

SWITZERLAND COUNTRY REPORT

INSIDE: 11-PAGE SPONSORED SECTION IN CO-OPERATION WITH DISCOVERY REPORTS

Nation is envy of the world

Babies born in the cantons can look forward to charmed lives. Reports by Ed Peters

When the Economist Intelligence Unit (EIU) rolled out a report this year, outlining the best place to be born in 2013, there were few surprises that Switzerland was at the head of the list.

As Hui Liangyu, China's vice-premier, would have no doubt been briefed long before his official visit to the republic last month, Switzerland enjoys an economy that's stable, prosperous and at the cutting-edge of hi-tech, with an impressive per capita GDP of 70,334 francs (HK\$573,814).

To undertake the study, the EIU measured the quality of life based on a methodology that links the results of subjective life satisfaction surveys to the objective determinants of the quality of life across countries. Taken into account were a mix

of fixed factors, such as geography; factors that change only very slowly over time, such as demography and social and cultural characteristics; and some economic factors that depend on policies and the state of the world economy.

Factors affecting the quality of life included GDP per head, life expectancy at birth, the quality of family life, the state of political freedoms, job security, climate, personal physical security, the quality of community life, governance and gender equality.

"Of course, we were very happy to read the results of the EIU report," says Rita Hämmerli-Weschke, Switzerland's consul general in Hong Kong.

"We are in the business of selling Switzerland, and naturally our country offers very good educational and other



Children can look forward to a happy and prosperous life in Switzerland, according to a report. Photo: Bloomberg



We are in the business of selling Switzerland, and naturally our country offers very good educational and other possibilities

RITA HÄMMERLI-WESCHKE, SWITZERLAND'S CONSUL GENERAL IN HONG KONG

possibilities. People tend to really love our products, and they have a very good reputation in China, one that we are keen to protect and promote."

Baby X or Y – depending on the chromosome mix – born some time in one of Switzerland's 26 cantons before the end of December, and growing up speaking French, German, Italian or Romansh (all official national languages) – has a lot to look forward to by the time he or she attains adulthood in 2030, the outer limit of the EIU study.

Top of the list is a long and healthy life – with a population of 7.7 million, life expectancy for men is 79, and women 84. Anyone who lives in Switzerland is subject to compulsory health insurance and there are 390 medical doctors for every 100,000 residents. Health care expenditure is on the rise: in

2007 it accounted for 11.3 per cent of GDP compared with 8.1 per cent in 1990, due to a broader range of services covered by the health insurance scheme, greater specialisation and technological advances, and an ageing population. A compulsory pension scheme, which can be topped up by voluntary contributions, ensures that having retired at 65 (64 for women), Swiss citizens can look forward to a financially secure old age.

Top-of-the-range social services are funded by Switzerland's healthy economy. Almost three-quarters of the workforce is employed in the service sector, less than a quarter in industry, and a mere 4 per cent in farming. The main service industries are insurance, banking, trade and commerce, and tourism, while the chief industries are machinery,

electronics, metals and chemicals, and pharmaceuticals. The agricultural sector is going through a period of change due to the growing demand for organic produce and more environmentally-friendly production methods.

The cornerstone of the Swiss economy is its highly specialised and flexible small and medium-sized enterprises. They make up more than 99 per cent of all registered companies in Switzerland, and employ two-thirds of the total workforce. Numerous foreign firms and Swiss multinationals are headquartered in Switzerland and are major players in the Swiss economy.

Whether the EIU's prototype fortunate infant becomes a banker, an electronics guru or an organic farmer (in addition to performing military service

that's mandatory for males), he or she will grow up in a sterling example of a direct democracy. All Swiss citizens over the age of 18 have the right to vote and exercise this right regularly, as they are called on three to four times a year to take part in popular votes on political issues. Most recently, Swiss voters gave the thumbs-down to highly paid executives, with some 68 per cent demanding a limit on overall pay packages for executives and directors.

Switzerland is a neutral state, the headquarters of the International Committee of the Red Cross, and home to the European office of the United Nations.

Apart from being raised in a prosperous democratic society, "Baby 2013" will also be part of a thriving cultural environment. Swiss architecture and design enjoy a rich tradition: one of the

20th century's foremost architects, Charles-Édouard Jeanneret – better known as Le Corbusier – was born in the Jura mountains, while the firm of Herzog & de Meuron played an integral role in the design of the Beijing Olympics Bird's Nest stadium. Zurich was the birthplace of the Dada movement, which gave rise to surrealism, while Jean-Jacques Rousseau is perhaps the best-known Swiss author.

The Montreux Jazz Festival is a must for anyone fond of the "sound of surprise" and, while Switzerland may not host Europe's foremost film industry, Marc Foster, who grew up in Davos, won plaudits for his direction of the Bond movie *Quantum of Solace* and Basel-born Arthur Cohn has picked up six Oscars in the course of a career that has spanned half a century.

Business-friendly city suits entrepreneurs

It's difficult to find an area of business in Hong Kong where Switzerland is not represented. Swiss Airbuses are a regular sight at Hong Kong International Airport. Credit Suisse may no longer sponsor the rugby sevens, but continues to make a significant impact on the financial life of the city. And possibly one of Hong Kong's most acclaimed restaurants, Chesa, serves gourmet Swiss cuisine at The Peninsula, which has benefited from employing more than a few Swiss managers.

The Swiss Chamber of Commerce, formed in 1982, can now boast more than 200 members and continues to play an ever-increasing role in the business and social life of the Swiss community.

Based in Hong Kong, Swiss businesses are ideally placed to take advantage of opportunities on the mainland, marketing the sorts of goods and services for which the republic is renowned around the globe.

And the outlook is extremely healthy, according to a survey by the Swiss Centre Shanghai and related organisations. Nearly three-quarters of Swiss companies surveyed in China

expect to do better business this year than last year, while China remains the fourth-largest market for Swiss exports.

"Hong Kong is a great place to do business," says Andreas Brechbühl, owner and managing director of AUB, which specialises in locks, security doors and similar systems that it has supplied to the MTR Corporation and Hong Kong International Airport, among others.

"It's very business-friendly. It's easy to set up a company, you have the rule of law, English is widely spoken, it's a small, compact territory – there are so many arguments in its favour."

"Some of the larger corporations, such as banks, are pulling people out, but others are arriving to take their place."

Brechbühl, who is also a director of the Swiss Chamber of Commerce, says the number of Swiss in Hong Kong is stable at about 1,200. Those that want to succeed in the region, he says, must remain committed and establish a clear business plan.

"In Switzerland, there is a strong feeling among senior management that there must be great opportunities in China, but people who have worked here

realise that while there are opportunities, you have to understand the pitfalls too," he says.

"I certainly plan to stay in Hong Kong – my family is here, my business is here, and this is the future."

Typical of the companies forging a reputation – and very respectable profits – for themselves in Hong Kong and beyond is DKSH, a market expansion services provider headquartered in Zurich and focused on Asia.

The company works with brands in the consumer goods, healthcare, performance materials and technology sectors, marketing and distributing their products across Asia-Pacific.

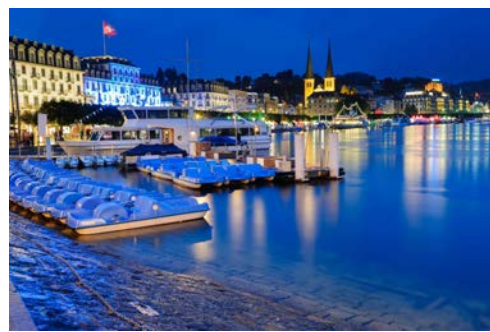
As an example of DKSH's modus operandi, the company secured the services of prominent actor Dicky Cheung Wai-kin as guest model ambassador for a brand campaign in Hong Kong by Maurice Lacroix, with a consequent rise in both press coverage and sales.

While DKSH might be at the cutting edge of the new wave of Asian business, other Swiss companies follow a more traditional course.

The Swiss hospitality industry enjoys a reputation that is second to none. Institutions, such as the International Hotel Management Institute (IMI) at Kastanienbaum, continue to attract and train the young hoteliers – and restaurateurs and catering managers – of tomorrow.

IMI courses focus on teaching hotel operational skills and management training in the tourism and hospitality industries.

As an institution, it enjoys an extremely good reputation in Hong Kong, and each semester sees between 20 and 30 students from the region on campus.



Picturesque Luzern is popular with tourists. Photo: Thinkstock



Switzerland is famous for its marquee watches. Photo: Bloomberg

Timepieces top popularity stakes

In Germany, mainland tourists make a beeline for Trier, the birthplace of Karl Marx. In France, the wineries of Bordeaux are top of the must-sample list. And in Switzerland, China's newly emergent globetrotting middle classes head straight for the country's celebrated watch emporia.

The Swiss watch industry – justly famous for such marques as Audemars Piguet, Patek Philippe and TAG Heuer – has been one of the main beneficiaries of the 21st century version of the "Grand Tour". Chinese prefer buying in Switzerland for one simple reason – they are assured of getting the real thing, rather than an imitation – and seem quite happy with paying about HK\$12,000 for a regular model.

Timepiece-crazy Chinese travellers to Switzerland are now outstripping arrivals from traditional visitor countries such as Italy, the Netherlands and even Japan.

"We're looking at 830,000 to 840,000 overnight stays by Chinese guests in 2012," says Daniela Bär from Switzerland Tourism.

Last year, a total of 600,000 Chinese tourists headed to Switzerland, an increase of 25 per cent on the previous year. And, while most tourists to

Switzerland still come from Germany, Bär says because their number is declining, Chinese travellers could soon take the number one spot.

"The rapidly-growing middle class in China offers a massive potential for Switzerland, which enjoys an excellent image [on the mainland]," she says.

"We think a quadrupling of Chinese visitors within 10 years is realistic."

The vast majority of mainland tourists travel with an organised tour, shepherded by a multilingual guide. At present, the most popular Swiss

destinations for Chinese are Luzern, the country's most picturesque lakeside city; Interlaken, which acts as a base for exploring the nearby mountains; Zurich, which hosts many museums and art galleries; and Geneva, where one of the world's tallest water fountains – the 140-metre Jet d'Eau – provides a constant supply of Kodak Moments.

With the aim of attracting more Chinese visitors, and showcasing the country's attractions at their best, Switzerland Tourism is now hoping to promote a handful of

lesser-known destinations. These include the ski resorts of Zermatt and Verbier; the Italian-speaking canton of Ticino; Appenzell, which is known for cultural events such as folk music and rustic dances; and the postcard-perfect Engadine valley.

And, as part of a continuing scheme to attract more visitors, the regional tourist office in the Upper Engadine has developed a programme to "coach" warmth and affability in response to a perceived "lack of friendliness" in its mountain resorts, which include St Moritz.



Mountain resorts are trying to project a more welcoming image for visitors. Photo: Thinkstock



Swiss banks are among the best in the world. Photo: Bloomberg

SPECIAL REPORT: SWISS EDUCATION

Vatel meets demand for hospitality workforce

Reports by **Jacinta Plucinski, Stacey Johnson, Mia Daughenbaugh and Laléh Larjani**

The hallmark of a memorable hotel experience is excellent service. Behind the success of exceptional hotels are its staff, the people with an understanding and passion for true hospitality, and a dedication to flawless management.

As the first worldwide business school group in hospitality and tourism management, Vatel has been instrumental in providing talent to the world's top hotels for more than 31 years. These include the properties of Shangri-La and InterContinental.

Understanding the industry's bedrock values while adapting its curriculum to meet changing demands, Vatel provides 7,000 students with quality and personalised education across its 30 campuses in 21 countries.

"Vatel continues to successfully

prepare students because we remain faithful to the hotel industry," says Yannick Jacquier, recruitment and student affairs manager of Vatel Switzerland. "We understand that service encompasses many things and we continue to invest in the education of our students, honing them to become adaptable in an international environment."

International adaptation begins in the classroom. Vatel Switzerland's student body of 350 represents 41 nationalities. The school maintains an intimate class size of a maximum of 25 students with diverse backgrounds, thanks to a very detailed selection process. "Just like the industry, you have to know who you are working with," Jacquier says.

The school's educational approach is holistic, balancing theory and practice. Vatel Switzerland's curriculum includes industry standard subjects combined with courses in soft skills such as nutrition, multicultural and conflict management and wine knowledge. It also offers business-oriented

subjects such as marketing, sales, human resource, economics and taxation.

Students are able to apply theory into practice at Vatel's own four-star hotel situated on campus in Valais – a distinct feature in Switzerland. It also provides regular internships with key hotel groups including Marriott, Hyatt and Four Seasons.

"Comprising 111 rooms and a strong convention facility, the Vatel Hotel gives students a proper feel for what they have been learning and allows them to apply this know-how to real situations. That is the secret of Vatel Switzerland, the possibility of cross-checking what they learn in classrooms on a regular basis in practical situations," Jacquier says.

Another secret is Vatel's integration of technology. It is becoming one of the most technologically advanced hospitality schools, thanks to Samsung tablets that Vatel Switzerland provides to students. The tablets contain textbooks, e-mail, calendars and access to Cyberlibris, Vatel's library of 13,600 books on various subjects.

"This decision to use tablets will allow us to reduce our carbon footprint while reaching out to the needs of the Y generation, the managers of tomorrow who have been brought up with smartphones and tablets, and who will be in charge of hotels that integrate the latest technology," Jacquier says.

Vatel Switzerland has also been approached by Ildiap Research Institute, which is active in the area of multimedia information management, for the development of an interface that will soon allow potential students to be assessed on non-verbal communication through web camera interviews. This will enable students to refine their body language and enhance their interview performance for future job prospects.

Through Vatel's 25,000-strong alumni network, existing students gain access to exclusive internships. Recent graduates can tap into an active and supportive global network made of several clubs for knowledge exchange and job opportunities. "Eighty per cent of our graduates

go into the hotel business," Jacquier says. "However, our job in Vatel doesn't stop when our students graduate. In this respect, our alumni network is incredibly important. They are our ambassadors and potential employers for our future students."

Vatel's Shanghai alumni chapter is one of the most active alumni networks and meets monthly. Its annual event – the High Club Evening – takes place each year in China and draws Vatel students and alumni from all over Asia.

The robust growth of Asia's hospitality industry offers a lot of employment opportunities for Vatel students. The school plans to expand its representative office in Shanghai to intensify its presence in Asia and allow prospective Chinese and Asian students to learn more about Vatel.

"Asia is a key region in terms of employment. The development of the hotel industry is very fast, and the demand for qualified staff is high. Vatel is here to answer that demand," Jacquier says. "The hotel industry is our first client after all."



Yannick Jacquier, recruitment and student affairs manager

Young jobseekers' skills must match market's needs

A university degree does not guarantee gainful employment, as millions of the world's graduates are discovering.

Pinpointing the reasons behind this trend, the International Labour Organization says that the training received by many young people does not match existing jobs. Companies also find that universities do not prepare students for existing and future markets. Jobseekers tend to take employment that is not suited to the type or level of their education.

