



bernecapitalarea

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THE CANTON OF BERN – WHERE INNOVATION HAPPENS

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Cover Story

A conversation with Mario Mascolo,
Vice President 3M EMEA GmbH
Switzerland

Business

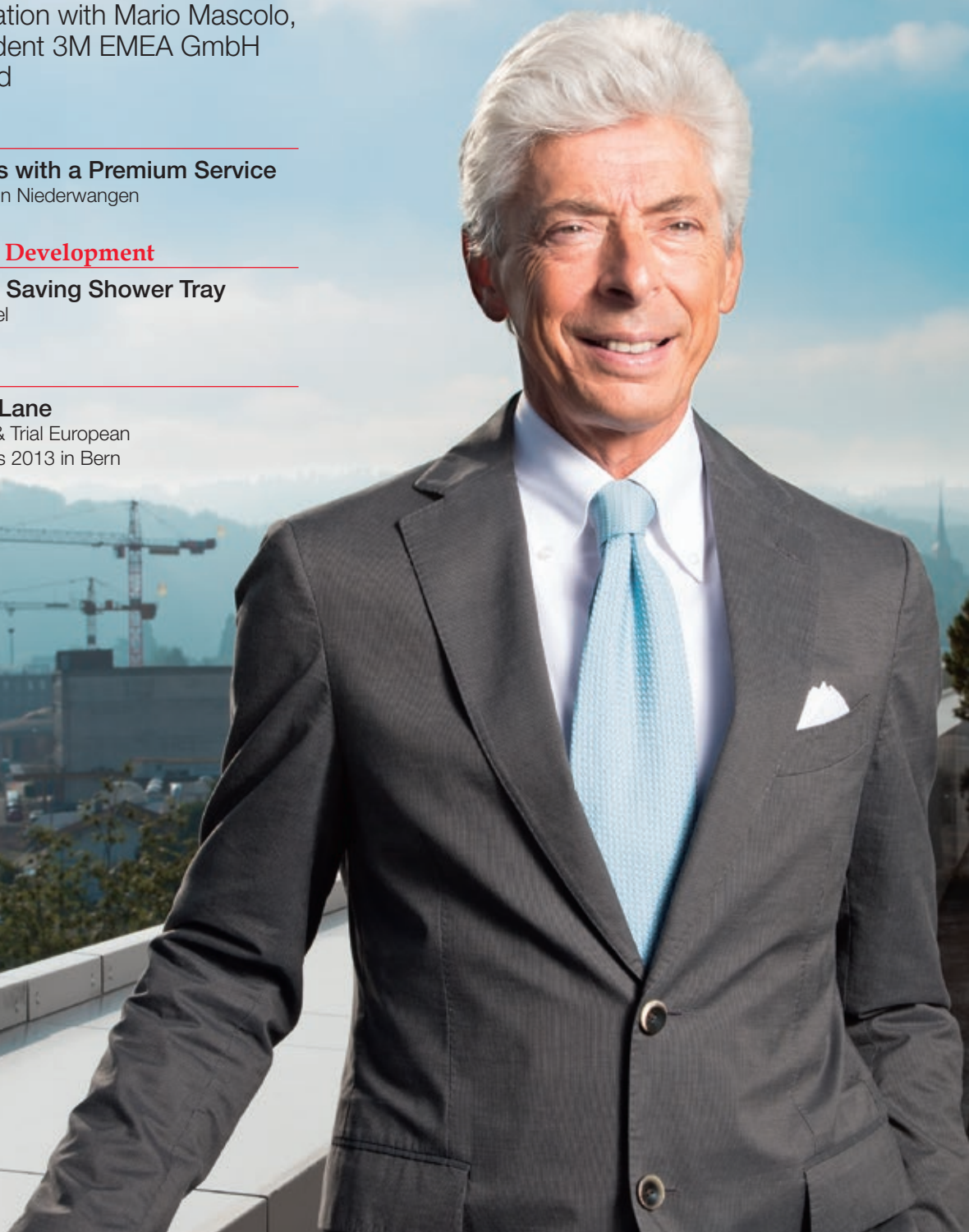
Bright Ideas with a Premium Service
Westiform AG in Niederwangen

Research & Development

The Energy Saving Shower Tray
Joulia SA in Biel

Living

In the Fast Lane
Mountainbike & Trial European
Championships 2013 in Bern





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Dear reader,

Imagine a world without innovation. Where would we be? There would be no progress, no economic growth. Monitoring future trends and creating new products, ideas or processes that respond to them are core skills that every successful company nurtures. Innovation is an indispensable cornerstone of economic success.

The excellent facilities we offer here in our canton at the heart of Switzerland and Europe offer a fertile breeding ground for innovation. Our top-rate education and research institutions, our industry-specific clusters, the international network and the active transfer of knowledge and technology that goes on here all prove every day anew how the coming together of business and science in the Canton of Bern can give rise to innovation.

To invent, design and produce new things, you need people with expertise, passion and a pioneering spirit. The kind of people who live and work here in our canton: multilingual, open-minded, motivated, and highly skilled. These people – who work in industries ranging from energy and environmental technology to medical technology and ICT – are the innovative driving force behind the numerous international associations, educational institutions and companies located here.

In this edition of "bernecapitalarea" you'll meet the people, the companies, the partnerships, the educational institutions, and the research establishments that drive our innovative canton forward.

I hope you enjoy reading it!

Yours truly,

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

“Accelerating cross-functional thinking and decision-making”

A conversation with Mario Mascolo

3M EMEA GmbH Switzerland's Vice President Mario Mascolo tells about the first months at the new 3M EMEA “Supply Chain Center of Expertise” in Burgdorf, his captivation for technology and innovation and his business and private preferences about the canton of Bern.

