

GROWING GLOBALLY, BOOSTING INWARD INVESTMENT

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CEO of Walgreens-Boots Alliance
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“Faster, Easier and More Efficient”

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The First Emperor in Bern

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Dear Reader,

The world we work in is globalized and international. Value chains span the globe, many companies have an international presence, services are offered across national borders. This internationalism also characterizes the Canton of Bern as a place to live and do business. We have a multilingual, open-minded workforce, and Switzerland's largest bilingual city (Biel/Bienne). Switzerland's capital city, Bern – UNESCO world heritage site and home to foreign embassies – is here, and many international companies, associations, institutions and educational establishments have chosen to settle here. All these factors go to create a truly international network of connections. Internationalism has traditionally played a key role in the Canton of Bern as a place to do business.

The maxim “Growing Globally, Boosting Inward Investment” is not only one of the core aims of the Canton of Bern, it is also the focus of the latest issue of our magazine. Discover how businesses in our region – in sectors ranging from energy and environmental technology to medical, IT and communication technology – are forging ahead with innovations, developing their international trade relations and benefiting from the expertise, infrastructure, partnerships and our excellent location at the heart of Switzerland and Europe.

As you will see, in this issue we focus on dynamic, ground-breaking industries with high added value and an international orientation. Our Economic Strategy 2025 also bears witness to this.

I hope you enjoy reading our bernecapitalarea magazine.

Yours truly,

Andreas Rickenbacher
President of the Government of the Canton of Bern
Minister of Economic Affairs

“Bringing Together the Best Expertise”

We talk to Jeff Berkowitz

Jeff Berkowitz explains how the Walgreens-Boots Alliance Development GmbH joint venture is set to be the first global corporate group in the pharmacy, health and wellness sectors, and he emphasizes the particular importance Bern plays as corporate headquarters for him as a businessman and father.

What does the joint venture mean for Walgreens and for Alliance Boots?

“Our joint venture opens up incredibly exciting opportunities for both companies. With its 110-year corporate history, over 8,000 stores and 250,000 employees, Walgreens is an institution in the United States and Puerto Rico. It’s the same story for Alliance Boots

with more than 3,000 stores and 116,000 employees in the United Kingdom alone. With our joint venture, we are creating the first global corporate group in the pharmacy, health and wellness sectors. The objective in establishing the compa-

“By bringing together our global expertise we are creating a unique platform with our joint venture.”

ny in Bern is to speed up and optimize international development. We are also aiming to generate synergies between the two groups. By bringing together our global expertise and two world-renowned quality brands, we are creating a platform that is both unique and almost impossible to copy.”

Which project is currently occupying the greatest proportion of your time?

“At the present time I have become increasingly involved in presenting the vision of our joint venture together with the opportunities and benefit of our merger to our branded and generic pharmaceutical manufacturer partners. Here, the primary task for me, my team and our partners is to develop our joint venture into a true operating company and bring together the best expertise of our parent groups.”

What has been the best experience you have had of working in Switzerland to date – and what was the greatest challenge?

“I find it difficult to pick out a particular experience – so far they have all been good. We were able to establish our head office and start operations remarkably quickly and smoothly. I am pleased to note that our suppliers, sellers and also many Walgreens and Alliance Boots colleagues from all over the world look in on us in Bern. They are very interested in our work and are solidly and positively behind our joint venture.”



“Our joint venture is helping Walgreens and Alliance Boots to expand the sales and logistics chain to other countries outside Europe and America and to open up new markets.” Jeff Berkowitz, CEO of Walgreens-Boots Alliance Development GmbH

About the person

Jeff Berkowitz is CEO of Walgreens-Boots Alliance Development GmbH and senior vice president Pharmaceutical Development and Market Access at Walgreens. Born in the USA, he studied Political Science and Law in New York and joined the pharmaceutical industry as a lawyer. After spells at Schering-Plough and Merck, he has been working at Walgreens since 2010. He lives in Bern with his wife and three children and likes to spend his leisure time actively, participating in sports for example or taking excursions with his family.

As a businessman, you travel a great deal and have seen half the world. What makes Switzerland and especially Bern a special destination for you?

"Life in Bern is definitely more contemplative, tranquil and laid back than in my homeland, the USA, albeit also more formal. Here, people set aside time to get together. Sometimes I am even offered a cup of coffee in shops or banks! Bern has also brought us together more closely as a family. We regularly undertake weekend trips to Swiss cities, to Paris, Milan or to the mountains, cook, visit the museum or participate in sports. Whenever we can, we visit regional events such as the 'Winter BBQ Party,' the Bern Carnival or the SC Berne hockey matches."

Why are you convinced about Bern as a business location?

"Lying in the heart of Switzerland and Europe, Bern wins out as the perfect base for international meetings and business travel. Bern-Belp Airport offers direct flights to destinations such as Paris and London, which I make regular use of. Our customers and suppliers are also impressed by the region's charm and amenities. They are especially enthused about the excellent hotels and restaurants – and by the fact that you can even get to most places within the city on foot."

There are specialists from many different international countries working for Walgreens-Boots Alliance Development GmbH. What do your employees think of Bern as a new living and working location?

"Our expats and their families are extremely satisfied with the new center of their lives. The attractive availability of international schools and outdoor activities such as hiking, biking and skiing also contributes. Bern has welcomed us with open arms. We always feel that we are welcome here as a globally active organization, that we are supported and valued."

Information

www.allianceboots.com

www.walgreens.com



Happy in Bern: CEO Jeff Berkowitz outside the new headquarters of Walgreens-Boots Alliance Development GmbH.