Emerging nations, in particular, need a skilled, youth-driven workforce to grow their economies. "Because of their specificities and rapid growth, the recipes of the Western world are not necessarily adaptable to these economies," says Patrick Faniel, CEO of the

University of Business and International Studies (UBIS).

Working to address this need, many developing countries in Asia are making labour market regulations more youth-friendly, subsidising salaries and encouraging young entrepreneurs. Skills training systems such as vocational studies, apprenticeships, literacy and mathematics for young adults are likewise in place.

Educational systems must adapt to these challenges by arming students with the appropriate skills. While internships and other workplace-based programmes may form one element of this adaptability, what is most important is to base education on the future and not on the past.

UBIS equips students with industry-specific curricula taught by

experienced industry experts. This is in addition to the university's traditional bachelor's and master's programmes and dual diplomas with renowned United States institutions. "Everything that UBIS puts in place is oriented towards getting a job or taking off in a career," Faniel says. "This differentiates our students in the job market."

UBIS is present through its partners in more than 15 countries worldwide. Recognising developing economies as future centres of growth for industries, UBIS is forming partnerships with like-minded universities throughout Asia to ensure a capable workforce.

Offering a combination of on-campus and online curricula according to a student's means, UBIS develops courses such as banking and an executive Master of



Patrick Faniel, CEO

Business Administration programme for Asian students. It has partners in Vietnam and on the mainland including Hangzhou University.

UBIS plans to establish other operations in Asia and to collaborate with a university close to Shanghai and a state educational institution in Myanmar. "Students will get not only our experience but the experience of all our partners," Faniel says.

ETH Zurich moulds next generation of city planners

Backed by groundbreaking research and excellent education, Swiss university ETH Zurich equips students in developing and transforming cities. Working closely with top universities in Asia, ETH Zurich applies basic research and knowledge to solve real-world problems that threaten urban dwellers' quality of life.

"We teach Switzerland's engineers and architects. We educate the city planners of the future," says Dr Ralph Eichler, president of ETH Zurich.

The university is funded largely by the Swiss government. Its degree offerings cover interdisciplinary scientific fields such as urban planning, energy supply, food security, risk management and human health. With 17,000 students, ETH Zurich has been moulding highly qualified engineers, architects and natural scientists for more than 150 years.

Most of Switzerland's top CEOs and engineers have studied or taught at ETH Zurich.

There are 21 Nobel laureates associated with the technical university, including Albert Einstein who was recognised in 1921 for his work in theoretical physics.

ETH Zurich researchers contributed significantly to the development of technologies such as the complementary metal-oxide semiconductors or control systems



Main building of ETH Zurich, where famous Nobel prize winner Albert Einstein was a student and professor of physics. Photo: ETH Zurich

for catalytic converters. ETH Zurich's scientists have improved the understanding of diabetes, a major global health challenge.

Experts at ETH Zurich have also shared key knowledge in engineering, surveying and geology, benefiting the construction of long transport tunnels through the Alps.

"Autonomy is key to our success. More than 400 professors work at our university on risky, long-term projects in search of innovative solutions," Eichler says.

Working on global sustainability

studies, ETH Zurich collaborates with Asia's distinguished institutions such as the National University of Singapore, University of Tokyo and Tongji University in Shanghai. It links Swiss universities with the mainland, South Korea, Japan and Singapore for better understanding of Asian views and cultures.

"Asia is where things will be happening in the future. We want to help companies understand model cities and how technical and financial risks, terrorism, culture and natural hazards all interlink," Eichler says.

Education system nurtures strong knowledge economy

For a country with limited natural resources, the practical skills and ingenuity of its people have helped Switzerland to excel internationally. Such human resource assets have been honed in institutions that operate within an acclaimed research and education system.

Switzerland's decentralised education system comprises federal and canton-run public universities, universities of applied sciences, university-level institutions, teacher education universities, technical colleges and more than 240 private schools. The system has helped the Swiss maintain top spot in the Global Competitive Index for four straight years. The country's schools provide a qualified labour force responsive to the needs of the labour market and produce an environment and infrastructure conducive for research and innovation.

Key to educating a skilled workforce is the melding of theory with practical experience through vocational courses. Switzerland's Vocational Education and Training (VET) combines school and industry-specific courses with work-based learning in paid apprenticeships.

Students can go to tertiary level via Professional Education and Training (PET), which prepares

students for managerial positions. They can also attend the Universities of Applied Sciences (UAS).

Geared to keeping Switzerland's talent relevant, the country's education system deems the role of the private sector crucial. Professional organisations and companies offer advice on the competencies that the market needs. They provide valuable insights on drafting curricula and examination rules for students' courses.

Apprenticeships are available in more than 300 occupations including biomedical, printing and packaging, tourism, human resources, finance and farming. Industry demand determines the number of apprenticeships.

A key industry that emphasises practical learning and internships is the hospitality, hotel management and tourism sector. Switzerland has long been a favoured travel destination and winter playground for royalty and the rich, and has gained a reputation for providing service fit for kings. Switzerland's hospitality and hotel management schools have refined their teaching methodologies and processes to cultivate staff that can manage establishments that provide the highest level of service. Ranked No 1 in the 2012 Global

Innovation Index by the United Nations World Intellectual Property Organization and INSEAD, Switzerland is a leader in innovation and research. Swiss research and education are key to the country's global success, thanks to an ecosystem developed to lure the best and brightest talents.

Educational institutes and universities attract doctoral students, faculty and researchers from around the globe. Foreigners made up about half of all doctoral candidates in Switzerland in 2010. Students and researchers are attracted by the academic freedom, generous funding and stimulating environment.

Basic research is conducted primarily by universities such as the University of Bern and federal institutes that include the Swiss Federal Institute of Technology Zurich and the École Polytechnique Fédérale de Lausanne. These institutions help to manage National Centres of Competence in Research (NCCRs), which focus on global topics such as climate, genetics, nanotechnology and space.

UAS institutions such as the University of Applied Sciences and Arts Northwestern Switzerland and the University of Applied Sciences and Arts of Southern Switzerland concentrate more on applied research, with a focus on strengthening links between the private sector and academia.

While the government provides research funds, which total about 3 per cent of total GDP, it refrains from directing where funds are spent in order to remain neutral. It has established independent entities such as the Swiss National Science Foundation to administer the funding. Cross-pollination with the private sector and strong international partnerships enable students to translate their findings into tangible applications that can benefit society and the marketplace.

As competition increases in knowledge economies, Switzerland's educational institutions remain key in keeping the country ahead.

«Vatel Switzerland, an international campus that makes you feel unique»

- ✓ Only school in Switzerland with its own 4* hotel
- ✓ State of the art equipment – First hotel school to educate with tablets only
- ✓ Selective admissions process for small and personalized classes only
- ✓ More than 40 nationalities – 68% of European passports
- ✓ Bachelor and Master programmes in International Hotel Management

1st group of hotel management schools in the world with 30 campuses in 21 countries

V
VATEL

INTERNATIONAL BUSINESS SCHOOL
HOTEL & TOURISM MANAGEMENT
VATEL SWITZERLAND

www.vatel.ch

PREPARE TO GO GLOBAL

DUAL SWISS-US BACHELOR DEGREES
DUAL SWISS-US MASTER DEGREES
SHORT TERM PROGRAM
CORPORATE SERVICES

-> ONLINE / ON-GROUND / MIXED



University of Business and International Studies
46, avenue Blanc, 1202 Geneva, Switzerland
Tel +41 (0) 22 732 6282 - admissions@ubis-geneva.ch
www.ubis-geneva.ch

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

Swiss Army knife inspires holistic Victorinox brand

Beyond being the most recognised versatile tool, the Swiss Army knife is an icon of quality, ingenuity and craftsmanship, much like its maker Victorinox has been for more than a century. While its products have grown from cutlery to timepieces, travel gear, fashion and fragrances, the company's philosophy lives on: Victorinox – companion for life.

"Our customers carry the Swiss Army knife in their pocket, timepiece on their wrist, fashion on their body and fragrance on their skin. They send us countless stories recounting how Victorinox has kept them company in their adventures, survival and even everyday lives,"

says CEO Carl Elsener Jr. "They are the inspiration for our slogan and the reason why our products, while increasingly becoming diversified, are all anchored on the heritage of the Swiss Army knife."

Continuing the legacy of Victorinox founder and his great grandfather Karl Elsener, Elsener Jr recognises that keeping the family-run company focused yet adaptable was the key to making it relevant for more than 128 years. Responding to customers' clamour for more high-quality products, Victorinox released timepieces in 1989. The line's success paved the way for other categories including travel gear, and led to the opening of Victorinox retail stores in 2001.

Which product best describes Victorinox today? Elsener Jr says that Victorinox Swiss Army knives equipped with USB flash drives demonstrate how the company can preserve tradition, explore modern technology and combine the two seamlessly.

Another model, the Victorinox Tomo, represents creativity and the company's advocacy for the environment. Featuring 100 per cent recycled and reusable cellulose packaging, the Tomo borrows design principles from Zen Buddhism and Kirigami executed by Japanese designer Kazuma Yamaguchi and Tokyo-based label Abitax. Complementing the traditionally masculine Swiss Army

knife, the softer Tomo appeals to a wider consumer base, particularly women.

Equally indispensable, for example, is the Night Vision timepiece which integrates low-consumption light-emitting diodes for dial illumination, flashlight and strobe functions.

"I tell the development department: always put the Swiss Army knife on the table when you work on a new Victorinox product," Elsener Jr says. "Imagine how you can replicate the quality, functionality, innovation and iconic design of this little red knife."

Such imagination has come a long way as Victorinox flagship and brand stores have since expanded

to 74 worldwide. Nearly 60 outlets are in Asia where the company sees tremendous growth as it moves beyond its European and North American markets. Asian customers are supported by Victorinox's subsidiary in Hong Kong, offices in Shanghai, Beijing, Taiwan and a growing presence in Singapore, Malaysia and Thailand.

"China is a top priority. We have a clear multichannel and multicategory strategy in approaching the market, which we will roll out this year," says global brand manager Veronika Elsener. "We also look forward to working with potential Asian partners and designers to create products that will appeal to the region."

The next five years will see Victorinox further investing in branding and retail, with its timeless brand ambassador – the Swiss Army knife – at the centre of it all.

"It is not so much about the number of stores we are opening, but the holistic brand experience that we want to provide our customers worldwide," Elsener Jr says.

"We do not look at quarterly figures; we think in generations. Just as we perfected the Swiss Army knife through nonstop innovation, we will continue striving for the satisfaction of our customers, motivation of our people and quality of our products."



Carl Elsener Jr, CEO

Carl F. Bucherer unveils milestone timepieces

Allure that transcends luxury and innovation that breaks the "Swiss watch mould", while preserving more than a century's craft. Watch connoisseurs may have countless more ways to differentiate the charm of a Carl F. Bucherer timepiece, but one is certain: It is the brand of elegance worn by the independent thinker.

"A Carl F. Bucherer watch may not be the first timepiece that you own, but we ensure that it will add value beyond its price to your collection," says CEO Sascha Moeri. "Every piece is a slice of Swiss history, perfected since 1888 by one of the few remaining independent, family-owned luxury watch brands."

Just as how visionary founder Carl Friedrich Bucherer cultivated an individualistic business approach that gave rise to a brand whose authenticity and sophistication stand out, the company continues to raise the bar in the watchmaking industry. Marking its 125th anniversary this year is a series of milestones – and at the heart of it is Carl F. Bucherer's growing base of discerning customers.

The first milestone is the introduction of fresh masterpieces to its four existing product lines. Among these is a second line of ladies' watches that will complement Carl F. Bucherer's Alacria range, which uses different jewels to accentuate the beauty of the watch mechanism and carries an eccentric design. Another is a

diver's watch, which will add functional variety to the modern Patravi line.

Completing Carl F. Bucherer's releases are timepieces that will use tourbillon mechanisms – a complex feature that will make every Carl F. Bucherer watch aficionado's heart leap and increase their exclusivity. The company's unrelenting pursuit of aesthetic marvels and innovations is backed by its roots in jewellery making and ability to produce its own movements through Carl F. Bucherer Technologies.

"To be successful in this industry, you need tradition and heritage combined with passion and authenticity," Moeri says.

"Carl F. Bucherer is bound by tradition and driven by innovation."

This is why Carl F. Bucherer has chosen an assertive yet calculated approach in expanding its markets, which have steadily grown to 30 countries since the company first ventured out of Switzerland. Asian customers, in particular, have been important in the company's phenomenal growth in the last two years, wherein the company reported record-breaking sales and long product waitlists.

Addressing the region's growing demand, the company will set up additional boutiques, including three on the mainland, where Bao Qi Lai – Carl F. Bucherer's Chinese name – is among the top-10 watch brands. China has surpassed the United States in terms of luxury watch

demand since 2011, according to the WorldWatchReport published by Digital Luxury Group, and Carl F. Bucherer is ready for the surge.

The company collaborates with a network of partner distributors such as watch retailer Xinyu Hengdeli, Emperor Watch & Jewellery, and Harmony on the mainland or Prince Jewellery & Watch and Oriental Watch in Hong Kong. Carl F. Bucherer also works with independent watch retailers in Macau, Tokyo, Bangkok and Dubai.

"We recognise our Asian customers' highly evolved taste and their need for trustworthy retailers," Moeri says. "Our own regard for loyalty, trust and long-term relationships – be it for customers, suppliers and partners – guarantees our commitment."

This promise includes raising the company's production capacity greatly from the present 20,000 pieces. Carl F. Bucherer also eyes new markets and plans to increase its points-of-sale from 350 to 500 in coming years.

"We have a clear roadmap to 2020, and we believe Carl F. Bucherer will continue to make history," Moeri says. "It continues with this year becoming the company's best so far – for us and our customers worldwide."



Sascha Moeri, CEO

INFICON spurs leak detection technology research

As products become more sophisticated, the demand for quality and safety also increases. Manufacturers then turn to analysis and measurement techniques to develop high-quality products.

INFICON is in the business of improving productivity and minimising liability claims. "We keep people safe," says Lukas Winkler, president and CEO of INFICON. "We ensure manufacturers produce quality products that keep people and the environment safe and secure."

A leading provider of measurement instruments, sensor technologies and advanced process control software, INFICON manufactures products used to detect gas leaks in refrigerators, air conditioners and vehicles. The company's vacuum process technology benefits equipment manufacturers, semiconductor fabricators and optics companies. This technology also produces specialised products for toxic chemical analysis that the military, environmental and emergency response teams use worldwide.

INFICON values long-term collaboration with its clients. Working closely with customers,



Lukas Winkler, president and CEO

INFICON's expert team of engineers and physicists develop measuring tools that reduce scrap and increase yield. INFICON continues to invest in product research and technology development even without immediate returns.

