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Embassy of Switzerland  
**Swiss Business Hub United Kingdom**

## **SWISS BUSINESS HUB UK**

### Newsletter No 19 – September 2012

Dear Reader,

What an amazing summer it has been!

The various business events which the Hub either hosted or helped organise during the London 2012 Olympic Games were a resounding success. The House of Switzerland proved to be the ideal platform for promoting exports from and investments into Switzerland.

The Hub was able to assist the City of Zurich to promote its Creative and Life Science industries, the Cantons of Geneva and Berne to promote their region as a great location to do business but also Eminent Innovations with promoting Swiss luxury brands.

My team and I really enjoyed the many wonderful encounters we had with yourselves over the summer. I had the great privilege to meet our foreign minister, Olympic medallists, representatives of Swiss companies who have contributed to London 2012 and many other Swiss and British personalities.

You will find an illustration of some of these encounters towards the end of this newsletter.

As always, I wish you an enjoyable read and my message to you is:

Do stay in touch!

Thorsten Terweiden  
Head of Swiss Business Hub

## LOGBOOK OF PAST EVENTS AND PROJECTS

### Swiss Night of Luxury, Thursday 2 August



Jerome Jacober, Founder and CEO of Eminent Wines and Eminent Innovations, and the Swiss Business Hub UK were delighted to host a 'Swiss Night of Luxury' at The House of Switzerland during The Olympic Games.

Eminent Wines presented a tasting from their select range of Swiss fine and rare wines from vineyards such as Domaine de La Treille, paired with Mosimann's chic and innovative canapés. Guests also enjoyed a unique selection of spirits from Studer such as the delectable 22 carat Swiss Gold

Gin and Vodka, while sampling the new and innovative products from Eminent Innovations. The stylish HD3 Slyde; brainchild of technological genius and cutting edge designer Jorg Hysek made it's debut, while sports enthusiasts got into the swing of things with the Valdictorian luxury golf putter, while marveling at the elegance and simplicity of sleek and stylish accessory La Clé.

Source: [press@eminent-innovations.com](mailto:press@eminent-innovations.com)



Eminent Wines is primarily an exclusive wine and champagne importation and distribution company based in London, Paris and Hong Kong. Eminent Wines is not aiming for mass distribution, but a very controlled and exclusive distribution.

<http://www.eminentwines.com/>

Eminent Innovations is the sole UK provider for The HD3 Slyde, <https://www.hd3complication.com/en/> and Validictorian, <http://www.validictorian.ch/html/en-about-the-brand.html>

### CFCC International Wine Tasting, Wednesday 12 September

The British-Swiss Chamber of Commerce was delighted to join its Argentinian, Austrian, French, Georgian and Italian colleagues in the fourth International Wine Tasting event. This year's tasting was held at trendy Chinawhite in central London and attracted a record number of attendees eager to sample wines from around the world. The BSCC would like to thank Douglas Harrison and Keith Parkin of Best of Wines for presenting such a superb array of Swiss reds and whites, including highlights such as Baiocca 2006 (Ticino), Calamin Grand

Cru 2005 (Vaud), and Grains Noble 2000 (Valais). [The BSCC is] also grateful to the Swiss Business Hub for their assistance in organising the Swiss contribution to the event.



*From left to right: Keith Parkin and Douglas Harrison, both from Best of Wines*

© Jose Farinha

Source: BSCC, <http://tinyurl.com/CFCC-Wine-Tasting>

## BUSINESS INFORMATION

### Monarch Airlines Improves Access to Eastern Switzerland

Monarch Airlines now offers daily flights to the town of Friedrichshafen in the Lake Constance region of Germany: a mere 45 minutes by ferry from Romanshorn in Switzerland. Flights depart from both London Gatwick and Manchester Airports.

More information can be found under: <http://www.monarch.co.uk/>

## 'Hightech timber' – in starting position



Ingenious Switzerland, the official export platform for engineering, architecture and design is launching an innovative workgroup on “high tech timber” (with the support of Lignum, the parent organisation of the Swiss forestry and timber industry and the Swiss Business Hub in UK).

Swiss planner-knowledge and the corresponding timber construction industry are well known for their cutting edge solutions and have a high potential for exporting their services.

This significant part of Swiss industry is committed to achieve a real breakthrough in the regional and global “eco-economy” and to establish a lasting foothold in markets abroad. The first case-study to be elaborated is targeting the UK-market.