About the company

The Walgreens-Boots Alliance Development GmbH, a joint venture between Alliance Boots and Walgreens, will be the first global corporate group in the pharmacy, health and wellness sectors. Around thirty executive jobs are currently being created in Bern in the areas of international services to suppliers and producers as well as management of purchasing and patents; additional specialist and management personnel will be joining the Bern team in the near future. Alliance Boots is a leading international organization in the areas of pharmacy, health and cosmetics with sales of EUR 30 billion a year, 116,000 employees and stores in more than 25 countries on all five continents. Its core business is the distribution and sale of pharmaceutical products. Walgreens, the No. 1 in the US pharmacy sector, operates a sales network of over 8,000 drugstores, has an annual turnover of USD 72 billion and employs 250,000 people.

“Photovoltaics – Set to Remain a Growth Industry”

Sputnik Engineering AG in Biel/Bienne

Challenges in the solar technology industry can generate new sales opportunities, as CEO Christoph von Bergen and his company Sputnik Engineering AG demonstrate. Innovative solutions and products, new foreign branches and brand-new company headquarters in Biel/Bienne are testament to the future of sustainability.

“Our innovations are playing a key role in making photovoltaics technology easier and smarter,” says Christoph von Bergen, CEO of Sputnik Engineering AG. “Alongside our inverters and data communications solutions, these also include our MaxMonitoring interactive software tools and our MaxWeb portal on which our customers can monitor their solar systems. We also focus on topical themes such as network management, memory solutions and optimizing self-consumption. We offer our customers technical support right from the planning stage, we provide thorough training for fitters and dealers, and we have an expert After Sales Team on hand to help all our customers.” Despite the fact that sales to major markets such as Germany or Italy are down, Sputnik Engineering AG products and solutions are increasingly in demand in various other countries across Eastern Europe, Asia, the USA and Australia. “Last year we opened branches in Greece, Bulgaria and Australia. And we will be adding other markets in the coming weeks and months,” Christoph von Bergen reports. The ever changing technical requirements that have to be met under new laws and directives around increased network integration of renewable energies bring with

“Industry is key to the city of Biel/Bienne.”

them a constant stream of additional challenges. But the CEO is convinced that these challenges are also opening up potential sales markets for new products.

Expansion and optimization

In October 2012 the company opened its brand-new, environmentally sound headquarters in Biel, the city where Sputnik Engineering AG's SolarMax brand has been based. The new building brings together its development, production, warehousing and logistics departments and offices under one roof. As a result of undergoing such rapid expansion, the company had outgrown its previous three sites in Biel/Bienne. “Having all our departments in close proximity encourages our staff to share ideas, speeds up decision-making, and enables us to further optimize our processes and interfaces,” says Christoph von Bergen. As a company established more than 20 years ago as a spin-off from the former Biel/Bienne School of Engineering, Sputnik Engineering

Each individual SolarMax inverter that comes out of the factory in Biel – like this SolarMax MT series string inverter – is comprehensively tested, including in a full-load test lasting several hours.



About the company

Sputnik Engineering AG manufactures and sells grid-connected solar inverters and monitoring and control systems under the SolarMax brand. With branches throughout Europe and in China and Australia, the company has grown out of a spin-off from the Bern University of Applied Sciences. Founded in 1991 by Christoph von Bergen, Philipp Müller and Erich Zahnd, today Sputnik Engineering AG is one of the world's leading manufacturers of inverters. The 300-strong Swiss workforce moved into its new headquarters in Biel in November 2012.



“The 3,370 m³ of untreated wood from the Alps and Alpine foothills of Switzerland, Austria and Germany used in the new SolarMax building store 2,400 tonnes of CO₂ for the entire lifespan of the building.”
Christoph von Bergen, CEO of Sputnik Engineering AG

About the product

The SolarMax S series string inverters have become classics of the Sputnik Engineering AG product range. Since 2008 more than 200,000 of these devices have been installed in solar systems all over the world and are reliably feeding AC power into public grids. These single-phase string inverters are extremely small, easy to use and powerful. They are also quick to install, readily expandable, finished to a high-quality standard and feature an intelligent cooling system – guaranteeing reliable operation. Thanks to the integrated data logger, SolarMax S series inverters are easy to monitor from any location.

AG not only feels loyalty towards the city out of a sense of tradition. “Besides our long-standing and excellent working relationship with the University of Applied Sciences, Biel’s industrial setting is particularly important to us. We have always been able to recruit excellent, high-skilled people here who are prepared to give their all to the company day in, day out,” says von Bergen. The CEO is convinced: “Industry is key to the city of Biel/Bienne. This is something that is noticeable in all areas of life here, from politics and administration to the local residents themselves.”

Sustainable energy generation

For Christoph von Bergen, there was no question that the new building would have a low environmental impact and be energy efficient. The building is certified to ISO 14001:2004, the environmental management systems standard, and all manufacturing processes are entirely carbon neutral. Heat is generated by a woodchip heating system, and mechanical cooling is kept to a minimum. “Our inverter testing

systems are cooled with fresh air, for example. And in winter the waste heat we produce in the factory is used to heat the factory building,” the CEO explains. “All the electricity we use in the building is generated from renewable sources, a significant part of which comes from the photovoltaic system on the roof.” The 220 kW PV system delivers 200,000 kWh of green electricity a year. “So the new SolarMax building generates enough electricity to supply around 50 households per year. If we produce more than we need ourselves, we feed it back into the Energie Service Biel/Bienne grid,” von Bergen says. But SolarMax is not only committed to sustainability when it comes to energy generation. The new building itself is to a large degree made of a highly sustainable building material: wood. And a charging station for electric vehicles has been installed in the car park. “When we moved into our previous headquarters on Höheweg in Biel/Bienne, our workforce totaled just 17,” Christoph von Bergen remembers. This time the move

“With our new building, we are sending a strong signal, not only for the future of photovoltaics but also for Switzerland as a business location.”

involved around 300 people, and the new building has space for up to 200 more. “Our new building is another milestone in our company’s history. So we are sending a strong signal, not only for the future of photovoltaics but also for Switzerland as a business location. It is from here that we will be servicing our worldwide markets with high-quality products and excellent service going forward.”

