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

## SWISS BUSINESS HUB UK

### Newsletter No 18 – July 2012

Dear Reader,

With a successful launch of the House of Switzerland and a number of events already under our belt, the Olympic summer has well and truly begun!

Tonight's opening ceremony of the London 2012 Olympic Games, the 30<sup>th</sup> Summer Games, will set the scene for the greatest sporting event in the world.

Numerous other prestigious events will be taking place over the next month, details of which are to be found below.

And, of course, all the best to our very own Olympic Team - Hopp Schwiiz!

Best wishes for a busy and exciting summer!

The Swiss Business Hub Team

# LOGBOOK OF PAST EVENTS AND PROJECTS

## Swiss Business Summer Networking Reception, Tuesday, 24 July 2012

The House of Switzerland was the venue for this year's summer edition of Swiss Business Networking Reception; a joint effort between the Swiss Business Hub UK, the British Swiss Chamber of Commerce and Presence Switzerland. Over a hundred guests attended the stylish event and were treated to miniature Swiss delicacies and fine wines, excellently prepared and served by the House of Switzerland's official and exclusive caterer, Mosimann's. Also on the menu was one of Switzerland's latest exports to the UK, the very trendy and upcoming '1936 Bière'.



Ambassador Nicolas Bideau, the Head of Presence Switzerland, addresses the audience during the Swiss Business Summer Networking Reception. Presentation, "The image of Switzerland. The secret of a success story."  
© Steve Bray

The guests included members of both the private and public sectors, with a heavy representation of the trade and investment fields. Many visitors travelled from Switzerland for the event and took the opportunity to mingle with the numerous London-based professionals in attendance, including a healthy third of UK based members of OSEC's Pool of Experts. Overall satisfaction with the event was high, as evidenced by the kind words of Mr. Jeff Beyer, Strategy Analyst at the Carbon Trust; *'It's always a pleasure to meet businesspeople from around the world, and I was glad to have a chance to experience Switzerland's Red Zone.'*

The event was launched by the welcoming words of HE Ambassador Anton Thalmann, followed by a topical address on the outlook on business promotion, given by the Head of the Swiss Business Hub UK, Thorsten Terweiden. Ambassador Nicolas Bideau, Head of Presence Switzerland, rounded off the speeches with a savvy and informative presentation on the international image of Switzerland.

Guests, organisers and experts alike enjoyed the elegant setting, the delicious food and the relaxed atmosphere, altogether contributing to a very popular and successful reception.

## London International Wine Fair, Tuesday 22 to Thursday 24 May 2012

It was the second year in a row that the Swiss were back at the London International Wine Fair at ExCel. The Swiss Pavilion was organised by the Swiss Wine Exporters' Association, who also plan to be back with a national stand next year.

The show was well attended and exhibitors as well as organisers of the Swiss Pavilion expressed their satisfaction with the new business contacts made.

During next year's show the Swiss Business Hub UK plans to organise a Swiss wine tasting event at the Swiss Embassy.



From left to right: Thorsten Terweiden, Head of Swiss Business Hub and Rose-Marie Jaccard, Swiss Wine Exporters' Association  
© C. Brandão

## BUSINESS INFORMATION

### Swiss Beer is Here!

Named after the postal code of the town in which it is brewed, '1936 Bière' is the only Swiss beer available in the UK. Produced in Verbier by the oldest independent family-run brewer in Switzerland, Locher Brewery, this alpine beer has graced the tables of every high-end chalet in Verbier, including that of Richard Branson. Currently, 1936 beer can be sampled in the Lounge at the House of Switzerland (catered by Mosimann's). 1936 Bière has been in the UK for 9 months and its global export success is high and on the rise.

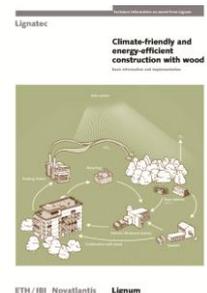


For more information, please see the website: <http://www.1936biere.com/home.php>

### Lignatech

Climate-friendly and energy-efficient construction with wood – Basic information and implementation

There are many reasons to choose wood as a building material. As is generally known, wood is a dry construction material from the start, requires short construction times and has a low dead weight. In addition, wood products generally have a more favourable environmental profile than comparable products made from other materials. This is especially true for the criteria «total energy expenditure», embodied energy and greenhouse gas potential.



To order the publication please click here:

[http://www.lignum.ch/shop/lignatec/?tx\\_simpleshop\\_pi1%5BproductId%5D=613&cHash=54b372bd54053553de7eb37a5707a213](http://www.lignum.ch/shop/lignatec/?tx_simpleshop_pi1%5BproductId%5D=613&cHash=54b372bd54053553de7eb37a5707a213)

Price - £23

### Swiss Airport Suppliers

The equipment of an airport is characterized by its enormous variety of techniques and materials. This refers to buildings with different security requirements, transport vehicles for passengers, baggage, and track maintenance as well as wide-ranging technological services, such as lights and beacons, Crowd Control and much more. Swiss companies and their innovative and outstanding products play an important role in equipping airports around the world.