**Motivated Swiss-based and Swiss-experienced companies in these areas are invited to declare their interest to participate in the workgroup “high tech timber” by mailing a short description and motivation ingenious Switzerland office to [tkyburz@ingenious-switzerland.com](mailto:tkyburz@ingenious-switzerland.com)**

Further basic links

[www.ingenious-switzerland.com](http://www.ingenious-switzerland.com)

[www.lignum.ch](http://www.lignum.ch)

## Cleantech Cube – Facilitating Trade amongst Swiss Cleantech Companies



July saw the official launch of the new database, Cleantech Cube, which enables Swiss Cleantech businesses to present their products and services, along with details of their track record in the marketplace and interest in specific markets. As a result, Cleantech Switzerland can provide more targeted support, tailored to the details recorded in a company's profile.

Since going live, the database has grown week by week, with over 350 businesses now registered on the platform and able to benefit from the enhanced capability and services available from Cleantech Switzerland.

The profiles of the 350+ companies which have already logged their details are available here: [http://www.cleantech-switzerland.com/en/swiss\\_market](http://www.cleantech-switzerland.com/en/swiss_market)

The web-based database allows partners abroad to search by segment and by key word to identify Swiss Cleantech businesses which are seeking to grow their export sales.

## CompeteFor – An Olympic Legacy

“CompeteFor is a FREE service that enables businesses to compete for contract opportunities linked to the London 2012 Games and to other major public and private sector buying organisations, such as Transport for London, Crossrail and the Metropolitan Police Service.

CompeteFor acts as a brokerage service, matching buyers with potential suppliers. It has a particular focus on opportunities in the supply chains of major organisations, which are often not visible to smaller businesses, although they usually offer smaller and more achievable packages of work. In addition to public sector buying organisations, private sector companies use CompeteFor as part of their procurement process. In turn, smaller sub-contractors of these larger companies also use CompeteFor to make their business opportunities available.”

Further information can be found under: <https://www.competefor.com/business/login.jsp>

## FORTHCOMING EVENTS

### **The Swiss Ball, Saturday 24 November**

Organised by the City Swiss Club, on Saturday, 24 November 2012, in the Ballroom at Claridge's 7:00 p.m. for 7:45 p.m. until 1:00 a.m.

Featuring a live band, great entertainment and a fabulous raffle (including flights to Switzerland!) – plus a champagne reception and a superb 3-course meal with wine – all at one of London's most prestigious hotels! £145 per person – or £135 per person if a table of 10-12 is booked.

If you are not a City Swiss Club member and would like to receive an invitation – with all the details – this autumn, please e-mail Julie Streader on [info@cityswissclub.org](mailto:info@cityswissclub.org) or phone her on 020 7012 2410 to be added to the mailing list.

### **German Embassy Career Fair, Thursday 8 November**

This year's German Embassy Career Fair will take place on 8 November between 12-6pm at the German Ambassador's Residence. Jointly organised with the German-British Chamber of Industry & Commerce, the fair aims to underline the importance of German language and modern foreign language skills for businesses.

Pupils, university students and graduates visiting the fair will have the opportunity:

- \* to meet representatives of companies with important business links to German speaking countries,
- \* to discuss employment opportunities at these companies,
- \* to hear about the importance of German language and modern foreign language skills in a career context.

Throughout the day a number of short presentations will be given by experts from industry and educational institutions to further highlight the importance of language skills for jobs.

For more information on the German Embassy Career Fair, including companies taking part, the registration process and confirmed speakers, please see:

[http://thinkgerman.org.uk/german\\_embassy\\_career\\_fair2012](http://thinkgerman.org.uk/german_embassy_career_fair2012)

If your company is interested in taking part in the fair, please contact Ms Christin Stein (E: [ku-20@lond.diplo.de](mailto:ku-20@lond.diplo.de)) at the German Embassy for further information.

### **Inaugural Switzerland Fashion Week 2012, 19 to 28 October**

Switzerland Fashion Week is about international Fashion, Art, Culture, Tourism, Recreation, Well-being, Lifestyle & Investment. Switzerland International Fashion Week is also a place for fashion business synergies and collaboration opportunities for many creative individuals and most importantly offers individuals and businesses a mutually beneficial space to add their special contributions.

More information can be found under: <http://www.switzerlandfashionweek.ch/>

## TRADE SHOWS

### **Closing the Loop Seminar @ RWM Exhibition, Birmingham – Wednesday, 12 September**

In September the Swiss Business Hub UK hosted a seminar, focusing on the highly relevant topic of waste from energy. The seminar looked at how the recycling loop can be closed fully by applying state of the art technology which is inspired by technology used in the mining industry. The seminar was kindly part-sponsored by Presence Switzerland and the aim was to present and discuss how Swiss innovation in this field works and can be applied in the UK.