Information

www.solarmax.com

GPS Navigation for Surgery

CASCINATION AG in Bern

How a GPS navigation system can save lives in the operating theater is something Prof. Dr. Stefan Weber and Dr. Matthias Peterhans of CASCINATION AG know all about. Their company has launched an important innovation for liver surgery in the form of the CAS-One system.

How can the CAS-One system developed by you benefit liver surgery?

Prof. Dr.-Ing. Stefan Weber: "In liver surgery, exceptionally careful preoperative planning is vital because the organ contains a network of extremely finely branched blood vessels. Post-operative regeneration can only be ensured by correct and accurate incision. Thanks to the precise orientation, our navigation system helps the surgeon with the location and selective removal or destruction of liver tumors and ensures a very safe and conservative operation."

Dr. Matthias Peterhans:

"CAS-One is the first and only navigation system for liver surgery on the European market. We offer a system that can be combined flexibly with other devices and instruments in the operating theater and conveniently controlled from the operating table by touchscreen.

"We are fascinated by the interface between technology, science and entrepreneurship."

CAS-One thus enables image-guided surgery without the need for major additional personnel, logistical or financial expenditure."

The first version of the CAS-One system was shown to the Bernese business community during the Berne Cluster Day 2010. What has happened in the meantime?

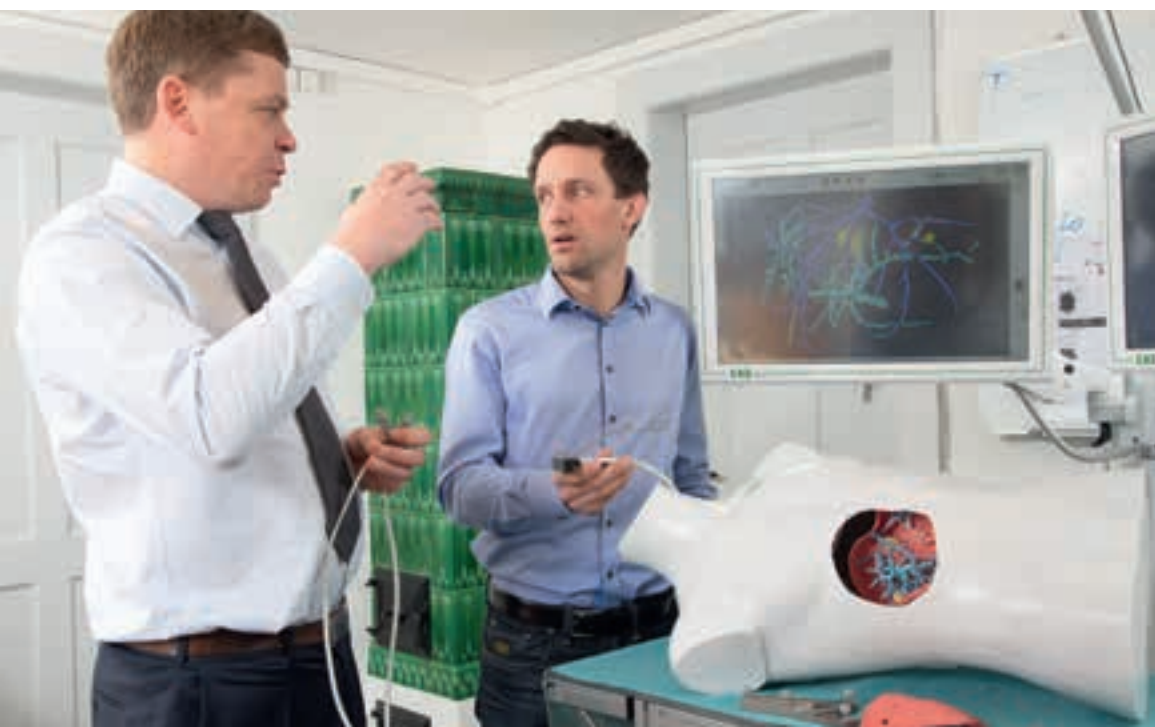
Dr. Matthias Peterhans: "We have succeeded in understanding and optimizing the clinical effects brought about by the use of this technology. In addition, we are working closely with the University of Bern,

the Inselspital university hospital and now also with a number of European clinics who are already using our system. In recent months, we have updated the hardware in order to be able to offer our partners an even more precise and reliable piece of equipment. In the meantime,

