



Conversation

Richard Swart, Director of
International School of Berne

Business

**“The networked society is starting
to take shape”**

Ericsson Switzerland Ltd in Bern

Research & Development

**“Mutual inspiration – the key
to success”**

The new Creaholic SA Innovation Factory
in Biel/Bienne

Living

“Bern’s biggest cultural experience”

Museum Night 2018 in Bern

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Dear reader,

An Innovation Factory is being built in Biel/Bienne by Creaholic SA and Swisscom (page 12). The Biel/Bienne region is currently a hotbed of innovation. Why is that? Because it's a place where multicultural influences meet a traditionally strong industrial sector, giving rise to a truly creative environment.

Creativity can't be imported but it can be supported. And this is something we focus on very specifically in Biel/Bienne. With the Switzerland Innovation Park Biel/Bienne we are creating a platform for application-oriented research and development in industrial technology. Biel/Bienne is a city of innovation, and the canton of Bern has played a key role in making this happen with its policy of promoting innovation.

This development is starting to take on a life of its own. GF Machining Solutions is building an innovation and production center at Bözingenfeld in the Biel/Bienne area. La Werkstadt provides labs where thoughts and ideas can be shared. And a “factory of the future” – the Swiss Smart Factory has opened in Ipsach.

Innovation is also a top priority in Emmental, where Nestlé operates a research and development center for infant nutrition in Konolfingen. “Innovation is at the heart of everything we do,” says Orlando Cagnoni, Head of Site Operations (page 14).

The Canton of Bern as a business location is innovative – and it's also very attractive to international companies. Expat families can find a range of schooling opportunities at the International School of Berne.

I hope you will find it a fascinating read.

Christoph Ammann,
Member of the Government of the Canton of Bern
and Canton of Bern Minister of Economic Affairs

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“The Canton of Bern is a very welcoming location for expatriate families”

The International School of Berne’s new campus

ISBerne director Richard Swart explains why their students are enjoying an even better learning environment and why the Canton of Bern is so popular with many expat families.

ISBerne moved into its new campus in Gümligen, Siloah, in April this year. What special features does your new facility have?

“The new campus offers our students a significantly better learning environment, from state-of-the-art science labs and an IT infrastructure that will perfectly support our learning and teaching concept to an outstanding gymnasium and library and top-notch recreation areas and sports fields. The new campus will also allow for growth in enrollment to better meet the needs of an expanding expatriate community.”

What benefits does your setting in the Canton of Bern bring for the school?

The Canton of Bern is a very welcoming location for expatriate families. Bern is simply the most beautiful region I have ever lived in! When recruiting teaching staff to ISBerne I can speak honestly of a canton that is welcoming to other cultures, where individuals are friendly and language is not a barrier. A healthy, active lifestyle and an outdoor life surrounded by nature are rated very highly in Switzerland. In a world that is, I think, struggling to find a good work-life balance, these factors are becoming ever more important.”

“It is very important to us to be able to be an integral part of our community.”

About the school

The International School of Bern ISBerne was established in 1961. At the new campus in Gümligen, Siloah, which opened in April this year, ISBerne has around 350 students from 45 nations aged between 3 and 19 following the International Baccalaureate (IB) curriculum. Social activities like music, theater and sport are permanent fixtures on the school timetable. ISBerne is the only school in the Canton of Bern and surrounding cantons that is accredited by the Council of International Schools (CIS) and the New England Association of Schools and Colleges (NEASC).

Why do you also offer a special online tuition program, ISBerne Online?

“ISBerne Online is intended for anyone who, for a multitude of reasons, cannot access our campus or a suitable school in their area. Through our relationship with the education company Pansophic Learning, we have access to an accredited online curriculum. We want to expand our online offerings in the coming years so that we can respond even better to our students’ individual needs, both on and off campus, with even better tailored programs. A new campus with fiber-optic cables and a robust, fast Internet enables us to do just that.”

The International School of Berne Foundation was established in 2011. What was the reason for setting up this foundation?

“Our foundation enables us to financially support students who would otherwise have difficulty in attending either ISBerne, ISBerne Online or university. The foundation supports students who have previously studied at international schools and have now relocated to Bern, as well as students in the region who wish to continue their studies either in Switzerland or at a foreign university. Scholarships are awarded through the Foundation Board, which comprises members from ISBerne as well as the local business community.”

To what extent does ISBerne boost the economic strength of the Canton of Bern?

