

WAG

Why Geneva is your best choice in Europe



At home, at headquarters

www.whygeneva.ch

A few of the many top companies that rule from Geneva talk about why they are here...

Caterpillar
Columbia Sportswear
DuPont
easyJet
Electronic Arts
Firmenich
P&G
Richemont Group

... as do some new ones that have just arrived!



REPUBLIC
AND STATE
OF GENEVA

POST TENEBRAS LUX

GENÈVE
A WORLD OF ITS OWN®

Contents

Headquarters of global brands

Why Geneva succeeds as a business base 2

Diversity and density

Pierre-François Unger, Minister of Regional Affairs, Economy and Health, on Geneva's rare combination of expertise 3

New in Town

P&G's second health care joint venture in Geneva 6

The new wave of tech solutions

HP Innovation Centres goes upstream 8

Ahead of the game

Electronic Arts explains why Geneva is a great business platform 9

Strong commitment

The Richemont Group speaks openly about its plans in Geneva 10

The capital of flavors and fragrances

Collaboration of Firmenich and University of Geneva 13

From backpackers to business travel

How easyJet responds to the needs of Geneva-based executives 14

Genève Aéroport

A well-kept secret is out 15

R&D for the aircraft of 2025

DuPont Aerospace industry in Geneva 16

"Just look out the window!"

Columbia Sportswear Company 17

Cat headquarters for over 50 years

How to make relocation work 20

"An old and close relationship"

Swiss-American Chamber of Commerce 21

Top of the class for almost 90 years

The International School of Geneva 22

Impressum

Publication: WG – Why Geneva Nr 22 • Spring 2013 edition
Editor: Geneva Economic Development Office • Rue des Batoirs 7
P.O. Box 740 • CH 1211 Geneva 4, Switzerland
Phone: + 41 22 388 34 34 • Fax: + 41 22 388 31 99
Email: promotion@etat.ge.ch
Project Manager: Elisabeth Tripod-Fatio – promotion@etat.ge.ch
Content: Sarah Meyer de Stadelhofen
Graphic design: www.colegram.ch
Photos: Photos used in this edition are mostly provided by the companies and organizations featured.
Copyright: © Geneva Economic Development Office.
Use of content of this edition requires written authorization of the Geneva Economic Development Office.
Reproduction of content from this publication must mention information relative to this copyright.

A small area with room for talent

Something hard to imagine if one doesn't know Geneva well, is the extraordinarily high density of decision-makers present here, on a territory that covers only 282km². With UN standard-setters, government missions and consulates from every country, global companies and major industry associations, research institutes and influential NGOs such as the World Economic Forum, Geneva may possibly have the largest concentration of thinkers and doers in the world.

Multinationals that establish themselves in Geneva for other reasons – be it because they seek a stable legal and political environment, a central time zone, easy access to the rest of Europe, excellent business conditions, a diverse economic fabric or a multicultural workforce – often discover that, simply being here gives them access to information and contacts available nowhere else.

"There is an astonishing cluster of US blue chip companies in Geneva," says **Martin Naville, Director of the Swiss-American Chamber of Commerce.**

Indeed, 931 multinationals from all over the world currently have a base in Geneva – with 130 of them making their headquarters in Geneva, usually for the Europe, Middle East and Africa (EMEA) region. Together, these multinationals employ over 76,000 people (34% of private employment) and contribute 43% of the canton's GDP.

How did such a small place become the base of choice for so many global companies? Part of the explanation is historical – a steady trickle of companies came to Geneva in the 1920s and, again, in the late 1940s, when the rest of Europe was still in chaos from the two World Wars. But to understand why have so many stayed – **P&G: 60 years; Cargill: 57 years; Dupont and Caterpillar: 50 years** – and why new ones join them every year, it is interesting to look at the assessments of independent comparisons. The 2012-2013 *Country Brand Index (CBI)*, produced by FutureBrand*, ranked Switzerland as

Geneva has never been a one-industry town. If the city was once upon a time famous for its medieval fair and, later on, for its private banks and fine watches, Geneva has added many other high value-added industries to its portfolio: financial services of all kinds, commodity-trading, flavours and fragrances, high-end watches and jewellery, consumer products, trade, biotech, medtech, cleantech, ICT, micro and nano-technology... Over 930 multinationals are now based in Geneva – among which 130 have their headquarters here!

Diversity entails two benefits. First, although all industries suffer setbacks, they do not usually all have to face them at the same time. Second, a concentration of diversified activity in one small place allows creative forms of synergy to happen. Diversity, therefore, acts as a buffer during times of crisis and helps spur new opportunities. This issue of "Why Geneva" will just show you how multinationals contribute both to the diversity and density of expertise in Geneva.

The headquarters of global brands

Why Geneva succeeds as a business base

Number One in the "Good for Business" category for the third consecutive year and as Number One country brand for "Investment Climate, Regulatory Environment and Quality of Life". *Country Brand Index* measures and ranks global perceptions regarding individual nations (e.g. culture, industry, economic vitality and public policy initiatives). Naming Switzerland *Number One* overall, the report notes: that "Backed by a strong value system and stable economy, there's nothing a peaceful population can't do". The World Economic Forum's 2012-2013 Global Competitiveness Report also ranked Switzerland as *Number One* for its "sound institutional environment, excellent infrastructure, efficient markets and technological innovations".

In an uncertain business world, Switzerland's proven record for stability makes it a haven. Geneva adds

further qualities: a high concentration of decision-makers, clusters of industry that cover a diversity of sectors, a cosmopolitan workforce, excellent quality of life and one of the world's best-connected and easy-to-access airports.

So where does one start if one is interested in joining the Geneva flow? "The Economic Development Office is the front door for any company interested in locating to Geneva," says **Daniel Loeffler, Director of the Geneva Economic Development Office.** "We are especially eager to welcome high value-added activities that help the local economy develop over the long term and promote sustainable development in the canton."

*FutureBrand is a brand strategy and design consultancy of the McCann-Erickson WorldGroup.



Mr. Pierre-François Unger

Minister of Regional Affairs, Economy and Health of the Republic and State of Geneva

Corbus expands from its Geneva base



"We're the best little company you've never heard of," states **Jason Evans, Senior Vice President of Corbus**. Until recently the company maintained a low profile, quietly providing supply chain outsourcing, project management and IT solutions to clients around the world. "We've been a start-up with a global footprint," says Mr. Evans.

But now, Corbus is determined to become a household name. "Now is a good time for Corbus as economic pressures are forcing companies to have more efficient supply chains," explains **Dominique Schaller, Switzerland Operations Head**. "Doing more with less – that's our expertise."

To expand operations across Europe, Corbus recently set up offices on two floors of a building in the center of Geneva. Jason Evans sees the large office as an indication of Corbus' commitment. "We're not taking a 'try & buy' approach, we're in Geneva to stay and that will be seen in our hiring practices and how we integrate into the community."