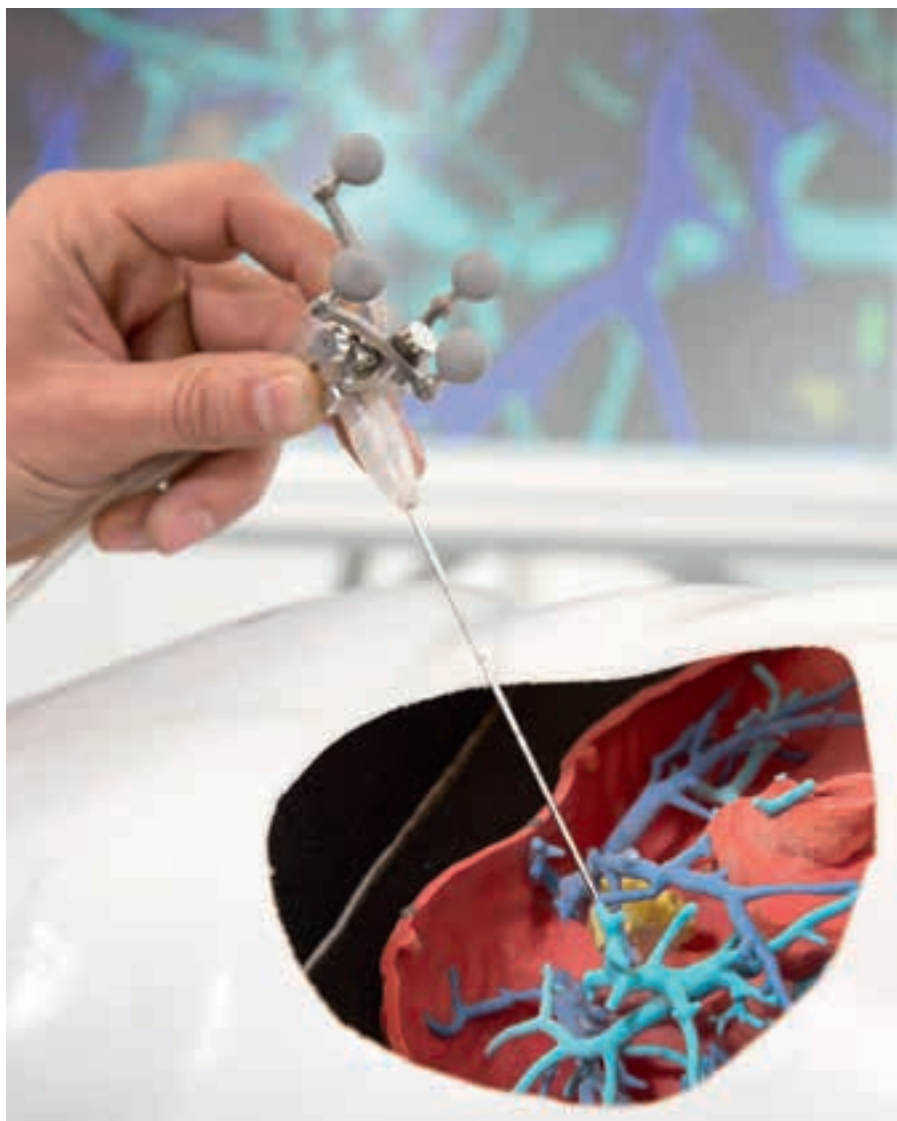
About the company

CASCINATION AG was founded in 2009 as a start-up by the team of researchers headed by Prof. Dr.-Ing. Stefan Weber and Dr. Matthias Peterhans of the ARTORG Center for Biomedical Engineering Research of the University of Bern together with Prof. Dr. med. Daniel Candinas from the University Clinic for Visceral Surgery and Medicine at the Inselspital hospital Bern. The company which has by now grown to employ seven people, continues to work closely with both institutions.

radiologists too have been able to utilize the CAS-One. Together with the Inselspital hospital Bern, we have also been able to kick-start further research projects in urology, radiotherapy and laparoscopic surgery. We are working hard to build up the market in Europe and are putting our system through its paces in multicenter



Dr. Matthias Peterhans (right) in conversation with Prof. Dr.-Ing. Stefan Weber.



Fighting liver cancer with CASCINATION: with the new CAS-One system, surgeons can operate with extreme precision and with minimal impact on surrounding tissue.

logy, science and entrepreneurship. The technology we are dealing with is complex, fascinating and holds a huge potential. Whereas at one time a liver tumor or multiple metastases in the liver were quite often impossible to treat surgically, nowadays a wide and efficient range of therapies is available. Today, thanks to navigation and the innovative ablation treatments, patients can be operated on more conservatively with a good probability of a successful outcome even in complex cases."

Information

www.cascination.ch

clinical trials. Today, CAS-One is in use in eight hospitals around the world including in Sweden, Germany, Brazil, England and Switzerland."

What is your vision for the future?

Dr. Matthias Peterhans: "Our goal is to offer physicians a complete, clearly designed and easy to operate product range for a wide spectrum of applications. We are also moving forward in the field of robotic surgery. At the present moment, we are preparing for the development of an ultra-precise GPS system for cochlear implants."

What is the significance of Bern as a base for your company?

Dr. Matthias Peterhans: "Without the University of Bern and the Inselspital hospital

as well as the interdisciplinary exchange with both institutions, our start-up would never have come into being. Our company is based under the umbrella of the ART-ORG Center and the Institute for Surgical Technologies and Biomechanics at the University of Bern, where I studied and carried out the initial research for our surgical navigation system.

Prof. Dr.-Ing. Stefan Weber: "Our team is complemented by Master students and Doctoral students at the University of Bern. Another important factor for us is the large number of specialist medical engineering businesses with whom we cooperate in the Canton of Bern."

What motivates you in your daily work?

Prof. Dr.-Ing. Stefan Weber: "We are fascinated by the interface between techno-

About the product

During the operation, the **CAS-One System** uses a stereo infrared camera that follows every movement of the surgical instruments and displays them in a virtual 3-D representation of the patient, akin to a car navigation system. This anatomic patient-specific representation is calculated using computed tomography (CT) and enables precise planning of the operation. The hardware and software system produced, marketed and constantly developed by CASCINATION AG can be integrated into existing operating theaters.

“Faster, Easier, and More Efficient”

Innovation in e-Government with eGov Schweiz

Making Bern a beacon of e-Government in Europe with the focus firmly on ICT support for official processes is the core concern of eGov Schweiz. President Urs Stalder explains the benefits of innovative e-Government solutions for public authorities, businesses and citizens alike.

“Whether you’re moving house, developing a prototype or looking to build a new office block, every citizen, every organization and every business has to deal with the authorities on a regular basis. Even the authorities themselves can’t avoid sharing information,” president of eGov Schweiz Urs Stalder says. “E-Government solutions are an ideal way of avoiding duplicate records in the future and will enable us to act faster, more easily and more efficiently.” A core concern of eGov Schweiz is to optimize the way authorities and citizens – and indeed different authorities themselves – interact, and it hopes that these solutions will do just that. For Urs Stalder it is clear that innovation is needed in this area. Most of the e-Government solutions currently in use operate autonomously. What is more,

interfaces are prohibited as a result of legal provisions, and the federal system in Switzerland represents yet another barrier. “Up to now, different stakeholders have tended to use their own systems which are not necessarily mutually compatible, giving rise to problems at electronic interfaces,” Stalder observes.

