



World Eye Reports

Switzerland



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Strengthening ties with eyes on future

While Switzerland and Japan may appear to have very different cultures, the two nations are very similar in character.

"Our countries are very remote geographically, but I see a lot of common points. We both have small countries with limited land that can be cultivated and we are deprived of natural resources. But we enjoy one of the highest living standards and economic standards in the world," says Japanese Ambassador Ichiro Komatsu.

Because of that, the Swiss and Japanese regard their citizens as their countries' most valuable asset.

"The most important common point between our two countries are well-educated, hardworking people. This is the best resource both countries can rely on," says Komatsu.

Both countries boast high-quality workforces, excellent education systems, as well as efficient and modern infrastructure. And they have also earned a reputation worldwide for producing flawless goods and providing outstanding customer service from all companies.

Given those similarities, it was no surprise that the first free-trade agreement between Japan and a European nation was reached with Switzerland as the two countries have enjoyed healthy trade relations in all areas – from tourism to banking, watches

and pharmaceuticals.

In fact, Switzerland is one of a select few countries in the world that actually exports more products to Japan than it imports. The trade agreement goes into effect later this year.

"We are very happy about the free-trade agreement concluded between Switzerland and Japan. This is very positive for the Swiss economy and the Japanese economy as well," says Swiss-Japanese Chamber of Commerce Managing Director Martin Herb.

The free-trade and economic partnership agreement will allow a wide range of companies in both countries to either start new operations or enhance existing operations in the other country. Various goods will be tariff free immediately after the agreement goes into effect.

Officials and business leaders believe that the agreement will stimulate the economies of both nations at this crucial time when the world economy faces a deep recession.

"It will be particularly important during a time of recession to have this kind of positive agreement. During a recession, companies have to be much more active, and expand into new markets and new countries," Herb says.

Amid the uncertainty, most Swiss companies remain well positioned to weather the crisis as the local real estate market was not highly exposed to the subprime market



With the recent signing of a free-trade agreement with Japan, Swiss business strides confidently into the future as the two sides eliminate tariffs on a wide range of products and deregulate various sectors for each other.

and the government acted quickly at the first signs of trouble last year.

"We do not see a bubble in the real estate market like the ones we have seen in the U.S. and U.K. Clearly, we have had a very moderate development of real estate markets in the past, so there is no sign of any future trouble. Also, the economy as such has entered the recession on a very strong footing as the past few years were extremely good, especially for export-heavy industries," says Dr. Urs P. Roth, CEO of the Swiss Bankers Association.

Banks in Switzerland, perhaps the country's most well-known industry, have

proved to be very resilient compared to other countries' financial institutions.

"What we see is that many banks doing business in Switzerland have not been affected or have only been indirectly affected by the financial crisis. Of course, the assets under management have decreased, but we did not see an outflow of money to other countries," says Roth.

Switzerland will most likely recover sooner than some other countries as a result of its forward thinking and rapid action. And the free-trade agreement with Japan will surely complement the country's recovery. ♦

Creating a global network

Given its political and economic stability and its highly skilled workforce, Switzerland has a well-established reputation as a preferred base for several multinational giants and is home to strong medium-size export-oriented local companies.

"Global heavyweights and strong national middle-market companies are the backbone of our client base," explains Dr. Hubert Achermann, CEO of KPMG Switzerland.

With a multidisciplinary offering, the leading audit, tax and advisory services provider has established a national practice that caters specifically to this di-

verse client base. The Swiss operation, which has 12 locations in the country, has grown steadily and increased its revenues from services by 7 percent last year. Next year, KPMG Switzerland will celebrate its 100th birthday.

To further expand its area of expertise and client base, KPMG Switzerland merged with member firms in the U.K., Germany and Spain to form KPMG Europe LLP last year. The move resulted in the largest fully integrated professional services firm in Europe, with 23,000 employees.

"It took about nine months to lay the foundation for this merg-

er, but it's been the best thing we have done since we now have an extensive exchange with the larger markets in Europe. Today, we enjoy a leading position in the financial services and pharmaceutical and chemicals sectors. And we are strong in the support of high net worth individuals," says Achermann.

Japan and Switzerland have a natural affinity as both countries boast a stable legal system, important financial institutions and a skilled workforce.

"Therefore, it is no surprise that Japanese direct and indirect investments in Switzerland are worth some 7 billion Swiss francs (or 600 billion Japanese yen), and it has always been beneficial for companies to set up operations here," says Achermann.

Swiss investors, on the other hand, are ranked seventh with regards to direct investments in Japan, counting for some 2.9 percent of all foreign investment in Japan.

