


LAND OF IDEAS



Interview with Donald M. Hess
**«I feel at home anywhere I can
create something.»**

BUSINESS

Producing ideas at the touch of a
button :

**Ideas from the shores of Lake
Biel**

RESEARCH & DEVELOPMENT

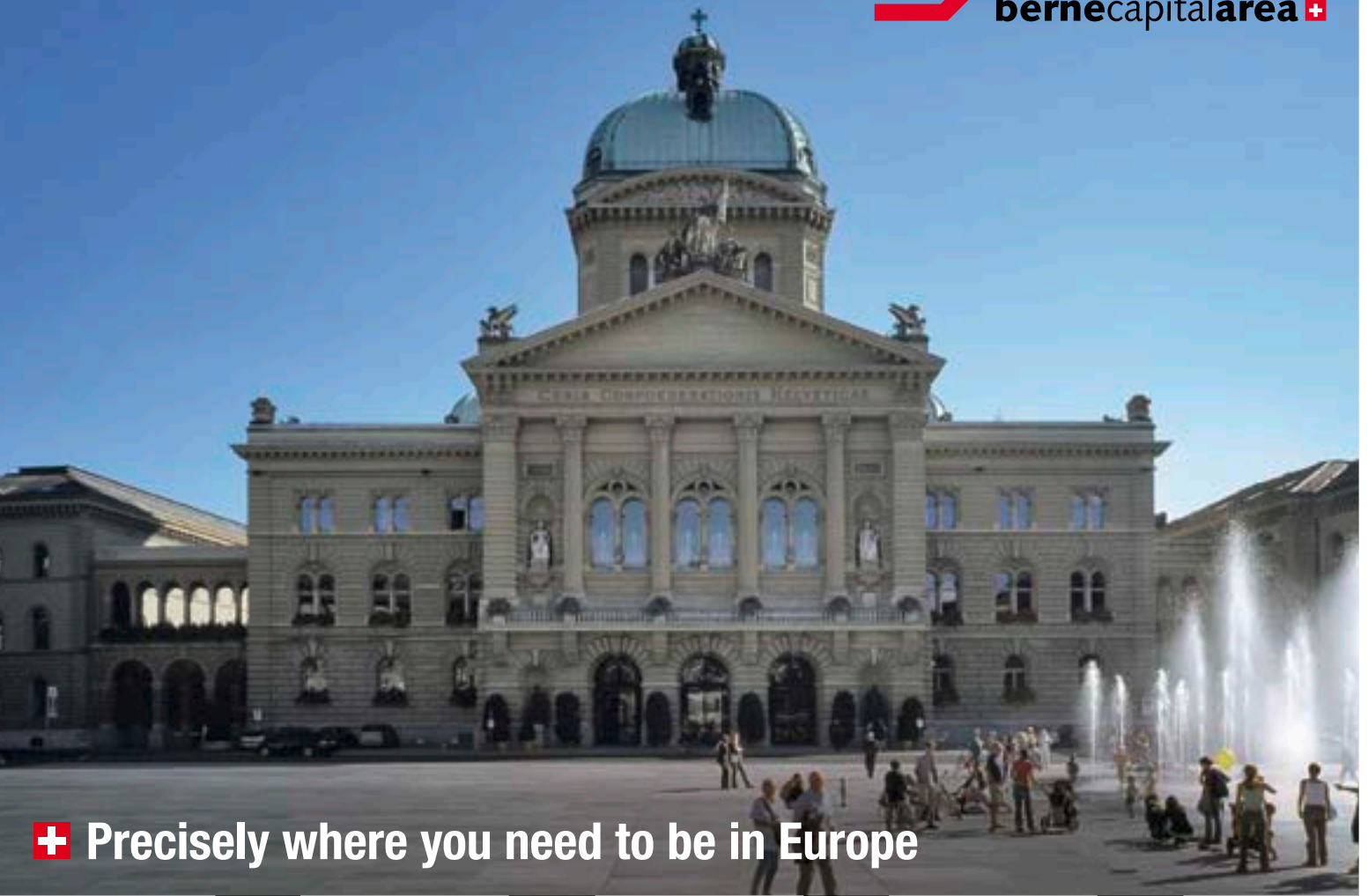
RFID technology :

The Data Whisperers

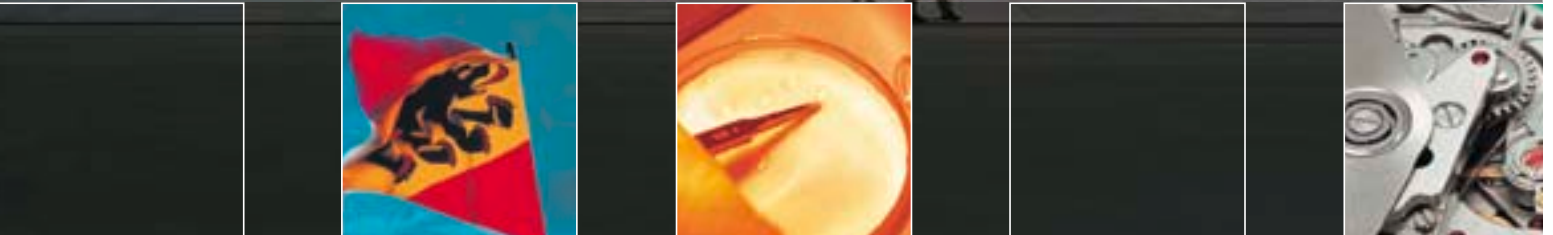
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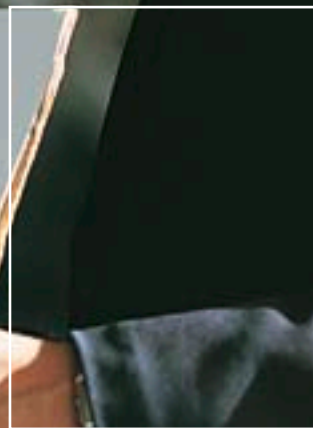
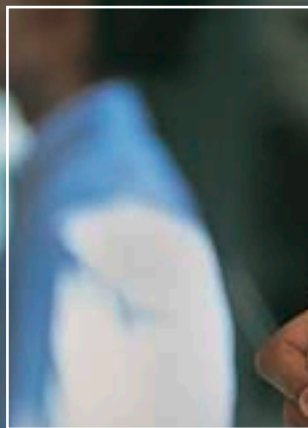
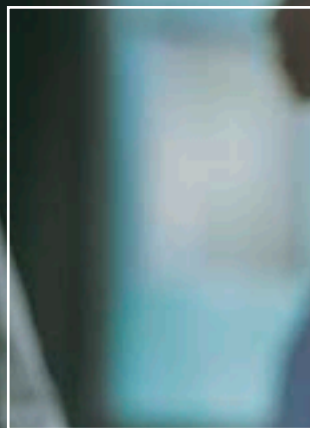
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AMBASSADORS OF GOOD TASTE

Entering the Swiss market? We await you.



KPMG Switzerland can help you maximize the advantages of operating in one of Europe's most attractive business destinations. Our network of experienced specialists provide valuable local knowledge and will assist you in planning your market entry, setting up your company, managing tax requirements or negotiating the legal system. KPMG is here to support you every step of the way.

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ANDREAS RICKENBACHER, MEMBER OF THE GOVERNMENT OF
THE CANTON OF BERNE

DEAR READER,

Welcome to the Canton of Berne. Come and discover what a wonderful place our Canton is to live and work in. We hope you will make the most of the impressive range of opportunities it offers you and your company. With our growth strategy we are creating the ideal business and living environment. An essential part of this is our excellent education system, which enables us to develop new technologies and translate innovations into commercial success. As a member of the government of the Canton of Berne, I am committed to optimizing the transfer of knowledge between our universities and our businesses.

The Innovation Think Tank is an organization that focuses on the issue of how our Canton can pursue an intelligent innovation policy. More than ten years ago we introduced the cluster – or network – policy as part of our economic policy. The Canton of Berne was thus the first Canton in Switzerland to realize the huge economic significance of clustering. Our clustering policy has proven its worth time and time again: companies in the medical technology, ICT, precision, energy, and environmental engineering sectors are growing at above-average rates. The Canton of Berne supports these clusters and intends to increase further its support through implementing the Swiss government's New Regional Policy.

We want to use this cluster policy to further boost the Canton of Berne as a business location in order to ensure that business in the Canton is and remains future-oriented, sustainable and profitable. Dip into the wealth of ideas the Canton of Berne has to offer in this edition of berne-capitalarea. Be inspired by our companies and visionaries who appreciate the excellent opportunities here, like Donald M. Hess, the passionate gastronomy and wine entrepreneur; or Haag-Streit AG, market leaders in precision optics for 150 years; the BrainStore IdeaFactory, which produces ideas non-stop; Professor Thierry Carrel, who is leading the way in cardiac surgery with his new spin-off; the Lake Biel wine producers Werner K. Engel, Heinz Teutsch and Beat Burkhardt, whose top-notch wines have been awarded the Berner Staatswein seal of approval.

Come with us and conquer new frontiers; discover our land of ideas. I hope you enjoy your stay in the Canton of Berne, and I wish you happy reading!