“Our work would have no purpose if the canton was not such an attractive location for business, providing exceptional infrastructure and resources for international companies looking to locate in the heart of Europe. Our school is yet another attractive asset to the Canton in that foreign multinationals can feel confident in the education options for their expatriate families. In addition, ISBerne is an ‘open’ campus: our facilities are available to our local community of Muri-Gümligen for both sports and social events. It is very important to us to be able to be an integral part



Students have been taught at ISBerne's new campus in Gümligen, Siloah, since April this year. Alternatively, internal and external students can learn with the ISBerne Online program from almost anywhere in the world.

of our local community. We are fortunate to be both an active part of our local community as well as part of a broader, international community."

Information

www.isberne.ch

About the person

Richard Swart has been Director of ISBerne since August 2014. Mr. Swart was born in Cape Town, South Africa, and graduated in education from the University of Port Elizabeth. The father of two worked as a teacher in South Africa and was principal at Nanjing International School in China, also an IB World School. Mr. Swart's wife and his daughter are both teachers as well. His hobbies include climbing, walking, surfing, squash and mountain biking.

“The networked society is starting to take shape”

Ericsson Switzerland Ltd in Bern

Ericsson Switzerland Ltd Country Manager Martin Bürki describes the current trends and opportunities in the mobile communications sector, how Ericsson is responding to them and what benefits their new base in Bern is delivering.



“Smart Work” Head office of Ericsson Switzerland Ltd in Bern: 150 employees moved into their new premises at PostParc in November 2016. From left to right: Frank Henschke, CTO, Karin Haag, Marcoms Support, and Martin Bürki, Country Manager Ericsson Switzerland.



Since you moved to PostParc at Bern station last year, your employees have benefited from a working environment that conforms to the national Work Smart Initiative. What does this mean in concrete terms?

“The working environment in general has changed dramatically in recent years. A key factor in this is the high quality of our communication networks, particularly mobile ones, which is why we can work from almost anywhere nowadays. But it is also important to have an easily accessible central office where we can interact with colleagues in a modern setting and to which we can commute by public transport. This means shorter distances to work and a much smaller carbon footprint. With our move to PostParc in Bern, we are aiming to save more than 390 tons of CO₂ annually by making intensive use of public transport.”

What are the current trends in mobile communications and how are you responding to them?

“For a number of years now we have been pursuing the vision of the networked society in which everything that will benefit from being connected will actually be connected. Now we are seeing this vision taking shape. We are convinced that 5G mobile networks, the Internet of Things, and cloud-based services will make the transformation to a networked society a reality.”

What new opportunities do your innovative telecommunications solutions open up for your customers?

“In brief, there are two main aspects to this. Firstly, our solutions enable our customers to substantially simplify what they are already doing today and therefore to work more efficiently and more cost-effectively. Secondly, technological developments,

About the company

Ericsson develops and supplies mobile technology and Internet, multimedia and telecommunications services, primarily for businesses, network operators and service providers. Headquartered in Stockholm, Sweden, the company was founded by Lars Magnus Ericsson in 1876 and operates in 180 countries. The world's largest telecom service provider employs more than 109,000 people, 150 of whom are based in Bern. Forty percent of the world's mobile traffic is handled via Ericsson systems.



"The ICT industry is changing and impacting on our private and professional lives more than any other sector." Martin Bürki, Country Manager Ericsson Switzerland

About the person

Before joining Ericsson Switzerland Ltd, **Martin Bürki**, who was born in Bern, worked for companies including the Swiss Cancer League, Terre des Hommes and Siemens Switzerland Ltd. He has been a member of the Board of Directors of Ericsson Switzerland Ltd since January 2008 and was appointed Country Manager in 2011. The father of two studied history and sports science at the University of Bern and obtained an Executive MBA. In his spare time, Bürki enjoys traveling and plays various sports, preferably in the Swiss Alps.

particularly in mobile communications, are making it possible to design and implement new business models."

How has business changed in the last ten years for you as a supplier of network equipment?

"Massively. Ten years ago, we were mainly selling mobile phones and infrastructure. These days we generate almost two-thirds of our turnover with services and software. We have been moving down the path of digital transformation for some time now and we are already well advanced in this area. What's more, our role these days is much more often that of an enabler, actively helping industries to digitize their business and to achieve the effects they are aiming for."

Which business segments will you be focusing on more at your Bern site going forward?

"We will continue to focus on our close working relationship with Swisscom, with whom we have had a very promising partnership for the past year in a form that is quite new for the industry. In addition, we will be pushing the subject of the Internet of Things across the entire Swiss market, not only in segments such as energy, transport, and public safety, but also in other industries that are undergoing transformation, such as manufacturing and health."