"80% percent of our customers are here"

Corbus, founded in 1994 as a subsidiary of Soin International, has its headquarters in Dayton, Ohio and its delivery centers in India. Given this global spread, Geneva's location makes the city the perfect business base for European operations, explains Mr. Schaller. "Geneva time is six hours after Singapore and six hours ahead of the United States," he says. "Also, it's convenient to be in a small city with such an excellent airport in the middle of Europe. We handle all our value-added EU operations from here, except for the UK and Ireland, where we already have an office."

www.corbus.com

Both Mr. Evans and Mr. Schaller note that the concentration of multinational headquarters and EMEAs in Geneva was an essential draw for the company: one of Corbus' most important clients, P&G, has a major presence here. "The services we offer are geared to Fortune 1,000 companies so we see a lot of opportunities with our existing customer base here," explains Jason Evans. "One main objective is to have more activities in the local market." Corbus is now making the most of Geneva's accessible atmosphere in order to widen its contacts, in particular through the network of the Swiss-American Chamber of Commerce. "80% of our customers have an entity or operations either here or in Zurich, a quick train ride away," remarks Mr. Evans. "Our French and Belgian customers are happy that we are in Geneva."

The ability to recruit high-level people was another factor in Corbus' decision to set up its base in Geneva. "Getting the right people is key to our expansion in Europe," states Mr. Evans. "Geneva is an international city so it's easy to find people with the right language skills and multicultural experience and contacts."

Jason Evans adds that Geneva's financial center has also been an asset. "Working with the banks here has been an easy process – and that's crucial when you are in expansion."

The Geneva business community is pleased to welcome Corbus to the area. "Corbus will contribute to the international reputation of Geneva while benefiting from Geneva's strategic location and the abundant business opportunities here," says **Daniel Loeffler, Director of the Geneva Economic Development Office**.

Media Vision opens in Geneva



Media Vision produces the latest in conferencing microphone systems and language interpretation technologies, products that the company calls *Diplomacy Technology™* solutions. "Setting up a base in Geneva, at the center of world diplomacy, is a natural move for us" says **Fardad Zabetian, CEO of Media Vision**, "not only because these organizations are a prime client for our technology solutions, but also because supporting international cooperation is our core mission."

The fact that so many global companies have a headquarters in Geneva adds to the city's attractiveness. "Whatever the state of the global economy, we feel that the business environment in the Geneva area will always maintain the dynamism that drives growth and opportunities for Media Vision," explains Mr. Zabetian.

According to Fardad Zabetian, the Media Vision team in Geneva brings the experience of thousands of unique installations in video teleconference (VTC)

boardrooms, training centers, university auditoriums, council chambers and many other meeting facilities across North America and Europe. "This experience is what is most in demand and will be very valuable to technology integrators and consultants in Switzerland," he says.

The company reports a smooth move to Geneva. "Within a week, we were able to register the company, find an office space and start presenting our new solutions to various partners," Mr. Zabetian. "The Economic Development Office provided us with reliable professional contacts who were useful for us to fully understand the market, establish our operations and be best positioned for success. The Office was also very receptive to our numerous questions regarding rules and regulations, employment laws, tax laws and more. Now we are looking forward to making the most of the networking opportunities it has to offer."

www.mediavision-usa.com

Geneva-Beijing non-stop!

Air China has opened four weekly nonstop round-trip flights between Geneva and Beijing. These new direct flights have been scheduled to offer optimal time conditions for business hours and transit in both cities. With the new service to and from Geneva, Air China, a member of **Star Alliance**, expands its service network across Europe to twelve major airports. Geneva International Airport, which covers

some 120 regular destinations, including over twenty intercontinental routes, serves a dense pool of passengers, many of whom are working in the multinational companies and international organizations based in the region. "Beijing has long been one of our priorities, for business travellers as well as for tourists," says **Robert Deillon, General Director of Geneva International Airport**.



60 years in Switzerland

P&G's headquarters in Geneva

If you ask **Frédérique Reeb-Landry, Director General Public Affairs, P&G Switzerland**, to explain why P&G is still in Geneva 60 years on, she answers that it is for the same reasons the company came here in the first place – only even more so.

“The reasons why P&G chose Geneva in the 1950s are still valid today,” says **Ms. Reeb-Landry**. “Geneva is a business-friendly base in the center of Europe – ideal for doing business with Asia or the US. And Switzerland’s economic and political long-term thinking offers predictability for business decisions. Perhaps that kind of stability, given the realities of today’s world, is even more valuable now than it was in the 1950s!”

P&G, an \$84 billion global company, celebrated its 175th anniversary in 2012. Geneva has developed into becoming the headquarters office for the EMEA region and for several Global Business Units such as Fabric Care, Hair Care and Salon Professional. Now, with two joint ventures based in Geneva,

P&G has expanded its traditional consumer lines to over-the-counter (OTC) health care.

Two P&G health care companies in Geneva

The consumer health care industry – an extraordinary range of products and diagnostic devices that we can already buy over the counter – is a nearly \$200 billion industry and is still growing fast. Given P&G’s expertise in consumer research and marketing, the company’s move into over-the-counter health care is a natural development.

“Switzerland’s long-term thinking offers predictability for business decisions”

P&G created its first OTC health care joint venture in Geneva in 2007. **Swiss Precision Diagnostics**, a joint venture of P&G and Alere, is now a leading supplier of home pregnancy and fertility/ovulation tests. In 2011, P&G dramatically expanded its OTC health care business through another joint venture,

PGT Healthcare, with Teva Pharmaceuticals. Also headquartered in Geneva, PGT Healthcare blends the strong category presence and complementary expertise of both partners to develop, manufacture and market more than 160 OTC brands in more than 65 countries around the world. “This new business model leverages P&G’s capabilities in the field of brand building and consumer-led innovation,” says Ms. Reeb-Landry. “We want to go with our strengths and grow in this area.”

She adds that these joint ventures are headquartered in Geneva “because of synergies with our other business here – and for all the other good reasons that we came to Geneva and have stayed here for 60 years!”

If P&G appreciates Geneva, the feeling appears to be fully reciprocated by the locals. The company is not only respected as one of the canton’s largest employers – with about 3,000 people working in the Geneva offices – but also gets high marks for promoting sustainable development and gender equality and for its sense of corporate responsibility to the local community. “We have a well-integrated, constructive relationship with all government levels,” says Ms. Reeb-Landry.

“This relationship, she adds, reflects the importance of the many global companies with headquarters here. Multinationals in Geneva employ more local people than local companies do.”

P&G has also achieved a high profile in Western Switzerland as a great place to work. For the past four years, the company has turned up consistently as “Top Employer” in surveys conducted by **Bilan** magazine. P&G’s flexible approach to working hours and working from home, opportunities for personal development and internal promotion are all reasons why P&G is considered a great employer.

Ms. Reeb-Landry considers it “normal” that a company like P&G should do all it can to attract, keep and develop talent. “To innovate and develop products that suit consumers everywhere, we know that we need to keep diverse gender and cultural representation inside the company,” she says.

One of the ways P&G interacts with the local business community is through a series of annual conferences on innovation. Co-hosted with the Geneva Economic Development Office, these events have explored trends such as open innovation and the impact of digital technology. At the same time, they offer an opportunity for business people across the Geneva economy to meet and network.

P&G has also been active in seeking open innovation relationships with start-ups and small-to-medium-sized companies. For example, at the LIFT technology conference in Geneva in February, P&G’s Global Business Service organization launched the “P&G Start-up Challenge” to search for innovative ITC start-ups. “R&D is especially strong at P&G but we also believe in looking outside,” explains Ms. Reeb-Landry. “More than half of our products have elements or components coming from open innovation found outside the company.”