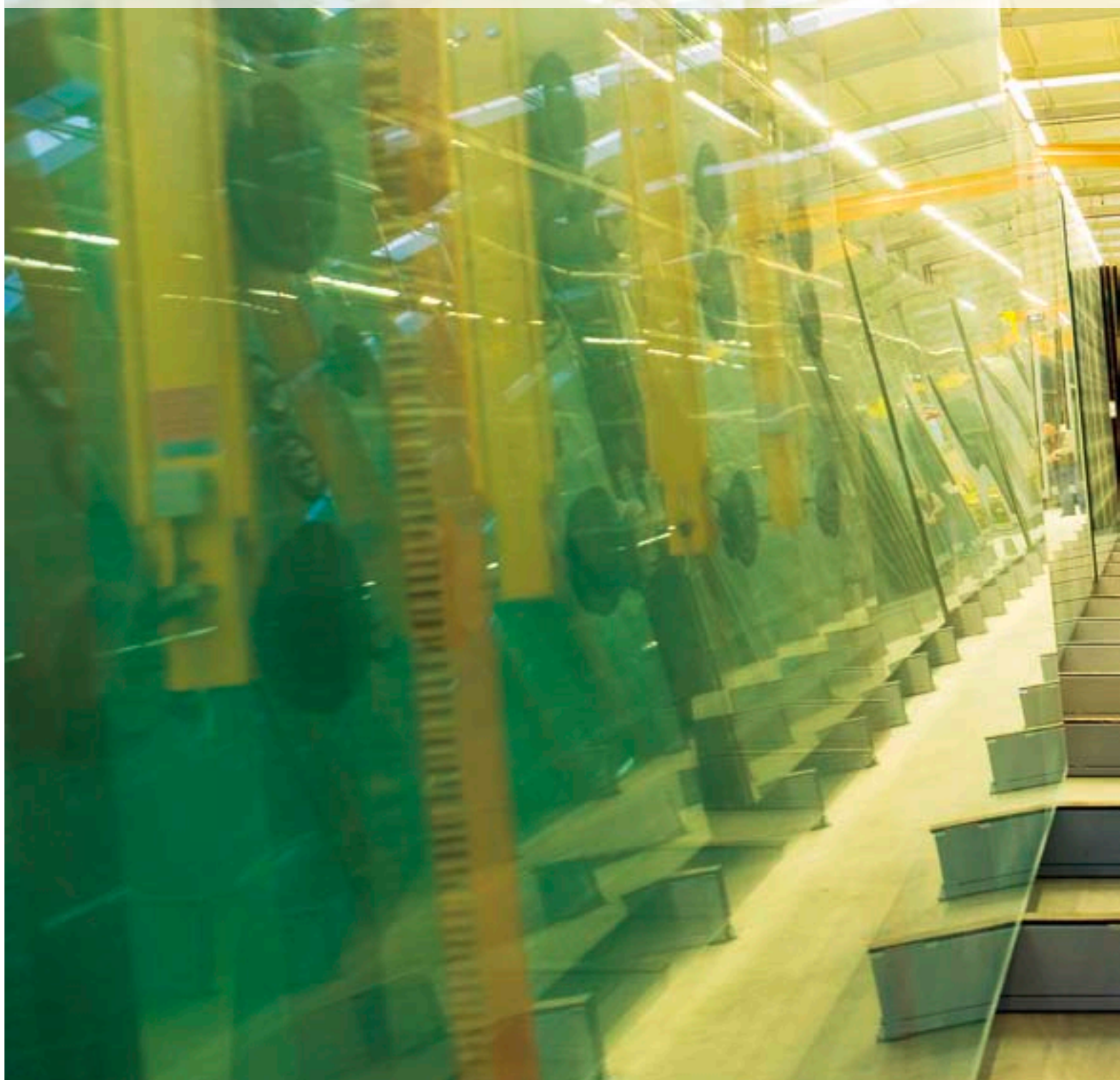
Kind regards,


A handwritten signature in black ink, appearing to read 'A. Rickenbacher', written in a cursive style.

Andreas Rickenbacher
Member of the Government of the Canton of Berne
Minister of Economic Affairs

WHAT DRIVES US

The BrainStore IdeaFactory in Biel-Bienne produces ideas non-stop, MPS Micro Precision Systems and Festo Micro-technology are pioneers in their field, and Donald M. Hess, the innovative winemaker and art dealer, shows his creative



The image shows a vast industrial interior, likely a glass manufacturing plant. A prominent yellow overhead crane system runs across the top of the frame. Below it, a complex network of conveyor belts and rollers is visible, transporting large glass panels. The floor is a light-colored, polished concrete. In the background, a person can be seen standing near a stack of materials. The overall atmosphere is one of a modern, high-tech industrial environment.

side. Traditional companies like Glas Trösch and Haag-Streit are shaping the future of glass construction and ophthalmology. The Canton of Berne is a land of ideas – offering excellent perspectives for business.

CRYSTAL-CLEAR VISION :
GLAS TRÖSCH AG IS SETTING
NEW STANDARDS IN GLASS
CONSTRUCTION - CLIMATE
CONTROL GLASS, FIRE-RE-
SISTANT GLASS AND SAFETY
GLASS ARE SOME OF THE EX-
QUISITELY DESIGNED PROD-
UCT INNOVATIONS FROM THIS
BÜTZBERG-BASED COMPANY.

«I FEEL AT HOME ANYWHERE I CAN CREATE SOMETHING.»

Interview with Donald M. Hess

Berne-born Donald M. Hess is a passionate entrepreneur and art collector. He owns six wine cellars on four continents and is a keen proponent of biodynamic viticulture. In the following interview Mr. Hess explains how art and the wine business can be mutually beneficial.

You own property and restaurants, an impressive art collection and a wine empire that stretches across four continents. What significance does Berne have for your business activities?

«Berne has always been very important to me and my family business. My great-grandfather, who was a brewer, emigrated to Berne in 1844, and laid the foundation for Hess Group AG. Today we own a number of properties and ten restaurants in Berne. Although we operate on an international level and only generate 5 % of

our total sales in Switzerland, I feel a deep attachment to this country. The three Swiss companies that are part of Hess Family Estates AG in Berne are headquartered at the old brewery built by my great-grandfather. The head office of Hess Holding and Hess Family Estates Ltd. is in Luxembourg.»

Your live mainly in Argentina, and you also commute constantly between London, Berne, South Africa, Australia, California and Luxembourg. Do you feel at home in Berne?

«I spend two to three months a year in my father's house in Bolligen just outside Berne. I have loved those 700-year-old walls and life in the country ever since I was a child; to me, Berne is inextricably linked to that house. I feel at home anywhere I can create something. Anywhere I have friends and family and anywhere

there are vast expanses of unspoiled land, like on my wine estates in Argentina and California, for example. Funnily enough, though, I don't feel Argentinian or American but Swiss through and through.»

Has your 'Swissness' helped you achieve your international success?

«Yes; I am fairly hard-working, punctual, quality-conscious, precise, reliable, but

„I am stubborn – typically Bernese!“

sometimes I can also be quite stubborn – typically Bernese! I don't think any of these characteristics stand in the way of success! And because I'm Swiss, many of my customers expect me to be like that anyway, which I find quite amusing.»

ARGENTINA : FOR THE LAST SIX YEARS DONALD M. HESS HAS LIVED MAINLY ON HIS WINE ESTATE IN COLOMÉ, ARGENTINA. HESS'S ARGENTINIAN WINES ARE ALSO AVAILABLE FROM HIS WINERY MÜNSTERKELLEREI AG IN LIEBEFELD NEAR BERNE.



Does your passion for art influence your corporate philosophy?

«Yes; you approach a painting in much the same way as you approach a friendship - or a company. You have to get to grips with it first, you have to take time, you have to take your feelings seriously. To understand a picture you have to look at it and get in touch with your own feelings. Does the picture move me, do I like it, do I find it disturbing? These are the questions I ask myself. I bought my first winery in 1985, and it was so huge that I decided to use 1500 square meters of it as gallery space. But it has always been important to me to keep the art of exhibiting and the art of wine-making separate, so I present the two alongside each other. I hope that people who appreciate good art will equate the art with my wine. And vice versa. So art and business have a positive impact on each other.»



Why are you committed to biodynamic viticulture?

«Because I am aware that we are gradually destroying our world. And because I do not want to sit back and let it happen, as a responsible entrepreneur, I do everything in my power to introduce improvements. That is also the reason why my latest wine-making project in Colomé, Argentina, is entirely biodynamic.»

Can you see yourself setting up a similar project on the shores of Lake Biel?

«I tend to specialize in the sunny New World, where the climate makes it much easier to produce good wine. Swiss wine producers have taken a massive step for-

”Good wine has a lot in common with good art.”

ward in recent years in terms of quality; wines from Lake Biel are top class. But I am used to planting on a large scale, and sadly there just isn't the space in Switzerland. I need an area of a certain size to be able to make a profit and pay my many employees.»

What is it about Berne that inspires your wine making?

«Its artists. Good wine has much in common with good art. Like an artist, a wine producer must ask himself the question:

what character do I want to give my work?

The great Bernese artist Rolf Iseli got me interested in biodynamic wine production in 1968 when he initially refused to sell me any pictures because I was an industrialist. After ten dinners together and many lengthy discussions, I managed to get the Iseli picture I was after – and decided to sell my shares in chemical companies in France and the UK.»

What you like most about Berne as a business location?

«Because I was born here, I'm probably not entirely impartial (he grins). The quality of life in Berne is fantastic; to me the city is one of the most beautiful in Europe. Most of my art collection is made up of works by Swiss artists.»

Do you have a vision of your future in the Canton of Berne?

«I fully intend to continue to spend every summer at my father's house in Bolligen, even after I retire – if I ever do!»

INSPIRATION : DONALD M. HESS'S ART COLLECTION IS ON DISPLAY IN THREE MUSEUMS – IN CALIFORNIA, SOUTH AFRICA AND ARGENTINA. BERNESE ARTIST ROLF ISELI IS ONE OF HIS FAVORITES.

FACTS & FIGURES

Donald M. Hess (72), CEO of Hess Group AG, comes from a brewing dynasty. Following in the family's footsteps he studied viticulture and enology in Munich, and took over the family business at the tender age of 20 after his father's sudden death. He made an international name for himself with his Valser Wasser, mineral water from the Vals valley in Graubünden, as an owner of real estate, hotels and restaurants (ten of which are in the Berne region), and as an art collector. Today the Hess Group operates three wineries in Napa Valley, California, and owns the Estancia Colomé estate in Argentina, the Glen Calou estate in South Africa and the Peter Lehmann estate in Australia. Hess also exhibits his extensive art collection in museums in Argentina, South Africa and California which are open to the public free of charge. Son of a Bernese father and an American mother, he has homes in Argentina and Bolligen near Berne.

Information

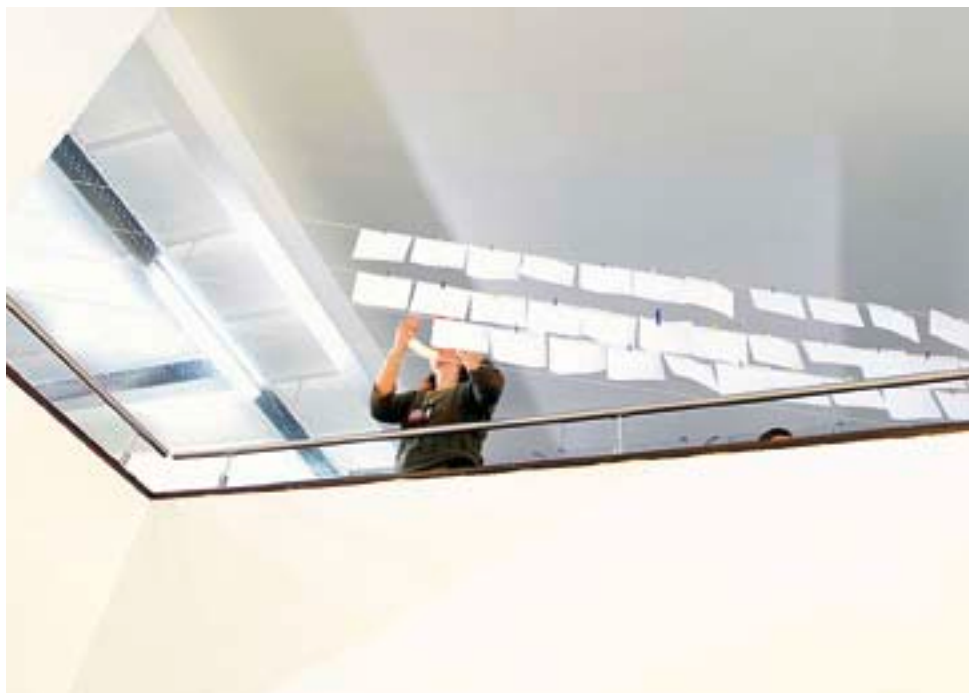
www.hess-group.ch

www.hesscollection.com

IDEAS FROM THE SHORES OF LAKE BIEL

Producing ideas at the touch of a button at the BrainStore IdeaFactory

The Biel-based BrainStore IdeaFactory produces tailor-made ideas for companies and private individuals quickly, accurately, systematically and non-stop. BrainStore co-founder Nadja Schnetzler explains how industrial idea production works.