What did awaken your interest in technology – and in working for the multi-technology company 3M?

“Growing up, my family made transfers to almost every region in Italy. I learned to manage changes and seize positive aspects of new opportunities. Later on, during my studies in Mechanical Engineering in Rome and various jobs, I developed even a broader view and a set of principles – fairness, equity and trust. While working on Exxon Mobil Italy, I met 3M for the first time. I began to know 3M not from its technologies or advertising, but from the voice of its employees which was animated by a strong innovative spirit. Their ability to connect the past with the future was very stimulating to me. And, to this day, 3M's entrepreneurial spirit and values are congruent with my guiding principles.”

“In this energizing, vibrant work environment, we can perfectly discuss and solve problems.”

How can the new 3M EMEA «Supply Chain Center of Expertise» in Burgdorf bring your company's innovations forward?

“The new Supply Chain Center of Expertise lays the foundation for Europe, Middle East and Africa – EMEA – to achieve more profitable growth and to become more competitive. Customers will receive quicker service and overall better value. The backbone of the new Center of Expertise (COE) will integrate all of the management and strategic functions of EMEA's supply chain operations. This newly formed team of about 250 experts will be the heart and brain of EMEA's supply chain from end-to-end. In this energizing, vibrant work environment, colleagues can very quickly form a group of two or three to discuss things and solve problems. In Burgdorf we can accelerate cross-functional thinking and decision-making. For 3M, many more improvements and breakthroughs will be achieved as the new Center of Expertise starts to remove complexity. Removing complexity will, for instance, lead to better supplier rationalization or sourcing of raw materials and finished goods.”

“I get a sense of enjoyment from starting new projects and charting the course for the future. When I was a child I moved all around Italy with my parents – so I learned to like and be comfortable with change.”
Mario Mascolo, Vice President 3M EMEA GmbH Switzerland



About the person

Mario Mascolo (57), Vice President 3M EMEA GmbH Switzerland, was born in Iglesias (CA), Italy. Mascolo studied Mechanical Engineering at the University of Rom and worked for Exxon Mobile Italy in the fields of Technical Service, Marketing and Sales, before he joined 3M in 1987. He held several positions in the company, such as Managing Director for 3M Greece, 3M Italy, or Executive Director of the Health Care Business for Europe/Middle East and Africa. He lives in Gümüliigen with his wife and his younger son and is, beside his professional career, passionate about horse-jumping and riding.

Your international specialists for Manufacturing and Supply Chain Management started to relocate to Burgdorf in April. How has the movement process been so far?

“By the end of September, about 200 employees and their families had already moved to their new homes and made themselves familiar with a whole new culture. 3M took the relocation process very seriously, as we understand this is a big deal for people. We managed through a network of professional partners which really helped the transition. Our leadership team will provide continuous support to our employees and their families in the next years including career development. The COE employees know that they have an outstanding personal and professional opportunity – this type of experience may only come along once in a decade – and they are very motivated.”

Which advantages has this new location to offer for your company, its employees and customers?

“The canton of Bern is an international hub, with many languages spoken, and it is both politically and economically stable. This place is also situated centrally in Europe and has an excellent local and international transport infrastructure, which is essential for visitors who are travelling to our facility from other locations around Europe, Middle East and Africa. The region of Bern offers a high quality of life and established international schools, making it an attractive location for employees and their families.”

Where and how do you preferably relax in the region of Bern in your spare time?

“Interlaken is just beautiful! I look forward to spending more time in the Bernese countryside and to pursue my passion for horse-jumping and riding. This winter, I plan to ski in Gstaad. I must admit that during my first year here, I have been pretty consumed with the new organization. It is time to start enjoying the beautiful surroundings in Bern.”

Information

www.3m.com



Leading innovator: The new global 3M “Supply Chain Center of Expertise” in Burgdorf emphasizes the company’s supremacy in scores of markets, from health care and highway safety to office products.

About the company

3M was founded in 1902 at Lake Superior in Minnesota/ USA by the five businessmen H.S. Bryan, H.W. Cable, J. Dwan, W.A. McGonagle and Dr. J.D. Budd. Today, the company delivers an extensive range of more than 50’000 innovative products, technologies and solutions to customers in more than 200 countries including brands like Scotch®, Post-it®, Scotchgard™, Scotch-Brite®, Nexcare™ and Scotchprint®, as well as several breakthroughs in e.g. nanotechnology and light management. 3M employs 87.677 people at over 70 locations and uses more than 40 technology platforms to capture the needs of costumers and communities. In 2012, the company’s annual turnover in the EMEA region amounted 6.7 Billion USD. 3M Switzerland AG has its headquarter in Rüschlikon ZH since 1963, whereas the new «Supply Chain Center of Expertise» of 3M EMEA GmbH Switzerland with 250 international employees opened its branch in Burgdorf in the canton of Bern in April 2013.

Bright Ideas with a Premium Service

Westiform AG in Niederwangen

Westiform AG has been lighting up the world with its innovative illuminated signage since 1959. CEO Raphael Waeber describes how its solutions are helping to reduce light emissions and energy bills, and what role crowd-sourcing plays in its strategy.

Your company is wellknown for its innovative illuminated signage solutions. What bright ideas do you have to help your customers save energy?

“We developed a lighting control module that significantly reduces the amount of energy illuminated signs use. It cuts CO₂ emissions by 50% compared with systems with no dimming option. Our energy-saving wf | Libra model can be installed in any new or existing LED signage. The customer gets a remote control with which they can infinitely adjust the brightness of their signage even from a great distance. Besides a manual control we also offer an automatic dimmer function. This automatically adjusts the brightness to the light conditions, so the sign is always optimally lit. With wf | Libra it is easy to comply with legal limits or match your own corporate design color scheme.”