"Our technology is strong and advanced," Winkler says. "When manufacturers develop a product, we make sure that we have a device available even before the new product is released in the market."

INFICON operates manufacturing facilities in the United States, Europe and on the mainland. It has subsidiaries worldwide, making it the

leading player in the refrigeration and air-conditioning leak detection industry and the semiconductor device manufacturers market.

Responding to Asia's growing demand, INFICON ships most of its products in the region. It hopes to gain traction in Asia's automotive industry and equipment vacuum applications by engaging in partnerships.

"The market is growing in China," Winkler says. "To be close to the customer means we need to have a research and manufacturing facility that is close to the customer too. We are here for the long haul."

'Sport to the people' campaign reinforces Intersport's commitment to Asian region

Europe's most renowned and the world's largest sporting goods retailer is pushing the envelope further as it rises as the industry's single most formidable game changer.

Intersport International Corporation solidified its position last year when it acquired The Athlete's Foot (TAF) from United States-based Global Franchise Group. Expanding the company's presence from 41 countries to 63, the acquisition instantly added 430 TAF outlets to Intersport's network of more than 5,300 stores. It also opened the doors to the group's previously unexplored markets including the US, Mexico, Peru, Indonesia, the Philippines, Australia and New Zealand.

"Buying TAF after more than a decade of waiting for the best opportunity to penetrate the US and other markets is not only a right decision but one of the biggest milestones for Intersport," says CEO Franz Julen. "TAF complements Intersport's performance-driven

multisport brands with its leisure athletic wear. More importantly, it leverages our global expansion."

Among its fastest-growing markets, Asia is set to experience a bigger Intersport presence through Intersport's multisport stores. These will provide Asian sports enthusiasts with broader sportswear and equipment options, from Adidas to Speedo, The North Face and other international brands that have come to trust Intersport. Intersport stores will also grant access to exclusive brands including McKinley, Firefly, TECNOpro, Etirel, Dynatour, Energetics and PRO TOUCH.

"Intersport's philosophy of multisport, multibrand and expert authority lives on as we expand globally – but while we have a successful European concept, we are extremely focused on localising our approach to suit the customers in each market," Julen says. "We have great respect for the Asian culture, and we make a point of adapting concepts to Asian clients' needs."

Such strategy has been successful in South Korea, where Intersport launched its first Asian store in 2010 through a master franchise with Seoul-based retailer LG Fashion. Intersport has since expanded to nine branches and is set to grow further, thanks to the country's strong brand awareness and focus on athletic performance.

This bold foray helped Intersport prepare for a much bigger and more challenging market – China.

In partnership with Fujian New Huadu Supercenter, Intersport is scheduled to open 80 to 100 stores throughout 10 provinces across southern China in the next five years. As with its South Korean shops, Intersport China will adapt to the local taste and feature strong Chinese brands such as Li-Ning in its catalogue.

Intersport's first China store will open in August, marking the company's reinforced commitment to the country and the entire Asian market. Intersport envisions its Asian operations reaching US\$1 billion in annual sales from as many as 500 outlets in the region by 2022.

"Achieving this target is not hard to imagine, especially since we surpassed the €10.3 billion [HK\$106.6 billion] mark for annual retail sales for the first time last year," Julen says. "We are optimistic the sporting goods industry will keep flourishing due to continuing global megatrends – an ageing yet increasingly fit demographic; quest for work-life balance through sports; emphasis on an active sports lifestyle for both fun and health; and women as an escalating market-driving force."

While its internationalisation strategy is nearing completion with its acquisition of TAF and progressive growth in Asia, Intersport has yet to tire of spreading its brand message "sport to the people".

"The more you enjoy doing something, the more you do it. We inspire people to enjoy sports, which in turn can help them become motivated, happier and fulfilled," Julen says.

"We take it as a big responsibility as the leader in sporting goods to bring that to Asia and worldwide."



Franz Julen, CEO



VICTORINOX
SWISS ARMY

COMPANION FOR LIFE



ALPNACH

Inspired by the Original Swiss Army Knife, Victorinox Swiss Army timepieces reflect relentless commitment to quality and functionality.

3-year warranty | Swiss Made | Mechanical self-winding chronograph movement | 44 mm | Water resistant to 100 meters | Scratch-resistant, triple-coated anti-reflective sapphire crystal | Ref. 241572

SWISS ARMY KNIVES CUTLERY TIMEPIECES TRAVEL GEAR FASHION FRAGRANCES | WWW.VICTORINOX.COM

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

Amusement ride leader accelerates into monorail production

Leadership in one field can pave the way to leadership in another. Global thrill ride giant Intamin applies its expertise in moving people smoothly around theme parks to public transport systems worldwide.

Backed by 45 years of amusement ride experience, Intamin branched into Intamin Transportation and Intamin Amusement Rides in 2011, signalling the growing importance of its monorail division.

Like its signature roller coasters, Intamin's People Mover Systems are distinguished by engineering excellence that showcases their adaptability to any environment. Intamin's mountain monorail in Arosa, Switzerland, has a maximum incline of 52 per cent, while its test plant train in Moscow can operate in minus 40 degrees Celsius.

Specialising in small to medium projects, such as the 9,300-metre-long

Xi'an monorail, allows Intamin to manufacture on a smaller, more economical scale. Ideal for countries such as the mainland, Germany and Italy, Intamin's monorails have low operating costs because of their high degree of automation. With virtually no emissions, its monorails are also environmentally sound.

The flagships of Intamin Transportation, the People Mover P30 and P35 feature the company's communications-based automatic train guidance system. Intamin will open a P30 as the Rivers Monorail in Port Harcourt, Nigeria in October.

Another P30 in Bologna, set to open next year, will move approximately 1,500 people per hour within seven minutes from the airport to the main train station. Solar panels installed along the length of the track provide clean energy for the system.

As a theme park ride powerhouse, Intamin continues to set records for the

fastest, tallest and most popular rides. Its "Skyrush", with its breakthrough restraint system, won the 2012 Brass Ring Award for Best New Product.

Intamin's creations, such as the Atlantic Adventure Aquatrac at Lotte World in South Korea and Giant Drop in Guangzhou, are guaranteed crowd drawers for theme park developers.

In addition to supplying attractions, Intamin supports park developers with complete packages including engineering, fabrication and after-sales support. It looks to share its expertise with a top-quality fabricator willing to work exclusively for the long term.

"When we build a roller coaster, it works like a Swiss clock," says president Patrick Spieldiener. "So there's almost no maintenance, no noise and you get a very smooth ride that is completely different from something anyone else would build."



Quijiang P8 Tourist Rail waiting for passengers at the station



INTAMIN TRANSPORTATION Ltd.

Landstrasse 126, P.O. Box 309, FL-9494 Schaan, Liechtenstein. Phone: +423 / 237 03 63, Fax: +423 / 237 03 60, www.intamintransportation.com, E-mail: info@intamintransportation.com

A TREASURED BLEND OF 13 HERBS.



The 13 herbs that make up the Original Ricola recipe are the best that nature has to offer. Every single ingredient is harvested at precisely the moment it has reached the height of its natural goodness.

Ricola

Naturally good.
www.ricola.com



HEART MADE. HAND FINISHED.

Created with Swiss precision and high quality demands. Combined with the love for detail, exceptional bathroom concepts come to life: LAUFEN Palomba Collection 2012, design by L+R Palomba

LAUFEN

Bathroom Culture since 1898 www.laufen.com

Swiss bathroom culture sweeps Asia

After reaching the height of European design excellence, Laufen takes Asia by storm with its award-winning bathroom solutions. Having marked its 120th anniversary last year, the company is investing in refining its production processes and developing the latest materials with renewed vigour.

The company's commitment to quality and design has given rise to its latest line of ceramic bathroom pieces. Made of Laufen's revolutionary material called SaphirKeramik, the pieces can be moulded into various forms that were not previously possible with ordinary ceramics.

The exceptional hardness of SaphirKeramik allows the expression of contemporary architectural ideas into a more delicate design that makes bold use of shapes and lines.

"The innovation of this material will really change the game in ceramics," says Alberto Magrans, senior managing director of Laufen Bathroom Products division. SaphirKeramik's superior strength also allows ceramic parts to be made with simpler structures and thinner walls.

This results in the use of less material, lower product weight and other benefits in terms of sustainability. The raw materials and



Alberto Magrans, senior managing director, Laufen Bathroom Products Division

energy used for firing, production and transport are significantly less.

SaphirKeramik debuted in January this year, with its first series of products available on the market beginning this month. These products include Laufen's new generation of "super toilets" – high efficiency water closets, featuring the same functionality using much less water.

Laufen's comprehensive product range complements its commitment to provide complete bathroom solutions, which includes servicing

architects, interior designers and property developers.

"We want to extend the service concept starting on the very first day when the project is only a sketch in the mind of the architect," Magrans says. "We want to offer products and provide solutions and support."

To better serve the decision makers involved in the selection and installation of its products, Laufen operates a regional projects hub in Singapore.

Laufen opened a sleek showroom there together with a local partner in October last year to further expand its position.

With the mainland among the company's top five markets, Laufen has also opened ultramodern showrooms in Beijing and Shanghai where it has close relations with leading developers and master dealers. Laufen has a dedicated team on the mainland and maintains an office in Hong Kong.

Laufen's dynamic Asian operations are being extended further with a major client in Vietnam and its openness to alliances with discerning partners. "Our brand is based on quality, design and Swissness," Magrans says. "Our partners need to understand these values and our concept of service to the final users of our products."

U-NICA secures world's brands with protective technologies

Counterfeits may come with low price tags, but their hidden cost is tremendous. Comprising about 10 per cent of the world's trade – and up to 80 per cent of some products trading in some Asian countries – counterfeits cause billions of dollars in losses for companies that spend years building up their brands. In industries such as pharmaceuticals, counterfeits also jeopardise the safety of consumers.

Most businesses recognise the issue but they struggle to pinpoint the problem's stage and geographical location in their distribution chain. Security solutions provider U-NICA Group advises companies on intellectual property protection and assists them in integrating security solutions into their products.

"We are helping companies to save money," says president and CEO Alfred Rutz. "If you lose 10 per cent of your revenue through counterfeiting and can reduce this

Companies producing high-security products for the Chinese market are trustworthy partners

Alfred Rutz
President and CEO

loss to 2 per cent, that's a very good return on investment."

U-NICA develops its technology portfolio in collaboration with clients and European research and development (R&D) institutions. Eight out of 10 U-NICA employees are experts with extensive product security backgrounds.

Health care, electronics, food and beverage, fast-moving

consumer goods and government are among the sectors that rely on U-NICA's solutions. The company's latest solutions include the cryptoTRACE, which allows consumers to distinguish fakes from originals using their smartphones.

U-NICA is positioning itself as a key player in combating the counterfeiting problem in Asia. It opened its Shanghai and Vietnam customer support centres last year and plans to establish more service hubs in Southeast Asia to enable faster response times in serving customers.

Already in talks with Fudan University, U-NICA is open to regional R&D partnerships and remains selective of its clients and technology partners.

"Companies producing high-security products for the Chinese market are trustworthy partners," Rutz says. "Together, our resources and innovation will have more implementation power in this big market."

Ricola marks 40 flavourful years in Asia

From penny candy to premium candy – Ricola founder Emil Richterich has proven that with hard work and the right mix of Swiss mountain herbs, a humble side business can grow into one of the world's leading candy companies.

Ricola started as a candy shop, which Richterich opened to supplement his small bakery in the 1930s. Candies made from herbs and fruits were among his wide selection. Focusing on varieties based on his special 13-herb mixture, Richterich gradually grew Ricola with the support of his wife and son. The company has flourished due largely to its strong family culture.

Ricola produces an assortment of soothing drops, lozenges, pearls and pastilles out of its manufacturing facilities in Switzerland. The company only uses herbs grown organically in the Swiss mountains. It combines these with other natural ingredients to produce flavours such as apple mint, honey herb and mixed berry.

"We can guarantee that our mixture contains only real Swiss herbs cultivated according to our standards," says chairman Felix Richterich, grandson of the



Felix Richterich, chairman

company's founder. Apart from their distinct flavours, the herbal combinations in Ricola candies also soothe sore throats, coughs and colds. They also have added benefits such as vitamin C.

As Ricola develops new products based on its 13-herb mixture such as chewing gum and herbal tea, it remains focused on herbal candy. This emphasis has allowed it to succeed in 50 countries across Europe, the United States and Asia.

Ricola's trademark quirky yet highly effective advertising is recognisable worldwide. "Our vision is that wherever you go in the world, you'll find Ricola candy," Felix Richterich says.

Ricola marks its 40th year in Asia where it has firmly established its regional presence beginning with Japan, Hong Kong and Taiwan.

The company is a top confectionery brand in Singapore, the base of its Asia-Pacific operations. It also has subsidiaries and importers throughout the region. Ricola has also developed gum-based candy flavours and packaging specifically for Asian consumers.

Ricola aims to reach more consumers in other Asian markets such as Indonesia, Malaysia and the mainland. The company is looking to build long-term relationships with distribution partners with robust portfolios and ready access to buyers and outlets.

"We have a lot of plans for the Asian markets," Felix Richterich says. "We are working on expanding our distribution in the region while keeping our Swiss heritage and our premium approach."

Kägi makes Swiss wafers that appeal to Asian taste

otto Kägi created a Swiss classic in 1952 – crisp, delicate wafers enveloped in a coating of delicious chocolate. After more than half a century, the chocolate wafers, traditionally known as Toggi or Kägi fret, have become part of Swiss heritage. Nine out of 10 people in Switzerland are familiar with the treat.

"The secret is we never changed the recipe," says Beat Siegfried, CEO of Kägi Söhne, the manufacturer of Kägi. "The taste is really appreciated all over. It is the key success factor of the product."

Making history with its first export consignment to Los Angeles in 1956, Kägi Söhne has helped make Swiss specialty biscuits famous all over the world. Exporting 40 per cent of its production, the company continues trailblazing with its aim to make Kägi a household name in Asia starting this year.

There is momentum for this goal. Asian consumers have a taste for Western goods, and chocolate is a Swiss luxury that is easily accessible to the region's burgeoning middle-class population.

With the support of established Asian partners, Kägi chocolate-covered wafers already have a dedicated following among connoisseurs in the region. They were introduced in Japan 40 years ago through an exclusive distributor, a long-standing partner with which Kägi Söhne still has second-generation ties.

Dynamic partners in Hong Kong, the mainland and Singapore have also strengthened the brand's reach, making Kägi visible at specialty shops, supermarkets and convenience stores in key locations including Hong Kong, Shanghai and Beijing.

Kägi products are pleasing to the Asian palate, with a basic recipe that is not too sweet. Evoking gastronomic

delight and Swissness, Kägi literally delivers Swiss quality in every bite. Using premium-quality ingredients – from the milk powder to sugar, wheat and cocoa beans that are inspected thoroughly, Kägi wafers do not crumble at the first bite.