CREATIVE TEAM : THE TOP IDEAS HUNG UP IN THE «AIR-PORT» ARE ALL ASSESSED BY EXPERTS, TEENAGERS AND CLIENTS.

BrainStore CEO Markus Mettler and you, Ms Schnetzler, both hail from Appenzell. You work on an international level, you run idea-finding workshops in Kuala Lumpur, Frankfurt and New York. So why have you chosen to base your IdeaFactory, of which there are now three, in Biel?

«We were looking for a base that is diverse and multifaceted, at a point where eastern and western Switzerland meet, and that is at the center of Europe. Out of all the places we looked at in Switzerland, it was Biel that impressed us straight away. There is a lot going on here; Biel is exceptionally open to new ideas. Different cultures and languages come together in Biel; the city is a multicultural breeding ground for innovation. And that is vital to our idea-finding process.»

Where do your ideas come from? How do you produce your ideas non-stop?

«Our ideas come about in three stages: IdeaBoost, consolidation and decision. And we leave nothing to chance: we always work according to our tried and tested, high-precision process.»

«IdeaBoost means examining the client's problem from as many different angles as possible. To do this we form a creative team together with clients, target group representatives and young people, and brainstorm on these angles in a workshop. We then cut and polish the rough diamond in the consolidation phase. The participants always rework the material in different ways and produce a range of specific suggestions that are examined by experts afterwards. In the last stage we select about twenty of these ideas and present them to the client in a comparable form. If the client wants us to, we can develop the idea right up to its implementation. Our tried and trusted process is a highly efficient idea-finding exercise which guarantees our clients high-quality, well-substan-

tiated, ultra-fast results. Today we have got to the point where we can even offer our clients their own tailor-made ideas factories.»

Can you produce ideas for every conceivable problem? Is your pool of ideas unlimited?

«Yes, provided we choose the right people and ask the right questions. For instance, last year the chemicals giant BASF asked us to come up with some new synthesis methods. Two of the ideas we produced are now regarded as revolutionary in expert circles. We can make wonderful things happen with our process because it is universal and therefore facilitates real innovation.»

In your opinion, how innovative is the Canton of Berne?

«The Canton of Berne is home to numerous innovative companies producing ground-breaking products and services. The region is world-renowned for its precision engineering and medical technology companies. Biel is a unique, multilingual, broad-minded, cosmopolitan mini metropolis. My American sister-in-law, who visited me in Biel recently, hit the nail on the head: «Biel is just like New York!» The city of Biel and the Berne Economic Development Agency are doing wonders for companies here. I couldn't imagine a better place to live and work.»

Information
www.brainstore.com

SMALL BUT PERFECTLY SPHERICAL

Miniature ball bearings from MPS

MPS Micro Precision Systems AG manufactures and fits micro components. The company chose to establish its headquarters in Biel for good reason: it is the watchmaking capital of the Canton of Berne.

Ms Thibaudeau, can you tell us about your company's innovations in micro-precision technology?

«Our high-precision ball bearings for the watchmaking, automation, defense and medical technology industries are unique. Our miniature ball bearings are made of steel or ceramic and meet the highest quality standards for spheres with diameters of between 200 µm and 1.6 mm. Our x-myrox bearings for titanium and zirconium oxide implants are biocompatible and corrosion resistant. Unusually, because the spheres in our ball bearings are ceramic, they do not need lubrication, they are completely maintenance-free and they last indefinitely. The perfectly balanced x-myrox ball bearings produce much lower friction than standard ball bearings. We have also managed to significantly reduce the size of our ball bearings. All this makes them a milestone in medical technology.»

What is your vision for the market?

«There is a definite trend towards further miniaturization and integration. The modular construction method that is widely used today will tail off in favor of a system that has a wide variety of functions already integrated in it. Product development at MPS takes place in a constant exchange of ideas with our clients, so all our innovations are tailored precisely to their wishes and needs.»

How important is microtechnology to the Canton of Berne? And why is your company based in Biel?

«Biel has a proud history of watchmaking going back hundreds of years; it is home to world-famous companies like Rolex and Omega. Medical technology in the Canton of Berne is also well known and highly regarded. As we have many customers in these industries, it was a logical step for us to decide to base ourselves

here. We were also impressed by its central location and its excellent links to highways and airports. What is more, we know that we can rely on the quality of education in this area: the local schools and technical colleges produce highly competent young people and provide us with the specialists we need. Our customers, suppliers and dealers have confidence in a company that has established itself in a region with an outstanding level of technical expertise and such a good reputation for microtechnology. For me, the city of Biel in particular has an incredible dynamism, it is an international industrial city with a cosmopolitan outlook. A fantastic synergy is generated here between industrial and innovative culture.»

Information

www.mpsag.com

Map including Switzerland's cities on page 35

FACTS & FIGURES

Canadian-born **Nicola Thibaudeau** (48) is CEO of MPS Micro Precision Systems AG, which was established in Biel in 2003. The company belongs to the Faulhaber Group and employs about 190 people at its two sites in Biel and Bonfol. MPS specializes in manufacturing and marketing microtechnology and microsystems based on ball bearing technology for the medical technology, watch making, defense and automation industries.



MINIATURES AT THEIR VERY BEST

Microtechnology in the Biel Seeland

With its pneumatic and electrical sensor, valve and drive technologies, Festo Microtechnology AG is a byword for innovation in industrial and process automation. From individual components to ready-to-install solutions, the Pieterlen-based company has developed an outstanding reputation with its microtechnology products.

Festo opened for business in Esslingen near Stuttgart, Germany, in 1925, manufacturing wood processing machines. In doing so it laid the foundation for its worldwide success. Today, with its more than 250 agencies and 56 national operating companies, the Festo Group is the world leader in automation technology. The company supplies products to a highly di-

verse range of industries from automotive and electrical engineering to medical technology. «The Festo Group produces more than 25,000 products in several hundreds of thousands of variants,» explains Sven Zybelle, CEO of the Biel Seeland branch. «At Pieterlen we specialize in highly demanding, complex mechatronic products that follow the two megatrends in automation: miniaturization and function integration, as well as 'plug-and-work'. Customers are increasingly looking for small, intelligent products that can be installed and used very quickly. We meet this growing demand.»

At the Pieterlen site, which was established in 2002, Festo manufactures pressure sensors, flow sensors and proportional valves. «We are the group leaders in this product group as we are the only producers of

these sensors and valves in the Festo Group,» Zybelle explains with pride. The latest products on the market are made in Pieterlen. Along with their proportional valves, the new pressure and flow valves are the group's best sellers. Piezo technology is another area on which Festo Microtechnology AG is keen to focus in the future (see page 13).

Intelligent and competent

«We have developed our own expertise in all of our products,» says Zybelle, who has headed the start-up company right from the word go. Product development takes place in-house. The close proximity between R&D and manufacturing is key to enabling the design of each product to be precisely matched to its actual production. Undergraduates, graduates, postgrads and qualified specialists all contrib-

FESTO'S FINEST : PIEZO TECHNOLOGY EXPLOITS THE PIEZO-ELECTRIC EFFECT OF CERTAIN CRYSTALS OR POLYMERS. WHEN AN ELECTRICAL CHARGE IS APPLIED TO ONE OF THESE CRYSTALS, A MECHANICAL STRESS IS PRODUCED WHICH CHANGES THE SHAPE OF THE CRYSTAL. DEVELOPMENT AND MANUFACTURE OF NEW PIEZO TECHNOLOGY PRODUCTS TAKE PLACE SIDE BY SIDE AT FESTO.



FACTS & FIGURES

Festo is the world's leading provider of pneumatic and electrical drive technology. The company employs about 12,800 people in its 250 branches and achieved an annual turnover of €1.65 billion in 2007. Its head office is in Esslingen, South Germany. In addition to Festo AG & Co. KG, which was established in 1925, the group also includes Festo Didactic GmbH & Co. KG, which develops training programs. The Festo Group owns 2,800 patents and has won numerous innovation prizes, including 70 national and international design prizes in the last five years alone.



ute to the development and outstanding quality of all Festo products through their studies.

Supporting upcoming employees is part of the company's philosophy. «We must nurture the talents we have in-house, because we want our staff to feel that they are part of the company – both from a personal and a business point of view. This also enables us to ensure that our technologies undergo a constant process of improvement, and it also means that we will continue to have the most suitable and best trained people on board in the future because we want to continue to grow,» Zybelle says. To remain competitive, there also needs to be a constant exchange of ideas with competitors and universities, which is most effective when it takes place in networks, he believes. Festo Microtechnology AG was in fact one of the founding members of the Precision Cluster network, which is supported by the Berne Economic Development Agency.

Ideally situated

«Pieterlen is the perfect location for our company,» says Zybelle. «We knew straight away that we wanted to move here. Microtechnology plays a very important role in the Canton of Berne, which is further underlined by the official support it receives

from the government. This region's watch-making industry and medical technology are world-famous. Microtechnology is also extremely important to many different industries in the Canton of Berne. So it is the perfect place for us.» The support offered

„Pieterlen is the perfect location for our company.“

by the Berne Economic Development Agency was a crucial factor in the company's decision to locate here, as were the excellent links to the highway network, Zybelle says. On a personal level, German-born Zybelle is also delighted with Pieterlen as a place to live and work: «The people are open-minded and friendly, and the Jura mountains and the beautiful lakes are a wonderful place to spend your leisure time.»

Leading innovator

Sven Zybelle finds his job fascinating because of the combination of high precision, different materials, electronics, mechanical engineering and control technology/software it involves. «I joined Festo because top product quality and the very latest research technologies are a high priority for

FACTS & FIGURES

Berlin-born **Sven Zybelle** (41) has been living in Switzerland with his family for 13 years. «I love Berlin, but I also love the peace and tranquility of the countryside in the Canton of Berne.» Father of two sons, Zybelle started specializing in automation technology and cybernetics/robotics while studying for his degree in electrical engineering. «That is most likely where Festo's diversity in mechatronics comes from.»

me. Festo leads the way as an innovator in the microtechnology sector,» he says.

Monitors, telephones, solar technology, cars – ever smaller, ever flatter, ever more powerful and ever more compact products are in demand in every field. «We regard microtechnology as an indisputably future-proof market. Demand for microtechnology products is huge. So it is up to us to provide the necessary applications. We at Festo are convinced that microtechnology is set to enjoy a highly successful future.»