One of the services you offer your customers is in-situ conversion of old neon signage to LED. Have you had a lot of interest in this?

“Over the past twelve months, more than 50 SMEs and several large companies commissioned us to convert their neon signage

About the company

The Westiform Group has its Swiss headquarters in Niederwangen near Bern. It also has production facilities in Germany, the Czech Republic and China. Westiform specializes in illuminated advertising and digital signage (multimedia displays). A family company committed to state-of-the-art technology and energy-saving innovations, Westiform was formed in 1959 out of the firm Westinghouse. Westiform employs 160 people in Niederwangen and has a total worldwide workforce of 400. The CEO of the Westiform Group is Markus Imfeld, son of the company's founder Niklaus Imfeld. Westiform is the Swiss market leader in illuminated signage and is also one of the largest of its kind in Europe. Westiform products can be found in more than 80% of countries in the world.



Leading light: as a general contractor, Niederwangen-based Westiform AG offers the full range of services that a striking visual presence demands.



About the person

Raphael Waeber, CEO of Westiform AG Switzerland, is an electrical engineer with extensive experience in sales and management. Before joining Westiform, he actively helped build up international sales at Maxwell Technologies SA. Prior to that he was head of Key Processes and Process Management at Valora AG and later MD of one of its subsidiaries. The father of one adult son, he lives with his family in Muntelier on the shores of Lake Morat to the west of Bern. He enjoys rambling, cooking and playing golf with his wife and friends, is a keen cyclist and often spends his leisure time in Bern's historic city center or along the River Aare.

Innovation plus service package: "To compete in the international arena you not only have to offer the customer an excellent product; you also have to package it with top-quality services that guarantee added value over and above that of your competitors' products." Raphael Waeber, CEO of Westiform AG, Switzerland

to LED. And for good reason: their converted signs are using a fraction of the energy the old ones used. For example, we are upgrading all 56 branches of the insurance company Schweizerische Mobiliar, saving them around 80,000 kWh per year – that's a massive 11 tonnes of CO₂ emissions. Another example: until recently the Inselspital Bern (university hospital) had four large-format neon signs that were clearly visible day and night from near and far. Since they were converted to LED their energy consumption has been cut by 70%. The Inselspital is therefore saving around CHF 3,000 per year, so it will quickly recoup the cost of the conversion."

You recently launched another innovative service based around crowdsourcing. What added value does this bring?

"Just think how many defective or dirty illuminated signs you see in Swiss city centers. With the AppJobber, a free smartphone app, we hope these will soon be a thing of the past. Smartphone users can take pictures of broken illuminated signs and add a few brief details. Then

they send the picture and the information to the Westiform Customer Service department, where they are checked. If all the details have been entered correctly and the sign has not been reported before, we pay the smartphone user CHF 4 per report. We also offer subscription services. These give our customers peace of mind that their illuminated signage will be clean and properly looked after all the time and always meets the legal requirements."

How does having your Swiss headquarters in Niederwangen in the Canton of Bern benefit you?

"Köniz is one of the largest municipalities in Switzerland and has outstanding infrastructure. The attractive industrial zone in Niederwangen has plenty of scope to allow us to grow. The Bern and Espace Mittelland regions have a very large catchment area where we can recruit excellent, high-skilled people. The area's proximity to French-speaking Switzerland is also a huge plus for us: many of our employees come from the bilingual regions

of Biel/Bienne and Fribourg. Another advantage was the generous, uncomplicated help we got from the Berne Economic Development Agency who supported us actively throughout the entire planning and relocation process. The excellent traffic links, with the nearby freeway access, train station, BERNMOBIL bus stops and Bern-Belp Airport, were another deciding factor. From our base in the Canton of Bern we are not only within easy reach of the most important Swiss economic centers, but also the entire world!"

"Our innovation cuts CO₂ emissions by 50%."

Information

www.westiform.com

Center of Excellence for the E-Bike

The Stromer Campus in Oberwangen

The Stromer Campus in Oberwangen is a brand-new center of excellence for e-bike development in which innovation, Swiss precision and state-of-the-art bicycle technology vie for pole position. CEO Thomas Binggeli explains why the Canton of Bern is the ideal place for BMC Switzerland AG's high-tech expertise to expand and flourish.

"The new Stromer Campus is our very own university facility – our hub for research, development and manufacturing," Thomas Binggeli, CEO of BMC Switzerland AG, explains. This state-of-the-art production facility for the Stromer E-Bike came on stream in record time thanks to the support of universities, universities of applied sciences, high-tech companies, and the Berne Economic Development Agency. The Stromer Campus in Oberwangen opened for business for the first time on February 28, 2013, with an initial workforce of 72 people and an area of 4,400 m². "We plan to expand our center of excellence for e-bike development in stages: in the future we will be launching new generations of Stromer in Oberwangen, alongside innovative components and accessories," Binggeli says. The sports company's vision is to create a "Stromer Valley" throughout the entire valley along the motorway towards Fribourg.

Mobility in the cleantech canton

Having invested more than CHF 10 million, BMC Switzerland AG is fully committed to Switzerland as its bicycle manufacturing base, and now that production of the Stromer in Oberwangen is under way, it is set to become a further cornerstone of the Canton of Bern's cleantech offensive. "We deliberately chose Switzerland, and in particular the cleantech Canton of Bern, for our place of work because it is a perfect place for us to develop the technology for the Stromer's urban mobility and produce the world's most innovative e-bikes," Binggeli affirms. When it came to selecting high-tech suppliers, it was not a hard decision to opt

About the company

The Grenchen-based, international BMC (Bicycle Manufacturing Company) Group produces the Bergamont, BMC and Stromer brands. **Stromer** joined the BMC Switzerland AG family at the end of 2011, and has been produced at the Stromer Campus in Oberwangen since February 2013. This modular, fully integrated e-bike was developed in 2009 by Thomas Binggeli in collaboration with technology companies, universities and universities of applied sciences. It arose out of a desire to develop a bicycle concept that meets the needs of people in densely populated urban areas and offers a faster, more efficient, and cheaper mode of transport than any other. By 2011 the Stromer was one of the most in-demand e-bikes in Switzerland.