Achermann, who is also chairman of the Lucerne Festival, one of the world's most distinguished musical events, is a firm believer in KPMG's core competencies and in Switzerland's competitive edge. ♦

www.kpmg.ch



KPMG Switzerland CEO Dr. Hubert Achermann

eBOX

A founding member of the Swiss Private Bankers Association, E. Gutzwiller & Cie, Banquiers has provided personalized services to private investors since 1886. With offices in Basel, Geneva and Zurich, E. Gutzwiller & Cie functions as a family office, and offers fully integrated private banking services to a Swiss and international clientele. The bank also has online services that allow clients to check their portfolio and account statements at their own convenience. www.gutzwiller.ch

Based in the Swiss town of Laufen, Ricola, established in 1930, provides quality herbal candy products to the international market. www.ricola.com

For companies considering Japan as an import source or export market, JETRO Geneva provides a wealth of useful information and resources. www.jetro.go.jp/switzerland

The Swiss-Japanese Chamber of Commerce promotes trade and economic contact between Switzerland and Japan. It serves as a forum for the exchange of knowledge and experience between industrial, commercial and service enterprises in the two countries. www.sjcc.ch

Greater Zurich Area AG is the official investment promotion agency for Zurich, one of Europe's economically strongest regions. It provides free services and information on Swiss business. www.greaterzuricharea.ch

The Swiss Bankers Association has around 363 institutional members and around 16,000 individual members. The country's leading banking organization advances improved guidelines and conditions for the industry at home and abroad. www.swissbanking.org

The largest business group in Switzerland, economie-suisse represents the interests of around 30,000 companies that operate in all sectors and industries. www.economiesuisse.ch

Getting natural in Switzerland

Celebrated worldwide as a model for innovative tourism, Switzerland offers it all: alpine landscapes, multicultural cities and a top-notch transport system that links it all together.

But as holidaymakers rethink their travel plans amid predictions of a protracted economic downturn worldwide, many observers ask whether this tourist paradise can fully recover from the slump.

"We have very challenging years ahead of us. 2008 was the best year for the Swiss tourism industry and now we are entering the financial crisis. It will be a radical change," says Switzerland Tourism Director Jurg Schmid.

Meanwhile, competition from Asia, particularly from China, has increased dramatically, taking traffic away from Europe. Though a decline in arrivals is expected in the next two years, Schmid believes Switzerland will emerge unscathed in the long run because of its strong fundamentals.

Consistently cited for its high quality of life, Switzerland recently received another commendation.



Ela Nature Park



Seebensee in the Diemtig Valley

According to a survey conducted by a team of environmental experts at Yale and Columbia universities in 2008, Switzerland topped a global list of countries ranked by environmental performance.

With sustainability being the current buzzword across all industries, Switzerland Tourism has gone back to its roots and is getting natural as its new slogan indicates.

"The No. 1 reason people travel to Switzerland is because of nature, the mountain scenery. We have a lot of beautiful cities. But the main reason is nature, the Heidi image," Schmid says.

For travelers searching for something off the beaten track, Switzerland offers 10 new government-approved regional nature parks, all located in regions unknown even to the locals.

"One consequence of the crisis will be the renaissance of values. People will start to realize that the values we have been chasing these past years are not the ones that are sustainable. In Switzerland, we value nature. This is more than a trend, but a lifestyle," Schmid says.

In line with its "Get Natural" slogan, Switzerland Tourism is promoting a unique way to get to enjoy the country's landscape – through its world-famous trains that travel five classic routes, offering breathtaking views of shimmering lakes, ancient glaciers and towering mountains.

"We have driven innovation into tourism, offering experiences that are unique. We are a premium tourist product and we have to offer premium services. During the crisis, we want to work harder to bring more surprises and excitement to our customers," says Schmid. ♦

www.myswitzerland.com

Lombard Odier: an experienced adviser

Established in 1796, Lombard Odier is Geneva's oldest private bank and one of only 14 such firms distinguished as "Private Bankers," meaning it is privately held by a small number of partners who share unlimited personal responsibility for the firm's assets and limits its activity to private banking.

With a professional staff of about 2,000, Lombard Odier has operations in 17 countries around the world and has been present in Tokyo since 1992.

Among the first Swiss banks to start investing in the Japanese market in the early 1970s, Lombard Odier has also since offered its services to clients located in Japan.

"During the last 10 years, we have been able to help Japanese people diversify abroad. Typically, Japanese investors' assets are concentrated in their own market. They need a professional, long-term partner with true international experience to help them think globally," says Partner Jean de Haller.

Providing asset management and advisory services in Japan for the past decade, Lombard Odier Darier Hentsch Trust (Japan) Ltd. started offering domestic trust services in 2008, opening up more

CONTINUED ON PAGE 12



Lombard Odier Partner Jean de Haller



Masahiko Murakami, head of Lombard Odier's Tokyo office

Sony's Swiss success

As one of the world's leading media and entertainment conglomerates, Sony has achieved great success in the Swiss market. By building strong brand awareness, Sony holds the No. 1 position in the country and remains way ahead of the competition.

"Swiss consumers are eager to adopt new technology and this makes Switzerland an excellent test market. The Sony brand is our key asset in Switzerland. Sony provides entertaining and thrilling products that are loved by the Swiss, and we have become the clear No. 1. We operate in a highly regarded market with consumers who are hungry for new technology," says Managing Director Claudio Ammann.