Information

www.festo-microtechnology.ch
www.cluster-precision.ch

ADVANTAGE: GLASS

Glass creates a comfortable home and helps protect the climate

Glass architecture and glass technology are on the march. Glas Trösch AG has also made protecting the climate a top priority. Bützberg in the Canton of Berne is home to some of the world's best insulating glass, as well as excellent safety glass, automotive glass, façade glass and interior structural glass.

«Our construction products are the best in the world,» says Erich Trösch, CEO of Glas Trösch AG. «The perfect processing quality of our glass is unrivalled. This could have something to do with a typical Swiss characteristic: our love of precision.» In addition to outstanding quality, Trösch ranks proximity to customers as his highest priority. The company has 40 factories in

Switzerland, Germany, France and Ukraine operating in three areas: glass manufacture and coating, glass finishing for façade and interior use and automotive glass manufacture and sales. Glas Trösch's head office in Bützberg in the Canton of Berne specializes in insulating glass, single-layer safety glass and laminated safety glass. «Our glass does not shatter. It does crack, but it does not break up because there is a special film sandwiched between the layers. That is what makes our laminated safety glass so popular with our customers,» the CEO explains.

The future is glass

Traditionally glass has only been used on the outside of buildings, but recently it has been increasingly finding its way inside as well. Stairs, floors, partition walls, kitchens and bathrooms – today anything can be

FACTS & FIGURES

The **Glas Trösch** group of companies manufactures, processes and finishes glass for a highly diverse range of applications: from insulating glass, safety glass and automotive glass, glass buildings and furniture to high-tech glass used to solve a host of different problems. Founded in Bützberg in 1905, the family-run business has evolved from a glass and mirror factory to the world's leading provider of flat glass products, and supplies customers in the construction, façade, window, furnishing and design industries. Its 40-plus sites in Switzerland, Germany, France and Ukraine employ just under 3,000 people.

UNDERSTANDABLE : ERICH TRÖSCH BELIEVES IN DYNAMIC GROWTH, ESPECIALLY IN THE EAST: GLAS TRÖSCH AG EXPANDED INTO UKRAINE IN 2008 AND IS OPENING ANOTHER GLASS FACTORY IN POLAND IN 2009. INTERACTING WITH HIS COLLEAGUES IS IMPORTANT TO ERICH TRÖSCH: SO HE DECIDED TO LEARN RUSSIAN AND CAN NOW CONVERSE FLUENTLY WITH HIS UKRAINIAN STAFF.



made of glass. Glass stairs assembled without a single nut or bolt and glued only with silicon still look beautiful and are still safe even after decades. Nowadays glass columns can even replace load-bearing elements like steel beams. «We are involved in numerous innovations. We get to know about the very latest projects in architecture and the automotive industry long before the public hears about them. I must say I like that,» smiles Erich Trösch. And he has a vision: «Needless to say, my dream would be to see an entire city made of glass.» But at the moment Trösch is hoping for a much more down-to-earth innovation specifically for the Oberaargau region, the economic powerhouse of the Canton of Berne where his company is based. He is campaigning for a highway feeder road that would enhance the area's traffic infrastructure and would be of immense benefit to this enterprising business area.



Striking

Glas Trösch has opened up new design possibilities for glass. Building façades can now be transformed into advertising media or works of art with all-over screen printing or color printing. Numerous major buildings in the Canton of Berne count on Glas Trösch. From the Zentrum Paul Klee, the PostFinance Arena and the Federal Parliament Building to the newly opened

”Insulating glass can deliver huge energy savings.”

Westside shopping center and the huge canopy in Berne's train station square, Trösch is making its mark on the region's architecture.

At Glas Trösch, innovative glass products are produced in two central development departments. Trösch's physicists, engineers and material scientists work closely with universities and research centers like the Fraunhofer Institute to guarantee ongoing development and enhancement of this exceptionally versatile, tough material. Progress is also a top priority when it comes to staff training: Glas Trösch has set up a special advancement program for young people in collaboration with the ZfU International Business School in Thalwil,

and also runs a wide range of training courses and seminars. «My employees' welfare is very important to me. I want my people to enjoy working for the company that my family established and built up. That's probably one of the strengths of an owner-run company,» says the CEO. And the company's success bears him out: its ground-breaking product innovations are unrivalled in the industry. Glas Trösch holds the world record in insulating glass performance: glass from Bützberg insulates every bit as well as masonry.

Guardians of the climate

«We developed and produced the very first insulating glass more than 50 years ago. And we have recently developed a new climate-friendly product that is making a real contribution to protecting the climate: our SILVERSTAR TRIII triple insulating glass,» says Erich Trösch. With its highly efficient insulating properties, SILVERSTAR TRIII reduces energy consumption and therefore helps to cut CO₂ emissions. This glass can also be fitted with a range of optional extras, for example to improve soundproofing. In the state-of-the-art magnetron coating plant in Bützberg, the surface of the glass is coated with a wafer-thin nano-coating which significantly changes the properties of the glass. «We are already meeting future MINERGIE standards for windows today.

FACTS & FIGURES

Erich Trösch (44) has been CEO of Glas Trösch Holding AG since 2002 and is the fourth generation of his family to run the family business. Erich Trösch graduated in mechanical engineering in Zurich and obtained an MBA from Lausanne. He lives in Bützberg with his wife, two sons and a daughter. What fascinates him most about glass as a material is that it can be used for virtually anything anywhere. Erich Trösch collects glass art and particularly admires glass architecture featuring facades with large areas of digital printing.

Replacing 40 square meters of conventional double glazing in your detached house with our triple glazing can save you about 1,050 liters of heating oil a year,» says Trösch with a smile. «And much of the energy used to produce the glass can be recovered – after all, glass is a recyclable raw material.»

Information
www.glastroesch.ch

CRYSTAL-CLEAR VISION THANKS TO PRECISION

Berne's precision optics on the road to success

Precision by tradition – Haag-Streit AG has been delivering a crystal-clear vision for the past 150 years. But precision optics is not the only field in which Haag-Streit excels worldwide: the company has an impressively diverse product portfolio ranging from medical technology and its associated hardware and software to complete medical practice equipment.

«Our success story started in Berne. And our headquarters are still here,» says Walter Inäbnit, Chairman and CEO of Haag-Streit AG. The company has had a close relationship with the University of Berne for 150 years. Back in 1858 two Univer-

sity of Berne graduates, Friedrich Hermann and Hermann Studer, set up a precision workshop after a colleague of theirs, the young physics and astronomy professor Heinrich Wild, had asked them to design and manufacture some preci-

J.H. Pfister and Alfred Streit, who ultimately joined forces with Wilhelm Haag, establishing the company's name as it is today. Haag-Streit AG is still a family-run company. «My family has been part of the company for four generations. I myself became chairman 20 years ago,» says Walter Inäbnit.

Precise and practical

Inäbnit's 29-year-old son also works for the company, in the IT department. «But at this point I can't say who will take over from me when the time comes to find my successor. The job will go to the most suitable candidate, regardless of any family ties,» explains the CEO. The Haag-Streit family group consists of three blocks: the biggest division – the manufacturing holding company – focuses on manufacturing medical technology equipment, the financial holding company provides the manufacturing companies with the necessary capital along with Immobilien- und Finanz-AG, and a third division manufactures special products. «The history of how certain Haag-Streit products came into being is a fascinating one. Our headsets for pilots and call centers are based on a World War II pilot's helmet, for example. The other feature we used on the pilot's set besides the headphones was the oxygen mask. This was the template for our pulmonary pressure measuring device.»

Testing and measuring

Haag-Streit is probably best known for its ophthalmological measuring devices. One of its best-sellers is the famous slit lamp microscope, which is used for in-depth eye examination. Together with an additional measuring device, it enables the thickness of the cornea to be measured very easily and very precisely. «This is the world's most accurate device for measuring cornea thicknesses. The laser measuring device measures to an accuracy of one-thousandth of a millimeter,» explains



FACTS & FIGURES

Walter Inäbnit (62) lives with his family in Berne. Having qualified as a precision engineer and after a period of further technical and commercial training, he joined Radio DRS as Head of Production and Technology. After gaining a post-graduate qualification from the University of St. Gallen, he was appointed CEO of the international Haag-Streit AG. The company has been run by Inäbnit's family for four generations. Today he oversees a workforce of 900 people in 18 companies in Switzerland, Germany, the UK and the USA.

sion meteorological monitoring equipment. «In those days it was not unusual for a physicist to also be a physician. So it was a logical step for Hermann and Studer to start manufacturing medical technology beside their physical measuring equipment in their workshop in the Old City of Berne,» says Inäbnit. The aspiring mechanical engineers soon made a name for themselves with their sophisticated, high-precision instruments, which would go on to become famous throughout the world. They soon added optical instruments to the range of physical and meteorological equipment they were manufacturing. Later this ever-growing workshop changed hands: Messrs. Hermann and Studer were succeeded by

Walter Inäbnit. These instruments contain numerous complex modules. And that is one of Haag-Streit's strengths: from laser optics to lighting, and electronics to output devices, the company manufactures virtually all the individual components in-house. «Except for the screws,» admits Inäbnit with a smile. «We buy them from suppliers.»

Haag-Streit's products are primarily used in pulmonology, microsurgery and ophthalmology. A software company supplies the software for ophthalmologists. In addition,

“Our company's future not only depends on our products but also to a large extent on the people who work for us.”

Haag-Streit also equips entire medical practices and operating theaters, such as the theater at the Berne Insel Hospital. The company not only supplies the microscopes but all the rest of the infrastructure as well. «Equipment that enables doctors to read and exchange data, either with the

patient or with colleagues, is becoming increasingly important. We provide the necessary processor control systems, touch screens, navigation systems and laser pointers that can control equipment such as a microscope with a built-in camera being used in neurosurgery, for example.»

Optimization in the blood

People's wellbeing is at the heart of this Bernese company's product range. «We were the first manufacturer ever to develop a pulmonary measuring device that can diagnose tuberculosis in just 30 seconds. The device is currently still in the test phase. Up to now, the only way to diagnose tuberculosis has been by means of a blood test, which can take at least two days,» explains Inäbnit, adding with a smile: «We are the most expensive, but we are also the best.» All Haag-Streit products are of an equally high standard. «It is important to us to be both traditional and innovative. So we have made the expression «tradition and innovation» our guiding principle,» he says.

The philosophy pursued by Walter Inäbnit has without doubt contributed to the company's unrivaled success: «Our company's

future not only depends on our products but also to a large extent on the people who work for us. We always need the right people at the right time; this is crucial for our success.» This was true of the company founders Hermann and Studer, and is also demonstrated by Inäbnit himself. And the staff and managers of Haag-Streit AG will have to keep on proving this during the next 150 years.