Kägi wafers and butter biscuits are 100 per cent produced in Lichtensteig, among Switzerland's heritage sites in the Toggenburg region where Kägi Söhne has been based since 1934. Kägi products have a homemade feel with wafer and chocolate produced in-house, containing no preservatives, artificial colouring or any genetically modified organisms.

Kägi Söhne remains true to Switzerland's chocolate heritage, applying traditional processing methods such as conching – a refining method invented by the Swiss in 1879. Kägi chocolate is conched for at least 52 hours, creating the distinctly fine taste and aroma Swiss chocolate is known for.

Kägi Söhne products are gently cooled off before being packed in cold seal foil wrappers. The company's entire production line is temperature controlled. It also uses refrigerated containers to ship the products to various export markets.

"We are looking for smiling consumers in every export market. This is our mission because if you can make people smile with your product, you give them a

little break from the stress of life. You make them happy for two minutes," Siegfried says.

With its "Talk of the Town" campaign, Kägi Söhne extends the bliss throughout Asia this year. The company will showcase the Swiss heritage behind the Kägi brand through Swiss-styled booths depicting Lichtensteig community life and ambience. It evokes happy childhood memories, one of the many reasons why Swiss folk love their Kägi.

The Kägi cable car will be featured in popular malls in Singapore and Japan. Kägi Söhne also intends to introduce the Kägi experience to more Asians through duty-free shops, hotel chains and social media channels.

"We are developing and staying within these niche markets," Siegfried says. "The advantage in the food business is that almost everyone can afford to buy a Kägi and our assortment suits the Asian market."



Beat Siegfried, CEO

Kägi[®] Premium Swiss Chocolate Wafer



www.kaegi-ag.ch



Fax: 2897 5503 Email: enquiry@rainbowhk.com.hk
www.rainbowasset.com

Molinari Rail eases technology adoption for Asia's metros

An international engineering group with Swiss roots, Molinari Rail applies a 360-degree approach to ensure system optimisation and passenger safety in railways.

With its broad vehicle design and engineering expertise, the company has helped enhance valuable public transport vehicles throughout Europe, South America and the United States. Its know-how extends from metros, intercity trains and locomotives to fleet operation and railway vehicle maintenance.

Molinari is also at the forefront of creating next-generation systems. It helped GE, for example, design fuel-efficient locomotives to meet upcoming stringent emission standards. "Our expertise is deeply rooted in some 50 years of rolling stock design and manufacturing," says Michele Molinari, president and CEO. "Clients come to us when they need someone familiar with the latest technology and who is open, fast and pragmatic in bringing the necessary information down to the ground, wherever that may be."



Michele Molinari, president and CEO

Renowned for designing electrical and diesel multiple units, passenger coaches and locomotives to the last detail, the company serves clients including Siemens, Bombardier, Alstom, Stadler Rail, GE and ABB. Deutsche Bahn, Swiss Federal Railways and Veolia

Transport are also long-standing clients.

Molinari is contributing to Asia's railway modernisation. It has opened a subsidiary in Kuala Lumpur to ease technology adoption for the region's metros and suburban and intercity railway operations.

"There are significant projects under way. We are focusing on Malaysia to help make railway vehicle upgrading a success. We will reach the rest of Southeast Asia, particularly Indonesia, from there," Molinari says.

Working with Scomi of Malaysia, Molinari helped customise monorails to suit local design and passenger requirements in Brazil and India.

The company welcomes collaboration with railway operators, engine manufacturers and transport consultants on designing upcoming metros and modernisation projects in Asia.

Molinari is also helping mainland companies manufacture suitable locomotives and passenger vehicles for export to different markets.

Reha Technology provides better life with G-EO System

A trailblazer in applying the practical use of robotics in physical therapy, Reha Technology is boosting its reputation in Asia through its internationally patented system for gait rehabilitation.

Called the G-EO System, the technology is geared towards helping a patient regain motor skills, especially in walking. It offers a variety of training modes, entails short setup times, and significantly reduces the risks of patient injury during therapy sessions. This innovation benefits patients suffering from stroke, brain and spinal cord

injuries, and also Parkinson's or other neuromuscular diseases. "Our system offers a high repetition rate, which is more effective for patients who need to relearn walking. This makes the work less demanding for therapists," says Caroline Mur, Reha Technology's vice-president for product management.

The system is the world's first device to offer the ability to train stair climbing up and down, while ensuring the safety of the patient with a harness.

Reha Technology launched its latest offering called Mov-EO

System in the fourth quarter last year. This innovation was developed for the early treatment of the lower extremities for in-bed patients in preparation for treatment on the G-EO System.

René Trost, Reha Technology CEO, says the company will open an office in Hong Kong as part of its global expansion programme. It also plans to strengthen this year the already distinct distributor network in 25 countries, which would include Greater China, Singapore, Malaysia, South Korea and India.

The company is processing its certification on the mainland from the State Food and Drug Administration.

After introducing its products to potential partners in Kunming in 2011, Reha Technology will return to the mainland in June for the International Society of Physical and Rehabilitation Medicine World Congress in Beijing. The company is working with distributor Deltason to strengthen its foothold in China.

"Reha Technology forges exclusive distributor relationships with partners that have the capacity to support the company, in terms of giving training for system operations," Trost says.



René Trost, CEO



When classic meets eternity.

Every Manero is a masterful example of watchmaking craftsmanship in its most authentic form. And thanks to the perpetual calendar, it is an expression of the highest form of watchmaking achievement. The Manero Perpetual's date, day of the week, month and moon phase displays take the complexities of the calendar in their stride and will require absolutely no correction until the year 2100, when a leap year will be omitted.

www.carl-f-bucherer.com



CARL F. BUCHERER

寶齊萊

FINE SWISS WATCHMAKING

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

LucerneHealth creates haven for rest, healing and well-being

Chapel Bridge and Mount Pilatus aside, tourists from the mainland have one more reason to love Lucerne. Against a backdrop of quintessential Swiss charm and service excellence, LucerneHealth gives international visitors an ideal retreat for receiving first-rate medical care.

"Lucerne is a pleasant environment," says managing director Dr Dieter Baumgartner. "It's quiet, beautiful and very conducive to healing and getting healthy again."

Among the first to contribute to the growth of medical tourism in Switzerland, LucerneHealth is an

association of hospitals, clinical laboratories, medical technology and pharmaceutical companies and six premium hotels based in Lucerne. The association aims to provide tailor-made medical treatment that is truly patient-friendly.

LucerneHealth's member-hospitals accommodate patients of all ages in their native language and culture and specialise in translating patients' medical documents. The association looks after patients from the beginning to the end of their stay, including airport pickup upon arrival to hotel booking for patients and their companions.

The association's member-health care facilities are state-of-the-art,

embodying Switzerland's reputation for top medical expertise and technology. Its member-hospitals have successfully cared for patients who have undergone treatment elsewhere. LucerneHealth's key specialities in its comprehensive range of services include advanced diagnostics, spinal cord injuries, neurosurgery and interdisciplinary cancer treatment.

"One of our strengths is that treating physicians really talk to each other," Baumgartner says. "Every patient is given thorough attention between disciplines within a hospital and between hospitals."

Prevention plays a key role in staying healthy. With this in mind, LucerneHealth has designed check-ups ideal for travellers. A growing number of the travellers availing of these programmes come from the mainland.

Individual patients may come for a daylong executive check-up with focused checks for known problems such as heart, urinary tract and women's diseases. Specially designed for groups of four travellers, half-day business check-ups take place at facilities close to the main railway. Both examinations emphasise personalised counselling.

"Patients don't just come here, go through a machine and get a written report two weeks later," Baumgartner says. "When they leave, we want them to know what they should do to get better."

To better serve patients coming from the mainland, LucerneHealth looks to ally itself with luxury travel clubs and tourism companies that would like to offer medical tourism packages. Particularly active in Beijing and Nanjing, the association works with government agencies and plans to develop its patient base from the mainland along with other overseas markets.



Dieter Baumgartner, managing director

Hotel Villa Honegg continues century-old legacy of caring

Beyond Lucerne's "Golden Circuit" tourist route, and hidden from the region's famous revolving restaurant on Mount Pilatus, lies a haven of understated luxury and relaxation – Hotel Villa Honegg.

The century-old hotel sits on the ridge of Mount Bürgenstock, overlooking Lake Lucerne. Refurbished in 2011, it offers guests peace, privacy and personalised service against a backdrop of Switzerland's finest mountain views.

"We know every customer and make them feel like this is their private mansion," says Peter Durrer, Villa Honegg general manager.

Keeping its original structure, the hotel was renovated using modern, high-quality fixtures combined with a decor of nature's rich hues. Top-grain leather cover lounge chairs and couches and deluxe timbers line the hotel's floors.

"We retained the soul of the old hotel, but everything inside is new," Durrer says.

Accommodating up to 60 guests at a time, Villa Honegg offers amenities including conference rooms, a cinema and enchanting views of the Alps. Its culinary offerings use local, all-natural products and ingredients. It grows its



Hotel Villa Honegg

own herb and vegetable garden, produces its own beef, veal and wine and sources only local produce such as lemons and apples.

"We know where our products come from. Quality and safety are never compromised," Durrer says.

Villa Honegg's roots reveal a legacy of caring. The family-owned

bed and breakfast, built in 1905, became a haven for wounded soldiers during the first world war. This continues to this day.

The hotel is a member of LucerneHealth – an association of hospitals, pharmaceutical companies and premium hotels in Lucerne known for its medical and

rehabilitation treatment. Tapping markets in Asia, Villa Honegg partners with tourist agencies on the mainland and in Japan.

"Asia is a new market for us. We want to fulfil their expectations. We'd like to see 15 per cent of our market come from China or Asia," Durrer says.

CRG builds the cities of tomorrow

Insulating, rapid hardening, self-curing, lightweight structural and ultra high strength – concrete in its various forms is shaping cities.

Behind many of these innovations is CEMEX Research Group (CRG). A research and development centre and owner of intellectual properties of global cement giant CEMEX, CRG intends to share this know-how to build the cities and infrastructure of tomorrow.

"We're also trying to create the right emotional attachment to concrete. We talk about concrete jungles and it's not necessarily a positive connotation," Zampini says. "We're working with architects to design the right concrete urban environment that's appealing and respectful of the environment, in addition to being functional."

"We have an attractive portfolio of intellectual capital and we're offering this to create business," says Davide Zampini, CRG head and its director for product development and construction trends. "We're exploring opportunities to apply our innovations to our operations and to Asian local businesses and governments."

Sustainability and appeal are

high on the construction agenda. CRG is licensing its ready-mix green production technology, which uses recycled water and aggregates, to countries such as the mainland, Malaysia and Bangladesh. Local authorities are also consulting CRG for environmentally friendly technology.

"We're also trying to create the right emotional attachment to concrete. We talk about concrete jungles and it's not necessarily a positive connotation," Zampini says. "We're working with architects to design the right concrete urban environment that's appealing and respectful of the environment, in addition to being functional."

This approach is showcased in CRG's "housing for employees" project in the Philippines. Adopting

an integrated solutions approach, thermally insulated concrete and architectural designs that consider wind direction, CRG has achieved the design of ideal comfort levels for the houses. The project also features water-recycling facilities using CEMEX's pervious concrete and water management systems.

As CRG welcomes collaborations, it assures potential partners and clients that its offices worldwide, especially on the mainland, come with the total global support of the CEMEX group.

"We aim to be agile and flexible in our business model," Zampini says. "If you want to adopt our ready-mix business know-how, use our software package or control processes, you're more than welcome. We don't put any barriers on who can be our partners."



Davide Zampini, head of CEMEX Research Group and director for product development and construction trends

HEALTH
HOSPITALITY
WELLBEING

TAILOR MADE MEDICAL SOLUTIONS IN A BEAUTIFUL ENVIRONMENT

- Diagnostics, Treatment, Rehabilitation
- Check-ups

luzerner kantonsspital
LUZERN SURSEE WOLHUSEN

hirslanden
Klinik St. Anna

cereneo

World's first solar ski lift reflects BMF ingenuity

Innovation can be found in the most unexpected places, such as the small Swiss mountain village of Tenna where the population is about 110 and the main livelihood is farming. Tenna stepped into the global spotlight in 2011 when it launched the first-ever solar-powered ski lift – thanks to mechanical engineering expert Bartholet Maschinenbau Flums (Switzerland) (BMF).

What makes the invention a breakthrough is its capability to generate 90,000 kilowatt hours of electricity, powering not only the ski lift but also as many as 12 homes annually. "This project represents how BMF leads green, efficient and cost-effective innovations," says CEO Thomas Spiegelberg.

BMF has been instrumental in building some of the world's most iconic ropeways, concrete formworks, special constructions and amusement park facilities through subsidiary SwissRides for more than 50 years.

Among BMF's latest high-profile



Thomas Spiegelberg, CEO

installations are detachable six-seater chairlifts in premier Swiss resort Laax. Developed with Porsche Design Studios, the seats are heated for comfort using mounted solar panels and rotate on a 45-degree angle to provide

passengers a panoramic view. Leveraging its capability as the first supplier in ropeways construction, BMF used innovative materials such as carbon – enabling the chairlifts to be the fastest in the Swiss market at six metres per second.

Such an edge combining Swiss quality, solution-oriented engineering and customisation enables BMF to deliver projects as far as Asia, where its outstanding installations include monorails in Taiwan and the Swiss Pavilion's chairlift ride at Shanghai World Expo 2010. SwissRides also made waves in Shenzhen with the "Grand Flume Ride", its first underwater project which debuted as the longest watercourse amusement ride in the world.

"We aim to bring more Swiss innovations to Asia, particularly the mainland, Taiwan and South Korea," Spiegelberg says. "We look forward to working with similarly open-minded and innovative partners and having five to 10 more installations in the region in the next five years."

AMUSEMENT PARK FACILITIES

MOVING PEOPLE FOR PLEASURE

SWISSRIDES

Swiss Rides AG
CH-8890 Flums
Switzerland

tel +41-81 720 10 60
fax +41-81 720 10 61
info@swiss-rides.com
www.swiss-rides.com

Member of IAAPA

ROPEWAYS

Bartholet Maschinenbau AG
CH-8850 Flums
Switzerland

tel +41-81 720 10 60
fax +41-81 720 10 61
admin@bmf-ag.ch
www.bmf-ag.ch

Worldwide technology leader in gas analysis measurement and control instrumentation.

- Global sales and support
- Customized solutions
- Extensive application know-how

www.inficon.com

Müller Technologies' innovative machines create new possibilities

Staying one step ahead of customer needs has made Müller Technologies the recognised brand for top-quality thermal break assembly machines that aluminium extrusion plants rely on for the long term.

As industries switch to high gear in Asia, the company underlines its commitment to the region with its latest innovation, the Type Advanced rolling machine.

"The Advanced rolling machine will make it easier for Asia's main players, especially on the mainland, to create new possibilities with the more complex shapes of the profiles," says Urs Müller, Müller Technologies managing director.