Transparent, open and equal

The Bürgerdossier (literally: citizen’s record) is a clear example that illustrates how e-Government solutions could help citizens, businesses and organizations in their day-to-day contacts with public authorities in the future. Sensible use of health data is just one of many potential areas of application. “In 2011, four Geneva municipalities ran a pilot experiment in collaboration with the Swiss Post

“Act faster, more easily and more efficiently with innovative e-Government solutions.”

About the organization

eGov Schweiz was established in August 2011 as an association for the promotion of innovation in e-Government. Its aim is to develop applied research and development in the field of e-Government, particularly by bringing together partners in research groups and to assist with setting up and implementing projects. eGov Schweiz is made up of an operational management team based in Bern, external members, partners and an advisory panel of experts including public authorities, universities and businesses (public-private partnership). The Canton of Bern is providing eGov Schweiz with financial support during the launch phase.

“Marketing, communication and motivation have always been my strengths.”
eGov president Urs Stalder



and the Bern University of Applied Sciences (Engineering and Information Technology Department and Business Department), and, under the name ‘e-toile’¹, Urs Stalder explains. “This pilot clearly demonstrated the practical benefits of electronic patient records: doctors, pharmacists and nurses get to see the patient’s lab results, medications and previous treatments, enabling them to give the patient the best possible care.” The patient has full control over what information can be used when, where and how. “There is also a signposting system that directs the user to the data stored locally,” the eGov Schweiz president adds. An issue of major concern to the e-Government organization is ensuring that sensitive data is handled securely, that citizens’ personal data and privacy are protected and that citizens are able to manage and check their personal data themselves. The first step will be to raise awareness and involve the public in the process as users of the system. For as Urs Stalder is well aware, “Terms such as electronic files and data storage have a negative image for many people.”

“Team spirit is extremely important.”

Onwards and upwards with team spirit

eGov Schweiz, together with its advisory panel of experts, is currently working on preparations to launch the electronic citizen’s record in Switzerland. The project was introduced to the public in Bern in October 2012. “Team spirit – close cooperation between everyone involved right from the word go – has been extremely important,” says Stalder. “We are doing all we can to ensure that all stakeholders, from data protection officers, data owners and data suppliers to standardization bodies and users, can find each other and connect with each other.” Urs Stalder is convinced that Switzerland, and Bern in particular, have great potential for achieving the goals of eGov Schweiz: “As a capital city, Bern is at the heart of political and state processes. Research and business in this region are already very active in respect of e-Government, and all our processes and procedures are already multilingual.” The “Swiss System,” with its partially autonomous cantons and municipal authorities, the high level of democratic participation for all citizens, its numerous refined IT solutions, and our extensive expertise in e-Government, could potentially even act as a template for adaptation by foreign administrative structures such as the EU at some point in the future. Urs Stalder sums up: “The rest of the world could some day come to regard Switzerland, and in particular the Canton of Bern, as a point of reference. We could lead the world in e-Government.”

Information

www.egov-schweiz.ch

About the person

Before retiring in 2012, president of eGov Schweiz **Urs Stalder** held positions on the boards of RUAG Electronics AG and i-Bern GmbH. He is also a member of the Management Board of the ICT Cluster Bern. After taking a commercial apprenticeship, Urs Stalder moved into responsible positions in sales and marketing at a very early age and studied part-time for a degree in Business Administration while working. Born in Steffisburg in the Canton of Bern, he is a passionate golfer and also enjoys walking, traveling and cooking.



The guiding principle behind the establishment of eGov Schweiz was to create a European center for e-Government innovation in the capital region in the form of a public-private partnership. “Bern is the perfect place for this,” says president Urs Stalder.

¹ Etoile is French for ‘star.’

“Complete Solution Controlled from an iPad”

Bien-Air SA in Biel/Bienne

For more than 50 years Bien-Air SA has enjoyed an excellent reputation as a company producing revolutionary solutions that simplify dentists' working lives. CEO Edgar Schönbächler explains how the iChiroPro implantology system is integrated into digital work processes.

How does your iChiroPro benefit dentists in practice?

“iChiroPro is a revolutionary new implantology system that is operated on an iPad and is equipped with the best performing instruments on the market. The iChiroPro and iChiroPro Surgery apps have been available free of charge from the App Store since February 2012, and have been updated and enhanced with additional features several times since then. Simple to use, the intuitive, ergonomic application insures significant time savings during operations. In addition, iChiroPro offers complete preprogrammed operating sequences from the main implant manufacturers, patient record integration and a number of customization options. The treatment parameters are recorded in real time and are easily exported in PDF format after the treatment. The system can therefore be fully integrated into every dental practice's digital work processes. New software versions with the latest features are available for download at any time from anywhere in the world via the App Store. This is the only evolving system of its kind on the market.”

“iChiroPro can be fully integrated into every dental practice's digital work processes.”

So how does this innovative, iPad-controlled system actually work?

“It consists of tried and trusted Bien-Air motor systems and handpieces that are simply controlled from an iPad. The iPad is connected to the device in the same way as you connect it to a base station. This establishes communication with the motor controls and activates the charging function. The device can be operated on any iPad. All the safety functions are integrated into the device. The iPad is an ergonomic and attractive user interface.”

About the company

Established in Biel/Bienne in 1959 by David Mosimann, **Bien-Air SA** offers a comprehensive range of dental products and solutions. In 2001 it created two spin-offs, Bien-Air Dental SA and Bien-Air Surgery SA, in Biel/Bienne and Le Noirmont in the Bernese Jura respectively. Bien-Air Surgery SA produces motor systems and handpieces for ORL, plastic surgery, neurosurgery and general micro-surgery, while Bien-Air Dental SA manufactures dynamic instruments for dentists and oral surgeons. The company employs 350 people worldwide.



Unique iChiroPro implantology system: CEO Edgar Schönbächler and his team pore over innovative solutions for dental care.

What other dental innovations have you launched recently?