Information

www.haag-streit.com

TRIED AND TESTED : OPHTHALMOLOGY IS PARTICULARLY CLOSE TO THE HEART OF CHAIRMAN AND CEO WALTER INÄBNIT: HAAG-STREIT HAS DEVELOPED COUNTLESS OPHTHALMOLOGICAL MEASURING DEVICES OVER THE PAST 150 YEARS.



WHAT TAKES US FORWARD

Centers of excellence in the Canton of Berne are driving research and development forward: Thierry Carrel, a cardiac specialist at Berne's Insel Hospital, is opening up new perspectives for cardiac surgery. The Berne University of





Applied Sciences and RFIDnet are exploring the development opportunities for RFID technology in product management. The University of Berne is helping to train the next generation of employees under Professor Felix Frey.

BRILLIANT BIONICS :
WITH A COMBINATION OF
MECHATRONICS AND BIOLOGI-
CAL MODELS FROM NATURE,
FESTO MICROTECHNOLOGY
AG'S «AQUAJELLY» BIONICS
MODEL IS OPENING UP NEW
POTENTIAL FOR AUTOMATED
MOVEMENT SEQUENCES OF THE
FUTURE.

A HEART FOR RESEARCH

The new spin-off company at the Berne Insel Hospital is opening up new perspectives for cardiovascular surgery.

Securing research and development for the long term – with ever-shrinking financial resources. The top brass at the Berne Insel Hospital's cardiovascular clinic have big plans: they are hoping that their new company will open up new horizons in cardiovascular surgical research.

«Our new company brings in the money we need to fund our own selected projects. That gives us and our researchers a lot of freedom,» says Professor Thierry Carrel. In

FACTS & FIGURES

Thierry Carrel's heart has beaten passionately for medicine ever since he was young. Even at med school, what fascinated him about cardiac surgery was the combination of manual dexterity, non-surgical thinking and state-of-the-art technology. These days Carrel is one of Switzerland's top cardiac specialists and is committed to driving research and teaching in the field forward. He is director of the University of Berne Insel Hospital Clinic and Outpatients' Department for Cardiovascular Surgery.

the spring of 2008 he and his colleagues Jürg Schmidli and Hendrik Tevaearai set up Swiss Cardio Technologies AG, a spin-off of the Berne Insel Hospital's cardiovascular clinic.

Investing in innovation

Professor Carrel has never been short of ideas – it was the funding to implement them that was lacking. A university hospital clinic has three important tasks to fulfill: service provision, research and teaching.

„A good team is worth its weight in gold.“

And financing the projects has become more and more difficult over the last few years. «I had to lay off some very valuable staff because we no longer had the money to pay them,» says Carrel. To support the

university's research they not only needed funding from the Canton, the federal government, the National fund and faculties, but also from private investors and industry. The company works closely with industry and is supported by investors. «We have always made our research results available to industry on a regular basis. But industry used to get more benefit out of that than we did. Since we set up Swiss Cardio Technologies AG, industry has had to go through our company in order to gain access to our projects. And ultimately everyone concerned will benefit from that.» Not only is the financial side properly organized now, the project processes are also clearly structured.

«As in any company, our industrial customers now have to place an order with us to get the benefit of our experts' experience and resources. And as in any company, we charge a fee for our services.» This was not well received in the early stages. «It was an uphill battle to begin with, because people thought we were only doing it for the money.» Had it not been for the support of Hendrik Tevaearai, his deputy Jürg Schmidli and the experienced entrepreneur Hanspeter Kieser, who heads the company as CEO, Carrel would probably not have been able to guide Swiss Cardio Technologies AG through its start-up phase so successfully. «A good team is worth its weight in gold.» An effective business plan and advice from experienced lawyers also helped the company get off to a positive start.

Cardio Technologies AG is not only committed to product development; it is also already launching marketable products. This is bringing in the capital it needs to enable it to reinvest in research.

Opportunities and adventures

«Although we are confident, we do not know how our project will develop in the future. We see the company as an adven-





ture, a pilot,» Professor Carrel adds as a note of caution to all the optimism.

A current focal point of their research is «artificial organs» – replacement organs or their components. Another field is local repair of the cardiac muscle, the aim of which is to populate a scarred area of the heart with stem cells or muscle cells to heal it instead of having to perform heart trans-

plant surgery. Carrel: «Our staff has already won awards for this. Our spin-off is enabling us to continue down our successful road.»

„The spin-off gives our researchers more freedom.“

And he has a vision: «Our ambition is to one day be one of the top five cardiac sur-

gery centers in Europe. And one of the top ten in the world.» The company – and therefore the heart of this vision – is already a reality today.

FACTS & FIGURES

The Clinic and Outpatients' Department for Cardiovascular Surgery is part of the Swiss Cardiovascular Centre at the Insel Hospital in Berne. Thanks to the high quality of the center's teaching and research in the field of cardiovascular diseases, it has an excellent reputation throughout Switzerland and beyond. Cardiac surgery involves treating diseases, injuries or deformations of the heart with surgery. The Berne Clinic works closely with the Basel University Hospital Cardiac Surgery Clinic. Every year more than 1,200 cardiac interventions and some 1 000 vascular interventions are performed at the Insel Hospital and about 600 cardiac operations are performed at the Basel University Hospital.

Information
www.swisscardiotech.com

THE DATA WHISPERERS

RFID technology advisory center

Fido has one under his skin, marathon runners have them on their shoes and many of us have them in our passports. The RFID tag, which is the size of a grain of rice, can identify living beings, record competition times or store personal data. RFID expert David C. Gürlet, CEO of Berne-based RFIDnet, talks about the potential and future trends of the minichip.

What can RFID technology do?

«It can be used to help prevent shoplifting at the Manor department store, for personalized access badges, for locating an object in a three-dimensional space or even for coordinating an entire supply chain. Its uses range from extremely simple applications to highly complex ones.»

To which industries is RFID relevant?

«According to the EU it is used in nine main areas: the consumer goods industry, trade, traffic and logistics, the automotive industry, the chemical industry, pharmaceuticals, healthcare, sports and animal identification. RFID is used in different ways in each industry. Tracking and tracing is also used in each of these nine categories. This system can be used to track anything from a person moving through a city to the path

of a falling rock. For example, the University of Berne has undertaken a study of debris avalanches in the Bernese Oberland. The researchers split some rocks, inserted RFID chips and allowed the rocks to roll down the mountainside. This ena-

FACTS & FIGURES

David C. Gürlet (59) is co-founder and CEO of RFIDnet Bern GmbH. An engineering graduate, Gürlet has been involved in ICT/IT and RFID as an entrepreneur, consultant, CEO and lecturer for the past 20 years. He has set up and run three companies in these fields and is one of three partners in the consultancy ocha GmbH (www.ocha.ch).

bled them to ascertain precisely how and at what speeds the rocks fall, where they get stuck, where they turn and where they ultimately end up.»

Could RFID be described as the successor technology to the barcode?

«No, RFID is much more complex. The barcode never identifies itself, for example. But the difference is not just technological: with barcode technology, people are not worried that their personal data could be read by an unauthorized person. Unlike owners of biometric passports, who tend to be very concerned that someone could access their details.»

Can you at the RFID Centre do anything to combat these fears?

«Yes, that is what we are aiming to do. We also want to clarify what is and what is not possible at this point in time. RFID has immense potential, and it would be bad news if this progressive technology were to fail because of ignorance and fear.»

What else do you want to achieve at the new centre of excellence?

«I would like to generate awareness of the opportunities offered by RFID and encourage acceptance of the technology. I am planning a series of events, training courses and talks for representatives of industry and business and for students. In doing so I hope to bring the Berne University of Applied Sciences' know-how and the needs of business and industry together. I also want to show companies when and how RFID can be used effectively and efficiently.»

In what situations can the use of RFID save money?

So when is it profitable to use RFID? «A good example is in bed management at the Inselspital in Bern. We have tagged all the hospital's beds and mattresses. The customer wanted to optimize its bed man-



UPSIDE : BERN'S INSEL-
SPITAL USES RFID TAGS
FOR ITS HOSPITAL BEDS AND
MATTRESSES, WHICH SAVES
BOTH TIME AND MONEY.

agement process for its fewer than 1,000 bed spaces and reduce the 1,600 existing beds. With 300 spare beds alone it has managed to achieve investment savings of 300 times CHF 5,000, or a total of CHF 1.5 million. In addition, the bed management process is also enabling significant savings to be made in time and cleaning products: the Inselspital is saving CHF 200,000 across its 45,000 cleaning sessions per year. RFID also helps reduce mistakes. The value of RFID lies in the way it enables processes to be adjusted and improved."

How big is the Swiss RFID scene?

«There are a lot of companies in Switzerland selling third-party solutions, but only 30 to 40 companies offering in-house solutions. RFID tags are only made locally by the Swatch Group, which produces about 200 million chips a year. And then there is Sokymat (now Assa Abloy ITG), which casts chips into carriers and manufac-

”But the question of ethics is much more complex.”

tures inlets. The Chinese are way ahead of us in terms of chip production: the Chinese already produce more than one billion chips per year. But when it comes to the software applications, every Swiss company has the opportunity to get a foothold in this market.»

How will RFID be used in the future?

«Soon we will no doubt be doing what they are already doing in Asia: paying for soft drinks or public transport tickets with a chip in our mobile phones (NFC). In the next three to five years we could also see polymer-based postage stamps being produced in the form of RFID chips. This will make it easier to track and trace letters – which will be amazing when you



think back to the anthrax letters incident. And we would no longer need to register letters.»

To what extent is RFID compatible with data protection?

«The Swiss Federal Government's RFID report states that we will not have to reinvent the wheel in data protection terms for RFID. All we have to do is apply our existing laws properly. The point at which data collected in a chip is linked to personal data is the critical point. At that point we have to comply with the existing laws. But the question of ethics is much more complex: can we, and should we, record all patient movements in a hospital, for example? Will that really benefit the patient? We have a National Council Ethics Committee charter, but that does not cover the use of such highly developed technologies. Swiss politicians will have to come up with a national ethics charter for the technologies of today.»

Information
www.tcbe.ch
www.rfidnet.ch

FACTS & FIGURES

RFID stands for Radio Frequency Identification. RFID is an automatic, contactless radio identification process used to locate objects, people or animals. Depending on the application, RFID tags take different forms and have ranges varying from one centimeter to 300 meters.

RFIDnet GmbH was established on 5 May 2008 as an independent RFID consultancy. Its services include consulting, presentations, training courses and events on the subject of RFID, and it facilitates the transfer of knowledge between the Berne University of Applied Sciences and industry. RFIDnet networks the Swiss RFID scene with the rest of Europe and is a member of the international industry association AIM. The company is owned 50 % by the Berne University of Applied Sciences and 50 % by tcbe.ch – ICT Cluster Berne.

THE TALENT FACTORY THAT BENEFITS US ALL

World-class research and teaching at the University of Berne

The University of Berne is proud of its excellent learning environment and groundbreaking research work. To provide talented scientists with the perfect conditions in which to develop, Vice-Rector Professor Felix Frey and his colleagues pursue a strategy that gives their researchers plenty of autonomy.