"We are focusing on a highly modular electric bike that can be customized to suit any customer wants and needs. The iPhone is our role model in terms of integration, usability, design and functionality." Thomas Binggeli, CEO of BMC Switzerland AG



A modular e-bike designed for silent, emission free travel – that’s the vision that drives Thomas Binggeli and his team at the Stromer Campus in Oberwangen every day.

for those based in the most important industrial canton in Switzerland rather than in the Far East. Here it can hone its own high-tech expertise much more meticulously and more quickly – and, most importantly, protect it more effectively. “In Grenchen, where our headquarters are based, the watch industry has demonstrated impressively how you can create and sell high-tech products worldwide without jeopardizing your own know-how,” the CEO says.

As iconic as an iPhone

At the Stromer Campus Store in Oberwangen, customers can test-ride and buy all the different Stromer models, obtain expert advice from staff, and take a peek at the on-site production and assembly facilities. The company offers a wide range of services to business clients who want to use the Stromer as a “fleet vehicle” or as a promotional tool. These include roadshows on customers’ premises, customized designs based on the customer’s corporate identity, comprehensive service packages, and a personal web-based configurator that minimizes the admin involved in placing business orders. Thomas Binggeli is delighted – but not surprised – that the Stromer has received many awards

“The Stromer is as striking and as iconic as an iPhone.”

throughout Europe. “With its outstanding functionality and integrated design, the Stromer is as striking and as iconic as an iPhone. It’s powerful, it looks good and it’s easy to use: all these features make the Stromer a unique premium product.”

Cycling comfort and social media

Yet another brand-new e-bike innovation from Oberwangen has recently been launched: the Stromer ST1, featuring new balloon tires designed specifically to cope with the demands of a powerful e-bike, as well as unsurpassed comfort and safety. “The carbon fork featured on the Stromer ST1 also helps optimize rider comfort,” Thomas Binggeli explains. “What is more, we have reduced the weight of the bike by 1 kilogram, so we’ve been able to increase the Stromer ST1’s range by more than 30% with the same battery charge.”

The premium production facility and center of excellence in Oberwangen is making increasing use of social media platforms, through which it plans to involve e-bike users more intensively in its planning and development processes in the future. It was actually Thomas Binggeli’s friends and acquaintances who gave him the idea for the Stromer. “I kept hearing about people wanting to make the switch from a car to an electric bike

but didn’t want a conventional bike because it was too tiring or too slow. Our Stromer responds perfectly to these needs and fills a gap in the market.” Five-figure sales volumes are proof enough for Binggeli and his team in Oberwangen that they are on the right track with their trailblazing Swiss e-bikes.

Information

www.stromer.ch

About the person

Thomas Binggeli, CEO and partner in BMC Switzerland AG and inventor of the Stromer, set up his own bike shop, the Thömus Veloshop, in his home town of Oberried as a teenager. A plumber by trade, Thomas loves cycling over mountain passes and in the foothills of the Alps – two favorite mountains of his are the Napf and the Wachthubel – and is often found on the bike trails around Oberried, the Bernese Oberland, Schwarzenburgerland and Emmental. His current favorite e-bike is the new ST1 Elite, with carbon fork, Platinum City Kit and Power 48 motor.

Prize-winning Implantation

The ARTORG Center for Biomedical Engineering Research at the University of Bern

In January 2013 Dr. Brett Bell and his team at the ARTORG Center for Biomedical Engineering Research at the University of Bern were awarded the First Prize in the Ypsomed Innovation Awards for their work. Dr. Bell tells “bernecapitalarea” what the award-winning Minimally Invasive Robot-based Cochlear Implantation project means for surgeons, patients and collaboration partners.

Cochlear implants have been used to help severely hard-of-hearing and profoundly deaf people for the past 30 years. How have you managed to revolutionize the surgical implantation procedure?

“We are not the first – and by no means the only – people to tackle this issue. What sets us apart from others is perhaps our pragmatic approach.

“We are about to embark on our first clinical study on humans.”

We have analyzed every single component and its impact on the end result, concentrating on the smallest details of

this image-guided surgical process. This has enabled us to optimize the existing method, with the result that it is now possible to drill directly through to the target site with extreme precision.”

How does the navigation system you have developed work?

“Although the robot is in the foreground, it is only one link in the chain of the entire navigated surgical procedure. It starts with high-resolution imaging which uses special software to evaluate data and displays the various anatomical structures virtually. This enables the tunnel through which the electrode is introduced into the patient’s cochlea to be planned with absolute precision and transmitted to the robot. Only then does the minimally invasive procedure start in the operating theater. The robot system references the tiny reference screw on the anesthetized patient’s skull. Under the watchful eye of the surgeon, the robot drills the planned hole. Finally, the surgeon feeds the electrode into the cochlea, inserts the implant and sutures the wound.”

On Research and Development

The ARTORG Center for Biomedical Engineering Research at the University of Bern was established in 2007 in cooperation with the Inselspital Bern (university hospital) to advance healthcare by integrating education, research and development, innovation and entrepreneurship in biomedical technology. Under the leadership of director Prof. Dr. Stefan Weber, Dr. Brett Bell and his team have been working on the innovative, minimally invasive procedure for inserting a cochlea implant through a hole just 1.5 mm in diameter for just under five years. The ENT, Head and Neck Surgery department at the Inselspital Bern headed by Prof. Dr. med. Marco Caversaccio is also involved in this project.