With Sony's high-definition products, there are opportunities in connecting networks through products and services, and providing tailored solutions to consumers in line with a strong marketing platform.

"Our high level of quality service ensures consumers feel confident investing in Sony products in Switzerland. We have made many innovations in our marketing approach such as

the implementation of our successful female marketing project," Ammann says.

"We also highlight our ecology projects and environmental efforts, such as the use of environmentally friendly materials and power-saving products. The new WE5 HDTV in our Bravia line reduces power consumption to zero watts when it is not in use," he adds.

In 2011, Sony will open a new building in Switzerland that will bring all subsidiaries under one roof, a project that Ammann is particularly looking forward to.

"We want to create a positive working environment for our employees and attract new employees who want to develop a strong connection to Sony. We are now also covering the Austrian market with approximately 250 employees in both countries, and see great synergies between Switzerland and Austria. We intend to build on our No. 1 position in the Swiss market and bring excitement to consumers as they continue to trust the Sony brand," he says. ♦

www.sony.ch



Sony Switzerland Managing Director Claudio Ammann

Leading innovation across Switzerland

Since it was selected to be the first distributor of Toshiba copiers in Europe in 1971, Zurich-based Ozalid AG has continuously strengthened its relationships with its Swiss customers. More than 35 years later, Toshiba TEC has secured a leading position in the domestic printer and copier market by offering a wide variety of innovative products, and adopting the Swiss approach to doing business.

With 10 branches throughout the country, Toshiba TEC is able to provide top-quality service to even the remotest Swiss clients.

"Our network in Switzerland is comprehensive. Speed of service leads to long-term customers and through our high-quality service, we have been able to grow. Today, we have an 8 percent market share, something that we are

able to constantly build on through our service focus," explains CEO Hans Schild.

Marking five years at the company's helm, Schild will ensure that Toshiba maintains its dominance in Switzerland and lives up to the company's commitment to "monozukuri," or excellence.

While meeting the needs of customers and offering more products are key factors in the company's success, Toshiba TEC is focused on securing more large-scale business. To date, its biggest global deal, overseen by Schild, involved the sale of 3,000 copiers to Swiss Post in 2000.

"The 'Swiss-ness' we bring to the Japanese way of doing business can be illustrated by our desire to exceed customer demand. We are focused on sales and service, and provide our customers nationwide with a four- to six-hour response time. We serve our customers in three languages, and have the experience and know-how to provide customers with the solutions they really need," he says. "Toshiba's brand awareness in Switzerland has become very strong. We are ready to face the



Toshiba TEC CEO Hans Schild

challenges of the future, conscious that Swiss consumers have grown with the technology Toshiba has introduced over the years. In the future, we expect to continue developing our business, to increase our market share and to ensure the Toshiba brand remains strong in Switzerland," he adds. ♦

www.toshibatec.ch

Committed to the future of dermatology

One of the world's largest dermatological companies, Galderma aims to meet the needs of patients and physicians through innovative therapeutic, corrective and aesthetic solutions.

Created in 1981 as a joint venture between Nestlé and L'Oréal, Galderma is focused on helping patients preserve and recover healthy skin through the use of safe and effective products. Currently, it has a workforce of nearly 3,000, manufacturing sites in France, Canada and Brazil, and research and development facilities in France, the United States and Japan.

Galderma develops, produces and distributes innovative medical solutions. For the Japanese market, which is the second-largest market in dermatology, Galderma is actively developing new products specifically for the Japanese population, including treatment against acne for the younger generation that is now available.

"The Japanese market is very important to us and we already have a long-term vision for our presence in the country. There are over 8,000 dermatologists in Japan who provide treatment for patients with various skin conditions and we have a strong reputation in the market," says François Fournier, the former area vice president for Europe, the Middle East, Africa, Australia and Asia.

"We have invested heavily in



François Fournier, Galderma's former area vice president for Europe, the Middle East, Africa, Australia and Asia

developing products specifically for Japan and our acne compound. We are focused on promoting and marketing our breakthrough products in Japan through our partner," Fournier adds.

By bringing therapeutic and corrective dermatology solutions to the global market, Galderma has acquired an undisputed reputation for innovative yet safe products.

"Galderma has a strong foundation for our future growth. Our 12 major products are distributed in over 65 countries, and we are trusted by patients and physicians throughout the world," Fournier says.

"Through our leading product portfolio, innovation, research and development capabilities, and geographic spread, we see huge potential for growth as Galderma continues to deliver innovative solutions that improve patient health," he adds.

www.galderma.com

How to succeed in the marketplace for nearly 500 years

Established in 1519, Orell Füssli has become an integral part of the general history of printing, publishing and culture in Switzerland.

Throughout the centuries, the company has successfully operated, and expanded its printing, publishing and bookselling businesses. In 1850, the company was chosen to print the country's first bank notes.

Today, Orell Füssli is an international industrial and commercial group with three core activities: bank note and security printing, industrial systems for secure digital printing and book retailing.