Photo from left to right: H.E. Mr. François Barras, Ambassador and Consul General of Switzerland in New York, Ms. Catherine Lalive d’Epinay, Geneva Economic Development Officer, Mr. Winston Griffin, VP P&G Global Operations, Ms. Frédérique Reeb-Landry, General Director Public Affairs, P&G Switzerland, H.E. Mr. Manuel Sager, Ambassador of Switzerland to the United States

www.pg.com

At home in Geneva

- HQ for Europe, Middle East and Africa
- HQ of global businesses such as Fabric Care, Retail Hair Care, Wella Company, Braun and Prestige (partly) and Global Development Markets
- Serving about 120 markets from Geneva
- About 3,000 employees: one of the canton’s biggest employers

P&G honored with the Geneva Economy Award 2013

The Geneva Economy Award recognized P&G for outstanding contributions and positive impact to Geneva in terms of international influence, capability to innovate, growth strategy, social responsibility and the number of jobs created.

A great boss

In 2012, the business magazine **Bilan** named P&G “Best Employer” in Western Switzerland – for the third year running.



P&G wins Tell Award 2012

With a presence in Switzerland for 60 years, P&G is one of the great success stories among the many multinationals that run European operations from Geneva headquarters. Now, Switzerland has offered a public “thank you” to Procter & Gamble: the 2012 **Tell Award**. The **Switzerland Tell Awards**, named for **Swiss folk hero William Tell**, honor US companies that have conquered the European/EMEA market from a base in Switzerland. The Switzerland Tell Awards 2012 Ceremony took place at the new Bloomberg Center in New York in March 2013.

Moving beyond technology to the Business of Innovation

A look inside the HP Innovation Centre in Geneva



Mr. Paul Jeremaes,
Director of the HP
Innovation Centres

Technology is the great enabler. But how do you know which technology – if any – is right for your company?

Not long ago, the role of a “computer company” like HP was to create new hardware. What you did with it was up to you or your IT organization.

But this tech-centric, tech-first solution is no longer adequate, says **Paul Jeremaes, Director of the HP Innovation Centres.**

“Innovation has gone far upstream,” he explains. “Any company considering the introduction of new technology needs to understand the business benefits and possible end-user reactions. The challenge now is to, first, determine user needs and innovate to solve those needs in new and useful ways, looking at IT as a true business enabler.”

Paul Jeremaes is seated inside the original HP Innovation Centre in Geneva, perhaps best described as a colourful stage-set. Mr. Jeremaes and his team use this environment to help clients move beyond “business as usual” to gain insight into alternative scenarios, what Mr. Jeremaes calls “the art of the possible”. “We design different experiences to help clients explore and discover innovative business breakthroughs,” he says. “The methodology we use enables us to customize these innovation experiences according to a client’s particular corporate culture and industry.”

Client engagements typically involve a two-day experience at the Innovation Center to take a group of business executives through all phases of the innovation process, from “spotting the opportunity” to “solution planning”. The goal is to come up with

practical “rapid concept prototypes” that show where technology solutions can have maximum impact.

Mr. Jeremaes set up the first Innovation Centre in Geneva thirteen years ago. Since then, HP has created other Centres in different cities to meet the increasing demand for innovation services in today’s “creative economy”. From Geneva, Paul Jeremaes and his team now form part of an extensive network of subject matter experts who contribute to joint innovation initiatives with clients, guiding research and the development of prototypes.

“Geneva’s international dynamic is an important benefit”

“Business advantage is obtained from “smart ideas” and not just the latest technology.” Mr. Jeremaes explains. “Technology is one important dimension among many that are considered during innovation sessions at the Innovation Centres. The aim is to ensure that organizations are able to obtain the best return from their IT investments and harness the full potential behind their innovative ideas. “We have a proven track-record with clients from all major industry segments who are able to demonstrate the real benefits obtained from the business of innovation with HP.”

Managing HP’s innovation services from Geneva, he concludes, is a natural choice, given the many multinationals here and the Lake Geneva Region’s dynamic economic tissue. “If there is any place in the world where an innovation company could experiment and customize its offer to diverse companies, it would be here. We have always seen Geneva as a cross-industrial location.”

www.hp.com

The serious business of games

Electronic Arts brings its products to market from Geneva



In the 1970s, computer games were a pastime for kids. By the 1990s, they had become an established industry. In 2011, in the US alone, consumers spent \$24.75 billion on video games, hardware and accessories. And there’s still no plateau in sight: Internet connected consoles, PCs, mobile phones and tablets are bringing new games, new genres, easier access and new ways to play to more consumers. Today’s industry estimates show the worldwide number of gamers is more than 1.5 billion people.

One of the companies leading this evolution (or, perhaps we will look back on it as a “revolution”) is Electronic Arts (EA). For decades, EA has been making some of the most famous games franchises in the business: *EA SPORTS FIFA Football*, *Battlefield*, *Need for Speed*, games based on “Harry Potter” and “The Lord of the Rings”, and *The Sims series*, including the newly-released *SimCity*.

Creating games that appeal to people all over the world demands a special kind of cultural openness. And that is one of the reasons why Electronic Arts relocated its International Publishing headquarters to Geneva in 2006.

“We established our international headquarters in Geneva for a variety of reasons and one of the benefits has been a fresher perspective,” explains **Tiffany Steckler, Communications Director of Electronic Arts International.** “In Geneva, you are in the center of Europe and that forces you to view each single market around you in an equal, objective way.”

As the headquarters of EA International Publishing, the Geneva office performs a mix of functions: marketing, sales, consumer outreach, distribution and supply chain management, human resources, finance, etc.

“Geneva is our business platform for bringing our games and services to markets across Europe,” says **Jens Uwe Intat, Senior Vice President and General Manager for EA’s European Publishing.** “Our activity scans a deep variety of entertainment choices and national cultures, and Geneva is a good place from which to understand our consumers, trends and market behavior country by country.”

Anyone who has ever played a game from *The Sims* knows that one of its more quirky aspects is the unintelligible language the avatars speak. This Sims “language”, “Simlish”, may be a creative way around the problems and costs of localization, but it also reflects a larger philosophy. “We make games for a global audience,” says Dr. Intat. Providing what he calls a “compelling, deep-experience” for people everywhere is creatively demanding. “Even the business side takes place in a constantly innovating environment,” he says. “Nothing stays exactly the same.”

“Geneva is a good place to understand consumers, trends and market behavior country by country”

Some 80 people work in the Geneva office, a mix of nationalities and cultures, many of whom were hired locally. “I can tell you that during the football season, there is a lot of rivalry!” says Tiffany Steckler. “We are very aware of the highly skilled local talent pool both technically and creatively, as well as the university environment here.”