“The award of the Ypsomed Innovation Prize means a great deal to my team and me. It demonstrates that the potential of our development is also recognized and acknowledged by others.” Dr. Brett Bell



What benefits does this innovative procedure offer the surgeon and the patient?

“The patient benefits from the fact that the intervention is minimally invasive, so he suffers less pain, he can be discharged from hospital more quickly, and the operation has less aesthetic impact. The surgeon can rely on achieving reproducible results and being able to operate with even greater precision.”

You work closely with CAScination AG in Bern, a start-up set up by the ARTORG Center (see also issue 1/13 of “bernecapitalarea”).**What form does this partnership take?**

“At the moment we are about to embark on our first clinical study on humans, which we will be performing together with Prof. Dr. Marco Caversaccio at

“Our technology can help make surgical interventions easier, safer and more efficient.”

the ENT, Head and Neck Surgery department at the Inselspital Bern. Our navigation system will probably stay in Bern, although other research institutes have already expressed an interest in working with us, which we certainly don't rule out and warmly welcome. In terms of authorization

and certification, we can call on CAScination's expertise and experience. What is more, we often exchange thoughts and ideas on technical problems and solutions with the CAScination team.”

Why is Bern a good base for your research and development work?

“I believe that the collaboration between the Inselspital Bern and the ARTORG Center is extremely beneficial for all concerned. Communication between medical staff and engineers is excellent, and the support we receive from various partners in the region is also impressive, whether it's about getting answers to clinical questions or support for PhD students. Our partners also ask us for advice on their own issues, which I am very happy about.”

What are you and your team currently focusing on?

“For us, the robot project will only be finished once the clinical data are available. We are also working on the next steps: where and how can we use the system for other surgical problems going forward? My vision is to treat as many patients with our navigation system as possible, because our technology can help make surgical interventions easier, safer and more efficient.”

Information

www.artorg.unibe.ch

About the person

Dr. Brett Bell graduated in mechanical engineering from Utah State University and was awarded a PhD in biomedical engineering from Purdue University. Since 2010 Bell has been working on the Minimally Invasive Robot-based Cochlear Implantation project at the ARTORG Center for Biomedical Engineering Research at the University of Bern. A farmer's son, he lives with his wife and six children in Schliern, a village to the southwest of Bern, where he enjoys hiking, swimming and mountain biking.



High-precision navigation system plus surgical robot: with their innovation Dr. Brett Bell and his team have laid the foundation for a world first in surgical interventions.

The Energy-Saving Shower Tray

Joulia SA in Biel

A team of inventive engineers, designers and energy specialists based in Biel/Bienne have come up with an innovation for the bathroom that saves energy, CO₂ and money. Silvana Ripa, CEO of Joulia SA, explains what makes the first shower tray with integrated heat recovery so unique.

“Despite the fact that buildings are becoming ever more effectively insulated, we are still pouring warm waste water down the drain unused. For Christoph Rusch, an engineer and inventor of the Joulia, that was not only highly unsatisfactory but also an exciting challenge with great potential,” says Silvana Ripa, CEO of Joulia SA. The Joulia project was born at Creaholic SA in Biel/

Bienne, a center of innovation where every team member can spend up to 100 hours a year working on his or her own ideas alongside their “day job.” The multidisciplinary team, which is made up of engineers,

“Joulia is elegant, convenient and saves energy.”

designers and energy specialists, wanted to develop a product that would not only be ecologically sound but would also make economic sense and win over the building owners, the architects and the tradesmen on site. “In Joulia we are offering an alternative that is elegant, convenient and saves energy,” Silvana Ripa sums up.

Hot water circuit

It’s so simple you wonder why no one ever thought of it before. This revolutionary innovation uses the heat from the outgoing warm water to heat up the incoming cold water. Instead of the warm water flowing straight down the drain, the Joulia routes it through a special shower tray floor that absorbs its heat. “The

About the person

Silvana Ripa, CEO of Joulia SA, graduated in marketing management and holds a Master’s degree in Corporate Communication Management. Fascinated by the interaction of marketing, sales and communication, she has worked in industries as diverse as tourism, food and consumer goods and adult education. Before joining Joulia SA in 2012, she was Director Marketing at Hotelplan Schweiz, where she was responsible for marketing the company’s various brands and for third-party sales. Ever since she completed an apprenticeship at a travel agency, Silvana Ripa has been passionate about traveling, and in addition to visiting distant lands she can also regularly be found skiing on the Adelboden pistes in the Bernese Oberland. Among her favorite places to visit in the region are the city of Bern, the Jura Mountains and Lake Biel. Silvana Ripa lives with her partner in Schernelz above Lake Biel.



“Joulia is very easy to install in place of a conventional shower tray. What’s more, it uses no electricity and needs no additional pumps or storage tanks.” Silvana Ripa, CEO

Joulia recovers almost a third of the heat from the outgoing shower water every time you shower,” Ripa explains. The shower tray floor has a built-in heat exchanger that extracts the heat from the outgoing water and uses it to warm up the incoming cold water. “Within just a few seconds, the cold water heats up from around 10° to about 25°C. So it is much warmer than usual when it enters the mixer valve, meaning that you use a lot less hot water from the water tank or the solar array.” Joulia is suitable for use in both new builds and renovation projects and can simply be installed in place of a conventional shower tray. Once installed, this smart product works just like a conventional shower – with small but highly effective differences on the underside, where the cold water pipe divides into six parts that zigzag across the underside of the shower tray.