In 2002, Orell Füssli acquired Atlantic Zeiser, a leading technology and solutions supplier to the security printing industry. It concentrates on digital printing of variable data with the highest quality and security, such as those on bank notes, passports, and other products like plastic cards and pharmaceutical packages.

Atlantic Zeiser has complemented Orell Füssli range of security technology services in an ideal way and provides a world-wide presence in the major industrial markets.

CEO Soenke Bandixen believes that investment in the latest security technology remains

vital to staying ahead of the competition.

"Orell Füssli has always striven to be in the lead regarding the initial application, and systematic promotion of new technologies and solutions in the security printing area. To achieve this, we can count on long-term relationships with industrial partners and customers. Orell Füssli focuses on quality and security. Last year, for instance, we invested 44 million Swiss francs in additional state-of-the-art technologies for our secure printing plant alone," he says.

As Asia offers many attractive markets for the company, Atlantic Zeiser has been active in the region for more than 20 years. Recently, it opened additional facilities in Hong Kong, Kuala Lumpur and Beijing, which are among the region's most dynamic financial centers.

"As we share similar cultural values with respect to trustworthiness, long-standing partnerships, we see great opportunities in strengthening our bond with Japan and other Asian countries through strong company part-



Orell Füssli CEO Soenke Bandixen

nerships," Bandixen says.

"2010 will see the introduction of the new Swiss bank note series, which is currently being produced. We aim to showcase our capabilities to the world through our desire to provide the highest-quality, most secure bank notes while building on our reputation as a leading technology-driven Swiss company," he adds.

www.orellfuessli.com

orell füssli

Guests come first at Zurich's Savoy Baur en Ville Hotel

Following recent improvements, the Savoy Baur en Ville has further strengthened its reputation as one of Zurich's most luxurious hotels. All 112 rooms were completely renovated and behind the scenes, kitchen and laundry equipment was replaced with new, energy-efficient systems.

"The people who stay with us expect perfection. So that is what we constantly strive to give them," notes Managing Director Manfred Hörger, summing up the hotel's simple but clearly effective philosophy.

The Savoy Baur en Ville caters almost exclusively to business travelers, a discerning clientele with requirements completely different from those of the typical tourist.

"Business travelers need space. The most important thing for them is to have an attractive room with a spacious desk, a big bed, well-appointed bathroom facilities and Internet connectivity. Every one of our rooms has high-speed Internet access at no charge," Hörger adds.

While the hotel's amenities are top-notch, it is the impeccable personal service that sets the Savoy Baur en Ville apart from other business hotels in Zurich.

Hörger listens carefully to all his guests, and what he hears has convinced him of the value of attentive and discreet service. He also personally greets each guest and is always on hand to address any issues that arise.

"We are in the fortunate position of being a very small hotel, so we can operate rather like a family business. We don't have a big management team. Nor do we have a marketing and sales department. If we consistently deliver excellent service, our guests become our sales managers," he says.

Hörger's aim is to leave every guest so impressed by their experience at the Savoy Baur en Ville that they will willingly recommend it to their friends and colleagues. Inspired by this vision, the Savoy Baur en Ville strikes the perfect balance between traditional,



Hotel Savoy Baur en Ville Zurich Managing Directors Manfred and Christina Hörger

personal service and luxurious, modern amenities.

"Our guests like what they see – a truly beautiful Swiss hotel. But they also like what they don't see – the service that just gets done, courteously and efficiently, without getting noticed. That's the way hotels used to be," Hörger says.

www.savoy-zuerich.ch

Flying the 'SWISS' flag around the world

One of the world's fastest-growing airlines, SWISS carried 13.5 million passengers in 2008 and unveiled new routes, as well as a long-term strategy that would keep the airline strong and viable amid a global economic crisis that has affected all industries.

"We have implemented three steps to limit the effects of the economic crisis. First, we have invested in new aircraft and increased our European portfolio to include cities such as Oslo and Lyon. Second, we undertook cost-cutting measures that have led to a successful efficiency drive, such as renegotiating supplier contracts," says Managing Director and Head of Intercontinental Markets Marcel Biedermann.

"Finally, our capacity-management control will play a key role in the airline's network and schedule optimization programs. In ad-

dition, we adopted the Japanese philosophy of 'kaizen (continuous improvement)' in all aspects of our business," adds Biedermann.

Winner of Skytrax's award for "Best Airline in Europe for short- and long-haul flights" in 2009, SWISS partnered with the country's largest travel company, Kuoni, and bought Edelweiss Air to maintain an active profile in the industry.

And catering to requests of its first- and business-class passengers, the airline underwent a fleet refurbishment program to create a "suite above the clouds" that features privacy layout seating, à la carte dining and full lie-flat beds with air-cushion seats.

As a premium carrier, SWISS also understands the importance of pampering its passengers before their flights. It recently refurbished its exclusive lounges in New York, Geneva and Zurich.