Having a base in Geneva, she adds, has an added appeal for the younger employees involved in the gaming industry. “Our employees are in their low to mid-30s, so the sporting opportunities offered by Lake Geneva and the mountains nearby are much appreciated.”

www.ea.com

The capital of luxury

The Richemont Group explains why it directs some of the world's greatest names from Geneva



The Richemont Group owns some of the world's leading luxury goods companies – its Maisons – in jewelry, premium accessories and luxury watches. Over the past decade, The Richemont Group tripled its turnover and, in 2012, increased profits by 51%. The company expects 2013 profits to grow by another 30%. WG asked **Richard Lepeu, Co-Chief Executive Officer**, about Richemont's activities and plans for the future in Geneva.

How do you see the luxury industry in your categories developing over the coming years?

Our customers are undoubtedly part of a so-called niche market but it is obvious that a fast-growing number of people throughout the world, most of whom are in the so-called BRIC countries, are attracted by our products and are able to afford them. Besides Greater China, an obviously dynamic market, we are investing in markets such as Brazil and India and see fantastic long-term opportunities in all of South East Asia.

“Our headquarters benefits from the best specialists in every field of activity: strategy, finance, law, intellectual property, real estate, information technology, supply chain management, etc.”

What activities does Richemont carry out from Geneva?

The Richemont Group moved its headquarters from Zug to Geneva in 2002, concentrating central functions that were, until then, spread across various sites. Our headquarters benefits from the best specialists in every field of activity: strategy, finance, law, intellectual property, real estate, information technology, supply chain management, etc. Four

of our Maisons – Vacheron Constantin, Piaget, Baume & Mercier, Roger Dubuis – as well as our joint venture, the Polo Ralph Lauren Watch & Jewelry Company, also have their headquarters in Geneva. These brand headquarters focus on strategic activities such as creation and design, marketing and communication, strategic planning and exercise leadership over the worldwide distribution network. Several Maisons have also established boutiques in the heart of Geneva, serving an international clientele. Of our over 27,000 employees worldwide, 8,400 are in Switzerland and 2,260 in Geneva.

Contrary to globalization, Richemont also manufactures in Geneva. Why?

Our supply chain system is highly efficient at serving our markets and customers worldwide. But fine watches demand specialized expertise. Geneva has been the undisputed capital of watchmaking since the early 18th century, when watchmakers in the Jura Mountains would bring their complication movements to Geneva's *cabinotiers* to be encased in gold and enamel for export all over the world. The celebrated *Poinçon de Genève* (“Geneva Seal”) is the ultimate reference with regards to the quality of a fine watch movement and several of our Maisons have vowed to uphold it.

Richemont is now building a unique entity in Geneva, the *Campus Genevois de Haute Horlogerie*. What is it and what will it bring Richemont?

We see this project – a 30,000m² integrated center of watchmaking – as a major commitment to Geneva and we are investing over 100 million Swiss francs in its creation. Besides bringing high-end Geneva watchmakers together, the Campus will see the establishment of a full watchmaking manufacture for Van Cleef & Arpels, a Research Centre for

Watchmaking to develop new technologies, and, most importantly, the Learning and Apprenticeship Centre for Haute Horlogerie. The total Campus population should reach 900 by 2020. For us, the Campus will contribute to developing and maintaining the craftsmanship involved in watchmaking, will train young people and will foster the development of the Group's employees.

“Thirteen of our nineteen brands are more than a century old. Together, our brands represent over 2,000 years of history, savoir-faire and passion”

Your brands are managed independently as separate “Maisons”. Why did Richemont choose this structure?

More than a commercial strategy, it is a deep belief that impacts all our decisions. Each Maison has its own distinct identity, its own DNA that stems from its heritage and culture. Therefore, we have to allow each Maison its own style, while ensuring that it has the right and stable management and long-term vision. Each Maison independently designs, produces, communicates and sells; each has its own dedicated CEO, employees, factories and boutiques; each has full control over its products. For example,

Joint venture with Polo Ralph Lauren

In 2007, Richemont and Polo Ralph Lauren entered into a joint venture, The Polo Ralph Lauren Watch and Jewellery Company. The new brand's first collection premiered in 2009 at Geneva's *Salon International de la Haute Horlogerie* (SIHH) watch fair.

if you buy a watch from Vacheron Constantin, it has been made by Vacheron Constantin. Richemont only orchestrates the music, through our central and regional structures, and by offering the best expert support services in areas such as finance, IT, intellectual property, legal, real estate, HR, logistics, treasury, tax, after-sales service, etc. Thirteen of our nineteen brands are more than a century old and, together, our brands combine over 2,000 years of history, savoir-faire and passion.

What challenges are you facing, especially in the watchmaking segment?

The first challenge is geographical: in our markets, we have to stay relevant and desirable for our traditional western clientele and its new young generations. In other words, while serving the surge in demand



Preparing for Geneva's third century of watchmaking

Construction of Richemont's *Campus Genevois de Haute Horlogerie* is underway. The new complex will consolidate Geneva's position as the capital of fine watchmaking.

- Investment of over 100 million Swiss francs
- Brings together major high-end Geneva watchmakers
- New production workshops of Vacheron Constantin
- Full new watchmaking manufacture of the Maison Van Cleef & Arpels
- Research Centre for Watchmaking: to develop new technologies
- Learning and Apprenticeship Centre for Haute Horlogerie: to train future generations of great craftsmen.



The flavor of creativity through science

Firmenich celebrates the science behind culinary art

a company like Firmenich,” says Dr. Velazco, herself a neuroscientist and graduate of the University of Geneva.

Introduced by **Professor Jean-Marc Triscone, Dean of the Faculty of Science**, the evening featured an artist of the palate, **three-star Chef Pierre Gagnaire**, recognized for his cuisine which marries traditional and molecular gastronomy. **Dr. Ivan Rodriguez, Professor of biology**, explained how the detection of molecules turns into taste or smell. **Estelle Delort, Senior Scientist, Research & Development, Firmenich**, explained how careful chemical analysis identifies trace molecules to reveal the profile of foods; and **Robert Wagner, Director Global Product Design Flavors, Firmenich**, spoke about the importance of a clear definition of product targets to meet the needs of different markets.

and new clients in Asia and Latin America, we must be careful not neglect our valued European clients. Brazil, India, Africa and the Middle East, as well as large parts of South East Asia also represent formidable challenges for our Maisons.

Secondly, with regards to production, our manufactures and workshops are of critical importance for us. For many years, we have invested in our facilities and verticalized in order to be more and more independent in the manufacturing of our movements and components. Our acquisitions of suppliers are always friendly and sometimes vital for maintaining the production facilities alive. We plan to continue such investments and have an important program for the next three years.

Third, in the watch segment, with the exception of Lange & Söhne, which is based at its historical premises in Glashutte, Germany, all our watches are, and will continue to be, fully produced in Switzerland. It is obvious that maintaining these high standards of production are costly in term of manpower and supplies (gold and diamonds being our main materials). The high cost of skilled labor, the general cost of living in Switzerland and the strength of the Swiss Franc enhance the problem. So we closely monitor the evolution of those economic conditions, as well as the political, regulatory and fiscal environment, which on balance remains favorable today in the Geneva region.

Fourth, in spite of the excellence of existing manpower, the entire watchmaking industry suffers from the lack of sufficiently qualified labor. We have invested in specialized training schools but we must, with our colleagues in the industry, continue to do more.