Müller sees demand for the machine building up on the mainland over the next two years. Thermal break assembly equipment, such as the Advanced rolling machine, produce thermally insulated aluminium profiles used for doors, windows and curtain walls on buildings.

With about 10 per cent of the



Urs Müller, managing director

mainland's aluminium extrusion plants using the standard Müller rolling technology, the field is wide open for more progressive players to tap into high-end building construction opportunities.

Using the Advanced rolling

technology, they can broaden their product range while saving on labour costs and the downtime from a machine changeover.

Müller Technologies works closely with its customers to design, manufacture and assemble tailored machines before installing them on-site. Completely automatic and allowing for a lot of adjustments, the Advanced rolling machine has been a commercial success in Europe since its launch.

The company is also eyeing opportunities for its taping machines, which apply a protective plastic film on the surface of painted profiles before going through knurling and all the other post processes. The company is keen on exploring new applications for the machine in Asia.

"As an engineering company, we have the technical advantage to create better machines for any application in Asia," Müller says.

Müller Technologies will attend more exhibitions with its local agents to demonstrate the capabilities of its new machines.

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

DeWitt's imperial roots inspire the creation of opulent watches

DeWitt founder Jerome Napoleon de Witt has always been passionate about watches. As a direct descendant of Napoleon Bonaparte, his family inherited a watch collection that belonged to the emperor.

When he fell ill one day, Jerome de Witt's mother presented the watches to him in an effort to console him.

He started tinkering with the watches until the parts unravelled. It took a long time for de Witt to repair the watches but eventually, he was able to fix them.

"That was how he started. He has never had any formal training but he is a very technical person. He even restores vintage cars. He likes putting things together. It's a natural gift," says CEO and managing partner Viviane de Witt. "He implemented a philosophy of high horology, making things that have never been done before."

Jerome de Witt's impressive ancestral heritage did not just come from being part of the Bonaparte family. He is also a descendant of King Leopold of Belgium.

Hailing from an imperial line, Jerome de Witt has strong leadership qualities. He defined a bold vision for the company: haute horlogerie. Jerome de Witt aims to be daringly different and unconventional to manufacture high complication watches. For Jerome de Witt, lending a new spin to a centuries-old tradition of

watchmaking is what makes the company stand out.

DeWitt houses its watchmaking activities inside its 5,000 square-metre manufacture facility. Aside from design, production and quality control processes, DeWitt also has an in-house research and development department. This is where the company manufactures its own movement.

We are keeping the DeWitt DNA with the new collection. We want our watches to be more available to many people

*Viviane de Witt
CEO and managing partner*

The manufacture facility is equipped with modern machinery to develop new watchmaking techniques. Even with the latest technologies, DeWitt still upholds traditional watchmaking techniques such as the guilloché engraving on historical 18th and 19th century rose-engine machines.

DeWitt unveiled its first exceptional timepiece in 2003, a tourbillon chronograph, the Pressy

Grande Complication. Just two years after the launch of its first tourbillon, DeWitt was awarded first prize for innovation at the Grand Prix de l'Horlogerie de Genève for another tourbillon, the Academia Tourbillon Différentiel. This distinction catapulted DeWitt to the top of the haute horlogerie hierarchy.

Fuelling the passion of watch collectors worldwide, DeWitt is launching three new watch lines at more economic price points as it celebrates its 10th anniversary this year.

Still embodying the style and quality standards for which DeWitt is known, the new collections will serve as gateways for people who want to own timepieces that are products of the world-renowned Swiss watchmaking legacy.

DeWitt is tailoring new classical lines of watches that are lighter and smaller to match the desires of its customers, particularly the Chinese. Along with the new watch lines, the company will also package its watches in a newly designed iconic box that is recognisably DeWitt.

"We are keeping the DeWitt DNA with the new collection. We want our watches to be more available to many people," says Viviane de Witt. "We are expanding our collection to come across more collectors and other people wanting to acquire a DeWitt watch but could not do so because of the price."

DeWitt watches are marketed through the company's extensive retail network across the globe.

The company has points-of-sale in Singapore, Taiwan and Macau. There are also flagship boutiques in Hong Kong, Shanghai and Beijing.

In line with its strategy to attract a wider base of customers, DeWitt is redesigning its flagship boutique in Hong Kong.

DeWitt intends to bring the brand closer to customers to share its fervour for watches. The company plans to open new points-of-sale to raise the brand's profile in Asia and to familiarise watch collectors with DeWitt watches.



Viviane de Witt (seated), CEO and managing partner, and Jerome de Witt, president and founder

FOR THE NEW EMPERORS

DEWITT
迪菲伦

Boutique DeWitt
Shop 2036 Level 2 Elements,
1 Austin Road West, Kowloon, Hong Kong
(+852) 31532668
dewitt-hk-elements@swissinitiative.com

Montres DeWitt SA
Rue du Pré-de-la-Fontaine 2,
1217 Meyrin, Geneva, Switzerland
+41 22 750 97 97
info@dewitt.ch - www.dewitt.ch

DeWitt America
4330 N.E. 2nd Avenue
Miami FL 33137, USA
+1.305.572.9812
info@dewittamerica.com

Polydec's tiny parts build big industries

Size does matter in manufacturing, and micro-turning specialist Polydec proves its small, high-quality parts play a huge role worldwide. Globally, five out of every 10 cars use Polydec parts.

Barely visible to the naked eye, many of Polydec's complex pieces are less than 1mm in diameter, and in some cases even 0.1mm.

Though its company size mimics its product size, Polydec has had enormous influence on major sectors for 27 years. "We are small, yet we produce 35 to 40 million parts monthly," says Claude Konrad, owner, president and co-founder.

Polydec maintains close contact with clients and ensures their requirements are met. The company is often tapped at the beginning of a client's production process and customises parts accordingly.

As a leading global automotive supplier, Polydec supplies more than 300 million micro-axes for dashboards annually for Volkswagen, BMW, Audi, Mercedes-Benz, Porsche, Ford and Toyota.

Polydec's parts have also become highly desirable to Switzerland's luxury watchmakers, for which it makes high-precision parts used in timepiece movements. An established producer of test probes for semi-conductors and printed circuit boards, Polydec also makes speciality connectors and other parts for electronics.

Medical devices likewise use Polydec's parts in insulin pumps, hearing aids, dental tools and endoscopic instruments.



Claude Konrad, owner, president and co-founder

The company safeguards its specialised know-how in the hands of its staff, most of whom have been with Polydec for more than 10 years and are expert engineers.

Polydec maintains its quality control via enterprise resource planning systems usually found in much larger companies. This tool helps it meet production deadlines with the lowest parts per million (PPM) defect ratios, achieving zero-defect PPM for certain special projects. The company has had no defect-related complaints over the past four years with certain major customers.

Polydec remains committed to zero-defect PPM with certain parts after increasing its capacity by 20 per cent following its acquisition

of new machinery and facilities this year.

Recognising Asia's importance in manufacturing, Polydec has begun to enlarge its footprint on the mainland. "We would be interested in finding a partner in China that is in the same line," Konrad says. "Our markets have different needs, so having customers and partners that appreciate our unique expertise enables us to identify and take advantage of business opportunities."

Polydec welcomes mergers and acquisitions to find other applications for its small parts. The company will continue to grow its automotive and electronics business in Japan, Malaysia and on the mainland.

Moser-Baer keeps time system innovation within reach

Precision mechanics is exemplified by the iconic Swiss railway station clock, a 68-year-old design that Apple uses in its devices. It also defines Moser-Baer's legacy of time systems and clocks since 1938 – classic yet state-of-the-art masterpieces.

"We strive for a holistic approach in this business," says Jürg Lutz, Moser-Baer CEO. "Our know-how is not only for the clocks and time systems – marketed under the brand MOBATIME – but also as an original equipment manufacturer. We find synergies in the market."

Moser-Baer has parlayed its know-how in precision mechanics and electronic components into cutting-edge solutions for medical devices, industrial facilities and institutional buildings such as hospitals and schools. The company has designed time servers and developed network management systems for critical traffic control components in infrastructure such



Jürg Lutz, CEO

as railways and airports. Headquartered in Switzerland, it has a global footprint with offices in Germany, the Czech Republic, Russia, India and on the mainland.

Active in Asia since the launch of Singapore's MRT system, Moser-Baer has participated in the development of railways and metro

systems in Taiwan, India, Indonesia, the Philippines and Vietnam. With successful project deliveries at the Kuala Lumpur and Dalian airports, the company also has a pipeline of six projects on the mainland.

Scaling up in Asia-Pacific, Moser-Baer targets heightened engagements in Thailand, Vietnam, Indonesia and Australia. It welcomes partnerships with companies seeking to enhance their offering in the region's dynamic infrastructure market.

Moser-Baer is keen on creating new synergies with distributors of closed-circuit televisions, cameras, public address systems, ticketing and other systems in low voltage installation fields. With its customisation expertise, the company is prepared to meet price expectations in the region just as it developed affordable clocks to rev the institutional buildings market.

"We offer innovation and quality on high levels at a competitive price," Lutz says.

POLYDEC TURNED MICRO PARTS

ISO 9001
ISO/TS 16949
ISO 14001
OHSAS 18001

MICRO-TURNING

Swiss turning parts and precision machining for automotive, timepieces, electronics and medical

Polydec SA, Rue de Longeau 18, CH-2504 Biel/Bienne, Switzerland, T+41 (0)32 344 10 00, polydec@polydec.ch, www.polydec.ch

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT



(From left) Ruedi Vogt, international sales and marketing manager; Martin Vonau, CEO; and Gian Rominger, logistics general manager and representative of the owning family

Egli Fischer seeks partnerships that really click

Fixing technology expert Egli Fischer, strengthening its export base in Asia holds the key to exciting future applications of proprietary pipe and cable fastener CLIC. Aiming to provide solutions for the infrastructure and industrial development wave in the region, Egli Fischer seeks to work with partners that can position CLIC as a versatile and high-quality tool for a wide field of applications. Family-owned Egli Fischer introduced CLIC to the market in 1975 and has continually improved it according to client requirements. The comprehensive, economical and self-closing installation system has been a trusted solution for applications including pipes and cables in telecommunications,

chemical plants, semiconductors, water plants, mobile networks, tunnelling, shipping and transport. CLIC TOP plastic clamps were used to fix approximately 200km of coaxial cable for the MTR in Hong Kong. CLIC TOP clamps are also used in Switzerland to fix bundles of wires and cable beneath the Ponte Val Calanca bridge and in the Gotthard tunnel, the longest railway tunnel in the world. Approved for use in the harshest conditions, CLIC is trusted by industry leaders for installations because of its high mechanical capacity, chemical resistance and temperature stability. "We focus on innovations and individual solutions in collaboration with customers," says CEO Martin Vonau.

Egli Fischer's relationship with customers goes far beyond just solutions. It regularly consults on best fit project-specific applications. The company is ready to extend the same kind of support in Asia. Egli Fischer is also open to opportunities for joint production to address the distinct needs of clients from the region. "We're long-term oriented and stand by our commitment to customers and our partnerships," says Gian Rominger, logistics general manager and representative of the owning family. "We're ready to bring our knowledge to the Asian market and to work with partners in the region to answer the demand for high-quality and safe installations."

Andritz Hydro harnesses Asia's vast hydropower potential

Hydroelectric power is one of the most significant sources of energy globally. Accounting for 20 per cent of the world's total electric supply, hydropower is the world's largest renewable power source, with some of the biggest hydropower plants located in China.

Global engineering giant Andritz Hydro focuses on applying its knowledge in hydroelectricity production to fulfil the demand for flexible, cost-efficient and sustainable sources of energy.

"We exist to keep the environment, people and technology in perfect harmony," says Heinz Duner, co-managing director of Andritz Hydro in Switzerland.

With a strategic programme on renewable energy, Switzerland has 556 hydropower plants that generate 56 per cent of the country's electricity needs. Andritz Hydro's Swiss operation has been instrumental in developing and maintaining Switzerland's plants. Intent on servicing emerging markets, the company also supports



Heinz Duner (left) and Christian Dubois, co-managing directors

the larger Andritz Group's operations in Asia.

"We find solutions to any challenge. We want to share our knowledge, reduce plant operation costs and constantly improve

service times to satisfy our customers," says Christian Dubois, co-managing director of Andritz Hydro in Switzerland.

Located in Kriens, Andritz Hydro specialises in customised Pelton

turbines with patented MicroGuss runners and coating protection using high-velocity flame spraying. Tailored runners and coated parts ensure efficient and longer-lasting hydroplant operation. Maintaining a research centre, the company invests in improving its turbines to increase efficiency, achieving optimised returns on investment for clients.

Andritz Hydro has been commissioned by some of the world's largest hydroplant and dam contractors. It manufactured and installed three Pelton turbines in Biedron, Switzerland, earning the machine two world records for its capacity to operate under extreme conditions.

Scaling up renewable energy generation in Asia, Andritz Hydro provides rehabilitation and modernisation services to power plants in the region.

"The potential of hydropower in Asia is enormous," Dubois says. "We'd like to be part of its development."

FF Frischfleisch's food safety measures redefine meat business



Urs Kunz, owner

Food safety is a growing concern for Asian countries, particularly on the mainland. Issues on food safety highlight the need for stricter regulations and cleanliness standards.

Backed by the Swiss reputation for quality and sanitation, FF Frischfleisch is keen on sharing best practices with meat processing plants in the region. The company is a leading player in Switzerland's meat processing industry.

"Quality is a must in Switzerland," says Urs Kunz, owner of FF Frischfleisch. "It should be a must in the world."

Kunz turned the traditional, family-owned FF Frischfleisch into an industry when he bought the company in 1995. Production output

tripled to reach 35 million kg of meat a year. Developing new methods for processing meat, FF Frischfleisch set new standards for quality and hygiene in the industry. Expenditure fell, making FF Frischfleisch the most cost-efficient meat processing company in Switzerland.

"We think like a customer and we turn every stone to make customers happy," Kunz says. "We are an independent firm and we are flexible when it comes to customers' wants."

Kunz ensures that all processes – from the live animal source to the packaging of the meat – adhere to the strictest sanitation and quality standards. His use of white walls and floors in production areas became the convention for plants in Switzerland.

Educating staff on grooming skills, FF Frischfleisch runs an automated plant guaranteeing minimal human contact with the meat.

Full-time veterinarians oversee the entire production that generates a premium product.

"Our meat is pure," Kunz says. "We have fresh air, clean water, good grass and feed. Everything is controlled from beginning to end."

Selling mostly pork to Swiss markets, FF Frischfleisch hopes to triple its output again and offer consulting services in the next five years, tapping customers on the mainland and in Asia.

"Our products are for people who value the best quality and highest food security," Kunz says.

THE SMARTER ULD SOLUTION

CHEP Aerospace Solutions, the global force in outsourced ULD and galley cart maintenance, repair and management.