SWISS Managing Director and Head of Intercontinental Markets Marcel Biedermann

Since establishing its first office in Japan in 2002, SWISS has enjoyed a strong connection with Japan. As the airline's second-largest intercontinental market, Japanese travelers receive customized treatment as SWISS provides top-class Japanese cuisine, Japanese-language entertainment, and at least three Japanese attendants on flights to and from Japan.

The daily non-stop flights from Narita to Zurich, code shared with Star Alliance partner All Nippon Airways, offer excellent onward connections to almost 50 destinations in Europe.

Biedermann is highly confident that SWISS is heading in the right direction regarding the Japanese market.

"The 2009 Swiss-Japan Free-Trade Agreement will increase trade between the two countries, and improve mutual market access and investment opportunities. With trade expected to increase, SWISS will play a continued role in bringing Switzerland and Japan even closer together," he says.

www.swiss.com

Partnership produces top machine tool manufacturer

When Japan's Mori Seiki acquired Switzerland's DIXI Machines in 2007, the Japanese company identified an ideal opportunity to merge their businesses.

Since its establishment in 1904, DIXI Machines has built a global reputation for making high-precision machines.

Meanwhile, Mori Seiki would add to its product line of lathes, machining centers, multi-axis turning centers and grinders, application systems, operation panels, machining support systems and production support systems.

Mori Seiki Europe CEO Takeshi Saito is determined to capitalize on the advantages of the merger.

"We want to deliver high-end innovative machine tools to give our customers a strong competitive advantage. We are in a position where we can push the Dixi brand and the Mori Seiki brand together in the fields of automotive, medical, aerospace, oil and gas, and machinery industries," Saito says.

"Our quality products and first-class service today bring us closer to our customers and increase their productivity," he adds.

Like Japan, Switzerland has many medium-size industrial companies using complex technology. And the close cooperation between Mori Seiki and Dixi Machines resulted in invaluable technology transfer and a more open business culture among employees.

Focused on bringing high-quality machines to the world market, Saito is positive about the future of Dixi Machines.

"We enable our customers to maximize their advantages and excel in their respective markets by continually striving to provide innovative machines at competitive prices," he says.



DIXI Machines Executive Vice President Akihiko Takeda (left) with Mori Seiki Europe CEO Takeshi Saito

"Dixi Machines will increase our customers' productivity and effectiveness through our technology. We have the technical ability to create products for various applications and will build on our relationship with Dixi to ensure our future success," he adds.

www.diximachines.com



A digital rendering of Mori Seiki's expanded production facility

'Our quality products and first-class service today bring us closer to our customers and increase their productivity'

Wärtsilä lives up to a history of innovation

Established in 1997 following a merger between Finnish engineering company Wärtsilä Diesel and Swiss-based New Sulzer Diesel Ltd., Wärtsilä Switzerland traces its roots back to Sulzer Corp., founded in 1834.

In 1912, Sulzer Brothers produced the engines for the world's first oceangoing motor ship to be powered by two-stroke engines and has been at the forefront of innovation in the diesel propulsion sector ever since.

A consistent leader in diesel engine technology, the original Sulzer company established business with Japan early, securing an agreement in 1917 with the Japanese Imperial Navy to manufacture engines for its submarines.

"Since then, there has been a very strong relationship with the Japanese. In 1925, we signed an agreement with Mitsubishi, which is valid to this day. Mitsubishi Heavy Industries is our oldest corporate partner as we've been working together for more than 80 years now," says Wärtsilä Switzerland President Dr. Martin Wernli.

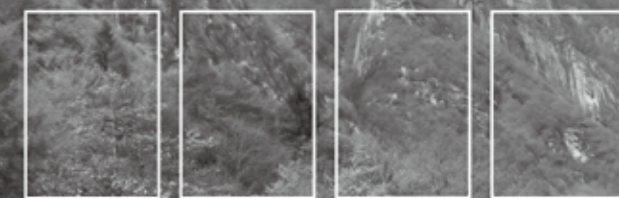
Wernli also underlined the successful collaboration with Japan-based

CONTINUED ON PAGE 12



Wärtsilä Switzerland President Dr. Martin Wernli

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www.worldeyereports.com

Robust and entrepreneurial

Founded in 1969, Geneva-based Union Bancaire Privée is much younger than some other private banks in Switzerland, but Chief Executive Guy de Picciotto sees that as an asset.

"Not all clients like to bank with 300-year-old banks. Some clients want some kind of entrepreneurial spirit. They want to see other types of investments and have a different kind of relationship," stresses de Picciotto.

During the on-going turmoil in the global economy, UBP's youth allows for an incredible capacity to adapt quickly to the downturn and build robust portfolios for its clients.

Now one of the top private banks in Switzerland, UBP was a pioneer in hedge fund investments, with 30 years of experience in alternative investments, and an excellent track record of managing risk and generating superior returns.

As alternative investments undergo even closer scrutiny, UBP is leading the way in efforts to improve them. While requirements may have changed, there remains a need for hedge fund investments, whose future lies on the elements of liquidity, transparency, and restrictions on leverage and liquidity mismatches.

