



Swiss Science Diplomacy

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Embassy of Switzerland Tokyo

and

Co-Chair of S&T Diplomatic Circle (since 2005)



Contents

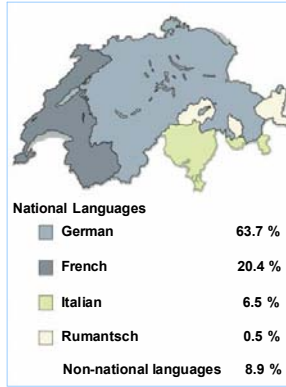


Swiss Science Diplomacy

- Switzerland
- International Aspects
- Knowledge Network of Switzerland
- S&T Counsellors' Network
- swissnex



Switzerland in Europe



Swiss Images



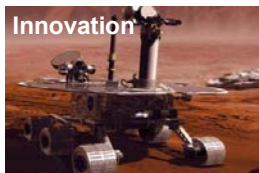
Swiss Images



...but Switzerland is more



...but Switzerland is more



...but Switzerland is more



- Nestlé
- ABB
- Novartis
- Roche
- Ciba Chemicals
- Holcim
- Swatch
- Panalpina
- Rolex
- UBS
- Credit Suisse



...but Switzerland is more



International Environment:

- United Nations' European seat in Geneva
- 24 international organizations
- Several hundred international NGOs
- International conferences



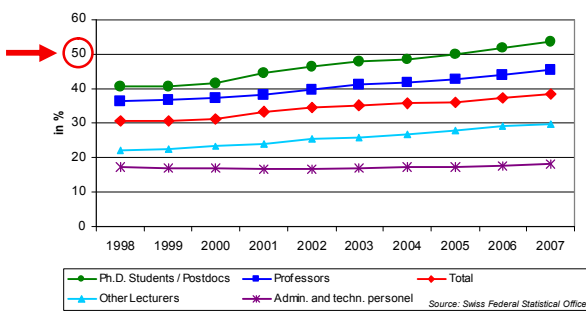
Swiss Universities

Where international thinking starts ...

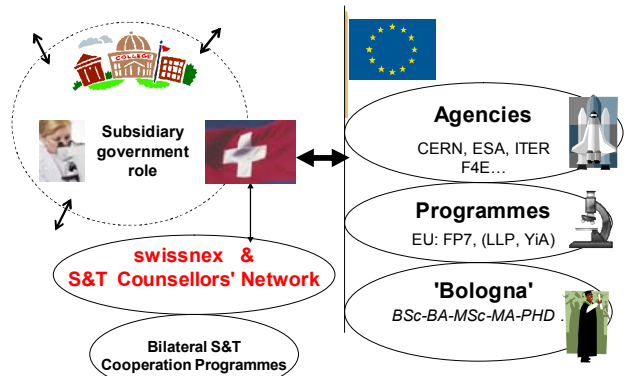


Swiss Universities

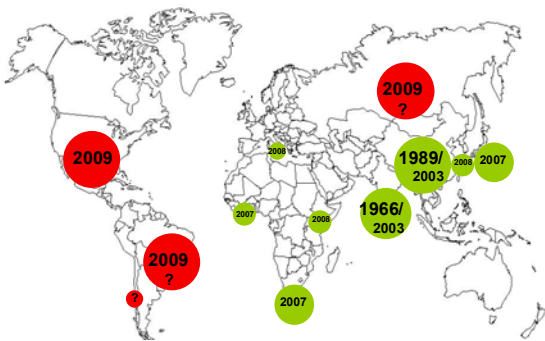
International Staff at Swiss Universities (full-time equivalents)



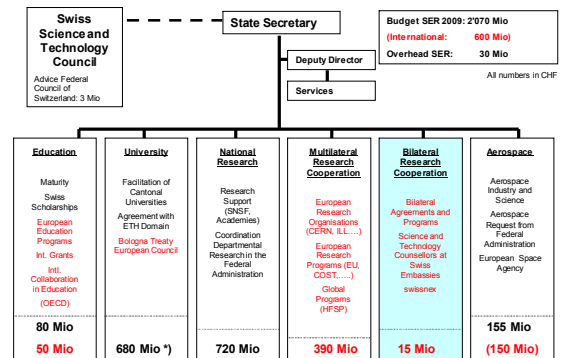
Swiss International S&T Policy



Bilateral S&T Agreements



Budget of State Secretariat for Education and Research SER (2009)



Switzerland's Knowledge Network

Worldwide network of science, technology and higher education outposts

- 4(-5) swissnex
- 12 Science and Technology Counselors at selected Embassies
- Run by the State Secretariat for Education & Research SER in close cooperation with the Federal Department of Foreign Affairs FDFA.