Turn on the shower, step in – and save energy. This simple but effective innovation was developed by the Joulia SA team in Biel/Bienne. The team includes (from left to right) Roman Svaton, R&D Engineer, Christoph Rusch, Head of Engineering, and Silvana Ripa, CEO.

The simple, efficient and elegant way to shower

The Joulia was designed by a multidisciplinary team of inventors – and that shows. The shower tray is easy to install level with the floor, and it also makes a design statement in the bathroom: the ShowerDeck – a special cover made of white sanitary acrylic that fits neatly over the shower tray – keeps the feet warm and also easily surpasses strict noise insulation requirements. Developed, designed and produced in Switzerland, the shower tray and the standard ShowerDeck can even be recycled. “What’s more, because the Joulia reduces the amount of hot water you need, you can actually install a smaller boiler,” Ripa adds. The Joulia can save anything up to 1,000 kWh of energy in a four-person household: depending on what kind of heating is used, that can equate to as much as CHF 200 per year in running costs. “The Joulia is slightly more expensive to buy than a standard shower tray, but it pays for itself in five to seven years,” Silvana Ripa explains. The first 20 Joulia’s have been in use at the new Swisstennis build-

ing in Biel since mid-2012, followed by other installations in homes across Switzerland.

“With this project we were aiming for efficiency and simplicity in terms of technology, installation and use, and we’re delighted to have achieved our objective,” Joulia SA CEO Ripa says. “Valuable energy, CO₂ and money – householders can save all that every day thanks to our simple heat exchanger system!”

Information
www.joulia.com

About the company

Joulia SA was established in Biel/Bienne on July 1, 2010, and is responsible for developing, distributing and marketing the eponymous shower tray. The company and product name are derived from the name of the physicist James Prescott Joule and the joule energy unit. Joulia SA’s operational team is made up of a number of talented professionals from a wide range of disciplines. A team of investors, some of whom sit on the company’s board of directors, played a role in establishing the company. Joulia SA grew out of the Joulia project initiated by the Biel-based center of innovation, Creaholic SA, whose members are still keen supporters. The first shower tray with heat recovery was launched on the market on September 2012. Joulia SA is a member of swisscleantech, energie-cluster.ch, and Infracwatt, it holds a patent on its product and was awarded the Swiss energy prize Watt d’Or in 2013.

In the fast lane

Mountainbike & Trial European Championships 2013 in Bern

From 20 to 23 June, Europe's mountain biking and trial elite came together against a spectacular backdrop in Bern and Köniz. OC team members René Walker and Roger Liechti explain the role the Swiss parliament building, Bern's Bear Pit and 300 volunteers played in this exciting competition.

Why are you so actively involved in the sport of mountain biking?

Roger Liechti: "I've been passionate about mountain biking ever since I was a young boy. My father taught me the basics, and these days I usually go out with my training partner. My mountain bike goes everywhere with me: I cycle to work on it in the mornings, and I often do a quick tour on the way home in the evenings. Cycling in the countryside is my ideal way of switching off – and I'm keeping fit and healthy at the same time. I also love how varied and challenging mountain biking is. I'm totally fascinated by how effortless a pro can make a route look and how completely focused they are on what they are doing. And during training it becomes clear just how much work goes into each race: the rider memorizes the route and the difficult stretches and rides them over and over until they have perfected them."

How much preparation was involved in getting these European Championships up and running?

René Walker: "It took around four years of preparation. Our core OC of seven people – some of whom had been organizing sporting events for more than 20 years – met every two weeks in the

About the Mountainbike & Trial EC

The Mountainbike & Trial European Championships 2013 took place from 20 to 23 June, with trials in Bern's Bear Pit and the historic city center, team relays and a spectacular eliminator around the parliament building, and other races on the local landmark Gurten mountain in Köniz. President René Walker and Co-president Thomas Binggeli, founder of the Thömus Veloshop and CEO of BMC Switzerland AG, were ably assisted by 300 volunteers, partners from the Bern business community and numerous federal, cantonal, city and municipal departments. The European Championships were Switzerland's first ever climate-neutral international championship event: all aspects, from transport and waste management to the festive program and travel, were climateneutral.

Perfection on two wheels: the world's mountain biking and trial biking elite went head to head in Bern.





A triumph for Bern: MTB route chief Roger Liechti and president René Walker look back over a highly successful Mountainbike & Trial EC 2013.

run-up to the event, and 30 section managers started planning the actual event two years beforehand. More than 300 volunteers made sure the event ran smoothly, helping to build and secure the route, working in the event office, or looking after journalists, for example. When you're expecting around a thousand competitors, support teams and media representatives from all over Europe and around 15,000 visitors, your organization must be perfect. Ultimately our expectations were in fact exceeded: 40,000 spectators came to watch this European Championship!"

What were the greatest challenges you faced in building and securing the route?

Roger Liechti: "We wanted the route to be interesting for both competitors and spectators – and that wasn't easy to achieve everywhere. But the lie of the land really came into its own on the Gurten mountain: the route passed Gurten Kulm a number of times, so the spectators got to see the competitors several times over in each round. We also had to comply with all the legal

requirements. It was vital to maintain a balance between spectacular and safe: after all, the safety of our competitors – and our spectators, of course – was paramount at all times."

What made Bern and Köniz ideal venues for the Mountainbike & Trial European Championships 2013?

René Walker: "The Bern region has a very active and innovative cycling scene. There are lots of wonderful trails here – even within easy reach of the city center. The Trail-net downhill course on the Gurten mountain, for example, is the best of its kind in Switzerland. Cycling is important to many Bernese citizens – not just as a sport or leisure activity, but as part of their daily lives. All these factors inspired us to hold the Swiss Bike Trophy here in 2004, and indeed to organize the Mountainbike & Trial EC on the Gurten mountain this year.