Derek Greedy, Chair of CIWM, opened the event and set the context of waste management in this country. He pointed out that society is demanding less packaging and less waste going to landfill.

Dr Marcus Tellenbach stated that Switzerland is the “Usain Bolt of waste management”. This is because by 2009 the country had managed to reduce the amount of untreated waste going to landfill to 0%.

Dr Rainer Kündig as a geologist said that the thinking around how to find new metals was changing. He said that the new gold mines of the future would not be found under the earth but rather in the residues from incineration and that new techniques were allowing more precious metals to be found from residues.

He gave an example of the fact that Switzerland has a net export of mercury without having any traditional mines. This is because all dentists are now required to return waste fillings to the authorities and this is being re-processed. Kündig added that he is training a new generation of geologists to think differently.

Fabiano di Lorenzo from ZAR outlined how the organisation has managed to reduce the size of fractions that can be recovered mechanically from bottom ash to 0.2m. This is considerably smaller than any other leading country working in this field.

Andy Pike from Riverside outlined the excellence of Swiss engineering and processes (Hitachi Zosen Inova) that had ensured the construction and bringing into operation of the new waste plant in Bexley within three years. He added that the plant had built the longest new jetty into the River Thames since the Second World War and this means that deliveries of waste can take place 24/7 avoiding the problems caused by the tide. He said that only 16,000 tonnes of the 800,000 tonnes of waste processed had been sent to landfill.

In case readers are interested in receiving a copy of the presentations, please email us on [lon.sbhuk@eda.admin.ch](mailto:lon.sbhuk@eda.admin.ch)

Link to RWM Exhibition website: [www.rwmexhibition.com](http://www.rwmexhibition.com)

Authors: T. Terweiden, SBH UK/ Charlotte Barraclough, Bellenden Ltd [www.bellenden.co.uk](http://www.bellenden.co.uk)

### Join us at Ecobuild, 05.-07. March 2013 @ ExCel London

If you are interested in being part of the **Swiss** Pavilion at Ecobuild 13, please contact Mr Thorsten Terweiden  
E: [thorsten.terweiden@eda.admin.ch](mailto:thorsten.terweiden@eda.admin.ch)  
T: + 44 (0)207 616 6067

Ecobuild is the world's biggest event for sustainable design, construction and the built environment, and the biggest showcase of sustainable construction products anywhere. More than 1,300 exhibitors took part in 2011 with every technology represented – from building materials and insulation, to water management and renewable energy solutions.

Ecobuild's 55,000 visitors comprise the most influential individuals and organisations, and represent the most valuable construction projects from across the UK and beyond

For further information: [www.ecobuild.co.uk](http://www.ecobuild.co.uk)



From right to left: Marcus Tellenbach, Fabiano di Lorenzo and Rainer Kündig in the front row during the 'Closing the Loop' Seminar, 12.9.12  
© FDFA



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## NEWS FROM SWISS COMPANIES IN THE UK

### Just Swiss delivers a new, state-of-the-art, environmentally friendly food store for Tesco Stores UK



Just Swiss Timber Construction, the UK based representatives of Swiss timber manufacturers, has delivered an impressive timber structure for the new Tesco store in Ystradgynlais, Wales. This environmentally friendly food store is one of the first of its kind in the country.

The store provides 2880m<sup>2</sup> internal retail space, with an overall gross external area of 4469m<sup>2</sup> including an entrance lobby. The car park provides 331 spaces including 18 disabled spaces, 13 parent and toddlers'

spaces and a community recycling facility.

© Longcross Construction Ltd."

The building design draws on a system of standardised sustainable components and many of the construction materials and methods lend themselves to recycling or re-use.

Approximately 13 tons of steel were eliminated from the jointing details, compared to previously proposed timber & steel hybrid structures, which gave large carbon savings (approximately 50% reduction for the structure). This helps Tesco to reduce its carbon footprint, with an objective to ensure all new stores on average emit 50% less carbon by 2020.

Just Swiss used an innovative GSA connecting system: a hidden, glued-in rod solution allows quicker erection time and provides an aesthetic effect that met the client's expectations.

In February 2012 the store won, via the Main Contractor (Longcross Construction), the **Powys LABC Building Excellence Award** for the Best Large Commercial Building and was commended for the Best Sustainable Project (Commercial). Two months later in April 2012 it won the **LABC CYMRU Building Excellence Awards South Wales** for Best Commercial Project – Large Over 5 Million.