To what extent does your base in Bern help you expand these lines of business?

"Switzerland is at the heart of Europe and is regarded as the most innovative country in the world. In Bern – at the heart of Switzerland – we have found a market that is willing to try things out and take them a step further and that sees this as the basis of qualitative progress and prosperity. The same is true of the federal institutions and related organizations here. Being in Bern has a very positive impact on our business."

"Our vision is the networked society."

Information

www.ericsson.com

“Admissible in court: the e-mail solution RMail”

eCommunication solutions from Frama AG in Lauperswil

Frama AG CEO Thomas P. Haug explains why secure digital communication is becoming ever more important nowadays and what innovative eCommunication services the company has developed in response to this.

“We want to make it as easy as possible for our customers to communicate, handle, track and verify confidential information – transparently, securely and tamperproof,” CEO of Frama AG Thomas P. Haug explains. The Lauperswil-based company has specialized in the processing, use and communication of confidential data and data having monetary value for more than 20 years. In 2015 it transferred the strengths of the written word in letters and faxes to the digital world and launched RMail, an e-mail solution with proof of delivery and content verification that is even admissible in a court of law. “In the past, secure digital communication was limited and not particularly user friendly. Our scaled eCommunication services can be used highly efficiently across

**“RMail
can detect
and eliminate
cybercrime.”**

different sectors and in a user-driven way,” Haug says. “Currently we are launching our RMail package right across Europe, enabling customers to check at any time who e-mailed what to whom and when.”

This and other information is contained in an auditable, tamperproof Registered Receipt that is sent to the sender.

RMail also offers data protection compliant encryption of e-mail data and attachments, which can either be activated by a mouse click or configured individually by the user for every e-mail. “In addition, RMail features various functions that can detect and eliminate cybercrime. It also has a unique functionality for digitally signing contracts.” One of the main advantages of Frama solutions is that they can be used internationally with large vol-

umes of data and from one IP address to another – i.e. in the e-mail’s digital DNA, so to speak. “What’s more, all the functions are available for use even if only the sender has our RMail services installed. Providing the recipient uses the same channel for

About the person

Before joining Frama AG, **Thomas P. Haug** held various senior sales and marketing positions in Switzerland and abroad. He has been CEO of the Lauperswil-based company since 1997. Haug, who hails from Kloten, lives in Bern and has two adult children. In his spare time he likes to travel, experience foreign cultures, play sports such as tennis, and spend time with friends.



“Our eCommunication services cover all customer and data protection requirements, achieve maximum sender and recipient acceptance thanks to their ease of use, and also protect users against cybercrime.” Thomas P. Haug, CEO



Convenient, easy-to-access, process-oriented mail and parcel solutions since 1970: Frama AG has been all about integrated communication since 1970 (from left to right: Thomas P. Haug, CEO, Thomas Ramseier, software developer, and Thomas Wildi, Head of Software Engineering).

the reply as the sender, they can make sure they don't go from victim to perpetrator by passing on sensitive data."

Legally compliant data protection – in use across the globe

All services on the Frama eCommunication platform are designed for sectors such as insurance, finance, real estate, health care, telecommunications, industry,

justice, and law, where prompt conclusion of contracts, encryption, and verifiable electronic communication are of crucial importance. The Emmmental-based company is currently in the process of obtaining international certification of its innovative eCommunication services from an independent body.

Data protection is set to become an increasingly important issue within Europe as the new EU General Data Protection Regulation (GDPR) must be implemented by May 25, 2018. In Switzerland, the new Data Protection Act, which is aligned to the GDPR, is due to become law in the first half of 2018. Just as the products and processes of this forward-looking company are constantly being optimized, so too



About the company

Frama AG has almost 50 years of experience in developing and producing mail-processing solutions. Its range of products and services includes billing systems, tax meters, tariff management, data capturing and verifications, along with eCommunication solutions such as RMail. Frama's customers are private companies, service organizations, postal authorities and mail service providers, the tax and finance sector, and public-sector organizations. The Frama Group employs 300 people worldwide, 100 of whom are based in Lauperswil in the Emmental. It has around 100,000 customers and more than 40 business partners worldwide, with subsidiaries in ten countries.

are its environmental credentials. For example, the Data Center in Lauperswil is powered with electricity generated exclusively from hydroelectric sources.