Finally, we strongly believe that the cornerstone of a long-term strategy for our watch segment is in research and development. Beyond new designs and innovative esthetics, new technologies will be developed. This is why we invest substantial resources in the development of new materials, new technology and innovative manufacturing processes. Producing fine watches in ever-renewed forms is very costly and economies of scale are difficult to attain. To meet this industrial challenge, innovation, high quality manufacturing and financial performance must be combined. This is a common challenge for the Swiss watch industry. We will meet it together, in close cooperation with the Lake Geneva Region’s many centers of excellence and technical institutes.

www.richemont.com



Whether you are a three-star Chef creating molecular cuisine or a Master Perfumer or Flavorist shaping unique sensorial experiences, science inspires and enables your work. Universities also play a critical role in building knowledge and talent in all key scientific disciplines.

Firmenich, one of the world’s most important fragrance and flavor companies, recently hosted a conference and event in Geneva, in partnership with the **University of Geneva’s Faculty of Science** and **Migros**, to highlight the way science stimulates and supports creativity in the realm of taste.

The event was the visible symbol of the long collaboration between Firmenich and the University of Geneva. The company has worked closely with academia for its entire 118 year-old history to drive breakthrough research. “A strategic pillar of our Innovation Model is to partner with leading external experts, including start-ups and academic institutions close to our three main R&D hubs in Geneva, Princeton and Shanghai,” explains **Maria Inès Velazco, Senior Vice-President, Research and Development, Firmenich**. “We work with Geneva’s Faculty of Science in different fields, including analytical chemistry and olfaction on one hand, and the brain and human behavior, on the other. It is also very stimulating for students and professors to work with

“The word ‘freshness’ means different things to different people”

Close collaboration between researchers, designers and evaluators is key to satisfying the diversity of needs and tastes of consumers around the world, explains Dr. Velazco. “Our clients are present in markets with different cultures where people experience different emotions when tasting or smelling consumer products. For example, ‘freshness’ means different things to different people. We help our clients to understand product and people differences, thus developing products that are appropriate and will be successful in the different markets.”

By using local and natural products from the Geneva region, the event also marked Firmenich’s commitment to sustainability. “Sustainability is part of everything we do, from the environmental footprint of our operations, to the sourcing of our raw materials all the way through to R&D and the design of our products,” says Dr. Velazco. “Nature is our inspiration and we wish to continue to be inspired by it while respecting and protecting it in everything we do”.

www.firmenich.com

Science and creativity at Firmenich

- Invests 10% of revenue in innovation
- Has included a Nobel Prize laureate, Leopold Ruzicka, as head of R&D
- A leader in patents across the industry
- A leader in relevant science publications across the field

Capital of flavors and fragrances

Firmenich and **Givaudan**, two of the most important companies in the global flavor and fragrance industry, both have their headquarters in Geneva.

easyJet's easy landing in Geneva

How the business traveller's low-cost and Europe's easiest airport have grown together



Frequent, extensive air connections are a prerequisite for any global headquarters. They are also one of the main drivers of economic growth for a city or region. easyJet's point-to-point flights across Europe fill the bill – both for the multinationals in Geneva and for Geneva itself.

The image of **easyJet** – from its online ticket sales, do-it-yourself check-in and limited in-flight service – has always been that of the cheerful, low-cost airline. But one-sixth of easyJet's passengers are in fact business travellers.

How did easyJet suddenly acquire its position as a business-travel airline? And what is a low-cost airline doing with a base in Geneva, one the world's prime "luxury" cities, anyway?

"In the old days, low-cost was for backpackers," agrees **Thomas Haagensen Commercial Director Northern Europe, easyJet**. "But today everyone uses it. The mentality across Europe changed after 2008, when budgets began to be scrutinized. People

realized that they didn't need Business Class to fly 1.5 hours across Europe, that it was more important to get from point A to point B as fast as possible, at the right time of day, at competitive prices. The whole mentality has evolved."

As to the second question, he states simply: "There's a real strategic fit between us and Geneva. Since we began operations here in 1997, we have grown and we have helped Geneva grow at the same time."

Unlike other low-cost companies of the time, easyJet chose a point-to-point strategy, flying to central airports where demand and revenue already existed. "We didn't develop at second and third-tier airports where the only stimulus is the low cost," Mr. Haagensen explains.

This counter-intuitive strategy has helped easyJet build an enviable Pan-European presence. "Of the top 100 market routes, we cover 49 – more than any other legacy carrier," says Mr. Haagensen. "We have built a broad network across Europe, with

The easyJet effect

- No. 1 airline at Geneva Airport (38% market share)
- Major contributor to 30% improvement in Geneva's accessibility between 2004 and 2010.
- Passengers spend roughly CHF 1.2 billion each year, with a value-added effect of CHF 560 million in 2011.
- Over 400 local full-time staff; plus another 1,400 full-time jobs indirectly – excluding contribution to local tourism.

58 routes from Geneva every year," he adds. 10 % of the airline's fleet is based in Switzerland, with thirteen planes in Geneva and another eight in Basel.

In 2011, a Basel-based research group, BAKBASEL, made a study of easyJet's direct economic contribution to Geneva. "The overall conclusion is that the economic activity of easyJet in the Greater Geneva Region contributes total gross value added of about CHF 455 million. This is equal to 0.4 % of the regional gross domestic product," the report said. "The overall effect on employment is about 1,800 full-time positions; the income from employment associated with these is estimated at CHF 180 million."

"There's a real strategic fit between us and Geneva"

Today Geneva Airport's No. 1 airline in terms of traffic volume, easyJet carries over 5.6 million passengers in around 40,000 flights each year in and out of Geneva, a five-fold increase since 2000. And there's room for further growth. As for Switzerland, Thomas Haagensen puts the figure for actual easyJet traffic in and out of the country at 8.8 million passengers.

"Geneva is the gateway to the Alps," says Mr. Haagensen. "This city is the international network point for ski traffic. We already offer over 50 flights to and from UK, with 22 to London alone and, during the ski holiday period, we increase these flights."

The airline is also looking carefully at Geneva's "outbound potential", he says. A city, whose inhabitants are largely from somewhere else and who have family and cultural ties abroad, makes an exceptional target for an airline. "Geneva is made up of

50% foreigners, people who are highly connected to the rest of world, with a high propensity to travel."

But it is the concentration of global and EMEA headquarters in Geneva that offers easyJet its most attractive pool of future customers: business travellers. Mr. Haagensen says that his airline is already taking steps to make easyJet the airline of choice for business: adding capacity to existing routes and new business destinations, adding daily returns, flexible fares, allocated seating, booking through travel agents, and the most respected travel partners... "To cater to their special needs, making our offer more attractive to them, capitalizing on our low fares culture," he adds. "Executives who fly with us to play golf in Marrakech, for example, come back to us for their business trips. This change is here to stay."

www.easyjet.com

Geneva International Airport: The airport for business

Frequent flyers seldom fail to comment on how much they appreciate Geneva's easy, efficient and well-connected airport. In volume of European business travel, Geneva is second only to Paris' Charles-de-Gaulle!