(Extract from the SWISS MEM website - for more information: <http://www.swissmem.ch/?id=2647> )

## FORTHCOMING EVENTS

### Canadian ICT Showcase, Olympics 2012- Let's do Business!

**Date:** Monday 6<sup>th</sup> August 2012, 10:30am – 6:00pm

**Location:** Canada House, Trafalgar Square, London, UK

The showcase will provide an opportunity to meet and network with leading Canadian businesses looking to partner with UK companies and organizations in the following sectors; animation, gaming, mobile apps, advanced display solutions, interactive technology, enterprise software applications, IP telephony solutions, Cloud solutions, API management, and transaction processing. Companies in the showcase include; OpenText, Mitel, Christie Digital Systems, Layer7, Anthony Maccauley Associates, bitHeads, Playbrains, Macadamian Technologies, PNI Digital Media, Toon Boom Animation, Xomo Digital Inc., Float4 Interactive. For more information on the companies in the showcase

[www.investottawa.ca/olympics2012](http://www.investottawa.ca/olympics2012)

Global Business Leaders Day - Economic Outlook: Finding Opportunity in Today's Changing Economic Environment

**Date:** Wednesday 8 August 2012, 10:00am - 16:00pm

**Location:** Canada House, Trafalgar Square, London, UK

Doing Business with Canada - Building Competitive Advantage within Canada's Most Advanced Manufacturing Industries

**Date:** Wednesday 8 August 2012, 10:00am - 16:00pm

**Location:** Canada House, Trafalgar Square, London, UK

For more information, please contact Jennifer Daubeny via [Jennifer.Daubeny@international.gc.ca](mailto:Jennifer.Daubeny@international.gc.ca)

### **Berne-Looking for business opportunities in Switzerland and its excellent location for your European and international expansion?**

On 8 August 2012 there will be an exclusive seminar about the capital region of Berne at Glaziers Hall, House of Switzerland in London (free of charge, limited capacity). Among other impressions, take the chance to listen about why eBay International and Trans Data Management chose this site for their business location. Get also some life reflections on life in Switzerland by Diccon Bewes ('Swiss Watching' - number 1 bestseller 2010 in Switzerland and a Financial Times Book of the Year).

Registration link <http://www.britslopeberne.ch/4371/4372/4374.asp>

Win a holiday in the Bernese Oberland! Link <http://www.britslopeberne.ch/4371/4372/4381.asp>

### **London 2012 Sector Events At London House**

Swiss businesses are invited to take part in a series of [London 2012-related conferences](#) at London House during the 2012 Games.

Hosted by the London Business Network in partnership with the Mayor's office, these events will give visiting international business delegates the opportunity to meet and network with leading UK firms, including those that have first-hand experience delivering the London 2012 Games, including London 2012 sponsors, licensees and suppliers. Delegates will hear from top level speakers from London 2012 and respected leaders of UK's business community, including:

- John Armit, Chairman of the Olympic Delivery Authority (London 2012)
- Márcio Fortes, President, Autoridade Publica Olimpica (Rio 2016)
- Tim Plyming, Project Executive: Digital, Live Sites & Super Hi-Vision; BBC London 2012
- Andrew Bacchus, Head of Global Sports Projects, UK Trade & Investment
- Holly Knight, Head of Sustainability, Olympic Delivery Authority
- Matt Beasley, Project Director: The International Quarter, Lend Lease
- Peter Ellingworth, CEO, Association of British Healthcare Industries
- Paul Bainsfair, Director General; Institute of Practitioners in Advertising

Delegates will also receive exclusive access to London House during the Games and its first-class networking facilities.

For more information on the programme and to register your interest in attending, please [visit the London Business Network website](#) or contact Sumeira Ayub on (+44) 20 7665 1430 or [sayub@londonbusinessnetwork.com](mailto:sayub@londonbusinessnetwork.com).

### **The Swiss Ball**

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.

Official invitations will be available in September.

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.

## TRADE SHOWS

### **World Medtech Forum Lucerne, [www.medtech-forum.ch](http://www.medtech-forum.ch), 25 – 27 September 2012**

The World Medtech Forum Lucerne, consisting of a congress, trade fair and meetings, brings together the comprehensive and first-class expertise of the supply industry, science, research, and their sponsoring organizations. Osec has plans for a workshop in the afternoon of Wednesday, 26<sup>th</sup> of September which will focus on three different target markets, with the UK one of them. Sector experts will present medtech market studies which were commissioned recently and provide an insight in routes to market for interested Swiss SMEs. Detailed information will follow in our next edition.

## NEWS FROM SWISS COMPANIES IN THE UK

### **Two Swiss Companies Recognised For Their Excellence**

n’H Akustik + Design AG and Leister Technologies AG, two Swiss companies with business interests in the UK, have each won acclaimed prizes in their respective fields. n’H Akustik + Design AG a former exhibitor at the 2010 Swiss Pavilion at Ecobuild was awarded third place at the ‘Swiss Venture Clubs Enterprise Awards’ and Leister Technologies AG a current client of the Hub took home the much-coveted ‘reddotdesign award’. Congratulations to both companies for their stellar performances!