Switzerland's Knowledge Network





Switzerland's Knowledge Network

Mission:

- Strengthen and *promote* Swiss higher education, research, technology and innovation
- *Bring together* Swiss and international experts and institutions
- Support internationalization of *Swiss institutions*
- Support *Swiss students* and researchers
- Provide *background* for fact-based policy decisions
- Structure, implement and coordinate *bilateral research programs*



Science & Technology Counsellors

Mission:

- Serve as an **interface** between the scientific place in Switzerland and the host country
- Offer first hand & up-to-date **information** on Research policy of both countries
- Create and activate dynamic **networks** for scientific collaboration providing the beneficiaries with a comparative advantage



Science & Technology Counsellor Tokyo

Science & Technology Office – Long History

First Swiss personality in Japan: Scientist
In 1805, Johann Caspar Homér a physicist and astronomer traveled on a Russian mission to Japan.



Treaty of Amity and Trade 1864

145 years ago, the Trade and Friendship Treaty



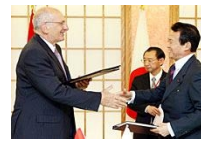
between the Swiss Confederation and Japan was signed in Tokyo opening the way for Switzerland to send a diplomatic mission to open a consulate and to start trade.
40-Year History of S&T Counselor in Tokyo
Jean-Jacques Rollard started as first science counselor at the Swiss Embassy in Tokyo in February 1969.



Science & Technology Counsellor Tokyo

Science & Technology Office - Activities

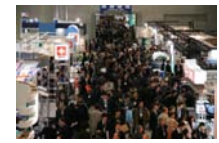
Governmental Level



Swiss Higher Education



Swiss S&T Promotion



Monthly S&T Newsletter



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Mission:

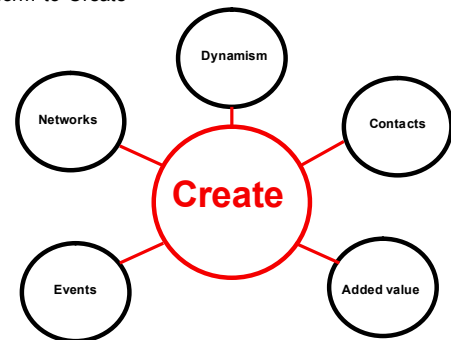
„*Bridging Knowledge and Competences in Science, Education, Art and Innovation*“

- **Basis:** Same objectives as STC Counsellors
- **Added value:** To offer a *proactive platform* for Science, Technology, Innovation and Arts in highly dynamic regions.
- **Specific:** Support the setup, development and follow-up of bilateral cooperation programmes



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Platform to Create



swissnex Funding

Sample of San Francisco (2006)

Basic Funding SER	CHF	660'000
Project funds SER	CHF	150'000
Third party funding	CHF	416'000

Total funding CHF 1'226'000

In 2007, total third party funding amounted to CHF 540'000.



swissnex Partners

Sample of San Francisco



Fondation
Yves & Inez
Oltremare





swissnex San Francisco

Location, Design and Space



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san francisco

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25



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Science, Technology, Education and Innovation

- Affective Sciences
- Risks of nanotechnology
- Certification of Biofuels
- CERN LHC
- Different Democracies
- Same Media Power ?
- WEF'2008
- The Future of Potable Water
- many more ...



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san francisco

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26



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'Art meets Science' - Molecular & Cell Biology / Geeleinan Art Gallery



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singapore

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27



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Promote – Connect - Facilitate

Switzerland's Outpost for
Science, Technology
and Culture in China



swissnex
shanghai

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28



swissnex Shanghai

Gallery



swissnex
shanghai

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29



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MIT European Career Fair (Jan 2009)



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30



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International Fair at Harvard Law School (Feb 2009)



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31



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World Economic Forum Debriefing (Feb 2009)



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32



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Human Rights & Human Dignity Through the UN (Feb 2009)



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33



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SCIENCEsuisse Opening Reception at Logan Airport (Mar 2009)



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34



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Opening Celebration of the Swiss Consulate's 2nd Floor (Mar 2009)



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35



Last But Not Least

And if you still have questions ...

Cheese makes you creative. – Have a bite!



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36



Thank you!



1969 - 2009 SCIENCE COUNSELOR TOKYO

**40 Years Promoting Swiss Science, Technology, Innovation
and Higher Education in Japan**

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37