Professor Felix Frey believes that good research is very much dependent on individuals – motivated people who have the ideas, courage and imagination to explore the unknown and create something new. «One of the University's core tasks is to create a good environment for researchers so that we can attract talented lateral thinkers,» Professor Frey explains. «The University of Berne is exceptionally diverse and offers a wide range of subjects. That means plenty of autonomy and development opportunities for our students, researchers and lecturers.»

Part of the University of Berne's strategy is also to focus on promoting certain areas of science: up to 2012, for example, its leading position in climate research, north-south relations (mitigating the syndromes of global change), international trade regulation (analysis of the principles of international trade), space research and medical technology are to be main-

FACTS & FIGURES

Prof. Felix Frey is Vice-Rector Research at the University of Berne and Director of the Department of Nephrology and Hypertension at the Berne Insel Hospital (www.nephrobern.ch).

tained and expanded. According to Professor Frey, there are many reasons why the University should focus on these themes, the first three of which coincide with themes tackled by the Swiss National Centers of Competence in Research (NCCR): «Berne has been at the forefront of space research in Switzerland for many years. Our physicists already enjoy an international reputation. And climate research is also important for industry and the insurance sector. Our Graduate School programs in this area are very popular.» Other themes the University believes will

lead to fruitful development processes are Public Governance and Art and Culture. «We decided to focus on Public Governance because the demand for professional people in the public sector will continue to grow.»

Well thought through

«We work closely with the Berne University of Applied Sciences in the field of art and design. For example, the University is the partner institution for the Literary Writing study program in Biel,» Frey explains. This subject is particularly interesting in a regional context: world-famous authors Walser and Dürrenmatt both hailed from the Berne region. The Berne-based Abegg Foundation, which is dedicated to collecting, researching and presenting historic textiles, has achieved international renown. Together with the Berne University of Arts it offers BA and MA degree programs in Textile Conservation and Restoration.

«We have generally been able to significantly improve opportunities for the next generation of professors and have even created some new professorships. The pressure from our up-and-coming scientists is a breath of fresh air for us,» Professor Frey says. And he wants to maintain this expansion so that new ideas will continue to flow on all levels in the future.

Open-minded and international

The University of Berne offers world-class Masters and PhD degree programs. Top experts provide top-class tuition. Its scientists are not only networked with one another in research projects but also with colleagues abroad.

It is also important for the University to make a name for itself internationally in order to attract both Swiss and foreign scientists and students. Securing adequate financial support for its various fields of research is therefore vital. «Here in Berne the

professors are largely free to decide how they want to spend their research funds within the context of their service level agreements. The University hopes that it will continue to be able to count on the generous financial support provided by the Canton,» says Frey.

This is certainly money well spent, because a University of Berne professor generates about CHF 292,000 per year in third-party funds.

About one-third of the University of Berne's current professors are from abroad. Thanks to the high standard of living in the Canton of Berne and its central position at the heart of Switzerland and Europe, Berne boasts a unique location advantage. This makes it easy for the University to collaborate with other research centers such as the Swiss Federal Institutes of Technology in Zurich and Lausanne.

For everyone's benefit

The Vice-Rector is particularly pleased when his scientists' outstanding research

work is acknowledged by the public and its benefits are recognized. The development of the artificial hip joint, for example, has brought medical technology well and truly

”Our core task is to create the best environment for researchers.”

into the international spotlight. The University wants to continue to undertake pioneering work in this area with its Artificial Organs program, which focuses on the development of other artificial joints, artificial lungs and kidneys, inner ears and eyes, as well as pumps that will be able to replace heart transplants.

Information

www.unibe.ch

www.insel.ch

FACTS & FIGURES

The University of Berne undertakes intensive interdisciplinary research in the three NCCR areas of Climate, North-South and International Trade Regulation. The idea behind the 20 NCCRs in Switzerland is to secure its international competitiveness. Focal points of the climate research being undertaken at the University of Berne are the impact of climate change on ecosystems, business and society. The NCCR North-South studies the mitigation of the various syndromes of globalization in developing and transition countries. The NCCR Trade Regulation analyzes the principles of global trade.


NETWORKED : THE INSEL HOSPITAL AND THE UNIVERSITY OF BERNE COLLABORATE ON RESEARCH IN AREAS SUCH AS NEPHROLOGY.



WHAT MOVES US

Expats love the Canton of Berne – and with good reason, given the many activities on offer here that are tailored specifically to them. The future-oriented buildings of Berne-based Halle 58 architects also contribute to the extremely





high standard of living here. And the vintners along Lake Biel certainly enhance the quality of life for everyone around here with their award-winning wines! Living in the Canton of Berne means pure *«joie de vivre»*.

JOIE DE VIVRE :
OPENED IN 2008, THE WEST
SIDE IN BERNE-BRÜNNEN
REJUVENATES THE SPIRIT:
AMONG ITS NUMEROUS SHOP-
PING AND LEISURE EXPE-
RIENCES IS THE BERNAQUA
SWIMMING POOL, FITNESS
CENTRE AND SPA.

BUILDING WITH IDEAS

«Architecture shapes our future»

Buildings follow trends. Sometimes metal is in fashion, sometimes exposed concrete, sometimes photovoltaic: architecture shapes our living spaces. With their buildings, architects and civil engineers have a responsibility for the future, Peter Schürch, architect and founder of Halle 58, believes.



Edible buildings and walls built by robots were among the innovations on display at the Venice Biennale 2008. Is that the future of architecture?

«I would not go so far as to say that buildings should be edible. But I think it is important to build buildings out of materials that do not cause problems and that do not contain hazardous substances. We are still building with a lot of harmful materials, so we are having problems with indoor air quality. So from that point of view, I don't find edible houses quite so absurd. ETH Zurich's robot project, on the other hand, is exciting. It shows that building with tools that we have never even dreamed of or used before will deliver completely new forms of expression and construction methods. But in this example we are talking about the architecture and design of the exterior. I think it is unlikely that this will produce any better building concepts for indoor spaces. Perhaps building with robots will make building cheaper.»

FACTS & FIGURES

Peter Schürch (50) is an architect and CEO of Halle 58 GmbH. Schürch started his career as a structural engineering draughtsman and has been an architect for 30 years. After graduating he worked at Atelier 5 for five years before starting out on his own. Schürch has also lectured at the Architecture, Wood and Civil Engineering School at the Berne University of Applied Sciences for the past 11 years and has had a professorship there since 2002.

Can mechanization open up new opportunities for architecture?

«I really hope so. In timber-frame construction, which is very innovative compared with solid building methods, some extremely modern approaches have been developed in recent years, particularly in regions with a tradition of timber-frame building like

Vorarlberg and Graubünden. The experienced craftsmen there are masters in the art of timber-frame building and have taken prefabrication techniques a long way forward. I believe there is great untapped potential for innovation in that area.»

Timber-frame construction and modern systems – aren't they a contradiction in terms?

«Not at all. The methods and processes used in timber-frame construction are very modern: all the components are prefabricated to an accuracy of just a few millimeters. So the builders need to know exactly how much of which materials they will need and what goes where before construction starts. A timber-frame structure is well thought through; all the problems have to be resolved before construction starts, not at some stage during the building work. This method leads to better quality construction and cuts costs.»

Some buildings look as if the architect has only paid attention to his art and has forgotten about the people who will be living in the building. How does the architecture of the future combine creative vision with the needs of the building's users?

«All leading firms of architects have their own signature and their own definition of architecture. The clients who engage these architects expect to be able to see who the building was designed by. How good the building is to live or work in is less relevant to them. Everyday architecture, on the other hand, also needs to fulfill its purpose at a high aesthetic level. To achieve this, the architect needs to be aware of both his client's needs and those of the building's users. Good architecture does not stop at the front door.»

Glass, wood, photovoltaics – is there such a thing as a building style of the future?

«Building in stone, brick and wood has become easier and lighter over the centuries. This development is set to continue: we will



be building lightweight buildings that integrate energy generation into the exterior. Houses must also permit different uses according to the age of the occupants. Our life

“Good architecture does not stop at the front door. It is something that will actually be used by people.”

expectancy is increasing, and most people are growing old at home. It is time for us to think about other forms of living: a family's living space, for example, should be able to be split up to form separate rooms as the children grow up. Halle 58 has already built some houses with ‘switchable’ rooms – rooms that can be docked onto an adjacent house or used autonomously in a kind of interconnecting system. Building is expensive and is only worthwhile if you can plan for the long-term and build sustainably.»

What role will the human senses play in the house of the future?

«An important one. Rooms can be programmed with modern technology to react

to their users' moods. Our body is a sensory organ with which we can perceive the finest surfaces, materials, room moods and changes in light. Designers will need to bear these sensory elements in mind more in the future.»

What requirements does modern architecture have to meet?

«Architects must think laterally and plan for the longer term. The architecture of the here and now shapes our future. So architects must think about what their building will look like in 20, 40 or 60 years' time. If they did, they would probably design the energy supply or room layout quite differently than they do now. Architects are not soloists but players in an orchestra. They must step back and look at the whole. At the same time they need to enjoy experimenting and they must have the courage to try out new things which can be integrated into the overall picture. This way we could build towns and cities that are more pleasant to live in and that are well-designed with attractive outside spaces.»

Information
www.halle58.ch

VISIONARY : GREEN SPACES IMPROVE THE STANDARD OF LIVING IN URBAN SPACES. HOUSES SHOULD BE ABLE TO GENERATE THEIR OWN ENERGY IN THE FUTURE.

FACTS & FIGURES

Halle 58 was established in 1990 by Peter Schürch and two fellow architects. The name Halle 58 dates back to this time too: the firm's first offices were at Hallerstrasse 58. Peter Schürch employs five people. Halle 58's flagship projects are the conversion of the Piccola Bernau children's home in Wabern near Berne, for which it won the Canton of Berne's Minergie Prize, apartments in the Liebefeld district of Berne, the National Art Collection, the conversion of a farmhouse on Gerzensee and the photovoltaic solar sail in Münsingen. Halle 58 is currently designing Oberfeld, a car-free residential zone with 250 passively heated houses in Ostermundigen.



ADOPT A VINE : WINE-LOVERS CAN ADOPT THEIR OWN GRAPE-VINE ALONG LAKE BIEL AT WWW.CHAINEVINITERRA.CH. THE EXPERTISE OF AN EXPERIENCED VINTNER LIKE BEAT BURKHARDT IS INCLUDED IN THE PRICE.

AMBASSADORS OF GOOD TASTE

Award-winning viticulture along Lake Biel

The vintners along Lake Biel not only produce first-class wines but are also winning some top awards. Messrs Teutsch, Burkhardt and Engel swept the board in the Berner Staatswein 2008 awards.