Links to the full articles:

n’H Akustik + Design AG: <http://www.topakustik.ch/de/current/item/44-3-platz-beim-svc-unternehmerpreis-zentralschweiz-2012>

Leister Technologies AG: <http://www.leister.com/de/news.html?type=news&category=latest&news=81>

### **Exceptional New Apartments And Crèche In Geneva Win 2012 RIBA Award For Architectural Excellence**

An exceptional new housing and crèche development for the Fondation Ville de Genève pour le Logement Social received a 2012 RIBA International Award for architectural excellence. The Royal Institute of British Architects (RIBA) announced the 12 winners of the 2012 RIBA International Awards on Thursday 21 June 2012.

The development in Geneva, designed by Sergison Bates Architects with Jean-Paul Jaccaud Architectes, will now be considered for the RIBA Lubetkin Prize awarded to the best international building by an RIBA member; the winner will be announced later in the year.

### **Hole-Free Swiss cheese wins the 2012 FreeFrom Food awards!**



‘Ohmigod! This is the best thing I have tasted in years!!!’

So said not one, but all five dairy-free judges after they had tasted the Vegusto Mild Aromatic Dairy-free cheese, winner of this year’s FreeFrom Food Awards, which were presented by Antony Worrall Thompson at the Museum of London in Docklands.

Vegusto UK is delighted to announce the UK launch of its range of high quality meat and dairy free products suitable for people with soya, lactose and gluten intolerant diets. The product range, which includes a wide selection of flavoured cheeses and meat alternatives, is 100% natural and contains no artificial colours, preservatives or flavourings. The No Moo cheese alternatives range is free from soya, sugar, LDL (bad) cholesterol and palm oil. The Vegusto meat alternatives are made from wheat protein while the No-Moo range is gluten and soya free and consists of potatoes and rice.

For the full article, please follow this link: <http://grocerytrader.co.uk/?p=13471>

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

### **Pioneering Technology Earns Hitachi Zosen Inova Success In The UK**

Hitachi Zosen Inova is to act as general contractor in the construction of a multifuel plant at SEE's Ferrybridge power station in West Yorkshire that will generate electricity by thermal waste treatment. The project is worth a total of CHF 330 million. With this newly awarded contract, Hitachi Zosen Inova – formed from the former Von Roll Inova – is further expanding its leading position as a turnkey supplier of thermal waste treatment plants in the UK.

For the full article, please follow this link: <http://tinyurl.com/Hitachi-Zosen-Inova>

### **Immupharma Wins Prestigious Award**

Founded first in Basel, Switzerland in 1999 by an experienced management team, ImmuPharma now has important R&D collaboration arrangements with highly respected health and medical research laboratories in Europe. It was recently awarded the acclaimed title of "Best Medical Research and Development Company, Europe" at the New Economy Pharmaceutical & Healthcare Awards 2012 at the London Stock Exchange.

For more information, please follow this link: <http://tinyurl.com/ImmuPharma-Award>

## **LATEST NEWS**

### **Au Revoir, Nathalie – Bienvenue Tamara!**

The Swiss Business Hub UK bade farewell to its Trade Officer of four great years, Nathalie Granier, on Friday, the 20<sup>th</sup> of July 2012. Nathalie has returned to her home country of France and will continue to serve in her capacity as Trade Officer, but at the Swiss Business Hub France in Paris. We wish her all the very best in her new position and would like to welcome Tamara Saad as temporary Trade Officer during the London 2012 Olympics and for a total period of six months. Tamara received her M.A. in Comparative and International Studies at ETH, Zürich and is a previous employee of the Swiss Embassy in Japan.



## POOL OF EXPERTS - MEMBERS

### Gerald Lawson-Tancred – Latest UK Member of the Pool of Experts

“Xtend2 Limited was set up by Gerald Lawson-Tancred in 2004 and offers support to companies by arranging meeting agendas with procurement buyers – many of whom we know well, trade missions, in-store promotions, PR and sector seminars. We also regularly recruit buyers from our extensive list of contacts across Europe to attend trade fairs and exhibitions. Xtend2 also has contacts beyond Europe for example we have put North American companies into the African markets through our contacts with trading companies in Portugal.

We have very good sector knowledge in the food & drink sector, agri-business sector, seafood sector, oil & gas sector, engineering subcontracting sector and fashion sector.

Typical projects that we undertake are organising trade missions (we include logistics and translation services), meeting agendas for individual companies, follow-up after meetings, identifying buyers to attend overseas trade fairs, press missions, organising stands at trade fairs, representing companies at trade fairs, in-store promotions with major European retailers as well as organising workshops where we invite buyers to attend. We can also offer our experience to talk at seminars or identify sector experts for speaking at seminars.”



© Gerald Lawson-Tancred

**Switzerland.**   
Trade & Investment Promotion.

For comments or suggestions: please send an email to [lon.sbhuk@eda.admin.ch](mailto:lon.sbhuk@eda.admin.ch)

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

#### **DISCLAIMER:**

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