainstorm the Future.”

Among the most prominent activities of 2008 will be a first time visit of a Delegation from the Swiss Parliament, the Executive course for Swiss University Presidents, the establishment of a Boston Chapter of the Swiss American Chamber of Commerce, a visit of the new State Secretary for Education and Research, a Nestlé e-business Innovation trip, the visit of a joint economic delegation from the Cantons of Geneva and Fribourg and last but not least the completion and inauguration of the 2nd Floor pavilion on 420 Broadway.

Visits

Parliamentary Delegation lead by SR P. Briner
EMBA FHS BE
Economic Delegation from the Cantons of
Geneva and Fribourg
Delegation of Swiss University presidents
Venture Leaders
State Secretary Mauro Dell'Ambrogio
Martin Naville, CEO SACC; launch of Chapter
Inauguration 2nd floor

Events and Projects

Alliance for Global Sustainability @ MIT
MIT European Career Fair
Event with Swiss Finance Institute (Peter Bosshard)
Nestle Venture Fund presentation
Nestle e-business Innovation trip
Promotion of EDA Book on Human Rights for Children
Nanotech 2008
Venture Leaders 2008
World Knowledge Dialogue, WKD
Global Energy Basel

Research Internships in Science and Engineering,
RISE, at CH-universities
Tech Transfer Internships for Swiss specialists at
Boston universities
Summer School in Life Sciences in Lausanne,
Basel and Zurich for students from Boston and the US
School Buildings – the State of Affairs; Exhibit

Date

February 11 – 15
April
tent. April

May 11 – 16
June
tent. June
tent. June
fall

January
February
February
February
April
April
May
June
September
November

cont.

cont.

cont.

tbd

Sustainability and green construction,
Study Trip to Switzerland
Swiss Institute for Bioinformatics,
Symposium in Boston to celebrate 10yr anniversary
EMBA ETH/HSG/MIT, ISEP 2008
Finance Study Trip with Swiss Finance Institute
Exoplanet event with Didier Coquez

tbd
tbd
tbd
tbd
tbd

Please check our website www.swissnexboston.org for frequent updates!

Aknowledgements

Swiss Parliament has approved in November an appropriation bill for Education, Research and Innovation for the years 2008 – 2011. The bill contains the funds not only to maintain but to expand the global swissnex network in the next 4 years. This is a great success for a process which started about 8 years ago. It is fair to say that the outstanding performance of the existing platforms was key. Thousands have been involved. It is thanks to all of you our esteemed guests, visitors, speakers, performers, artists, scientists, students, sponsors, donors and supporters that we can continue to be engaged in, change attitudes as needed and explore the exiting world of science and innovation.

Thank you very much!
Stay tuned!

Final note

“Ich kann nur jeder Schweizer Institution empfehlen, ein Impulsprogramm bei swissnex Boston zu buchen – weiter so! Ich denke, dass die Eidgenossenschaft mehr solche Institutionen braucht. Besten Dank Herr Kleiber, Herr Ambühl, dass Sie so etwas möglich machen – damit zeigen Sie strategischen Weitblick und erweisen der Schweiz einen grossen Dienst!”

Prof. Alexander Jungmeister
University of Applied Sciences Berne