«In the old days Vaud or Valais wines were the only ones served on official occasions, but these days it is a well-known fact that our region also produces some excellent wines. And having won the Berner Staatswein prize, it is wonderful to see our own wine being officially recognized.» Ever since he was young, Heinz Teutsch, owner of the Schlössli estate in Schafis, has been a passionate wine grower. Like his

colleagues Werner K. Engel and Beat Burkhardt, who own estates in Twann and Ligerz, he took over the estate from his parents. «I am the seventh generation to be running our family business,» he explains proudly.

The wine experience

Although winemaking has changed dramatically over the centuries and many

processes have been mechanized, the work has not necessarily become easier. Today the wines produced by these three vintners are sold almost exclusively to private customers. «And you have to take your time over that. Buying the wine has to be an experience; we not only want the customer to remember how good the wine was but also the wonderful buying experience itself,» Heinz Teutsch believes.

The time saved by rationalizing processes in the vineyard and in the wine cellar now has to be invested in marketing and customer contact. «Our direct sales channel is fantastic. Word-of-mouth is one of the keys to our success. Selling to private customers is clearly worthwhile – in financial terms as well,» Beat Burkhardt concurs. Many of the region's wine lovers remain loyal to their favorite winemaking families for their entire lives.

Strength of character

Nowadays customers are not only buying wines from the well-known wine regions of Australia, South Africa, France, Italy and Argentina. The popularity of quality wines from Lake Biel is also growing. Internet marketing, which all three vintners use as a marketing tool, is playing a major role in this. The special microclimate which benefits from its proximity to the lake, the steepness of the slopes and the chalky soils is reflected in the flavors of the Lake Biel wines. In addition, the moderate, not overly hot temperatures ensure that the grapes ripen properly and evenly.

Award-winning quality

With the impact of climate change, specialty grapes like the Argentinian Malbec have now begun to thrive along Lake Biel. Organic winemaking is also on the increase, including on Werner Engel's estate. Engel has recently had his business ISO certified. This independent scrutiny is also

The three award-winning wine growers are passionate about creating something that gives people pleasure. «For me, wine is a fascinating and future-safe product: wine is drunk all over the world, it is enjoyed by people in many different situations, and it is the perfect drink to enjoy in company,» Werner Engel says. So it will come as no

„Word-of-mouth is one of the keys to our success.“

surprise that all three vintners feel that they have found their dream career. And they view the future of viticulture in the region with great optimism. Say Teutsch, Burkhardt and Engel: «The key to Swiss viticulture is quality not quantity. We do not want to produce an average mass market product but a unique and superb wine that deserves to be savored.»

HIGHLY-PRIZED : DEMAND FOR AN AWARD-WINNING WINE CAN OFTEN EXCEED SUPPLY – HEINZ TEUTSCH'S BERNER STAATSWEIN SAUVIGNON BLANC IS ALMOST SOLD OUT.

Information

www.frauenkopf.ch
www.bielerhaus.ch
www.rebgut-schloessli.ch

FACTS & FIGURES

Ligerz-based vintner Beat Burkhardt's Schafiser Cuvée (2007) won the **Berner Staatswein** (Bernese State Wine) quality award in the Chasselas category in June 2008. The award in the Pinot Noir category went to the Twanner Frauenkopf Pinot Noir Barrique (2006) by Werner K. Engel from Twann, and Schafis-based Heinz Teutsch's Schafiser Schlössliwy Sauvignon Blanc (2007) won the White Specialties category. In this competition, in which 80 wines from 27 vineyards are blind tasted and assessed by a team of experts, the Canton awards this accolade in recognition of the Bernese wine growers' innovative spirit and commitment to quality. The competition is open to all wine producers in the Canton who meet the Berner Staatswein entrance requirements. The winners of the Berner Staatswein award are entitled to use it in their marketing activities, and in doing so are acting as ambassadors for the excellent wines of Berne.

„Direct customer contact is our strength.“

beneficial because the designation «vintner» is not yet legally protected. Awards such as the Berner Staatswein designation also send out a clear signal because consumers often go for competition winners when deciding which wine to buy.



STAYING WITH FRIENDS

Expat experiences

American Val Romberg is Senior Vice-President at CSL Behring in Berne. He and his family often make use of the helpful advice on the Berne Economic Development Agency, and the living-in-berne.ch website gives them lots of useful information on living, working and leisure in the region.

What do you like best about living and working in the Canton of Berne?

«I love the Swiss mentality, the Swiss are extremely professional at work, they are well organized and extremely well trained, they are great team players, and they are fun to work with. Our son Luke (9) loves going to the International School of Berne, Analisa (5) attends the British School in Gümligen – it's great how multicultural Berne is. The Berne Economic Development Agency provides us expats with lots of useful advice and support. My family and I love going for walks and skiing in the Bernese Oberland, visiting castles or exploring the many different markets in the region, like Berne's Zibelemärit (pictured). Our experience as expats in Berne has made us more open-minded; we have learned to see the world through different

eyes. Living in a foreign country forces you to try out new things – and that can only be a good thing.»

What advice would you give an expat who has just arrived in Switzerland?

«Approach the people around you proactively and with an open mind. Get actively involved in the cultural life, join the international clubs where expats and locals get to know each other. Accept encouragement from people who are in the same situation as you are. Learn your adopted country's language – it doesn't matter if you don't speak it perfectly, you will at least show that you are making an effort to integrate.»

FACTS & FIGURES

CSL Behring is one of the world's leading specialist manufacturers of plasma products, with production facilities in Berne, Marburg, Germany and Kankakee, USA. CSL Behring also operates its own network of plasma donor centers which is among the biggest of its kind. CSL Behring is a subsidiary of CSL Limited, a global biopharmaceutical company based in Melbourne, Australia. Senior Vice-President Val Romberg is responsible for international research and development at CSL Behring. He lives in Muri near Berne with his wife Karla and two of his six children, Luke (9) and Analisa (5).



GREAT START, PERFECT LANDING

Expat activities in the Canton of Berne

The Berne Economic Development Agency (BEDA) is committed to supporting international businesspeople and their families in the region in many different ways. Denis Grisel, President of the BEDA, reports on the activities that make it easier and quicker for expats to settle and network in their adopted country.

Who is the living-in-berne.ch platform aimed at?

«Our website is for all expats and foreign residents who want to come to live in Switzerland or who are already living here. This includes people working in SMEs, government offices, the public sector, NGOs, embassies, consulates, universities and research institutions to mention but a few. To feel at home in a new place you need to meet people, make contacts, exchange ideas – and with our online offering we aim to make it easier for expats to network and therefore help them feel at home here from the moment they arrive. The website is run by an international editorial team.»

What assistance does www.living-in-berne.ch offer?

«Our website can help people considering a relocation to decide to come to the Berne region. And once they arrive, it will also help them integrate and build social contacts. We provide comprehensive informa-

tion in our News, Services, Guide, Shopping, Kids' Corner and Events sections.»

«The various international clubs such as Toastmasters, the American Women's Club and the International Club of Berne

„To feel at home, you need contacts.“

are also all represented on living-in-berne.ch. We also provide useful addresses and publicize interesting events on our site. At the heart of the Service section is the Expat Club social networking tool, which is provided in cooperation with XING. In this password-protected area people can exchange experiences and network with interest groups. So living-in-berne.ch also supports business development in the region.»

«Foreign embassies and Swiss cities post specific information for their citizens and

local residents on our website, and our regular features cover themes such as wellness, language schools, cooking or excursions in the Berne region.»

Does the website tend to benefit expats more on a private or a business level?

«Both. The more we help our expats get established here on a private level, the easier it will be for them to integrate on a business level too. And often the two areas overlap, like at the Expat Table which we run and publicize on our website (see box).»

Information

www.living-in-berne.ch



FACTS & FIGURES

Every two months the **Expat Table** offers international executives the opportunity to exchange views, experiences and information in relaxed surroundings. Companies also get the opportunity to present themselves to an interested target audience. The Berne Economic Development Agency has set up a series of events aimed specifically at expats and their families: for example, a theater walk in Berne, a wine and cheese-tasting or a get-together with young fashion designers.

WORKING FOR BUSINESSES

Business support from the Berne Economic Development Agency

We support companies with advice and financial assistance. Our region – the bernecapitalarea – is the perfect business environment for innovative companies.

Our services

The support we offer companies helps to ensure long-term economic development in the Canton of Berne. We assist international companies in evaluating their locations and branches in the Canton of Berne, and provide them with an efficient, competent service.

We answer questions about company start-ups, the market environment, taxes, real estate, work permits, staffing and finance. As the Cantonal government's point of contact for companies, we put people in touch with authorities and are happy to place our network of contacts with many different organizations and companies at their disposal.

We have specialist knowledge of the precision industry, medical technology, Information and Communication Technology and energy and environmental technology. In these areas companies can benefit from an extensive network of cluster organizations for their projects.

The Canton of Berne and its benefits

The Canton of Berne is the second largest canton in Switzerland. Two official languages are spoken here: German and French. Geographically the Canton of Berne lies on Switzerland's main traffic axes and also at the heart of Europe, so it is the perfect place from which to service European markets. Moreover, Berne is Switzerland's capital city and the seat of the federal government, so its proximity to Swiss politics and government departments makes it an ideal location for businesses.

The local expertise in precision engineering stems from the centuries-old watchmaking industry in the region. Thanks to the intensive research work being done by the Berne University of Applied Sciences and the University of Berne, companies can always find attractive partners for their research projects.



Living, working and researching – the Canton of Berne offers an impressive, inspiring environment across the board.