We are fortunate in that we have received a lot of support from businesses and authorities in both Bern and Köniz. The Mountainbike & Trial EC 2013 is a culmination of ten years' experience with the Swiss Bike Trophy, and our competitors really appreciate that. This race, which we have been organizing since 2004, is one of the world's top-ten mountain bike events in the Olympic Cross-Country discipline. We have had cyclists from more than 30 different countries at the starting line on the Gurten."

"The Canton of Bern has the know-how and infrastructure to deliver a major sporting event such as this."

Why is the Bern region such a popular sporting destination?

René Walker: "With the Swiss parliament building and the old city center, which is a UNESCO World Heritage Site, Bern provides a stunning, unparalleled backdrop. This year, for the first time, some of the championship races took place right in the city center. But besides the spectacular routes through the city, the races on Bern's landmark Gurten mountain offered competitors and spectators a unique experience: in some sections they had the whole of Bern at their feet, and in others they got to savor the stunning views of the Alps and the Jura mountains. All the routes were tough and challenging and made for some truly memorable racing. What's more, Bern is very centrally located in Switzerland and Europe and is very easy to get to. With its well-connected international mountain biking scene and its many strong partners, sponsors and associations, the Canton of Bern demonstrated impressively that it has the know-how and the infrastructure you need to successfully and professionally deliver a major sporting event like the Mountainbike & Trial European Championships."

Information

www.mtb2013.ch

The Monk's Head Packed with Flavor

Tête de Moine and the Domaine de Bellelay

Meet a cheese that reflects the flavors of a region and more than 800 years of expertise, and that's eaten in a fascinating way: Tête de Moine. At the Domaine de Bellelay in the Bernese Jura, visitors can discover and experience its history and uniqueness with all the senses.

Picture the scene. Cows grazing peacefully on lush green meadows in the picturesque mountain region of the Bernese Jura. What seems like an idyll from long forgotten times still forms the basis for an artisan cheese packed full of flavor that was being made and eaten long before modern-day Switzerland came into being. What makes this unique, delicious product so special? Drop in to the former Bellelay Abbey barn to find out. "At our museum and historic display dairy, you'll discover what tools, and instinct the master cheese-maker needs to give the Tête de Moine its unparalleled character," says Olivier Isler, CEO of Interprofession Tête de Moine.



Mouth-watering cheese rosettes: visitors to the Domaine de Bellelay are given a taste of the exquisite shapes produced by the Girolle®.

The art of taste

"The milk we use for our cheese is not pasteurized, just slightly skimmed," Isler points out. The milk is delivered fresh every day and is processed at traditional village cheese dairies within no more than 24 hours of milking – a crucial factor in the high quality of the Tête de Moine. The cheese is rennet curdled and heated in a copper vat, then shaped and pressed into cylindrical molds. The previous day's "wheels" are immersed in a brine bath for at least 12 hours to absorb salt and expel more water. This is when the rind starts to form. The young cheeses are then left to mature on pine boards for at least 75 days in the humid cellars of the Jura region's village cheese dairies at a temperature of 13–14°C. The master cheese-maker cares for and turns the cheeses regularly during this time. Paring with an upright knife is a tradition that dates right back to the monks of the Bellelay Abbey, who used this technique to cut the cheese into wafer-thin slices. There is documentary evidence that the monks would pay their land rent in cheese wheels as early as

1192. Since 1981 it has been much easier to cut the cheese into portion-sized pieces with the invention of the Girolle®, a device made by Jura-based Metafil AG. "Since the launch of the Girolle®, sales of the Tête de Moine have risen by around 70 tonnes per year on average," Oliver Isler is pleased to announce. "And we have more than doubled our production over the past few years – from 858 tonnes in 1990 to 2,191 tonnes in 2012."

Information

www.tetedemoine.ch

www.domaine-bellelay.ch

About the product

Tête de Moine AOP, Fromage de Bellelay, is a semi-hard cheese made of unpasteurized cow's milk from the Bernese Jura mountains that is not cut but pared into wafer-thin rosettes. Paring increases the surface area that comes into contact with the air, changing the structure of the cheese and allowing it to develop its full flavor. Whether the name "Tête de Moine" (monk's head) actually originates from the monk's tonsure or from counting the number of cheeses stored in the abbey by the traditional "monk's head count" method, is not known.

Win a Relaxing Weekend Break in the Bernese Jura

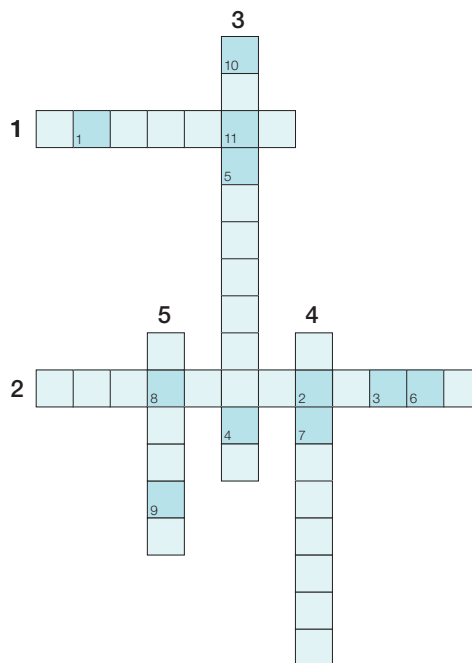
Welcome to the Hôtel de l'Ours in Bellelay: www.auberge-bellelay.ch

Take part in our prize draw and win a relaxing weekend break for two (two nights in a double room and a three-course dinner for two) at the Hôtel de l'Ours in Bellelay.

