



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub United Kingdom

SWISS BUSINESS HUB UK

Newsletter No 21 – January 2013

Dear Readers,

We wish you all a Happy New Year. We hope that your businesses will flourish and your work will be crowned with success!

In 2013, the Swiss Business Hub UK will focus on opportunities across the business spectrum for Swiss companies seeking to establish, develop and expand a presence in the UK. We will continue to explore opportunities in areas where Swiss expertise is already recognised, for example waste management, with a specific focus on waste to energy. To this end, we are once again planning to organise a waste management seminar in the framework of the RWM exhibition in Birmingham in September, building on successful similar events in recent years.

We will also commission and publish a waste management sector report specifically tailored to the needs of exporting Swiss companies from this field. The findings of the report will be presented to Swiss SMEs during seminars to be held in Switzerland in the autumn.

Moreover we plan to talk to Swiss SMEs from the medical technology industry about the opportunities in the UK market.

Of course, the Hub's activities are not only focused on Swiss companies active in the UK, but also helping Swiss regions themselves attract investment and promote their own business platforms. A key factor here is the excellent transport and wider social infrastructure that Switzerland offers. We are planning to upgrade and intensify our activities in the field of investment promotion and will provide you with further information in the next issue.

Enjoy the Newsletter!

Best wishes

The Swiss Business Hub UK Team

LOGBOOK OF PAST EVENTS AND PROJECTS

Swiss Business Christmas Networking Reception, Monday 3 December



©Steve Bray

From left to right: Geraldine Mortby, SBH Trade Officer; H.E. Ambassador Anton Thalmann, Ambassador of Switzerland to the UK; Thorsten Terweiden, Head SBH; Tamara Saad, SBH Trade Officer

The Embassy of Switzerland and the Swiss Business Hub UK, in cooperation with the British-Swiss Chamber of Commerce, held their annual Swiss Business Christmas Networking Reception on 3 December 2012. Ambassador Thalmann welcomed the guests and Xavier Comtesse, Director of Avenir Suisse, spoke about the reasons behind the success of Swiss innovation. The annual prize draw included airline tickets to Switzerland provided by SWISS and a watch supplied by GC Smart Luxury Watches. The capacity crowd joined the Hub in celebrating its tenth anniversary and guests enjoyed an amazing buffet of Swiss cheeses organised by Jumi.

BUSINESS INFORMATION

High Tech Timber

The newly formed "High Tech Timber" group has now met twice since its inception in the autumn of last year. The group consists of well known players from the Swiss wood industry who will be working towards a unified UK market entry. Meetings will take place regularly and interested participants are encouraged to contact bangehrn@ingenious-switzerland.com for more information.

The Green Organisation – Built Environment Awards

The Green Organisation is looking to reward positive contributions to the environment and architectural heritage. The Green Apple Awards for the Built Environment and Architectural Heritage 2013 will be presented in June 2013 in the UK. If you would like to put yourselves / your company or somebody / a company you know forward please visit www.greenappleawards.com and select the Built Environment Awards from the drop down lists. **Closing date is 28 February 2013.**

NEWS FROM SWISS COMPANIES IN THE UK

Emmi breaks sales record

Emmi sold more than 100 million cups of Emmi CAFFÈ LATTE worldwide for the first time in 2012, breaking a long-strived-for record. This is good for Switzerland: all 100 million cups were produced in Ostermundigen, in the canton of Berne, using exclusively Swiss milk.

Source: <http://group.emmi.com/en/media-ir/media-releases/the-articles/newsid/emmi-caffe-latte-knackt-100-millionen-rekordmarke.html>

10 medals for Emmi at World Cheese Awards in Birmingham

Emmi cheese has once again done incredibly well at the World Cheese Awards in Birmingham (UK), winning a total of ten medals, including four golds. Following on from their success at the Nantwich International Cheese Show, Emmi's range of Le Gruyère AOC cheeses proved to be a hit in Birmingham too, impressing the judges with their exceptional quality (six medals). The four gold medals, including three for the cave-aged Kaltbach cheeses, are particularly pleasing.

Othmar Dubach, Head of the Cheese Division, is delighted: "International awards such as these are the best advertisement for Swiss cheese. As the largest exporter of Le Gruyère AOC cheese, we are of course particularly pleased that our range offers such demonstrably high quality."

The World Cheese Awards have been held annually since 1988 and have been the largest international competition of this type since 2005.

Source: <http://group.emmi.com/en/media-ir/media-releases/the-articles/newsid/hervorragende-ergebnisse-an-den-world-cheese-awards.htm>

Zuhlke Group Expands in the UK

Swiss engineering group Zuhlke, which has been present in the UK since 2001, has trebled its UK staff as part of a significant expansion of its operations in the country. Zuhlke has created an additional 24 jobs on top of its current 12-strong operation, covering its portfolio of product and software engineering, management consultancy and start-up financing.