Airport of the Year 2013

At only 5 km from the center of the city, more than 120 direct-flight destinations, over 50 scheduled airlines and the second European airport for private aviation, Geneva International Airport has earned its reputation for convenience and user-friendliness. Many in the local business community even consider the airport one of the keys to Geneva's success as a business base. Now, **Air Transport News (ATN)** has named it **Airport of the Year 2013** in the 10-30 million passengers category. **Robert Deillon, CEO of Genève Aéroport**, attributes the prize to "several years of substantial investment to move the airport out of one era and into another." Genève Airport has invested CHF 345 million between 2007 and 2011 and seen an increase in traffic of 73% over the past decade. Mr. Deillon adds that the airport offers "our passengers and our partners larger, more modern and more ergonomic facilities, and also a culture of customer-oriented service".

Mr. Thomas Haagensen
Commercial Director
Northern Europe easyJet



R&D for the aircraft of 2025

DuPont labs in Geneva serve the aerospace industry

We pace up and down on it, 10,000 meters above the earth, without realizing that we are, mostly, walking on air. DuPont™ Kevlar® Honeycomb, the material making up the floor of every commercial airplane, weighs around 800 grams per square meter. Yet, under your feet, honeycomb feels as solid as oak parquet.

“That’s because it is strong,” says **Olivier Lengwiler, EMEA Market Segment Manager for DuPont Aerospace**. “You could drive a car over it.”

Made from the DuPont fiber Kevlar™, Honeycomb is one of the many products that Mr. Lengwiler helps develop at DuPont EMEA headquarters in Geneva to fill aerospace industry needs. Geneva, he explains, is an easy commute to Airbus headquarters in Toulouse, France and other Airbus sites in Europe.

It looks a lot like a beeswax honeycomb, the hexagonal-cell structure being nature’s most efficient design for space and strength. But instead of holding honey, this one holds air. “Our panels contain 90-99% open space, so they are very lightweight,”

describes Mr. Lengwiler. “Every kilo saved on an aircraft is a couple of hundred dollars saved per year – huge savings considering the 20-30 year life span of a airplane.” In order to achieve maximum stiffness, DuPont™ Kevlar® Honeycomb is glued between two sheets of carbon or glass. The list of remarkable properties goes on.

DuPont™ Kevlar® Honeycomb is fire resistant, corrosion-resistant and flexible. “The wings of a 747 can go up and down several meters in flight,” Mr. Lengwiler explains. Not surprisingly then, several DuPont materials such as Kevlar® and another Dupont fibers and films, the heat-resistant Nomex®, are used throughout airplanes. From exterior wing flaps, rudders and tires to interior flooring, storage bins, wall panels and as fire- and abrasion-resistant wraps for electric wires and cables. A third material, DuPont™ Tedlar® film, keeps aircraft interior surfaces easy to clean. It is also a key part of insulation inside the plane, considering that temperatures outside the plane can go down to minus 50°C. In addition to commercial jets, these materials also go into helicopters, the space shuttle and even the Mars Rover, as well as many other industrial, marine, military and recreational applications. Kevlar, for example, – five times as strong as steel of the same weight – is the material of choice for bullet-proof armor.

“In Geneva, we handle the main development in Europe for Airbus”

DuPont is now working on using a flat-paper form of Kevlar® to build airplane fuselages. But don’t go looking for it on your next flight. DuPont and the aerospace industry are long-term thinkers. “There are a million things to analyze,” Mr. Lengwiler says.

With over 10,000 scientists working in DuPont labs all over the world, “nothing comes from only one place,” Olivier Lengwiler explains. “It is all about collaboration.” DuPont in Geneva, he continues, is responsible for the R&D that goes into honeycomb, cables and the future paper fuselage. “In Geneva, we handle the main development in Europe for Airbus.”

The stakes are high given the airlines industry’s stringent safety requirements and urgent need to cut fuel costs and CO₂ emissions. Dupont, Mr. Lengwiler says, is always looking to fill future needs, although ROI can take decades to achieve. “If we don’t invest now in R&D, the innovations won’t be there in 2025 when the airlines will need them,” he concludes. DuPont spends US\$2.1 billion globally in R&D every year.

www.dupont.com

Sportswear for the great outdoors

Columbia Sportswear Company explains why Geneva fits

As the old saying goes, you can be cold in winter or you can be warm in winter – it all depends on how you dress. Since 1938, Columbia Sportswear Company has built a global business providing technologies and performance products that keep people comfortable anywhere, anytime. To build its brand in Europe, the company chose Geneva for its EMEA headquarters.

“Just look out the window!” says **Antti Karava, Marketing & Communication Director, Columbia EMEA**. “Having this amazing outdoor playground around us is crucial for product-testing in a real environment. Also, for our business events: we can pick up customers and journalists from the airport and drive them to the mountains or lake. It would be much more difficult, if we were based in London or Paris.”

Columbia Sportswear Company concentrated its operations in Geneva in 2005. Today 20% of the company’s European staff is here, including European general and sales management, marketing, communications, planning, legal, human resources, retail and e-commerce – as well as the front and back office operations for EMEA Distributor markets.

“We have over ten nationalities in this office and most of them were recruited locally”

“We wanted to build up a European shared services center and a powerful Go-To-Market team with a wide range of expertise and nationalities. To attract that kind of talent, we needed a lively, international city in the center of Europe,” says **Frédéric Vernet, Human Resources Director, Columbia EMEA**. “Ten nationalities work in this office – most of them recruited locally.”



The outdoor life

- Innovative apparel, footwear, accessories and equipment since 1938
- Entered European market in early 1990’s; EMEA region’s 2012 turnover around 200 million US dollars.
- Brand portfolio: Columbia, Sorel, Mountain Hardwear, and Montrail.
- Technology portfolio: Omni-Heat (for warmth); Omni-Tech, Omni-Dry, Dry Q Evap and OutDry (for waterproof breathable); Omni-Freeze and Cool Q Zero (for sweat-activated cooling); Omni-Shade (for sun protection); Insect Blocker.

Columbia Sportswear Company works with professional alpinists, climbers (Ueli Steck, Tim Emmett and Liv Sansoz) and skiers (Geraldine Fasnacht) to develop and promote its lines. “Chamonix, the Mecca of alpinism, is only one hour from Geneva. Proximity allows us to cherish relationships that are important for our business,” says Antti Karava.

Geneva’s connections to the rest of Europe have also been a plus. “Our employees travel a lot on business and people come to see us, so it is convenient to have a good service to most main cities in Europe,” says Antti Karava. “Geneva is a perfect match for us and definitely good for the image of the company.”

www.columbia.com





A fresh look on Caterpillar's 50 years of presence in Geneva

Caterpillar opened one of its headquarters in Geneva over 50 years ago – one of the first multinational companies in town – and has been here ever since. Nigel Lewis, VP EMEA (Europe, Middle East & Africa), of Caterpillar's Distribution Services Division, arrived here recently in January 2013. To get his fresh point of view, we have asked him why he thinks Caterpillar is still in Geneva after all these years.

An old hand at relocation, Nigel Lewis still seems surprised by how easy the move was for his family. "I'm originally from Ireland and I've worked with Caterpillar in the UK, Singapore, Peoria, Nashville and Miami. This has been the best transition yet. Geneva has a cosmopolitan atmosphere in a place small enough to get your arms around it. My three children like their school, we are all learning to ski – switching from water to snow! – and, now that we are in Europe, we can finally explore our roots."