"We developed a series of instruments that are twenty percent shorter than previous models with absolutely no loss of performance or reliability. The idea behind this development was to meet new demands for ergonomic tools that are arising as the dentistry profession becomes more feminized. In line with our motto, 'Simplifying Your Working Life,' we want to be as close to the market as possible and make dentists' and dental assistants' working lives easier."

Your company headquarters are in Biel/Bienne, and your two manufacturing locations are in the Bernese Jura. How does the fact that you are located in a traditional watchmaking and micro-technology stronghold impact on your success?

"Good dental equipment revolves primarily around reliable, powerful motor systems and handpieces. We have most of the know-how we need for this in-house. And we can find everything else we need in the nearby 'Watch Valley' – from suppliers to technology partners to high-skilled people. We designed the special hardware and software for iChiroPro in-house, working with partners from the St. Imier School of Engineering. A delightful and highly successful partnership."

What products and services are you planning on bringing to the market in the future?

"We want to provide both our business and private customers with complete dynamic dental instrument solutions. As dental surgeries become increasingly digitized, it is important to integrate our products into this environment. And this means enhancing what were formerly purely mechanical products with new, electronic functions and services. iChiroPro is a prime example of this vision."

Information

www.bienair.com



Revolutionary new implantology system from Bien-Air SA: iChiroPro is operated on an iPad and features the best performing instruments on the market.

About the person

Edgar Schönbächler studied microtechnology at EPFL in Lausanne and wrote his PhD thesis on semiconductor technology at the Swiss Federal Institute of Technology in Zurich. Having graduated in engineering, Edgar Schönbächler spent seven years working for a medical technology start-up on Lake Geneva before joining the development Department of Bien-Air AG in Biel/Bienne in 2004. He has led the company as its CEO since 2010. The father of two children enjoys spending time in his garden in Neuchâtel, listening to music and skiing in winter. He is particularly fond of the tranquil Montoz mountain in the Bernese Jura and the contrasting urban buzz of the city of Bern.

The First Emperor in Bern

A unique exhibition at the Bern Museum of History

220 artifacts and a recyclable pavilion: From 15 March until 17 November 2013, the Bern Museum of History is bringing the Chinese Empire to Bern with its fascinating exhibition “Qin – The eternal emperor and his terracotta warriors.”

It all began by chance: in 1974, some Chinese farmers stumbled on a large number of terracotta sculptures while drilling a well. This turned out to be the terracotta army of the first Chinese emperor Qin Shi Huangdi – and one of the most famous archaeological discoveries of all time. The army with its some 8,000 life-size warriors is part of a gigantic, still only partially excavated tomb. At the location of the discovery, Xi'an in China, the facial features of the clay figures are for the most part only discernible with binoculars – in Bern however, you can look them in the face, eye to eye, for the duration of the exhibition. Credit for this is due to Dr. Jakob Messerli, director of the Bern Museum of History, and his team as well as numerous other partners who have played a part in the unique exhibition “Qin – The eternal emperor and his terracotta warriors.” The exhibition focuses on the emergence of the Chinese Empire, the enigmatic figure of the first emperor, his monumental tomb with the spectacular terracotta army and the importance of this era for China. Its highlights are ten original terracotta figures from the tomb of the first emperor. “We are working closely with the cultural and archaeological authorities in the Chinese province of Shaanxi where the tomb is located. We have been able to borrow around 220 fascinating original exhibits

About the exhibition

The terracotta army of the first emperor of China, Qin Shi Huangdi (259-210 B.C.), was discovered by chance in 1974 by farmers drilling a well near the village of Xi'an. The army consisting of some 8,000 life-size warrior statues is part of a monumental tomb, the center of which represents an image of the world. As one of the most spectacular and most famous archaeological discoveries of all time, the terracotta army has been included in the UNESCO list of World Cultural Heritage Sites since 1987 and is frequently described as the 8th wonder of the world. Qin Shi Huangdi occupies a dominant, yet also controversial place in Chinese history: he subjugated and united vast swathes of present-day China, began the construction of the Great Wall of China and standardized not only the currencies, weights and measures but also the system of writing used in the country.

International teamwork: Swiss and Chinese conservators have jointly examined, analyzed, photographed and documented objects in the run-up to the exhibition.





1 of 8,000 terracotta warriors: it took more than two years of negotiation with the Chinese authorities to get the 220 exhibits – including ten original terracotta figures from the first Emperor's tomb – shipped out to Bern for exhibition at the Bern Museum of History.

About the museum

The Bern Museum of History is one of the most important cultural heritage museums in Switzerland and the second-largest history museum in the country. Its archaeological, historical and ethnographical collections encompass around 500,000 objects from the Stone Age to the present day and from cultures all over the globe, many of these world class. In addition, the life and work of the physicist Albert Einstein is presented in the integrated Einstein Museum and regular visiting exhibitions are held – such as the “Qin – The eternal emperor and his terracotta warriors” exhibition from 15 March until 17 November.

from museums and archaeological institutions in China for the duration of the exhibition,” says a delighted Dr. Jakob Messerli, who spent over two years negotiating the loans with the Chinese authorities.

Complex and recyclable

Unique objects call for an equally unique exhibition concept. A temporary extension in the Museum Park, linked directly to the existing museum entrance, serves to manage the visitor flow as smoothly as possible. In addition, it will also be used for ticket sales, visitor information, a cloakroom, audio guide issue and return, a museum shop with an extensive offering of Chinese items and for the Qin Asian restaurant. The pavilion is made largely of recyclable material. At the end of the exhibition, this can either be reused or disposed of in an environment-friendly manner. “An exhibition of this magnitude is an exceptionally complex project, both from the exhibition and the infrastructure perspectives,” according to Dr. Jakob Messerli. “Our museum offers the public an all-round experience.”