Since it was founded in 1970, Frama AG has been manufacturing its mail processing and data management systems, including most of the components and tools, at its headquarters in Lauperswil. "Here in the Emmental we can recruit

talented, highly skilled employees. Swiss quality, reliability, loyalty and customer focus lie at the heart of our success."

Information

www.frama.com

“Mutual inspiration – the key to success”

The new Creaholic SA Innovation Factory in Biel/Bienne

Creaholic SA is now even better placed to help companies reinvent themselves. Comanaging Partner Marcel Aeschlimann reveals how, and why Biel/Bienne and the region make such a fruitful breeding ground for innovation.

Earlier this year Creaholic SA and Swisscom started building a joint center for disruptive innovation in Biel/Bienne. What was your thinking behind creating this new Innovation Factory?

“Our teams are working on innovations that may one day completely replace the rules of play in the market, usage patterns, and existing technologies, products, or services. In our thirty-plus year history, we have been involved in around 1,000 customer projects and have helped create more than ten start-ups. With this experience as professional inventors, we have always been at the forefront of responding to and shaping the latest developments and trends. Over the past few years we have seen the pressure on companies constantly increase. Product life cycles have become shorter and digitization is shaking many industries to the core. To respond to this, companies keep having to reinvent themselves and launch new products and services within a very short space of time in order to stay afloat in the market.”

As professional inventors, can you help companies in the Canton of Bern minimize their risk in reinventing themselves?

“Yes, we can. Unlike our customers’ specialized employees, we are able to put together interdisciplinary

dream teams who are perfectly positioned to meet our customers’ needs while at the same time dealing with relevant issues with the necessary detachment. Having recently expanded our team to a total of 55 people, we can now offer a full range of services covering all areas of customer-oriented innovation. This produces enormous added value for our customers be-

“Disruptive innovation is successful only in close collaboration with an external partner.”

cause they now need just one partner, whether they are looking to develop a new product, service, or business model, or an innovative company culture. Creaholic is a one-stop shop for disruptive innovation. Swisscom has recognized this added value and has decided to enter into a long-term partnership with us. Together we are firmly convinced that disruptive innovation can only bear fruit in close cooperation with an external partner and that we need to inspire each other if we are to succeed in the future.”

What is it that enables your innovations in Biel/Bienne and the region to do so well?

“Biel/Bienne and the region are very multicultural and diverse, with influences from all over the world. Just like in many major cities across the globe, this combination stimulates the kind of creativity that gives rise to interesting projects. What’s more, industry has a long tradition here. This means that we can rely on a unique network for technologies like fast prototyping, for example, enabling us to act very quickly. Our proximity to the region’s excellent universities is also hugely advantageous.”

About the company

Since it was established more than 30 years ago, **Creaholic SA** has been involved in nearly 1,000 customer projects and has helped create more than ten start-ups. In May 2017 this Biel/Bienne-based innovation Factory and Swisscom joined forces in a partnership which led to the formation of a Factory for Disruptive Innovation. Its interdisciplinary teams made up of a total of 55 people are working on innovations that may one day completely replace the rules of play in the market, usage patterns, and existing technologies, products, or services.

How does your work dovetail with that of the Switzerland Innovation Park Biel/Bienne?

“Creaholic has very close ties with the Swiss Innovation Park Biel/Bienne, and we regularly share ideas and knowledge. I am on the Board of Directors there. I am delighted that others have also recognized the potential of the Biel/Bienne region and its importance for Switzerland’s position as an innovative country. Potential synergies and opportunities are constantly being revisited. At the moment, for example, we are working together in the areas of medtech and fast prototyping. I am sure that our two organizations will have much to gain from each other going forward.”

Information

www.creaholic.com

About the person

Marcel Aeschlimann is Comanaging Partner and Chair of the Board of Directors of Creaholic SA. He joined the company in 1989 straight from university, having obtained a first degree in microtechnology at the Biel/Bienne University of Applied Sciences and a postgraduate qualification in Management from the University of Neuchâtel. Born and raised in Welschenrohr in the Solothurn Jura region, Aeschlimann now lives in Ligerz on Lake Biel/Bienne and in Adelsboden. The father of two grown-up daughters likes to spend his leisure time with family and friends and on his hobbies, sports and philosophy.



With its new range of services, Creaholic SA (from left to right: Christina Taylor, Marcel Aeschlimann, and André Klopfenstein) aims to be better placed to meet all its customers’ needs. “Every one of our projects should generate added value and move our world in a slightly better direction. Our partnership with Swisscom is also a shining example of a cooperation model of the future.”