Contact us:
Head Office Zurich: +41 43 255 4141
aerospace@chep.com
chep.com/aerospace

ANDRITZ Hydro

www.andritz.com

DGS Druckguss Systeme upgrades die-casting plant

Boosting its commitment to the mainland's vehicle sector, DGS Druckguss Systeme is building a new die-casting plant with higher capacity in Nansha. One of the first on the mainland to manufacture structural parts for vehicles for Mercedes-Benz, the greenfield plant can help automakers produce lightweight vehicles with lower carbon dioxide emissions.

Anchoring its expansion strategy on the new plant, DGS Druckguss Systeme aims to sustain, even increase, its 30 to 40 per cent annual growth rate on the mainland.

"We established our business on the mainland to follow our customers. It is a localisation from Europe. We serve our traditional European customers that require the same product and same core competence on the mainland as in Europe," says CEO Andreas Müller.

DGS Druckguss Systeme serves its clients from three main locations – St Gallen, Switzerland, Liberec, Czech Republic and the mainland. Primarily engaged in aluminium, magnesium and zinc die-casting work with vehicle manufacturers, DGS Druckguss Systeme also casts parts for power tools, sewing machines and solar panel frames.

A strong research and development (R&D) orientation positions DGS Druckguss Systeme at the forefront of the die-casting industry. The company develops new materials, processes and products that are not commonly found in the market. DGS Druckguss Systeme also enters into joint ventures with innovative companies, such as Engineered Control Systems, to pioneer new die-casting applications and develop and produce complete systems such as shifter or braking systems.

DGS Druckguss Systeme envisions the mainland plant to have its own R&D department in the future.

"We are willing to invest on the mainland and transfer our technology and know-how. The long-term perspective is that the mainland plant will also be able to develop and grow independently. We see the mainland becoming the second-largest plant in the group within the next few years," Müller says.

Andreas Müller, CEO

DGS Druckguss-Systeme

High-precision Die Castings in magnesium and aluminum

New plant opened in March 2013 in Nansha!

DGS China Co. Ltd.
Plot 1-17 Zhujiang Industrial Park
Nansha District, Guangzhou City
P.R. China 511462

Your partner in casting solutions
Call us: +86 (20) 8488 2488

DGS Druckguss-Systeme AG, Switzerland, 9015 St.Gallen, Industriestr. 10

BACHEM

Generic APIs

Strategic Moves Require Strategic Partnerships

Meet us at CPhI China 2013
Hall E1, Booth E1E22

- Small molecule and peptide APIs
- Batch sizes from grams to tons
- cGMP and non-GMP production
- Regulatory support
- Quality control

www.bachem.com

CLIC clamps for fixing pipes and cables.

- non-corrosive
- weatherproof
- impact resistant
- self-closing

cllic

Egli Fischer & Co. Ltd., Zurich
Gottmattstrasse 41, P.O. Box
8022 Zurich | Switzerland
Phone: +41 43 255 81 91
Fax: +41 43 255 84 90
Email: info@cllic-original.com

www.cllic-original.com

We are looking for talent!

Please reply in English to talent@btg.com

BTG A dynamic, innovative, people-oriented company

RAISING YOUR PRODUCTIVITY

Bachem, partner of choice in peptides innovation

Peptides, built from amino acids, are being used to break new ground in the field of medicine. Bachem Holding is poised to push the boundaries as it takes peptides applications from scientific research to development of new active pharmaceutical ingredients (APIs), supply of generic drug substances – and beyond.

The partner of choice of some of the world's most successful biotechnology and pharmaceutical companies, Bachem is the leader in the process, development and manufacture of biologically active peptides.

"More than 40 years of know-how and technologies have raised us among the only three major players in the peptide API industry worldwide," says Bachem CEO Dr Thomas Früh. "It is our passion to keep ahead of the game that enables us to be the best partner for equally driven companies."

One of Bachem's breakthroughs is the development of synthetic apelinin. This small protein API could only be produced from animal sources prior to the company's innovation. Bachem also produces the peptide goserelin, which goes into Zoladex, an injectable gonadotropin-releasing hormone superagonist marketed by AstraZeneca for the treatment of endometriosis, breast and prostate cancers and other diseases.

While 90 per cent of its business is in Europe and the United States, Bachem forecasts that Asia – with its fast-growing economy and quality of life – may soon become its biggest growth opportunity.

Bachem's strategy is to gradually build relationships through its Asian network, allowing the "natural evolution" of its presence, particularly in China, whose 12th five-year plan highlights strategic industries such as pharmaceuticals.

Apart from pursuing geographical expansion, Bachem looks forward to exploring peptides application in diagnostics, cosmetics, animal health and material science.

"The best work with the best," Früh says. "When it comes to peptides, we bring value to our potential partners' businesses wherever they are in the world."

Dr Thomas Früh
CEO

When it comes to peptides, we bring value to our potential partners' businesses wherever they are in the world

FF Frischfleisch AG
Sursee

www.frischfleisch.ch

CEMEX

Building the future

CEMEX Research Group AG
http://www.cemex.com/AboutUs/Switzerland.aspx
Phone: +41 32 366 78 00
Email: crg.info@cemex.com
Address: Römerstrasse 13, CH-2555 Brügg, Switzerland
Dr. Davide Zampini, Head of CEMEX Research Group AG
Email: davide.zampini@cemex.com

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

CLS Communication translates content into winning strategy



Doris Albisser, CEO

Written communication may not be every company's core expertise. Leading companies that require expert help turn to CLS Communication, the global full-spectrum provider of language services.

The Swiss-based company has a worldwide pool of internal and freelance on-call translators, specialist copywriters and language experts, who have redefined effective communication by reducing time zones to one – and language barriers to none.

"We take pride in being the partner of choice for end-to-end multilingual text management, from writing and editing to translation and desktop publishing," says CEO Doris Albisser.

"Combining 15 years of industry expertise with state-of-the-art

technologies, we ensure quality while ensuring absolute data security."

CLS Communication provides round-the-clock service through 3,000 freelance language specialists and 600 in-house staff members in 20 offices spanning Europe, North America and Asia.

It offers one-stop solutions, including business process outsourcing of clients' language service teams, which integrates them into CLS Communication.

Its business model has been particularly successful in Asia, where it serves clients from its Beijing, Hong Kong, Shanghai and Singapore offices. CLS Communication Asia-Pacific has pioneered some of the company's latest services, including specialised staffing services, end-to-end mutual fund fact sheet production and virtual data rooms in partnership with BMC Group.

"We plan to grow our Asian presence and explore promising markets such as Japan and South Korea," Albisser says.

CLS Communication has also enjoyed great success through its acquisitions, such as that of Canada-based Lexi-tech, which allowed CLS Communication to leverage a similar corporate culture, service range and position as market leader. This successful strategy is one that CLS Communication aims to replicate in Asia.

"We seek partnerships that will provide clients a broader range of services, customer support and technologies," Albisser says. "These investments and our continuous development of value-added services and top talents will catapult CLS Communication to a place among Asia's top players within the next five years."



Ernesto Müller, director

SECULUS succeeds towards Asian expansion

Understanding cultural nuances to design timepieces that appeal to Chinese sensibilities is the strategy that ensured the success of Swiss watch manufacturer SECULUS International on the mainland.

Just two years after entering the Chinese market through its distributor, Shanghai WaiGaoQiao Horological International Trade, SECULUS already plans to double this year its 36 points-of-sale spread throughout the mainland. SECULUS is studying partnerships with companies in Hong Kong and Singapore to expand its distribution and attract a larger base of Chinese customers in the region.

"Since we started our collaboration on the mainland, the growth has been encouraging. We see the confidence of the Chinese people in the SECULUS brand and this is why we're planning a big expansion this year," says director Ernesto Müller.

The Latin word SECULUS translates to "century" and has been used to mean "the passing of time". The company chose the name to signify its long-term commitment to offering Swiss-quality timepieces.

SECULUS manufactures its watches in a factory at the Jura Mountains, renowned as the heart of watch-making tradition in Switzerland. The company initially produced watches for the Brazilian market. As the brand gained

popularity and success in Brazil, SECULUS expanded its coverage to include Europe and Russia, the Middle East and China.

Combining traditional and modern methods of watchmaking, SECULUS offers three basic watch ranges. The "Classical Collection" is particularly popular in China. Interest is also increasing in China in the SECULUS "Sports Collection" and the "Design Collection" – both of which are very successful lines in Europe, Russia and the Middle East.

The "Royal Marine" is the top model of the SECULUS collection and appeals to an international audience. This "Royal Marine" limited-edition flagship watch is water-resistant to a depth of 200 meters, equipped with a high-class automatic movement and with a double-scratchproof sapphire crystal: on the watch face and on its case-back.

Beyond the quality of its watches and its flexibility to satisfy the preferences of each market, SECULUS is also committed to offer an efficient after-sales service. All SECULUS watches have an international guarantee backed by the company's global after-sales network.

"We are sure that our Swiss-quality timepieces, as well as our special design, will lead us to achieve the same success in other neighbouring countries as it is being obtained in China," Müller says.

DuPont Polymer Powders' products make a difference

Quality experts know that factors contributing to the success or failure of a product are typically unseen. Polymer powder is an example – mostly unseen, but many industries use it to improve a product or a process.

"We transform polymers into fine powders. These powders are applied to products that no one sees but they make a difference," says Danielle Blomert, global business manager and managing director of DuPont Polymer Powders Switzerland.

The company produces thermoplastic powder coatings and processing additives used in the automotive, shipping, construction, utilities and personal care industries.

"Our coatings fit very well in harsh environments," Blomert says. Water infrastructure management companies and shipyards, for example, use DuPont's Abcite powder coating to durably protect metal against corrosion as an alternative to stainless steel. Fincantieri, Europe's leading

cruise ship maker, has specified Abcite in ships' ceiling clips, preventing corrosion for up to 20 years.

DuPont also produces additives for speciality plastics used in food packaging, masterbatches, industrial paints and automotive parts. Automotive battery, paint and original equipment manufacturers, for example, rely on DuPont Coathylene powder to make daily production more efficient. It collaborates with the likes of LG, Dow and Exxon to enhance speciality plastic materials while meeting food grade requirements and ensuring compatibility.

As part of its effort to offer sustainable products, DuPont developed the first Ecocert certified bio-based exfoliating powder: Gotalene RS 400. Ecocert is the world's benchmark in organic product certification. Moreover, DuPont Abcite powder coatings do not emit harmful volatile organic compounds, require no primer and are recyclable.

DuPont Polymer Powders benefits from

being part of a leading global science company, accessing sophisticated research and reaching more markets while operating as an autonomous entity.

"We've been part of various large groups and have remained successful. We're loyal to our customers and partners, and they are loyal to us," Blomert says.

DuPont is growing its network in the Asian region. Its partners include import and export group Jianyi Chemical in Guangzhou, DGL International, Concord Holdings in Hong Kong, and distributors Univar, Brenntag and DKSH. These distribution companies support market development of DuPont Gotalene exfoliating powders for personal care markets on the mainland and in Southeast Asia.

"We found that the most suitable business model is to partner with specialised distributors," Blomert says. "Our key customers and markets are moving to Asia. Personalised service means we move with them."



Danielle Blomert, global business manager and managing director

CHEP offers world's largest network for ULDs

Asian carriers accounted for approximately 40 per cent of global air cargo traffic last year, while sustained consumer demand in the region and beyond is creating a growing need for innovative cargo management solutions.

Recognising this demand, CHEP Aerospace Solutions has nurtured a business model that helps raise the industry's competitiveness by offering the world's largest pooling and repair of air cargo containers or unit load devices (ULDs) and galley carts.

Backed by the financial strength of Brambles, CHEP is the collaboration of Swiss-based ULD pooling specialist, Unitpool, and two of the industry's most respected maintenance service providers, JMI Aerospace and Driessen Services. Covering Asia-Pacific, Europe, the Middle East and the Americas, CHEP offers complete management of more than 53,000 ULDs in more than 300 airports. It boasts the largest global network of 50 certified



Ludwig Bertsch, president

repair centres and provides round-the-clock tracking and customer support from its global operations centre in Bangkok.

"We're continuously strengthening our global network and this gives us an advantage in the market," says president Dr Ludwig Bertsch.

A main attraction to clients is the operational efficiency that CHEP proposes by applying its expertise to the entire chain covering logistics and repairs to renewal of ULDs and galley carts. With no capital expenditures, clients can expect nearly 15 per cent reduction in operational costs.

CHEP's ULDs are 20kgs lighter than conventional aluminium containers. This translates to real savings of approximately HK\$310,000 on fuel per aircraft yearly. The value proposition, coupled with long-term environmental concerns, has signalled leading airlines, such as Air Canada, Jetstar Japan and AirAsia X, to turn to CHEP.

Focused on attracting Asian partners, CHEP is in talks with several major carriers in the region. "We can provide economies of scale to Asian airlines and help bring significant positive impact to carriers and their associated affiliates," Bertsch says.

Utzgroup.com packs success with custom containers

Many companies find assured success in size and diversity, but reusable packaging solution provider Utz proves that a focused, small-scaled direct-selling enterprise could also claim market dominance and business affluence. Designing reusable plastic containers and pallets that are tailored to the customers' specifications, Utz creates tailored materials that help optimise the handling of products.

"We work closely with the customers and we are professionals in adapting, or exploring efficiency and logistics, to create new solutions for reusable packaging," says CEO Axel Ritzberger. "In that way, we're the best in the world; I would say we're No 1."

With 65 years at the top of a niche industry, the family-based company has the experience to boot.

The Swiss innovator of reusable packaging manufactures value-added products that reduce costs, increase efficiency and optimise logistics. "What makes Utz successful is intelligence behind the solutions," Ritzberger says.

Utz is committed to supporting the long-term reusable packaging needs of the automotive industry, airports, logistics integrators, electronic and pharmaceutical industries, postal services, retailers, food and beverage companies and other clients. The company seeks to build stronger relationships with its customers through collaborative innovation and consistent delivery of custom containers and pallets.

With its headquarters in Bremgarten, Switzerland, the group maintains a global agency network and has



Axel Ritzberger, CEO

subsidiaries in Germany, Britain, France, Poland, the United States and on the mainland. Through its subsidiary in Suzhou, Utz has extended its reach on the mainland through various projects and investments.

"China is one of our main focuses. We will bring new machines and people in, and will just grow our existing operations. In five years, our business will be 10 times what it is today," Ritzberger says.

Utz is also inviting collaboration with subcontractors in Asia to reduce production costs, while establishing ties with more regional agents.

SECULUS
Royal Marine
SWISS MADE

REGISTERED MODEL - LIMITED EDITION

A PASSION FOR RAILWAY SOLUTIONS

MOLINARI

Technologies for the most sustainable mode of transit. Made by Molinari.

Headquarters
Molinari Rail AG
CH-8400 Winterthur
Switzerland
Phone +41 52 320 60 60
info@molinari-rail.com

MOLINARI-RAIL.COM

CLS COMMUNICATION

mes sage
Your matters

and we'll find the right words. In any language. Benefit from first-class writing, editing and translation services, customized language solutions and state-of-the-art technologies.