Situated opposite the famous Bellelay Abbey, this atmospheric 16th century hotel has 11 spacious bedrooms, an outstanding restaurant, an event room, a seminar room, its own stables and a dormitory that is particularly popular with groups, rambles, riders, cyclists and bikers. Enjoy legendary Swiss hospitality, history, tranquility and charm 1,000 meters above sea level – welcome to the Hôtel de l'Ours in the Bernese Jura!



Taking part couldn't 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 February 28, 2014. You can also enter online at www.berneinvest.com/chance. Tip: Every word relates to a subject covered in this issue of "bernecapitalarea". Good luck!



1. E-Bike
2. Minimally invasive robotic cochlear implantation was invented here.
3. Home of Westiform AG
4. New company in Saint-Imier
5. The first shower tray with heat recovery

Extra questions (optional):
Which article in this issue of "bernecapitalarea" did you enjoy most?

How do you get your copy of "bernecapitalarea"?

Answer

1	2	3	4	5	6	7	8	9	10	11
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Name: _____ Address: _____

Telephone number: _____ E-mail 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 February 28, 2014: Berne Economic Development Agency, Münsterplatz 3, CH-3011 Bern, fax +41 31 633 4088, or by e-mail to www.berneinvest.com/chance.

Many congratulations to Rita Sennhauser, Wald, the winner of our competition in "bernecapitalarea" 1/2013.

International Sporting Events in the Canton of Bern

Great potential for major sporting events

UEFA EURO 2008™, Ice Hockey World Championships 2009, European Figure-Skating Championships 2011, Mountainbike & Trial European Championships 2013 – the Canton of Bern is an attractive venue for many international sporting events.

Why should organizers of international sporting events pick the Canton of Bern as their venue of choice?

“Sport in the Canton of Bern has a great track record – a fact that is borne out by top events like UEFA EURO 2008™, the Ice Hockey World Championships 2009 and the European Figure-Skating Championships 2011. Besides our considerable experience, we offer organizers, participants, visitors and media representatives an excellent infrastructure: our sports facilities can be used as press offices or for fringe events, our excellent public transport system provides quick and easy access to all competition venues, and we have excellent hotels and a wide range of culture and leisure offerings. What’s more, the locals are passionate about sport! And the vast majority of Bernese inhabitants wholeheartedly support the international sporting events we hold here, as a representative survey in the run-up to UEFA EURO 2008™ showed. All in all, the Canton of Bern boasts fantastic potential that we want to make the most of.”

How do you see the Canton of Bern benefiting from international sporting events?

“Every international sporting event is a golden opportunity to shine the world’s spotlight on the canton and demonstrate its potential as a tourism and business location. Apart from raising the profile of the Bern region, every event also generates added value and delivers economic benefits. The Ski World Cup in Adelboden, for example, will bring in almost CHF 3 million in added value.”

How would you describe the canton's role?

“We want to attract other exciting sporting events to the Canton of Bern and exploit our potential to the full. To achieve this, we are promoting the canton’s strengths. The Berne Economic Development Agency plays a key role in the coordination, acquisition and implementation activities surrounding such events. We are a reliable partner that works closely with the organizers, businesses and politicians. But if we are to succeed, we need to make sure we have all stakeholders on board.”



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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 Berne – like CEMIPLAST SA in Saint-Imier and Packin'G91 SA in La Neuveville.



cemiplast sa

Saint-Imier-based CEMIPLAST SA was established in February 2013. At the moment the company is in temporary accommodation at the start-up center at Parc Technologie I, but in the second half of 2014 it will be moving into permanent premises at Parc Technologie III in Saint-Imier. Production started in March 2013 and is for the time being aimed at the Swiss market, although the company is planning to expand exports to Europe, America and Asia. It intends to create 10 to 15 jobs by 2016.

CEMIPLAST SA specializes in injection-molded plastic micro-parts for use in high-tech sectors such as the watchmaking industry, paramedicine, pharmaceuticals, dentistry and aviation. Its range of products and services includes research and development in production, processes and high-performance materials, overmolding, dust-free component production and product authorizations.

CEMIPLAST SA also works in partnership with HE-ARC and TT-Novatech in Saint-Imier, creating research and development synergies.

Key to its decision to locate to Saint-Imier were its proximity to the HE-ARC plastics and microplastics processing facilities, ceff Centre de formation professionnelle Berne francophone, CTM Centre technique du Moule SA, and TT-Novatech, as well as the opportunity to expand into the new Parc Technologie III and the support provided by the Berne Economic Development Agency.



Packin'G91 SA moved into its new premises in the center of La Neuveville on February 21, 2013. The subsidiary of the French holding company owned by Arnaud Haefelin has four production sites: Gainerie 91 in Paris, Sejac in Poligny in the French Jura Mountains, Covertech in Mauritius, and Easybox in Canton, China. Gainerie 91 employs around 500 people worldwide. At present Packin'G91 SA in La Neuveville has two employees, and plans to take on more staff by the end of 2014. Over the coming months the Swiss headquarters will be extended to provide more space for a showroom and warehouse and may possibly relocate within the area.

Packin'G91 SA is wellknown as a producer of creative packaging solutions such as wooden boxes, gift boxes and luxury carrier bags, which are produced at the holding company's own factories. Keen to be in close proximity to the Swiss watchmaking and jewelry industry to which the company supplies its products, Packin'G91 SA opted to settle in the Canton of Bern immediately adjacent to two traditional watchmaking and precision industry strongholds, Jura and Biel.

Information

www.packing91.ch

Doorstep take-off from Bern-Belp to the world



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Your check-in time is just 20 minutes and you can be in your car, taxi or transfer bus 10 minutes after you land. You will enjoy top-class service everywhere at the airport – and the cheapest airport parking in Switzerland.

We look forward to seeing you!

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