Clearly and vividly portrayed

Integrated into the exhibition design, the fruit of a collaboration between the Bern Museum of History, Holzer Kobler Architekturen and iart interactive ag, the original exhibits take visitors along on a fascinating journey. It describes the Qin era, illustrates the rise of the first emperor, his world and death and covers the period up to the present day. The multimedia installations complement the exhibits and place them in the appropriate context. “They bring the discovery of the terracotta army to life for museum visitors and shed light on the geographical extent of the Qin Empire and the power and achievements of the first emperor. For example, a farmer recalls how he stumbled on the terracotta army by chance in 1974, and even the mechanics of the weapons are explained in great detail through the film animation,” states Michèle Thüring, Marketing & Communication Manager.

“The discovery of the terracotta army is brought to life for our visitors.”

The spirit of the first emperor is still present today – and not just in China: thanks to the unique exhibition in the Bern Museum of History it can also be experienced impressively and at first hand in Bern from 15 March until 17 November this year.

Information

www.qin.ch

www.bhm.ch

A Traditional Sport that Goes with a Swing

The 2013 Swiss Wrestling and Alpine Games Festival

Where the “wicked” are the best, where tradition, strength and the modern age come together and strapping men end up in the sawdust – Andreas Aebi, chairman of the organizing committee for the 2013 Swiss Wrestling and Alpine Games Festival, explains what lies behind the resounding success of the Swiss national sport of wrestling.

“Schwingen,” or Swiss wrestling, is a modern sport that has succeeded in retaining its ancient roots and traditions. And that is exactly why the national festival and the Emmental Valley are just right for one another,” believes Andreas Aebi, chairman of the organizing committee for the 2013 Swiss Wrestling and Alpine Games Festival in Burgdorf. “Because here too, amid the green hills and sandstone rocks alongside the River Emme, thriving customs exist hand in hand with vibrant 21st century life. The Emmental Valley is one of the regions in which wrestling originated in ancient times, but also a modern business location with more than 900 companies.”

Glorious “Hosenlupf”

An ancient sport that still thrives to this day. There is no precise documentary evidence to date the origin of Swiss wrestling. In Lausanne Cathedral however, there is a 13th century depiction showing typical wrestling holds. “In central Switzerland and in the Mittelland, ‘Hosenlupf’ (‘breeches-lifting’) has been an essential part of festival culture for centuries,” ac-

cording to organizing committee chairman Aebi. “Wrestling contests have been held for prizes in kind since time immemorial. The fame however, has always been even more important than the prize itself.” In the 19th century, wrestling festivals such as the Unspunnenfest in 1805 and ambitious sports teachers made wrestling ever more popular even among city dwellers. In this way, the traditional sport enjoyed by shepherds and farmers became a national sport for people of all social strata.

A bull for the king

“In days gone by, the Alpine wrestlers got together for contests from time to time in spring, summer and autumn. Today, wrestling has become established as a training-intensive and highly organized sport,” emphasizes Aebi. Carefully honed technique, superlative body control and strength – anyone with the ambition to become a successful wrestler regularly practices a wide range of different throws in the training room. The sport is particularly popular in German-speaking Switzerland. The popularity of Swiss wrestling

remains undiminished; wrestling festivals in particular are enjoying a boom in attendances. The best wrestlers, the so-called “wicked” compete at the Swiss Wrestling and Alpine Games Festivals and fight for the coveted title of “Schwingerkönig” (Wrestling champion) and the bull awarded to the winner. “This year we are expecting over 250,000 visitors of whom 50,000 alone will be excitedly following the ‘Schwingen’, ‘Hornussen’ and ‘Steinstossen’ competitions live in the Emmental Arena and at the other venues,” says organizing committee chairman Aebi in keen anticipation of the uniquely thrilling sports event.

Information

www.burgdorf2013.ch

Strength in sawdust: the best wrestlers compete at the Swiss Wrestling and Alpine Festival.



About the Swiss Wrestling and Alpine Festival

The Swiss Wrestling and Alpine Games Festival (ESAF) is the largest regular sporting event and also one of the biggest public festivals in Switzerland. It is held in a different location every three years – this year in Burgdorf in the Emmental Valley from 30 August to 1 September 2013. Admission to the festival grounds is free of charge for all visitors; no ticket is required other than for the Emmental Arena.

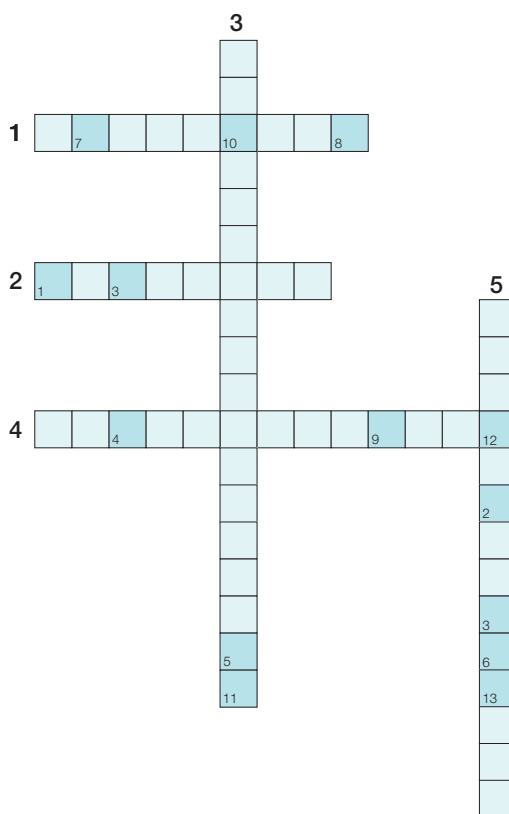
Win a Romantic Weekend in Emmental!

Welcome to the Romantik-Hotel Bären Dürrenroth: www.baeren-duerrenroth.ch

Take part in our prize draw and win a dream weekend for two (two nights in the *Romantik* suite and a three-course tasting menu for two) at the Romantik-Hotel Bären Dürrenroth.