CLS Communication AG | www.cls-communication.com

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT

Top automotive welder ready to extend into new industries



Domenico Iacovelli, CEO

Positioned as a "weight watcher" in the automotive world, tailor-welded blanks specialist Andritz Soutec is ready to become a heavyweight in non-automotive applications. Soutec's welding systems significantly reduce a vehicle's weight by producing structural parts and tailor welded blanks using the patented Soutec gap closing system. The welded parts are proven to have superior crash performance. "Anybody who talks about tailor welded blanks knows Soutec," says CEO Domenico Iacovelli. "We will try to stay No 1 in providing systems for the production of tailor welded blanks and work on getting our technology into new markets." After joining the Andritz Group

last year, Soutec gives the group access to the automotive sector, where it has more than 50 years of experience in producing machines and systems for laser and resistance welding. Soutec will extend its welding expertise into cutting and welding machines for steel coil manufacturing, which is dominated by Andritz Metals. Being part of Andritz Group allows Soutec to optimise its equipment before its commercial release. Soutec leverages the group's capacity to develop faster tube welding technology for construction. As innovation enables its expansion into other industries, Soutec continues to improve its products for existing clients. Its new Soupact machine, for instance, is

compact and convenient for automakers with facilities in different locations. Soutec delivered its first Soupact in January this year to Chengdu on the mainland, where it has forged strong ties with industry leader Baosteel. It is with Baosteel that Soutec will install on the mainland this year its first fully automated laser welding production line for automotive heavy engineered tubes. Supporting its partners and clients is crucial for Soutec, which sees service as its core strength. "We are talking about seven-day, 24-hour production lines and car manufacturers that cannot afford 50 minutes of a machine breakdown," Iacovelli says. "We show the customer that we are always present."



Danica Gianola, managing partner



Andrea Nessi, managing partner

Unitouch's boutique culture bridges Sino-Swiss business relations

A boutique culture bridging Sino-Swiss ties has been the backbone of Unitouch Services, specialising in the entry of small- and medium-sized enterprises (SMEs) into Asia and vice-versa building European inroads for Asian capital. Venturing into international markets comes with associated risks and this can be a sensitive point for SMEs if they lack networks or definitive knowledge in commercial, legal and regulatory environments abroad. "With our personalised approach, local operational capacity and ability to navigate cross-cultural and linguistic barriers, SMEs gain the confidence necessary to broaden their horizons," says Danica Gianola, Unitouch managing partner based in the company's Switzerland headquarters. Serving as a one-stop shop for international forays, Unitouch has been steadily serving niche Swiss and European SMEs looking to Asia for long-term growth. The company affords global experience, managerial and technical know-how to enterprises as they establish a global footprint. Based in Shanghai, fellow Unitouch managing partner Andrea Nessi establishes growth

pathways for European clients in Hong Kong and on the mainland. With respected *guanxi*, or social capital networks, the company has been guiding clients in the adaptation of foreign business models to local Chinese frameworks. At the same time, Chinese and Asian investors, eyeing mergers and acquisitions opportunities, particularly in light of the bargain-hunting climate in Europe, have been relying on Unitouch as a principal adviser. "We want to create wealth through our legal and finance experience. We place our deeply rooted Europe-wide networks in Switzerland, and from Ticino, to the Italian business community at the disposal of our Asian clients to navigate their investment options," Nessi says. Gianola agrees. "We see great market potential bridging the Sino-Swiss and Sino-European interests," she says. "For many industries and niche players, timing is optimal to consider new horizons, explore the commercial benefits of customised and innovative global operational models and to learn and grow through international collaborations."

Selectchemie advances life sciences with global insight

With a slew of blockbuster drugs coming off-patent until 2017, the race to commercialise generic drug candidates is tight. Zurich-based Selectchemie gives its clients the edge with an intimate knowledge of the drug and nutritional supply chains. The company's global insight is enviable. As a trusted partner of active pharmaceutical ingredient (API) and finished form manufacturers, dossier developers and marketing companies, Selectchemie has in-depth expertise on existing dossiers, especially drug molecules going off-patent. Equipped with a global network of suppliers, it is ideally positioned to evaluate and develop new markets for generic drugs. This knowledge is becoming increasingly important to

pharmaceutical players given tightening market conditions. "It's still difficult for European companies or South American companies to have the good contacts in Asian countries," says Dr Peter Kaufmann, Selectchemie CEO and member of the board. "Therefore, we are building bridges through our long-term relationships and local presence in the region." Selectchemie was among the first few European companies to venture boldly into Asia. It began establishing local ties in China, Japan and India more than 40 years ago. It has broad reach among APIs and intermediate manufacturers in China and India, enabling the company to select the most suitable suppliers for specified drug formulations. Its drug designs represent collaborative

work between in-house technical staff and partners in Asia and Europe. Selectchemie has 65 experienced professionals based in Zurich and more than 130 worldwide – ranging from nutritionists, pharmacists, chemists and food engineers to regulatory affairs specialists and business development managers. It employs local staff in all of its overseas offices. The network spans 16 countries – including offices in Ningbo, Mumbai, Sao Paulo and Buenos Aires – to support the pharmaceutical industry from drug development to distribution. Selectchemie is keen on strategic partnerships in Southeast Asia to enrich its life sciences work by developing dossiers, strategic sourcing, regulatory affairs and marketing and supply.



Peter Kaufmann, CEO and member of the board

Jowissa offers best Swiss-made, mid-range luxury watches



Leander Wyss, owner and director

In the world of timepieces, few words are as attractive as "Swiss-made". Offering genuine Swiss craftsmanship at an affordable price, family-owned Jowissa Watches captures Asia's growing appetite for mid-range luxury watches. Based in Bettlach, a Swiss village with a watchmaking heritage dating back to the 18th century, Jowissa's founder Josef Wyss succeeded in delivering what only a few watch brands could. He made watches so distinct and luxurious in character that customers could recognise them even without the logo. "Our DNA has remained the same – offering watches that are fashionable

jewellery-like pieces with genuine Swiss quality and the finest materials," says business development manager Mladen Brcina. The brand offers about 350 watch models across nine collections catering to a variety of fashion-forward customers. Its Safira series features a solid diamond cut sapphire. The J5 collection comes with enchanting multifaceted crystals. Experimenting with metal on crystal that covers the whole watch, the Roma series is Jowissa's entry-price collection. Building on its success, Jowissa will unveil its most creative collection yet at BaselWorld 2013 next month. From catering to Asian tourists in

Switzerland to the growing trend for low-key fashionable luxury, the company is venturing on a fast-growing consumer base in greater China and Asia. The region accounts for nearly 10 per cent of the company's total turnover. With three branches on the mainland and similar sales and service outlets in Hong Kong, Singapore, Taiwan, South Korea, Japan and Malaysia, Jowissa is open to answering the market demand with local partners. Partners will have the rare opportunity to offer Swiss-made mid-market timepieces as consumer appetite peaks in the region. "We have mastered the culture of quality and design in Switzerland and are excited to bring this to Asia," Brcina says.



Adrian Escher, partner and CEO

Kendris structures wealth for generations

Asia's rapid wealth creation has been accompanied by a growing need to structure cross-border private and corporate wealth. With a Swiss heritage in handling family office, trust, tax, legal, accounting and a whole suite of other family and corporate services, Kendris rises to the challenge with an additional distinguishing and important qualification – independence. Being a service provider with no direct association with asset management and investment consulting companies, Kendris is committed to exclusively serving the long-term interests of its clients. "The conflict of trustees with their own banking group cannot be professionally managed in the long run," says partner and CEO Adrian Escher. "A bank is a bank and a trustee is a trustee. They have different responsibilities." Leveraging more than a century of experience, Kendris is a leading provider of family office, trust and fiduciary services. Its offerings also include national and international tax and legal advice, art management and accounting and outsourcing services for private and corporate clients. With clients from 72 countries, Kendris ensures compliance, anticipates regulatory trends and brings transparency and cost effectiveness to its projects. The company also provides through eKendris a comprehensive online accounting and reporting system suitable for entrepreneurs and investors who would like to have at all times and also when on the move access to financial information and data. "We have no fixed products. We listen, understand, propose, implement and look after our customers," Escher says. "We provide open architecture solutions that grow with clients and families for generations." Southeast Asia is an important growth market for Kendris and the company would like to bridge the region to Europe. "A multicultural firm with good technical skills in the Swiss context is one thing. To understand what an Asian client requires and be able to translate them into an actual service, that is another skill," Escher says.

clever – creative – sustainable – smart

Products for Materials Handling
Thermoformed Component Holders
Containers
Pallets

utigroup.com

Georg Utz Materials Handling (Suzhou) Co., Ltd.
Building 31 • 666 Jian Lin Road • Suzhou 215151
info.cn@utigroup.com

KENDRIS
THE WEALTH OF INDEPENDENCE

KENDRIS Ltd. is the leading independent Swiss provider of trust, family office and fiduciary services, national and international tax and legal advice, ART management as well as accounting and outsourcing services for private and corporate clients.

www.kendris.com

Next Generation Rehabilitation Robotics
Made in Switzerland

REHA TECHNOLOGY
FOR BETTER LIFE

• Deburring
• Edge Preparation
• Polishing

www.gerber-maschinen.ch

Gerber
Maschinenbau

Swiss Time Systems

www.mobatime.com

Moser-Baer SA
Export Division
Geneva / Switzerland
☎ ++41 22 884 96 11
export@mobatime.com

www.selectchemie.ch

Your Choice for Quality in Sourcing Bulk Raw Materials

- Pharma
- Human and Animal Nutrition
- Formulation and Regulatory Services
- New Business Development - Dossiers

Selectchemie AG - Switzerland - Elzstrasse 42 - P.O. Box 772 - CH-8038 Zurich

Swiss Quality Watches since 1951

SWISS MADE + JOWISSA
contact for distribution: info@jowissa.ch

MÜLLER TECHNOLOGIES

EQUIPMENT FOR MANUFACTURING THERMAL-BREAK ALUMINUM PROFILES

For windows, doors, curtain walls

Müller TB Technologies AG
Switzerland
Phone +41 44 926 44 88
Email: sales@muller.ch
www.muller.ch

Swiss Business and Legal Consultants

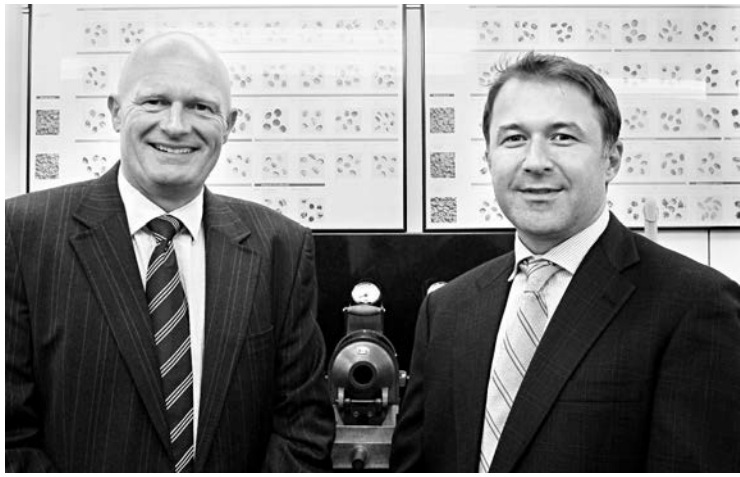
Investment & Business Matching Services

unitouchservices.com

Shanghai - Lugano - Hong Kong

UNITOUCH SERVICES
International Business Consulting

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT



Jan Kees van der Wild (left), managing director, and Mark Furniss, business development director

Volcafe leads the market in green coffee trading

The world consumes 2.7 billion cups of coffee a day. More than 200 million of these come from coffee beans traded by Volcafe. With a global coffee procurement network, Volcafe and its subsidiaries have access to more than 90 per cent of the world's coffee production.

"We are green bean suppliers – from the coffee tree to the roasting plant. But we are more than a coffee bean trader. We serve farmers and consumers," says Jan Kees van der Wild, managing director of Volcafe.

Linking the bean producer and the consumer is a complex process that Volcafe has been doing proficiently for the past 160 years.

An ED&F Man company, Volcafe buys directly from farmers and co-operatives and supplies to end-users. This process minimises risk and guarantees a more efficient and ethical supply chain.

"We turn a seasonal, unpredictable agricultural product into an industrial input necessary for coffee roasters to have a calculable business throughout the year," says Volcafe business development director Mark Furniss.

Large coffee sellers such as Starbucks and Nestlé trust Volcafe to provide the coffee bean volume and quality they require. Volcafe's specialists are experts in meeting precise expectations in bean grading and certification depending on customers' demands.

Educating farmers on proper growing techniques, Volcafe works with local government agencies and development organisations in building training schools that ensure a sustainable, quality supply.

Volcafe opened its Shanghai office last year to establish its footprint in Asia's growing coffee industry. The company has been trading on the mainland for the past 12 years and is looking at doubling its earnings from Asia to 50 per cent by 2015.

"We're open to new ventures in China. We're looking for partners that have the local knowledge and customer base. Large roasters will surely emerge from Asia in the next five to 10 years," Furniss says.

Innovation achieves perfect surface for sia Abrasives

Global coated abrasives manufacturer sia Abrasives Industries is ramping up activities in Asia, as the surface treatment trade gains traction in the region. Industry reports project Asia-Pacific markets for metallic and non-metallic abrasives will account for 58 per cent of global market share in 2018.

"The main growth areas for the future will be China and Asia-Pacific. I see huge potential with our wide range of applications tailored to the needs of various industries," says Michael Gänzler, chief marketing officer of sia Abrasives.

Specialising in industrial abrasive systems, sia Abrasives achieves the perfect surface for every type of material as it develops, manufactures and markets sanding and grinding products used in the exterior treatment of metal, wood and plastic, among others.

Continuing the company's 135-year tradition in abrasive technology innovation, sia Abrasives is introducing a breakthrough in its product line. Fibotec – an ingenious sanding disc that uses a new hole pattern – promises increased performance and longevity by up to 50 per cent.

The company interacts with clients regularly to generate ideas and find new solutions. Application engineers visit offices worldwide to help clients choose the best machine setup and recommend products that achieve optimum overall performance.

The growth-driven company constructed a modern 10,400-square metre abrasives manufacturing plant in Switzerland. Taking full control of a joint venture in



Michael Gänzler, chief marketing officer

Shanghai by the end of the year, sia Abrasives is also building another facility in India.

"With the infrastructure of our parent company Bosch, we have the ingredients to be the world's leading abrasives manufacturer," Gänzler says. "We have the financials, technology, ideas and network. We are ready for the challenges in Asia."