"A cosmopolitan atmosphere in a place small enough to get your arms around it"

Mr. Lewis then considered Geneva in terms of a business base. "Switzerland is a great environment for an international company, with its own four languages and a high level of English, as well as connections and affinities with the Middle East and Africa and great ties with Russia. The airport of Geneva is an asset to my lifestyle – from the office, I can be there in 20 minutes! – and flight connections are good to all corners of our region. Caterpillar's business model has, from the beginning, been both global and local – and this office has played an important role over the years. Being in Geneva has helped us acquire local partners: some of Caterpillar's oldest dealers are in the EMEA region."

The Cat® product time-line reflects a history of 20th century construction projects. Moreover, as anyone who has travelled around Switzerland knows, Swiss engineers have built a remarkable infrastructure in difficult terrain. "Our local dealer, Avecsco, has been our partner for over 80 years," explains Mr. Lewis, noting that Cat® equipment helped construct the Swiss national highway system in the 60s and 70s, the Mattmark Dam project in 1965 and the Gotthard Road Tunnel in 1972. "In 2002, more than 50 Cat® machine models were part of the AlpTransit Project," he adds. "More recently, our products have been involved in the retreatment of the Kölliken waste landfill and, in 2012, our products were used to help renovate the Zurich airport runways while here in Geneva, they are now actively being used in the construction of the CEVA*."

Asked to describe the Geneva HQ, Nigel Lewis says, "I would call it a miniature Caterpillar. Our Geneva team includes employees from multiple cultures, with 30 plus languages/nationalities, across a variety of functions: marketing, sales administration, training, and aftermarket product support, parts and service



Mr. Nigel Lewis, VP EMEA (Europe, Middle East & Africa), of Caterpillar's Distribution Services Division



Caterpillar sportswear

and finance. As an example of innovation and creativity, our Geneva office just played a key role in designing and managing our exhibit at Bauma in Munich, the industry's biggest international trade show with over 500,000 visitors. It was a state-of-the-art presence where we displayed more than 70 Cat® machines as well as the latest technology solutions and services for customers."

"Being in Geneva has helped us establish and maintain relationships with our partners: some of Caterpillar's oldest dealers are in EMEA Region"

During its 50 years in town Caterpillar has become as much a part of the local scene as any Swiss company. "Caterpillar has been involved with the local community since our arrival, whether through participation in associations like GEM**, supporting charitable organizations, or competing in corporate and local sports events. Our employees are a diverse group and, whether married or single, they integrate well into the Geneva community."

Indeed, integration has been so effective that Nigel Lewis feels Geneva has also had a deep influence on the company itself. "Caterpillar has been established in Geneva for so long that this headquarters is now a Swiss company with European values. You could feel this in the message we delivered at Bauma about our reduced fuel emissions and noise levels, a message that resonates with our European customers. Europe is a competitive market. "Thanks to the dedicated support coming from our Geneva team, we continue to help our dealers succeed and meet customer needs across the EMEA Region."

www.caterpillar.com

* CEVA, the new hi-tech rail line being built across Geneva, linking the central city train station to the neighboring city of Annemasse in France.

**Groupement des Entreprises Multinationales, GEM, an association of over 50 multinational companies based in Geneva.

Caterpillar: at home in Geneva

- Sets up first overseas marketing operation in Geneva in 1960
- EMEA HQ: some 400 employees, most of whom are hired locally
- Responsible for marketing, sales support, parts, service and financial functions for Europe, Middle East and Africa (EMEA), Russia and the Commonwealth of independent states (CIS)
- Currently supports 49 dealers for EMEA

From bulldozers to fashion runways

Caterpillar was founded in 1925 and is today's world leading manufacturer of construction and mining equipment, diesel and natural gas engines and diesel-electric locomotives. In 2012, the Caterpillar brand was valued at around \$6.3 billion. Caterpillar also licenses its trademarks for products that contribute to an increased awareness of the company's image. From the original work clothes and safety gear to today's sportswear, boots, casual shoes, scale model toys and kids apparel, this additional diverse branding helps Caterpillar reach an even wider audience.

Happy relocation

The Swiss Association of Relocation Agents knows the ropes



Relocation can be complex at any level. But SARA, the Swiss Association of Relocation Agents, knows how to make it as easy as possible. The wide range of services SARA members provide demonstrate just how many factors need to be considered.

Anne-Claude Lambelet, SARA President, agrees on the complexity. "Relocation touches on everything from compliance issues (contractual, fiscal, social security and immigration) to selection and management of multiple suppliers for the company as well as the many, many personal needs that must be addressed when moving employees and their families."

"Make sure that the relocation program being rolled out is fair and coherent for the location"

Today, such needs are reflected in company benefits above and beyond the traditional housing and settling-in support. This includes training in intercultural communication, job-search support for accompanying partners and finding schools, which allow seamless continuation of education programs that may have begun on the other side of the world. To meet such needs, SARA members include local, national and global companies and range from boutique companies to large organizations.



Ms. Anne-Claude Lambelet,
SARA President

According to Anne-Claude Lambelet, the time frame leading to the actual transfer of employees is especially critical. "If the transfer agenda is very aggressive, there are some immediate considerations, such as engaging the work permit and visa processes and ensuring that appropriate schools have sufficient places for children." Second, if the company has no local HR person, a project manager with experience in both global mobility issues and local HR practices and regulations should be brought in. Third, the company must be able to monitor the quality of the relocation program and make timely adjustments. One imperative, she says, is a single or central point of contact – for the company, but also for the employees relocating and for suppliers providing the various services that employees expect to receive.

So what is the best way to make relocation a success? First, Ms. Lambelet advises, make sure that the program being rolled out is fair and coherent for the location. "A corporation looking to relocate employees, whether a few or a group, needs to have some well-established local providers who know the ropes, understand the local market and have their own network of business relations to back them up," she says."

As someone on the frontlines of relocation to the Geneva area, Anne-Claude Lambelet has a valuable insight as to why so many companies choose Geneva for their headquarters. Here is her list: "Central location, facility to conduct business supported by a favorable social climate, a multilingual and highly educated local labor pool... With total labor cost levels among the lowest in Europe and favourable fiscal conditions – it's a no-brainer!"

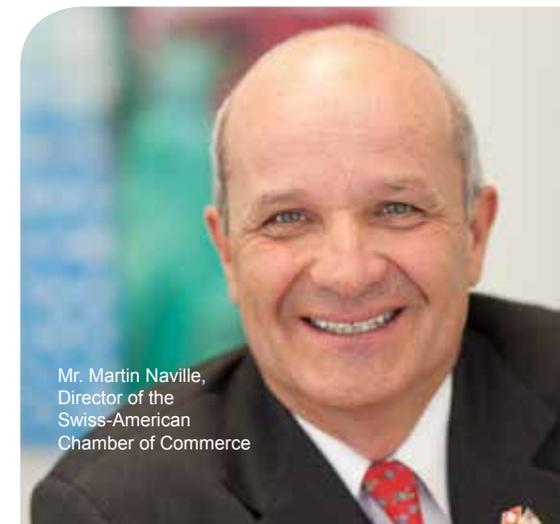
www.sara-relocation.com

The Swiss-US economic relationship is as strong as ever

The impressive list of companies that make up the Swiss-American Chamber of Commerce says a lot about the importance of the economic relationship between the two countries.