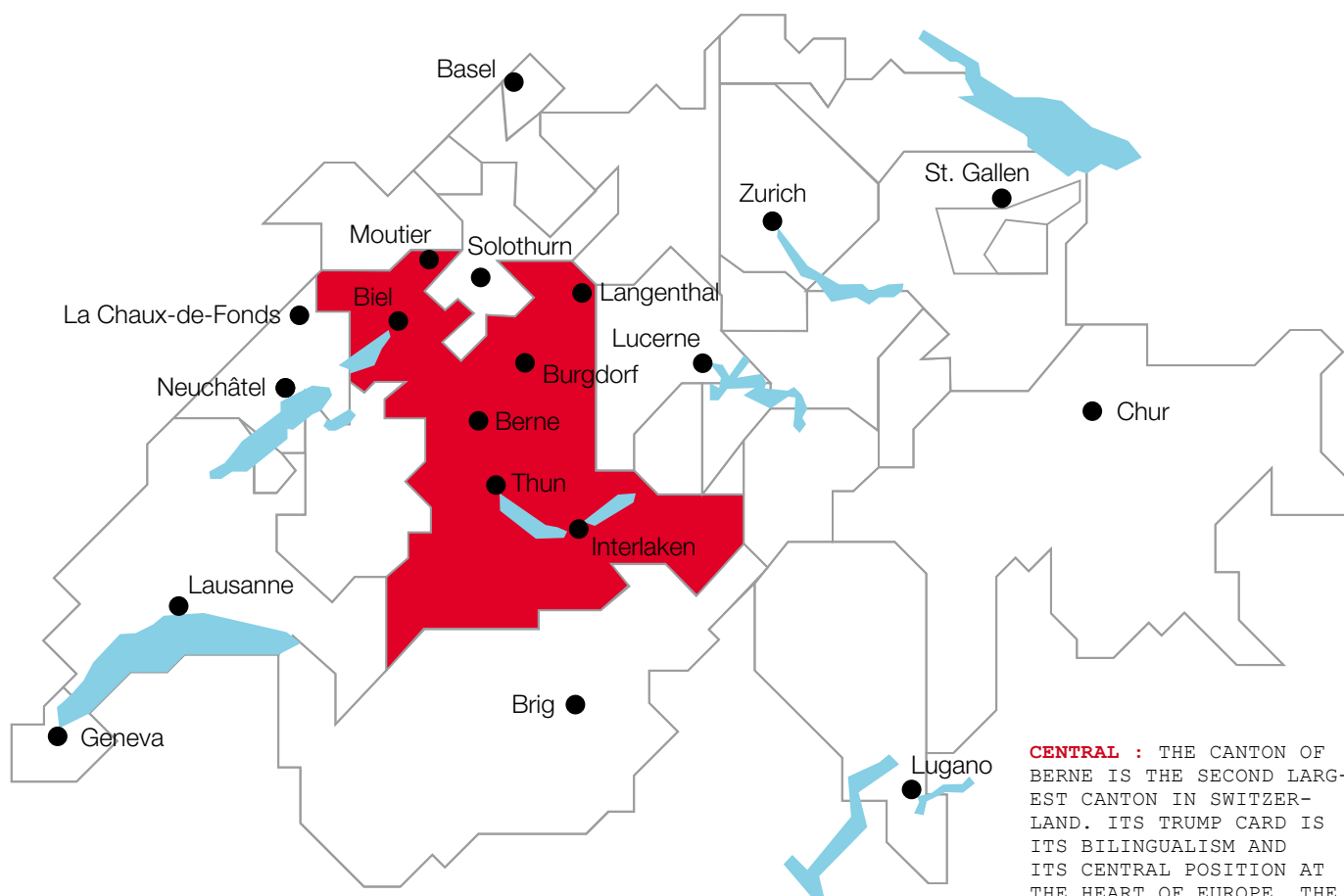
1 : WORKING FOR BERNE ABROAD : THE LOCATION PROMOTION TEAM.

2 : WORKING FOR BERNE AT HOME : THE CONTACT TEAM FOR BERNESE COMPANIES.

Information

What do I need to do to get help from the BEDA?

For further information, go to www.berneinvest.com



CENTRAL : THE CANTON OF BERNE IS THE SECOND LARGEST CANTON IN SWITZERLAND. ITS TRUMP CARD IS ITS BILINGUALISM AND ITS CENTRAL POSITION AT THE HEART OF EUROPE. THE BERNECAPITALAREA BRINGS TOGETHER INNOVATIONS FROM BOTH THE GERMAN-SPEAKING PART OF SWITZERLAND AND WESTERN SWITZERLAND.

Information

<http://maps.google.com>

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BEDA

**Berne Economic
Development Agency**

www.berneinvest.com

EVENTS IN THE CANTON OF BERNE

2009

MARCH

Berne: 2 – 6 March
Berne InfoSocietyDays
www.infosocietydays.ch

Moutier: 10 – 13 March
mediSIAMS – Medical Technology Fair
www.medisiams.ch

Grindelwald: 10 – 12 March
FIS World Cup Skicross
www.grindelwald-events.ch

Berne: 20 March
Museum Night
www.berninfo.com

Basel: 27 March
Canton of Berne reception at BASELWORLD '09
www.baselworld.ch

APRIL

Interlaken: 29 March – 12 April
Interlaken Classics Musikfestival
www.interlaken-classics.ch

Kleine Scheidegg: 4 April
12th SnowpenAir 2009
www.snowpenair.ch

Berne: 18 April
28th Grand Prix of Berne
www.gpbern.ch

Berne: 24 April – 10 May
IIHF Ice Hockey World Championship 2009
www.iihf.com

MAI

Berne: 4 May
Berne Cluster Day
www.berneinvest.com/bcd09

Thun: 14 – 15 May 2009
1th Swiss Economic Forum (SEF)
www.swisseeconomic.ch

JUNE

Biel: 12 – 13 June
Bieler Lauftage 2009 (Biel Racing Days)
www.100km.ch

Interlaken: 12 – 14 June
Greenfield Festival
www.greenfieldfestival.ch

Berne: 15. - 24. June
BEA/PFERD 2009 (58th Agriculture, Commerce and Industry Show)
www.beapferd.ch

Interlaken: 18 June – 8 September
Tell Open-Air Theatre
www.tellspiele.ch

JULY

Thun/Interlaken: 4 – 11 July
Jungfrau Music Festival
www.jungfrau-music-festival.ch

Berne: 16 – 19 July
Gurtenfestival
www.gurtenfestival.ch

Gstaad: 25 July – 2 August
Allianz Suisse Open
www.allianzsuisseopengstaad.com

AUGUST

Berne: 6 – 8 August
6th Buskers Street Music Festival
www.buskersbern.ch

Grindelwald: 15 – 16 August
Eiger Bike Challenge
www.eigerbike.ch

Lenk im Simmental: 16 – 29 August
32nd International Musical Summer Academy
www.soak-lenk.ch

SEPTEMBER

Interlaken: 5. September
17th Jungfrau Marathon
www.jungfrau-marathon.ch



BERNE MUSEUM NIGHT



TELL OPEN-AIR THEATRE



ICE HOCKEY WORLD CHAMPIONSHIP

Thun: 13 September
KleinKunstTag Thun
www.kleinkunsttag-thun.ch

Berne: 30 September – 4 October
Suisse Toy
www.suissetoy.ch

Biel: September 2009
Bieler Fototage
www.jouph.ch

OCTOBER

Berne: Early October
Shnit Short Film Festival 2009
www.shnit.ch

Langenthal: 17 October
Langenthal Carnival Market
www.fasnachtsmarkt.ch

Berne: 17 – 25 October
Berne Wine Fair
www.bernerweinmesse.ch

NOVEMBER

Langenthal: 6 November
Design Preis Schweiz 09
www.designpreis.ch

Berne: 23 November
Zibelemärit (Onion Market)
www.berninfo.com

Berne: November
International Business Cocktail Berne
www.berneinvest.com/ibc09

DECEMBER

Berne: December 2009
Berne Christmas Market
www.weihnachtsmarktbern.ch

Interlaken: December 2009
Christkindli-Märit (Christmas Market)
www.interlaken-gemeinde.ch/christkindlimaerit

Biel: December 2009
Weihnachtsmärit (Christmas Market)
www.weihnachtsmarkt-biel.ch

Meiringen: End December 2009
Uebersitz (a traditional New Year's Eve custom)
www.haslital.ch

Information

www.berneinvest.com
www.be.ch
www.bern.ch
www.berninfo.com
www.biel-bienne.ch
www.wibs.ch
www.emmental.ch
www.jurabernois.ch
www.cep.ch
www.oberaargau.ch
www.thun.ch
www.wrt.ch
www.volkswirtschaftsbeo.ch
www.beaexpo.ch



DESIGN PREIS SCHWEIZ



BERNE ZIBELEMÄRIT (ONIONMARKET)



BERNE CHRISTMAS MARKET

IMPRESSUM

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YOUR OPINION COUNTS

Take part in the bernecapitalarea reader survey and win!

Dear reader,

We would love to hear what you have to say about bernecapitalarea. To help us to tailor our magazine even more closely to your needs and interests, we would like

to invite you to take part in our reader survey. All replies will be entered in our prize draw. You can win two nights for two with half board at the luxury Gstaad Palace Hotel in Gstaad. The closing date for

entries is 31 July 2009. Please send your completed questionnaire to the address below. You can also enter online at **www.berneinvest.com/chance2009**.

How do you read the bernecapitalarea?

- ☐ I read every article. ☐ I read articles on particular subjects.
- ☐ I read most of the articles. ☐ I only skim through the magazine.
- ☐ I read the articles with titles that appeal to me.

What subjects in bernecapitalarea interest you most? Check all that apply.

- ☐ Business ☐ Technology ☐ Medicine ☐ Research and Development
- ☐ Art and Culture ☐ Portraits/People ☐ Sport and Leisure ☐ Innovations
- ☐ Company reports ☐ Events Calendar ☐ Gastronomy ☐ Politics

How would you rate the design of bernecapitalarea?

	very good	good	not very good	poor
Pictures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Font size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the length of bernecapitalarea?

- ☐ just right ☐ too short ☐ too long

How do you get your copy of bernecapitalarea?

- ☐ by mail
- ☐ downloaded from website (state which one): _____
- ☐ from friends or acquaintances ☐ family ☐ colleagues ☐ other (please state): _____
- ☐ at an airport (state which one): _____
- ☐ elsewhere (please state): _____

bernecapitalarea is currently published once a year. How do you rate that?

- ☐ just right ☐ too infrequent ☐ too frequent

Would you be prepared to pay for the bernecapitalarea magazine?

- ☐ yes ☐ no

What subjects would you definitely expect to see covered in bernecapitalarea?

Do you have any comments or suggestions on bernecapitalarea?

Thank you for taking part in our survey.

Name: _____ Address: _____

Telephone number: _____ Email address: _____

WIN A DREAM WEEKEND

Relax, wine and dine in the luxurious Gstaad Palace Hotel.

Relax, wine and dine and enjoy the luxurious ambience of the Gstaad Palace Hotel. Take part in our reader survey and you could win a fantastic weekend for two (two nights half board in a double room on a date of your choice, excluding February, August and Christmas/New Year). Set on a hillside overlooking Gstaad, the grand hotel offers breathtaking views of the majestic Swiss Alps. The Gstaad Palace has had an outstanding reputation for discreet, refined hospitality since 1913. With gourmet dining in its five restaurants, live entertainment, two bars and the famous GreenGo nightclub, you are assured of a weekend of sheer enjoyment and pleasure. Or you can relax and be pampered in the hotel's new 1800m² Spa & Health Club, which opened in December 2007. Eight treatment rooms, a private spa suite, saunas and steam baths, relaxation areas with spectacular views, an indoor swimming pool with an outdoor pool and jacuzzi, a state-of-the-art gym, a Pilates studio, and a unique seven-room Hammam offer an exclusive wellness experience from head to toe. Leave the stresses and strains of your daily life behind you and immerse yourself in the sheer luxury of the grand hotel in the beautiful Bernese Oberland – welcome to the Gstaad Palace.



Last year's winner

The winner of the competition in last year's bernecapitalarea (01/2008) was Christophe Fraichot of VIBRA-TECH, Morteaux-Cedex, France. Mr Fraichot won a luxury weekend at the Bellevue Palace Hotel in Berne.

CERAMICA CHRONOGRAPH JUBILÉ



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