Source: Springboard Magazine Nov-Dec. P.09

LATEST NEWS

Swiss landscape architect Günther Vogt wins Meret Oppenheim Award

Landscape architect and ETH Zurich professor Günther Vogt was recognised by the Federal Office of Culture with the Meret Oppenheim Award in November 2012 for his visionary projects in several world-class cities. The award is named after the Swiss-German artist Meret Oppenheim. Vogt has undertaken many projects to improve cities, most notably the landscape design for the London 2012 Olympic Village for athletes. Vogt's projects combine many aspects of architecture, including construction, vegetation, economy and social aspects. Landscape architecture has recently come to the forefront as a discipline, thus making this award very timely.

For further information on Vogt LA please see <http://www.vogt-la.com>

Source: <http://swissinnovation.org/news/web/2012/09-121108-60.html>

Quality, not Quantity: Swiss Wine in 2012

Swiss wine crops for 2012 were marked by their good quality but due to the variable weather conditions only yielded 1,004,040 hectolitres. Frost, rain and dryness made life difficult for wine farmers even though the unusually harsh winter had not caused as much damage as expected. It was the excessive downpours during the harvest season in the early autumn that resulted in the low yield requiring hand processing of the grapes in many cases. This in turn has produced exceptionally high quality wine to be eagerly anticipated by the consumer.

Full report in German: <http://www.news.admin.ch/message/index.html?lang=de&msg-id=47328>

The Top 100 Startups of Switzerland

The 100 best Swiss startups were chosen in October 2012 by a panel of 100 startup experts out of 100,000 new companies founded since 2007, the second time such a competition has been held. This time, HouseTrip from Lausanne, a web platform for vacation homes, made it to the top of the ranking this year. They were followed by two startups based in Zürich: InSphero, an internationally leading supplier of micro-tissues, and GetYourGuide, the world's biggest tour and activities platform. All of the remaining featured startups are also geared towards global markets and the majority of them are representatives of the high-growth IT, life-sciences and clean-tech industries.

Source: <http://swissinnovation.org/news/web/2012/11-121029-fc.html>

HR NEWS

And Then There Were Two...

It is with great sadness that the Swiss Business Hub UK said 'Kwaheri,!'* to its temporary Trade Officer of the past six months, Tamara Saad. We would like to thank Tamara for all her hard work over the last six months, especially during the 2012 Olympics. Tamara will continue to welcome visitors to the Embassy as part of the consular section and will be greatly missed by the Hub.

*Good bye in Swahili

POOL OF EXPERTS - NEWS

« Pool of Experts» wins TPO award



© OSEC

From left to right: Director General Patricia Francis, Executive Director International Trade Center; Daniel Küng, CEO Osec; Dr. Lai Sum Wong, CEO Matrade; Christoph Peter, Head Business Development Global Markets, Osec

“Pool of Experts” wins award

On 18 October 2012 Osec was awarded the prize for “Excellence in Export Development Initiatives” at the biennial International Conference of Trade Promotion Organisations (TPO) in Malaysia. The TPO Conference honours the best export promotion agencies in the world. The accolade was awarded for Osec’s “Pool of Experts” platform.

This online directory of international marketing and export experts was set up in 2005. Through this platform Swiss and Liechtenstein companies gain cost-free access to a directory of experts (specialising in regions/countries, sectors and various services) for their international marketing projects. Private service providers are actively included in the export promotion process by means of the platform.

The jury selects the best agencies in the world in various categories and praised Osec’s collaboration with private experts, in particular its commitment to the “Official Osec Experts”. The official certificate was presented at a gala event to Daniel Küng, CEO of Osec, by Patricia Francis, Director of the International Trade Center, a joint subsidiary organisation of the World Trade Organization WTO and the World Trade Conference UNCTAD.

For further information: www.poolofexperts.ch

Article in German: <http://www.osec.ch/de/blog/%C2%ABpool-experts%C2%BB-plattform-der-osec-ausgezeichnet>

Edzard Clifton-Dey of Miller Rosenfalck LLP joins Pool of Experts



Edzard Clifton-Dey is a dual qualified (Anglo-German) employment lawyer and a partner in Miller Rosenfalck's employment & dispute resolution team. He is a native German speaker and part of Miller Rosenfalck's German Desk.

"With our headquarters in London, our experienced multilingual team is on hand to advise you and your business. Our team of German speaking solicitors based in London specialises in advising Swiss, German and Austrian corporate clients. All team members are fluent German speakers and provide English legal advice on corporate, commercial and employment law matters."

Miller Rosenfalck is a full service English law firm specialising in international trade within Europe. Miller Rosenfalck advises on company set ups, corporate structures, inward and outward investments, commercial contracts, dispute resolution, intellectual property and employment law with in-depth knowledge of cross border issues.

For more information, please visit: www.millerrosenfalck.com



For comments or suggestions: please send an email to lon.sbhuk@eda.admin.ch

To subscribe or unsubscribe: please send an email to: lon.sbhuk@eda.admin.ch (please state "SBH UK Newsletter: SUBSCRIBE / UNSUBSCRIBE" in the subject line)

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.

Swiss Business Hub UK
c/o Swiss Embassy
16 – 18 Montagu Place
London W1H 2BQ – UK
Tel: + 44 (0)20 7616 6000
Fax: + 44 (0) 20 7723 6455
www.eda.admin.ch/london
www.osec.ch