Gerber sets accuracy benchmark in watches and cutting tools

Its track record for supplying to the Swiss watch industry since 1955 speaks volumes about family-owned Gerber Maschinenbau's capabilities as a precision machine tools manufacturer. Working with Rolex and other luxury watch brands, Gerber has developed intricate tooling techniques that ushered its forays into other industries including the vehicle and medical sectors.

Gerber manufactures brushing and face polishing machines, brushing-deburring machines for precision parts and thickness grading apparatuses. It pioneered the technique of brush honing ultra-hard materials such as sapphires, rubies, ceramics, nitrides and tungsten carbide, to create the small radiuses and good surfaces required for watch parts and cutting tools. With the launch of its machine for deburring rotary parts, BS-ROTO last year, Gerber once again sets the industry benchmark for accuracy.

"We strive to make the best solutions imaginable. We think of long-term solutions to deliver the best value for our clients," says Stefan Gerber, president and CEO.

Its early entry into international markets allowed Gerber to build a global client base through its dealer network. Aside from the watch



Stefan Gerber, president and CEO

industry, Gerber also caters to companies in the cutting tools and medical industries. Cutting toolmakers make up 80 per cent of Gerber's customers on the mainland and in Asia.

Gerber is renowned for quality and durability. Some of its clients in the watch industry still use Gerber machines that are 40 or even 50 years old.

Education is a big part of Gerber's corporate culture. Aside from training its employees intensively, Gerber educates its

dealers and clients about the latest applications for its machines. Its monthly e-mail updates keep dealers informed about machines that their customers could find beneficial.

Gerber determines the appropriate solutions for clients through collaboration. Gerber's small size enables the company to be flexible to accommodate client requirements.

"The market always comes up with new demands and it is important for us to keep up," Gerber says.

Schlumpf winds strategic partnerships for Asian expansion



Reto Berli, CEO

Components that power the industries of the world – these represent the "pride and passion" of one of Switzerland's oldest industrial factories.

From a mechanical workshop specialising in hydraulic rams and self-acting water pumps, Schlumpf has risen as a leading manufacturer of winding components for the global paper and film industry. "Our family's name and Swiss heritage

have been a guarantee for the highest quality since 1886," says partner Andreas Schlumpf.

Schlumpf broadened its expertise from mechanical manufacturing to winding components, core and safety chucks, core cutters and tension control systems through 127 years of skills and craftsmanship. Backed by a team of engineers, Schlumpf consistently innovates by combining complex materials to produce lighter, more efficient products. It works closely with clients and universities to develop machinery using its extensive database that bridges techniques and high-end applications.

"For the past 60 years, Schlumpf has reinforced its passion for manufacturing only the best for the industry," says CEO Reto Berli. "We focused on designing and producing customised solutions tailored to our

clients' increasingly demanding applications."

Schlumpf matches its growing clientele with a global network including offices, partnerships and sales representatives in the United States, Sweden, Germany, Australia, New Zealand, India and Taiwan. It is looking for more equally passionate partners in Asia, particularly the mainland, in order to establish further business volumes and generate economies of scale for the Asian market and the rest of the world.

"We foresee Asia becoming a strong driving force in our business in the next five years," Berli says. "We look forward to sharing know-how and expertise with suppliers and partners who aim to grow with us."

With its partners, Schlumpf will showcase its latest products at the International Converting Exhibition (ICE) Europe in Munich this month.

BTG propels client profits with pioneering technology and expertise

"Papermaker" takes on a new meaning at BTG. Based in Eclépens, the pulp and paper solutions provider works to boost clients' profitability and productivity.

"We constantly innovate to provide additional support, expertise and technologies at very low acquisition cost," says president and CEO Brian Pahl. "The return on investment and potential savings for our customers are much shorter and considerably higher."

BTG developed its proprietary paper coating and tissue creping blade technology. As a leader in this niche market, BTG invented much of the solutions and capabilities that clients use for coated paper, packaging and tissue.

BTG's blades are tipped with high wear-resistant material that lasts 10 to 20 times longer than ordinary blades used in tissue manufacturing and coated paper and packaging. Additionally, BTG has developed a highly specialised polymer-tipped soft-tip blade for



Brian Pahl, president and CEO

premium coated board and liquid packaging board.

BTG also supplies instruments that help stabilise the papermaking process and reduce chemicals, bringing sustainable and sizeable

benefits for papermakers. Channelling nearly 5 per cent of its sales to research and development, BTG's innovations enable significant savings compared to a client's acquisition costs.

Behind BTG's technology are industry experts and investments into training personnel. "The value provided to our customers comes from our technical capabilities, understanding our customers' long-term and strategic objectives and from listening to our customers' needs," says marketing and commercial manager Jérôme Michaut.

With Asia as its fastest-growing market, BTG invested in service application laboratories for papermaking instruments in Shanghai and India last year. It also encourages professionals from the mainland to train in Switzerland.

BTG will forge ahead across Asia, regarding the mainland, Indonesia, India, Vietnam and Thailand as high-growth regions.

"We're having good discussions as to how we can help Asian customers," Pahl says. "We will continue to add tools and capabilities that make an impact on our portfolio."

schlumpf
tailor made winding components

Be more productive!
Easy maintainability will help you to increase productivity.

Innovation first!
Our constant innovation process guarantees state-of-the-art winding components for all kinds of applications.

Proven technology!
Guaranteed Swiss quality ensures maximum lifetime at a minimum service cost.

"Products made with pride and care"

Schlumpf AG - Boesch 80a - CH-6331 Hünenberg - www.schlumpf-ag.com

u-nica Global Security Solutions

Authentication and Traceability

The U-NICA Group is a Swiss leading provider of innovative network-based, end-to-end security solutions for brand protection and authentication. It offers customer-friendly solutions in the field of authenticity and proof of origin for genuine products, packaging and labels, as well as the protection of branded products against counterfeiting, imitation, tampering and grey market imports.

We care for your brand

A specialist in the areas of:
- Digital Security Solutions
- Substrate-based Security Solutions
- Innovative Print Solutions

U-NICA Solutions AG - Global Security Solutions - Switzerland
Tel. +41 41 919 99 00 Fax. +41 41 919 99 49
solutions@u-nica.com - www.u-nica.com

You have the application – We have the solution

ANDRITZ Soutec – your specialist for laser and resistance welding systems

ANDRITZ Metals
www.soutec.com

ANDRITZ Soutec AG
8413 Neftenbach
Switzerland
Phone: +41 52 304 07 07
info@soutec.com

ED&F MAN

VOLCAFE

Green Coffee Merchants
Established 1851

ED&F Man (Shanghai) Co Ltd
Room 2406, JingAn China Tower, 1701 Beijing Road West, Shanghai, CHINA Zip code 200040
Tel: +86-21-61457100, e-mail: jasmine.zhu@edfman.com.cn

SPECIAL REPORT: SWITZERLAND COUNTRY REPORT



Raphael Gübelin, CEO, Gubelin Group



Daniel Nyfeler, managing director, Gubelin Gem Lab

Gubelin pledges legacy of credence and lifetime of craft

Perfection is in the details. As with diamonds, rubies, sapphires, emeralds, pearls and other precious gems, perfection also requires endurance – and can be priceless beyond any measure.

Such is the craft that has been honed, faceted and polished by the Gubelin Group, whose passion for gemstones has remained lustrous for 159 years. Preserved with its expertise is the family-owned company's values and philosophy, which are reflected in its luxurious jewellery, watches and gemstones.

"Gubelin perfection goes beyond the aesthetics of jewellery," says CEO Raphael Gübelin, who represents the founding family's sixth generation together with sister and company director, Sara Gübelin. "Any piece of jewellery could appear fantastic on paper; we make it perfect by ensuring it is set properly, comfortable to wear and designed for functionality and form."

Tracing back to the group's

humble beginnings as a watchmaker in 1854, Gubelin's philosophy carried on as it expanded its range. The company's fine gems and jewellery collections have found their way to Switzerland's top sites including Lucerne, Zürich, Basel, Bern, Lugano, St Moritz and Geneva.

"Coming from Switzerland puts a premium on everything we do," Gübelin says. "We differentiate ourselves by adding value to our expertise through utmost quality and innovation."

Quality and innovation are infused in the group's focused segments: Gubelin Jewellery Atelier and an independent gemmological laboratory, Gubelin Gem Lab. The jewellery atelier designs, crafts, custom creates and maintains jewellery, while Gubelin Gem Lab produces reports, analyses and historic research on an array of gemstones, diamonds and pearls.

Each business segment has built a global reputation in its own right, fuelled by the group's investments in state-of-the-art technologies. Gubelin's 3D computer-aided design software and printer, for instance, enable customers to see and feel pieces before the company makes adjustments and finalises the masterpieces.

A crown to the company's dedication is an array of international awards honouring the degree of quality that Gubelin's generations of craft have achieved. This includes the industry's most prestigious acclaim, the "Diamonds International Award", which Gubelin has won five times in recognition of its exceptional creations.

"As a private, independent company, we only have to meet our own expectations, investing where and when we feel it is aligned with our objectives," Gübelin says. "As a family company, our obligation is to uphold our legacy of credence and invest in the future of our employees and succeeding generations."

Reinforcing the group's commitment to a successful future is its bold and calculated expansion to make its sought-after jewellery collections and globally reputed gemmological laboratory services available in key locations. From serving a high-end clientele in Europe, Russia and the United States, it has now extended its reach to Asia's growing fine jewellery aficionados.

Appealing to Asia's fine taste

"Walking into a Gubelin atelier is a glimpse of the world's rarest masterpieces, most exclusive collections and best custom-made jewellery," Gübelin says. "This is the kind of first-class experience and unparalleled selection that we want to be accessible to customers in Asia."

Such promise has come to fruition with the opening of a Gubelin boutique in Kuala Lumpur's Starhill Gallery in December last year. Featuring a luxurious collection of rare gemstones and signature pieces, the launch was highlighted by the display of Gubelin's Madagascar jewellery line in yellow, white and rose gold.

The boutique showcases the celebrated vintage Astroline necklace, which was designed with baguette and tapered coloured gemstones by Martha Widmer, one of Switzerland's most successful and multi award-winning jewellery designers. Apart from the Madagascar collection, it also carries a wide range of precious gemstones and jewellery from its equally dazzling Rainbow and Paris lines.

Combining a quiet environment with striking interiors, lavish feel and delicate atmosphere, the boutique's location in the Starhill Gallery luxury retail mall of the Malaysian capital was carefully selected. As with all Gubelin jewellery boutiques throughout Switzerland, it reflects the discerning taste of its new set of customers.

"Malaysia is a great location for Gubelin's first store in Asia," Gübelin says. "It is a great market for luxury goods and has an international atmosphere that attracts travellers who fit our clientele's profile."

Independent gem lab

As it was with the original company, Gubelin Gem Lab was born out of passion. Coming a long way from being a complementary segment to Gubelin's jewellery production, it has risen as one of the world's most trusted gemmological testing centres – and Gubelin's most distinguished competitive advantage.

Laying the foundations to what would become the world's most trusted gemmological laboratory is Raphael's great-grand uncle and

Gubelin Gem Lab founder Dr Eduard J. Gübelin. With a body of work contributing far beyond the success of Gubelin's business, Dr Gübelin helped advance the science of gemmology with his lifetime's worth of gem investigation.

As part of his research, Dr Gübelin designed and developed several gemmological instruments such as the colouriscope, gemmox, fluoroscope and magnoscope. He has been reputed as a pioneer of modern gemmology and origin determination – fields of expertise where Gubelin Gem Lab is best known.

"My great-grand uncle transformed his fascination of gems into a combination of art, science and skill in gemmology," Gübelin says. "It is in the same vein that we are continuing to blend more than a century of human expertise with cutting-edge technology."

One of the most universally acknowledged gemmological laboratories, Gubelin Gem Lab is esteemed for its excellence and its independence. While it has become an invaluable asset of the Gubelin Group, it does not engage in the commercial aspect of its gemstone and jewellery business. It focuses on the analysis and interpretation of the scientific characteristics of gemstones, and is committed to protecting clients by providing only accurate and relevant information.

This is why equally renowned auction houses such as Christie's and Sotheby's have relied on Gubelin Gem Lab since the 1960s when it comes to the thorough examination and analysis of jewellery collections. From auctioneers, the laboratory's clients have since expanded to gemstone dealers, jewellery retailers, royalty houses and private collectors.

Gubelin Gem Lab is specialised in the analysis of high-end goods. These include the biggest and rarest diamonds, coloured gemstones and natural pearls.

"We may be small but we are positioned in the very high end," says Gubelin Gem Lab managing director Dr Daniel Nyfeler. "We are entrusted with the most expensive stones and most complex analyses."

One of Gubelin Gem Lab's most recent high-profile reports was that of the Archduke Joseph Diamond, which sold for nearly US\$21.5 million at an auction hosted by Christie's in November last year. The 76.02ct diamond, which has been analysed to have perfect colour and clarity, has set a new world auction record price per carat for its kind.

From its experts to its equipment, the laboratory boasts the best resources in the industry. Specialists range from earth scientists with post-graduate degrees in geology and mineralogy to a mix of chemists, physicists and specialised operators of sophisticated analytical equipment such as laser ablation inductively coupled plasma mass spectrometers.

Gubelin Gem Lab has created one of the world's largest gemstone databases, profiling about 25,000 stones with chemical, spectroscopic, microscopic and several hundred raw data points for each kind. Together with various universities, it is also developing a complementary software designed to eliminate human error in analysing stones and push the envelope of modern gemmology.

"We invest heavily in both people and technology, which give the utmost confidence level to our clients for their most important stones," Nyfeler says. "It is about merging the artisanal element of gemmology with a highly academic approach to provide customers unparalleled accuracy – and in turn, peace of mind."

Bringing the same peace of mind across the globe, Gubelin Gem Lab opened a permanent laboratory in Hong Kong in 2011, after 15 years of regularly coming to Asia for off-premise testing (OPT). While more complex services still require assistance from its Swiss headquarters, Gubelin Gem Lab Hong Kong is set to expand its functions in the future.

Gubelin Gem Lab will also continue OPT services in New York and Bangkok, where it sets up a mobile laboratory with transportable equipment that examines coloured stones. The reports are issued in Lucerne and then couriered back to the client as quickly as possible.

"It is important to be present in Asia and maintain a strong presence worldwide, but we are not growing just to flash a market. We will go where customers want us, welcoming strategic partnerships and collaborations that fit our sustainable growth path," Gübelin says. "Again, as a family company, we want to pave the way for the next generations and serve customers for more centuries to come."



gubelin.ch

Tradition
made by Gübelin.



The family-owned company Gübelin has always been renowned for a profound knowledge of gems. Nowadays, our gem lab reports and valuations are highly respected by experts the world over. This is how our love of excellence is passed on from one generation to the next. Like a family heirloom.


GÜBELIN
JEWELRY • WATCHES

LUZERN ZÜRICH GENÈVE LUGANO BERN ST. MORITZ BASEL KUALA LUMPUR