"The relationship between Switzerland and the United States is an old and a close one with many economic and diplomatic interests in common," explains **Martin Naville, Director of the Swiss-American Chamber of Commerce**.

The numerous US companies with headquarters in Switzerland, some of which have been here for decades, are woven into the smaller country's economic fabric. But many important Swiss companies are also present on US soil, employing some 430,000 people. Historically, Switzerland is the fifth largest direct investor in the US. During the past three years, however, Switzerland has probably been THE largest investor – in absolute numbers.



Mr. Martin Naville,
Director of the
Swiss-American
Chamber of Commerce

"Our job is to assist both Swiss companies in the United States and US companies in Switzerland in solving economic policy issues hindering the free flow of goods, services, investments and people. We also address all issues hindering the optimal conditions for international companies based in Switzerland – Swiss and foreign, large and small. By helping our members combine resources, they can achieve what no one business can do alone," says Mr. Naville.

"By helping our members combine resources, they can achieve what no one business can do alone"

US multinationals based in Switzerland contribute a large share of the exports to the US market, thereby making the US Switzerland's No. 2 trading partner, after Germany. Less obvious is the fact that Switzerland, in spite of its small size, is also the US's 16th largest export market.

Although, at first sight, few countries seem less similar, Mr. Naville notes two important factors shared by both nations: a healthy economic framework and an excellent track record for innovation. American innovation and business drive need no comment, while the INSEAD business school reviews put Switzerland at the top of its Global Innovation Index in both 2011 and 2012.

The Swiss-American Chamber of Commerce provides a platform to bring all of these companies together. Based in Zurich, AmCham also hosts networking and information events in Geneva and other parts of the country, as well as in the United States. Members benefit from the Chamber's knowledge about doing business in both the US and Switzerland and the many actions that Chamber undertakes to further their mutual interests.

www.amcham.ch

Business partners

- 2nd: position of the US as export market for Switzerland
- 16th: position of Switzerland as export market for the US
- 430,000: number of people employed by Swiss firms in the US
- 77,858: number of people employed by US firms in Switzerland
- 40: percent of Swiss direct investment in the US
- 45: percent of direct investment in Switzerland made by US firms

International, child-centered and mobile

The International School of Geneva prepares students for the world



For almost 90 years, the **International School of Geneva (Ecolint)** has been responding to the need for “portable” education for Geneva’s international community. Founded in 1924 to school a handful of children accompanying their parents working at the new League of Nations, Ecolint today welcomes over 4,000 kids from 138 different countries. Their parents may be UN staff, employees of a global company or, simply, Genevans who want to give their children an international, bilingual background.

What all Ecolint students have in common is that they follow a program that fits with other international schools. “As the birthplace of the *International Baccalaureate*, our school serves children who are on the move and who need an education that is transferable,” says **Vicky Tuck, Director General** of the school. “HR directors tell me that the availability of international schooling is the number one criteria in relocation. Here, it is normal to be a new child.”

The school also helps parents new to Geneva get their bearings, Mrs. Tuck continues. “Our cafeterias are open for parents to meet and have a coffee. It’s a way for many of them to create a new social life in Geneva.”

One of the International School’s main roles is to provide guidance to universities. “Our teachers have experience with over 30 national education systems,” explains Mrs. Tuck. “This is invaluable to parents who have left their own schooling system or to kids who have never lived in their own country and need to know how to adapt to ‘going home’ to university there. We explain how the curriculum works within different schools in different countries and, also, how our pedagogy helps prepare for them.”

School of international life

- Oldest and largest international school in world
- Eight schools across three campuses
- *International Baccalaureate* programmes
- Over 4,300 students, ages three to eighteen
- 135 nationalities and 84 mother tongues

The International School of Geneva was the birthplace of the *International Baccalaureate*, a program now followed by almost one million students across the world. Any school offering the International Baccalaureate has been through a rigorous accreditation process, Mrs. Tuck says, and universities and colleges everywhere recognize the qualification. The school also prepares students for the *Maturité suisse*, the *International General Certificate of Education (IGCSE)*, the *Diplôme National du Brevet* (or, *Brevet des Collèges*) and hosts SAT-testing required for admission to US universities.

“Here, it is normal to be a new child”

Demand for places at the school is high, but Mrs. Tuck reassures, the International School of Geneva has expanded to provide openings. **La Grande Boissière**, the original campus in Geneva, was joined, in the 1970s, by **La Châtaigneraie** in the Vaud countryside and, in 2005, by the **Campus des Nations** near the headquarters of the United Nations. Given the mobility of the parents’ professions, turnover is also high. “It is not unusual for children to enter the school during the year,” says Mrs. Tuck. “We have a buddy-system and other ways to help children adapt whenever they arrive. Our aim is make every student welcome and to help them start learning affectively as quickly as possible.”

www.ecolint.ch

Clubbing and clubs



What good is it to sit alone in your room? Newcomers to Geneva find a diverse range of clubs and activities awaiting them. There is really something for everyone and establishing a new network of friends has never been easier.

Things to do

Glocals:

Online community of 80,000 expats and international locals
www.glocals.com

Sindy:

The regions’ largest (6000!) social group for parties & outings
www.sindy.ch

The Expat Meetup Group:

www.expat.meetup.com

The American International Women’s Club

of Geneva, “a smooth integration into Geneva”, 600 members
www.aiwcgeneva.org

Media in English

Geneva Lunch:

free, online, community newspaper
www.genevalunch.com,

Radio Frontier:

English-language radio focused on Lake Geneva Region
www.radiofrontier.ch

Careers and contacts

The American International Club of Geneva, “Promotes friendly relations among the American, international and local communities present in the Geneva region”
www.amclub.ch

American Citizens Abroad (ACA) Association,

“Voice of Americans overseas”,
www.americansabroad.org

Anglo-Swiss Club of Geneva,

“Umbrella organization for 14 Anglo-Swiss and English-speaking clubs all over Switzerland”,
www.angloswissclubs.ch

Geneva Diplomatic Club,

The “official club of international Geneva”,
www.fondationpourgeneve.ch/en/diplomaticclub

Career Women’s Forum,

“300 women, more than 30 different nationalities, professionally active in all economic, political and social sectors of life”,
www.cwf.ch

Getting involved

Almost every NGO on the planet has a base in Geneva – and many of them need voluntary workers!
www.genevainternational.org

Should you wish to strengthen your presence in Europe, the Geneva Economic Development Office is eager to assist you in achieving your goals. We have a wide experience in tax, legal, employment, infrastructure matters and many other aspects.

To learn more about the advantages of working with, within and from Geneva, please visit our website:

www.whygeneva.ch

If you wish to discuss your expansion plans and understand how we may be of assistance to you, do not hesitate to contact us directly.



**Department of Regional Affairs, Economy and Health
Geneva Economic Development Office**

Rue des Batoirs 7 • P.O. Box 740 • CH-1211 Geneva 4 • Switzerland
Phone + 41 22 388 34 34 • Fax + 41 22 388 31 99 • promotion@etat.ge.ch
www.whygeneva.ch • www.ge.ch/entreprises