“Konolfingen has always been all about innovation”

Nestlé S.A. in Konolfingen

Milk has been the foundation for the success of the multinational Nestlé group at its Konolfingen site for the past 125 years. Its leading infant nutrition research and development center supports 120 Nestlé factories in more than 60 countries.

“Our scientists, engineers, and experts develop technological expertise in formulations, manufacturing processes, and packaging for long-life milk-based products, children’s nutrition, clinical products, and products for special dietary use. Nestlé Research Konolfingen (NRK) uses this expertise to support some 120 Nestlé factories in more than 60 countries,” Head of Site Operations Orlando Cagnoni explains. “Thanks to the close working relationship between NRK and the Nestlé factory in Konolfingen, we are able to implement innovations extremely quickly. The pilot facility, which we expanded in 2012, and the processes and procedures are unique and allow us to test new food products extensively before they are manufactured in factories around the world.”

“Konolfingen applies for 20 to 30 patents every year.”

State-of-the-art center of excellence

Today, the machines at the state-of-the-art, fully automated factory process 260,000 liters of raw milk from 550 farmers across the region every day. A large proportion of this milk is used to manufacture baby food, which feeds one million young children across the globe every day. Ninety-eight percent of the products made at Konolfingen are exported to over 90 countries. Every year Nestlé applies for twenty to thirty patents used internationally for the development of new products.

About the company

Nestlé S.A. is the world’s largest food concern and the largest industrial company in Switzerland. The company, which is headquartered in Vevey, has been led by CEO Ulf Mark Schneider since January 1, 2017. The concern generated sales of CHF 89.5 billion in 2016, has 418 production sites and employs around 328,000 people in more than 150 countries. Nestlé was founded by the Swiss pharmacist Henri Nestlé, who in 1867 invented Nestlé Kindermehl, a soluble milk powder for infants who could not be breast fed.





Orlando Cagnoni, Head of Site Operations, and Christian Zenger, Pilot Plant Specialist, at the Nestlé Research and Development Center for milk-based products in Konolfingen.

“Our employees feel very much at home in the Bern region, and we have an excellent relationship with the authorities and local residents,” says Cagnoni, who has been with Nestlé for 32 years. This year, the Alter Bären village museum dedicated an anniversary exhibition to Nestlé. In cooperation with Nestlé, the factory’s 125th anniversary was celebrated in the village museum on May 19 with many guests including Member of the Government of the Canton of Bern Christoph Ammann and Mayor Daniel Hodel. “In the Nestlé group structure, Konolfingen is the place to be,” says Cagnoni. “The research and manufacturing that has been going on at this major industrial site for the past 125 years has always signified progress and cutting-edge technology.”

World-famous dairy products since 1892

Hotelier César Ritz founded Berneralpen Milchgesellschaft at the headquarters of the present-day Nestlé factory in Konolfingen in 1892. His aim was to produce long-life milk for the hotel industry, which, in times of dire hygiene standards, was effectively a world first. Shortly before that, German scientists had succeeded in sterilizing milk for the first time. Ritz recognized the potential of the new technology and, together with other investors, secured the Swiss patents for producing aseptic milk on an industrial scale. In the years thereafter, an entire village grew up around the factory, forming the heart of Konolfingen as we know it today. Well-known products such as Bärenmarke Milch and Stalden Crème soon took the international markets by storm from the Emmental site. Milk powder and condensed milk formed part of the company’s product range right from the early years. Infant food was added in the 1930s, and the factory also produced vegetable and fruit preserves up to 1950. “Konolfingen has always been all about innovation,” says Orlando Cagnoni. “In the 1950s, we worked with Tetra Pak on long-life sterilized UHT milk here, and on packaging in pre-sterilized tetrahedron-shaped cartons.” In 1971, Nestlé acquired the company, which had since changed its name to Ursina AG, laying the foundation for the research and development center. Today, NRK employs 340 people from over 30 nations. Nestlé now has a workforce of 1,000 in Konolfingen, its leading center for infant nutrition, and has invested around CHF 1 billion in the location over the past 14 years.