Meanwhile, Asia remains an important part of UBP's global network as the region has strong prospects for growth. With offices in Tokyo, Hong Kong and Singapore, the bank is aggressively developing its business in Asia.

In Japan, UBP has strengthened localized services for institutional, pension and retail Japanese investors through local portfolio management and client services.

"Our services are mainly for hedge funds and we will have them evolve to other investment vehicles, including fixed-income and equity investments," says de Picciotto of the bank's activities in Japan.

As a testament to its dedication to Japan and other markets in Asia, UBP enlisted the expertise of Jean Zwahlen, a former governor of the Swiss National Bank and former ambassador to the OECD. A specialist in international negotiations, Zwahlen heads UBP's consultative council on Asia. ♦

www.ubp.ch



Union Bancaire Privée Chief Executive Guy de Picciotto

Breeding ground for valuable technology

The Swiss Federal Institute of Technology (ETH) in Zurich has contributed significantly to the country's economy and development by training highly skilled scientists and engineers, whose work and research has benefited many companies in Switzerland and elsewhere.

A world-renowned institution, ETH Zurich has provided an optimum environment for students and researchers to develop innovative technologies across numerous disciplines. Recently, it has increased its focus on sustainability and technologies pertaining to climate change.

"Our three guiding principles are education, research and technology transfer. They are all related and none can be more important than the other," says professor Dr. Ralph Eichler, president of ETH Zurich.

ETH Zurich is part of the Alliance for Global Sustainability, which encourages partnerships and collaboration among the world's top scientific universities, such as the Massachusetts Institute of Technology, University of Tokyo and Chalmers University of Technology in Sweden.

"We offer young people the opportunity to come here and make a

difference in real world problems," says Eichler.

Technology transfer, in the form of spinoff companies and partnerships with the private sector, allows research results from ETH Zurich to be transformed into real-world products and services.

Global companies such as IBM have worked closely with ETH Zurich in many areas and the school's researchers are constantly developing groundbreaking technologies in nearly every scientific field, providing massive potential for more private-sector partner-

ships in the future.

"My dream is to have the European research center of companies like Toyota located near ETH Zurich," says Eichler.

With its particular expertise in clean energy, and sustainable urban development and mobility, ETH Zurich hopes to become more involved in the future of the automobile industry as many of the breakthroughs made at the school would be useful for forward-thinking, environmentally conscious companies. ♦

www.ethz.ch



The Swiss Federal Institute of Technology building in Zurich

Liechtenstein giant has high hopes for future

Set up in 1941 as a cold steel forging company for ammunition, Presta has grown into a leading manufacturer of steering systems since it was acquired by the German industrial conglomerate and steel giant ThyssenKrupp in 1991.

The company, now known as ThyssenKrupp Presta, has shifted its focus toward the automotive industry where there was a high demand for steel parts and components, specifically steering systems and camshafts. The Liechtenstein-based entity is responsible for the steering system side of the business.

ThyssenKrupp Presta marked a major milestone in 2003 when it acquired Mercedes-Benz Lenkungen, a move that catapulted the company to one of the top worldwide steering system suppliers.

"ThyssenKrupp Presta has several product divisions: cold forging, rack manufacturing, I-shaft, steering column, EPAS and conventional hydraulic systems," explains CEO Guido Durrer.

Using recently developed new technology, ThyssenKrupp Presta is launching its EPAS system, an electromechanical steering system that the



ThyssenKrupp Presta CEO Guido Durrer

company hopes will become the main driver of future growth.

"Now we have the competence to deliver a complete wheel-to-wheel system so we can supply the whole steering system with all the technical solutions you can imagine. We invested a lot in technology and due to that, we have our first orders for the EPAS, which are huge orders for us from Daimler and BMW. That is really the next step for ThyssenKrupp Presta," Durrer says.

While ThyssenKrupp Presta does most business with global OEMs, Durrer hopes that the new EPAS system will attract other major car manufacturers and even Japanese car manufacturers since Mazda and Nissan cars are being steered with Presta technology.

"We have a touch of a Swiss company. We perform, deliver and have high quality. We profit a lot from that image of Switzerland. Steering is a safety product so you are not allowed to have any failures. We have highly automated production lines delivering high quality," Durrer says. ♦

www.thyssenkrupp-presta.com

Top learning center looks beyond tradition and borders



While remaining faithful to its centuries-old tradition in the humanities, the University of Basel in Switzerland has maintained its position as a premier academic center in the country by diversifying into modern fields of study and strengthening its research in the sciences.

"Four areas of study were founded in the beginning: theology, medicine, law and what used to be called the faculty of artists, which is actually the humanities. The three more recent ones were natural sciences, economics and psychology," recalls University Rector Prof. Dr. Antonio Loprieno.

The country's oldest university, which celebrates its 550th anniversary in 2010, is home to world-

renowned research facilities and recently increased its focus on two core areas of research: life sciences and cultural sciences.