### Laufen See Potential in the UK Market

When asked about the potential of the UK market, Mr Simon Baker, Specifications Manager, Roca Group (UK) – the ultimate owner of Laufen Bathrooms AG - told us in a recent meeting:

*"For Laufen, London is one of the key specification hubs in the world. The success we have had in the UK retail domestic market has demonstrated excellence in quality and design, which in turn opens up so much opportunity to the commercial market, introducing Swiss design to a wider audience."*

### It's Olympic Gold for Ionbond



Ionbond UK Limited proudly announced in March that it had been awarded the contract as the finishing partner for both the Olympic and Paralympic torches.

More than 8,000 golden titanium nitride coated torches were manufactured for the Olympic torch relay which was carried by torch bearers around all nations and regions of the UK for more than 70 days before finally opening the 2012 Games in London.

Source: <http://www.ionbond.com/eng/about-ionbond/news/news-detail/article/its-olympic-gold-for-ionbond/>

## HR NEWS

### The SBHUK Welcomes New Trade Officer

This coming Monday, Mr Marcus Hutchins will start as the new Trade Officer at the Swiss Business Hub. He has worked as a self-employed business development consultant in the UK in recent years. Before that he worked as a Marketing Manager for the location promotion office for the county of Kent. Magnus started his career in 1994 in Montpellier/France, where he worked in investment promotion for the city and also later for the Languedoc-Rousillon region in the same field. He is a fluent French speaker.



## POOL OF EXPERTS - MEMBERS

### Petra Deters Joins Pool of Experts

Born in Germany, Petra joined BRAL in 1998, having finished her degree in European Business Studies and worked for seven years in the finance and controlling department of a medium-sized company.

As a Director of BRAL, Petra looks after Swiss and other European clients who have set up, or are about to establish operations, in the UK. Her clients include, amongst others, engineering and manufacturing companies and a number of well known fashion retailers. She has developed particular knowledge in helping foreign construction businesses with projects in the UK.

BRAL looks after the finance and accounting function of businesses across a wide range of industry sectors, from small and medium sized enterprises to large international groups. BRAL combines award-nominated technology and a highly experienced, multi-lingual client service team with Sarbanes-Oxley compliant systems and processes to deliver bespoke financial outsourcing solutions of exceptional quality.

Petra's full profile can be viewed at <http://www.poolofexperts.ch/en/experts/petra-deters/>

You can contact Petra on +44 20 7544 8955, or by email at [pd@bral.com](mailto:pd@bral.com) or connect with her on LinkedIn: <http://www.linkedin.com/pub/petra-deters/2/863/238>  
Xing: [http://www.xing.com/profile/Petra\\_Deters](http://www.xing.com/profile/Petra_Deters)



# OLYMPIC SCENES

## Close Encounters of the Olympic Kind



Olympic silver medalist Kriss Akabusi and Thorsten Terweiden at the Epilepsy Action Achievers Ball, 30.08.12  
© grahamreading.com  
Can be downloaded here:  
<http://www.everybodysmile.biz/cgi-bin/public.cgi?ld=163761>



Tamara Saad and Members of the Presence Switzerland Team at the Reception Desk of the House of Switzerland, 23.07.12



Sweden beat Denmark at the Men's Olympic Handball Quarter Final, 08.08.12  
© FDFA



Thorsten Terweiden in front of the Olympic Stadium; 08.08.12  
© FDFA



Swiss Wrestling King Kilian Wenger and Thorsten Terweiden at the House of Switzerland, 01.08.12  
© FDFA



Swiss National Day Festivities at the House of Switzerland; 01.08.12

© FDFA

### Stunning Summer Holiday Home in Valposchiavo, Graubünden



Are you looking for the perfect Alpine holiday home to spend your next summer? Then, look no further! Surrounded by the woods of the Valposchiavo, Chesa Brügger is only a 30 minute drive from St. Moritz, on the road of the Bernina Pass. It is a timeless, natural paradise for sport and relaxation lovers alike, a place to relax and escape from the stress of the common world. Nevertheless, if you would like to enjoy the buzz of St. Moritz, you won't need to go far! The house can be rented in the summer months (May – September) and can host up to 8 guests comfortably. It is ideal for groups of friends or large families.

Chesa Brügger  
CH-7742 Poschiavo

For more information or for any enquiries, please visit the website:

<http://chesabrugger.wix.com/la-rosa>

or contact the Sarfati Family - Tel. +44 (0)779 237 6881



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Please include full contact details (Surname, First Name, Company, Postal Address, Phone / Fax / E-mail)

#### DISCLAIMER:

To the best of our knowledge, the information contained in this newsletter is accurate as at the date published. However, the Swiss Business Hub UK does not take responsibility for actions readers may take based on the information contained herein.

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