Located in three historic Emmental buildings dating back to the late Baroque era, the Romantik-Hotel Bären Dürrenroth combines tradition and contemporary hospitality in a way that guarantees its guests a wonderful stay. The *Romantik* suite is a charming blend of the spirit of the stage-coaching era and the modern conveniences of a 21st century hotel. This comfortable and spacious suite features a four-poster bed, a large, tiled traditional stove, and a beautiful parquet floor. The adjoining bathroom – furnished in the Mediterranean style with a whirlpool tub – is a modern enhancement of the stately bedroom, and a sparkling surprise awaits you in the free minibar. Discover Emmen-tal's legendary hospitality and history – welcome to the Romantik-Hotel Bären Dürrenroth!

Taking part could not be easier. Find the answers to the clues and enter them in the appropriate places to find the mystery word. Send the mystery word along with your completed entry form to the address below by 30 September 2013. You can also enter online at **www.berneinvest.com/chance2013**. Tip: every word relates to a subject covered in this issue of *berne-capitalarea*. Good luck!



1. The new iPad-controlled implantology system from Bien-Air SA
2. Venue of the Swiss Wrestling and Alpine Festival 2013
3. Most of the energy used in the new SolarMax headquarters is generated by the ... on the roof.
4. China's first emperor
5. Example of an e-Government project

Extra questions (optional): which article in this issue of *berne-capitalarea* did you enjoy most?

How did you get your copy of *berne-capitalarea*?

Answer

1	2	3	4	5	6	7	8	9	10	11	12	13
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DEVELOPMENT AGENCY

Name: _____ Address: _____

Telephone number: _____ Email address: _____

The winner will be drawn by lots and notified in writing. Employees of the Berne Economic Development Agency and Casalini Werbeagentur AG are excluded from entering the competition. The judges' decision is final. There is no cash alternative to the prize.

Tear out this page and send it to this address by 30 September 2013:
Berne Economic Development Agency, Münsterplatz 3, CH-3011 Bern, fax +41 31 633 40 88.

Many congratulations to Raymond Favre of Courtelary, Switzerland, the winner of our competition in *berne-capitalarea* 2012.

Working for Businesses

Introducing the new Berne Economic Development Agency

Our region – the bernecapitalarea – is the perfect place to do business. And the Berne Economic Development Agency is the first port of call for advice, support and financial contributions, as well as a wide network of contacts.

The Berne Economic Development Agency was reorganized on 1 May 2013. What does this reorganization actually mean?

“As part of our reorganization we are combining two operational areas: Economic Development, and Tourism and Regional Development. What we aim to achieve with this merger is to pool our strengths and start offering a full range of services from one source. The reorganization will enable us to provide all companies in any sector in Bern – from industry to commerce to tourism – with much better advice and support going forward. We also hope to attract many more major events to the Canton of Bern. To do this we will be further expanding our national and international marketing activities.”

The Berne Economic Development Agency will be much more actively involved in developing the Canton as a business location in the future. How will you be doing this?

“In this new sphere we will be focusing on projects that boost our location on a long-term basis. The Canton of Bern is already very actively involved in several major projects such as the Swiss Innovation Park, Bern Exhibition Center and various Economic Development Zones in the Canton. In the future we plan to intensify our involvement and drive forward large numbers of additional projects. After all, as the name suggests, our aim is to develop and grow Bern as a business location.”

What results do you expect to achieve?

“If I may, I would like to quote some examples. With our promotional activities we will be helping the Canton of Bern to offer interested companies suitable building plots and real estate. Industrial land is very much in demand in the Canton of Bern. In our activities to promote innovation we want to further develop our long-term cluster policy. I firmly believe that closer collaboration with other authorities and partners will also play an increasingly important role in terms of developing Bern as a business location.”



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Relocations to the Canton of Bern

New companies in the region

The Berne Economic Development Agency helps innovative, international companies with their decisions to relocate and settle in the Canton of Bern – like 3M EMEA GmbH and Matchcode AG.



Matchcode AG is an international marketing agency that was established in South America in 1999 as a spin-off from the SAP marketing department and is now represented on all continents. Today Matchcode provides marketing services for multinationals like HP, BlackBerry, SAP and Microsoft as well as various medium-sized enterprises. From go-to-market concepts and strategy development to handling individual or multiple marketing processes, community management and channel marketing, Matchcode provides its customers with a complete range of expert sales and marketing services.

To create more efficient processes for its worldwide services and make more effective use of synergies, Matchcode has chosen to locate its international headquarters in the Canton of Bern. The team in Biel/Bienne currently consists of five people, and there are plans to triple the size of the workforce over the next three years. Alongside market development, it will also be further enhancing its IT-based profiling and marketing methods.

Information

www.matchcode.com



3M produces more than 50,000 products across its Industrial and Transportation, Health Care, Consumer and Office, Safety, Security and Protection Services, Display and Graphics, and Electro and Communications divisions. Among its most famous brands are Post-it and Scotch. 3M EMEA GmbH will be operated as a Supply Chain Center of Expertise in the Canton of Bern for Europe, the Middle East and Africa. Its aim will be to bring together management expertise and set up innovative business processes for the EMEA region. The Center of Expertise will employ around 250 people, including managers in engineering, manufacturing, procurement and logistics from various countries along with many people from the Canton of Bern itself.

The company has been in provisional accommodation in Burgdorf since April 2013 pending completion of its permanent premises. The key factors in 3M's decision to locate to Bern were the multilingualism of the Bernese people, the Canton's excellent schools, our political and economic stability and the high standard of living here.

Headquartered in St. Paul, Minnesota, USA, 3M was founded in 1902 and has since grown into a world leader in a wide range of technological markets. The company is publicly listed, it achieves global sales of USD 30 billion, and employs 88,000 people across 70 countries.

Information

www.3m.com

15 March – 17 November 2013
Bernisches Historisches Museum

The terracotta warriors – now in Bern

Qin – The eternal emperor
and his terracotta warriors

www.qin.ch

Tickets on
www.qin.ch

Cultural Engagement



UBS