"While we are, on the one hand, very much rooted in this Humanist Renaissance tradition, Basel is the nation's center for the chemical and pharmaceutical industry, and the university has responded to that. This is a university of contrasts - the oldest one in some respects and the most modern in other respects," Loprieno says.

The university established itself as a center of excellence in those fields in the 1970's with the inauguration of the Biocenter, a department of the university designed to promote collaboration between fields of scientific research that were previously separate.

"I think the Biocenter was one thing that has played a premier role. It's one of the major life science research institutions at the university," stresses Prof. Dr. Peter Meier-Abt, vice rector and head of research programs.

Like other schools in Switzerland, the University of Basel receives more than half of its funding from the government. One third of its budget is competitively acquired research funds, while 10 percent of the annual budget comes from private corporations, primarily from the pharmaceutical sector.

Meanwhile, the university has recognized the need to increase funding from the private sector if it is to further raise its international profile.

"I think it is very important and strategic to bridge the basic sciences and the applied sciences into what we call translational research. There is a strong focus on academic-industrial collaborations, which I think works very well here. Also, we have just created an incubator to enable and to support entrepreneurship of young scientists at our University to establish their own spinoffs," says Meier-Abt.

"Building our international profile in areas such as East Asia, which are under-represented so far in terms of students and economic involvement, is important. We would like to make an effort because we realize there is potential there scientifically and economically," adds Loprieno. ♦

www.unibas.ch

Engineering a successful business

Switzerland's world-class precision tooling industry serves various industries in addition to its famous watch industry.

With three decades of experience in metal cutting, Suvema is highly regarded throughout the country. Together with its strong Japanese partners, the company has adapted to the challenges of today's modern tooling requirements.

While early tooling machines built in the 1940s were customized with motors that shifted the controls, the modern computer numerical controlled (CNC) machine tools have undergone a drastic design process with the arrival of digital computers.

In Switzerland alone, more than 2,000 CNC machine tools have been installed since 1974.

Suvema's Japanese connection remains as strong as ever. The company is a valued partner of watchmaker Citizen, the Japanese group Okuma, one of the world's



Suvema President Robert Häusler

leading machine-tool manufacturers, and top Nara-based engineering firm Sugino.

In his 11th year as president of Suvema, Robert Häusler is justifiably proud of the company's track record of supplying quality machine-tool solutions to more than 750 clients in Switzerland.



"Our clients benefit from the close partnership we have with our suppliers. Technological innovations are constantly being introduced and the precision technology industry is able to meet the high demands required by customers in various industries," Häusler says.

Attention to detail is vital in the tooling industry, and Häusler has applied that same meticulousness to the company's individual customer support and client-care policies. This year it intensified training for its employees in after-sales and service.

"We are committed to meeting and exceeding our customers' expectations. We have gained a good reputation throughout Switzerland with our quality solutions and short reaction times. We are ready to take on the opportunities we see in the future," says Häusler. ♦

www.suvema.ch

Mycom sees strong growth despite global downturn

Since it was established seven years ago, refrigeration technology company Mycom Intertec AG has experienced robust growth in Switzerland due in large part to its unique solutions that competitors are unable to provide.

An affiliate of Japan-based Mycom Mayekawa Manufacturing Co., the company focuses on four key industries: meatpacking, bread production, breweries and heat pumps for buildings.

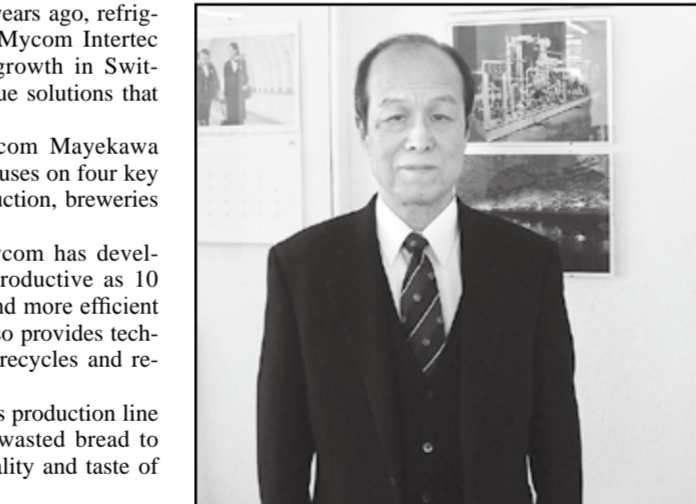
In the meatpacking industry, Mycom has developed a deboning robot that is as productive as 10 workers, resulting in huge savings and more efficient operations for meat companies. It also provides technology for meatpacking plants that recycles and re-uses excess heat.

For bread manufacturers, Mycom's production line technology can cut the amount of wasted bread to nearly zero while improving the quality and taste of the finished product.

"We have no competition in the bread industry. Most companies only do refrigeration; they don't improve the flavor and quality of the bread," says Mayekawa Manufacturing Honorary Chairman Masao Maekawa.

Also, Mycom's technology can reduce the energy costs of breweries by 50 percent as its heat pumps are capable of heating water to 90 degrees Celsius, as opposed to around 60 degrees Celsius by competitors.

"Switzerland is a very energy-conscious country. Every home needs an efficient heat pump and our



Mycom Manufacturing Honorary Chairman Masao Maekawa

competition can't generate 90 degrees," Maekawa says.

Mycom's success has also spread to nearby countries, with Spanish, French and Italian bread companies placing orders for its machines, and the Netherlands' largest slaughterhouse recently buying one of its pioneering deboning robots. ♦

www.mycom.ch

Wärtsilä lives up to a history of innovation

CONTINUED FROM PAGE 11

Diesel United for more than 60 years and the revived cooperation with Hitachi Zosen Corp., which dates back more than 50 years.

Those business relationships have remained strong as Wärtsilä and its Japanese partners work closely together to develop new products and technologies.

A leader in the two-stroke marine diesel engine sector, Wärtsilä Switzerland achieved another milestone in the late 1990s when it introduced the first electronically controlled common-rail, low-speed diesel engines, which allow for much more efficient operation.

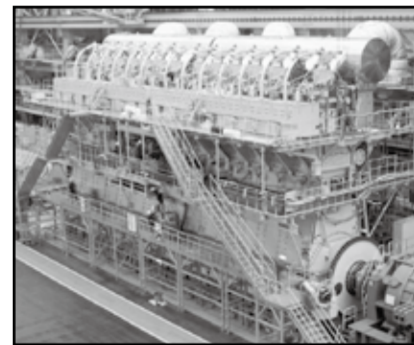
"With that technology, we can adjust the combustion process as a function of the speed. This is very important from an environmental point of view," stresses Wernli, who has prioritized improved energy efficiency as it reduces emissions and lowers operating costs for its customers.

In fact, the company's engines already comply with global environmental regulations that go into effect in 2011.

Also, Wärtsilä engines include the latest technologies, such as the Waste Heat Recovery System and the new Pulse Lubricating System, which lowers the amount of fuel and lubricating oil needed in engines.

Wärtsilä's global service network provides value-added services such as upgrade packages (including a kit for slow steaming to reduce fuel consumption), which allow customers to acquire the latest and more efficient technologies without having to buy entirely new engines or ships. ♦

www.wartsila.com/ch



The world's most powerful engine, the 14-cylinder Wärtsilä RT-flex96C common-rail engine generates 80 MW at 102 rpm and is 27 meters long and 13.5 meters tall.

Lombard Odier: an experienced adviser

CONTINUED FROM PAGE 10

investment opportunities.

"Lombard Odier is a people organization. To succeed in a market, we must know what that market is expecting. Japan is service-oriented. Even with the best know-how and expertise, you must be able to establish long-term relationships to succeed in Japan, and this is only possible if you have the right people," says de Haller.

Lombard Odier is confident it has found the key to success in Japan as it entered the market at the right time and in the right way, and thanks also to its long-term commitment to offering "Swiss-quality" services locally.

"Across the world, we know how to work with people who have international exposure, such as Europeans living in Japan, for example. We have the cross-cultural capacity to deliver, execute, think about wealth management, and diversify for them and prepare for their return. That is something we are doing very effectively thanks to our long-time experience," he adds. ♦

www.lombardodier.com



Elpida Memory Europe Managing Director Akihiko Furusawa

A dynamic company aims to become No. 1 DRAM maker

Established originally as NEC Hitachi Memory in 1999, Elpida Memory has grown consistently to become one of the world's leading developers of DRAM (dynamic random access memory) integrated circuits by providing superior high-performance products and adapting quickly to an ever-changing industry.

While there has been a recent slump in demand, Elpida foresees a strong recovery as DRAM remains a viable product because of its simple approach to data stor-

age. DRAM chips save data in separate capacitors within an integrated circuit, which allows for very high density.

Amid the downturn, Elpida has overtaken its competitors by further consolidating its reputation for cutting-edge products, staying close to its customers and building a strong relationship with them.

"We are proud of our achievements through our laboratory work with clients. Through simulations and system analysis, we are able to tailor solutions for specific clients. We work closely with clients and

continually strengthen our working relationships by providing first-class solutions," says Elpida Memory Europe Managing Director Akihiko Furusawa.

In Europe, market access remains vital as the continent accounts for 10 percent of the global DRAM business.

Elpida moved its pan-European operations from Düsseldorf, Germany, to Geneva to increase accessibility to important European markets.

"In the areas we work, the reduction of power consumption in

mobile phones, set top boxes and laptops is important, and we have exciting new developments being introduced in 2009. We expect strong growth this year because what we are doing is right and the results will follow," Furusawa says.

"While we have strong competitors, we are looking to gain global market share and become No. 1 by creating trust with our clients and further developing our dynamic way of doing business," he adds. ♦

www.elpida.com



Elpida Memory Europe's laboratory in Geneva