Information

www.nestle.com



“Our concentrated expertise enables us to develop new products and technologies and provide our factories around the world with support in applying these recipes and using our systems.” Orlando Cagnoni

Timeline

In **1892** the dairy company Berneralpen Milchgesellschaft, founded by hotelier César Ritz, opened for business in Stalden, today’s Konolfingen, with four employees. In 1894 the factory began sterilizing and canning milk from local farmers. With the opening of the new railway line in 1895 it started exporting to the United Kingdom and soon thereafter to countries as far away as the tropics. Milk powder followed in 1896, the first profits were made in 1900, and Stalden Crème was launched in 1903. The world’s first UHT milk was aseptically packaged in Konolfingen in 1950. In 1971 Nestlé took over the Konolfingen factory from Ursina AG, the successor to Berneralpen Milchgesellschaft.

“Bern’s biggest cultural experience”

Museum Night 2018 in Bern

The 16th edition of the biggest cultural festival in Bern will take place in March 2018. Project manager Silvia Müller reveals why Museum Night is a magnet for visitors and an unparalleled platform for cultural institutions.

Museum Night has become a highlight in Bern’s cultural calendar. Museums, archives, libraries, the Parliament Building, the Botanical Garden and many other places of interest are joining forces for a night to host the spring festival of culture, stretching across all disciplines and in all imaginable forms.

“As Switzerland’s capital city, Bern has a charisma all of its own.”

When culture lights up the night

“On March 16, the night becomes day, the special takes over from the ordinary, and the entire city transforms into a unique playground for shared cultural experiences that transport us away from the humdrum of everyday life,” reports Silvia Müller, the

person responsible for organizing the 16th edition of the cultural festival in 2018 on behalf of museen bern, the Bern Museums Association. In addition to national and international associations, Müller also manages the museen bern liaison and administrative office. At the biggest cultural event in the city of Bern, dozens of institutions will be

marking the start of spring by opening their doors from 6 pm to 2 am to give visitors an exciting and exclusive opportunity to view their collections and peek behind the scenes. The wide-ranging program and the brightly illuminated facades have a long tradition. Ever since Bern’s first Museum

About Bern Museum Night

Bern Museum Night was established by Silvia Müller in 2003 on behalf of museen bern, the Bern Museums Association, and will take place for the 16th time on Friday, March 16, 2018. With a single ticket, visitors will get to experience a special cultural program at around 40 different venues across the city, including museums, libraries, archives, and the Swiss Parliament Building. There will be shuttle buses and vintage cars to take visitors between the various locations. In 2017, 37 institutions attracted around 112,000 visitors.



Museum Night is a great opportunity for night owls to meander their way through Bern’s cultural life.

A balmy night, colorful facades, a varied program featuring hundreds of things to do and see, well-known artists and vintage cars will once again enhance the cultural offerings of Bern's museums, libraries and archives in March 2018.



Night in 2003, the number of institutions taking part has tripled, and visitor numbers have increased almost fivefold. This is a success story that is built not only on the enormous commitment of the organizers and all the participants, but also on the charm and attraction that a concentrated dose of culture at night can exude.

Diversity is key in Bern

A range of culinary delights will be served at every venue. For visitor convenience, shuttle buses will run between the various locations. "We will also be offering rides in vintage cars so that even the journey from the city center to the museum island of Kirchenfeld becomes a historical experience," Silvia Müller says. "But almost all the cultural institutions are also within

easy walking distance of one another, which helps create the unique atmosphere and the incomparable character of Bern Museum Night." The latest program for March 16, 2018, will be published in mid-December. "Besides loud, wild places and moments, there will also be quiet, contemplative ones. Around 40 institutions altogether will be inspiring visitors with lots of new things," Müller reveals.



About Bern's museums

The Bern Museums Association **museen bern** showcases 40 diverse cultural institutions, ranging from the Alpine Museum of Switzerland, the Bernisches Historisches Museum, the Einstein Museum, the Museum of Communication, and the Natural History Museum to the art gallery Zentrum Paul Klee. Bern is home to the oldest museum of fine arts in Switzerland and has the most important collection of works by Paul Klee.

Visitors to Museum Night will be able to discover the House of Academies or the Inuit Collection of polar art, for example. The Kornhaus Library will also have a surprise in store by putting on a special program. In addition, an unusual walk across the river Aare to the College of Design and the Botanical Garden is being planned. "As Switzerland's capital city, Bern has a charisma all of its own," Müller says.

"At Museum Night the Parliament Building will also be opening its doors, and visitors will get to meet lots of politicians or even members of the national government in person."

Information

www.museumsnacht-bern.ch

www.museen-bern.ch

Outstanding special exhibitions in Bern

Two Bern museum highlights in winter 2017/2018

The Museum of Fine Arts Bern and the Bernisches Historisches Museum are home to collections and exhibits ranging from the world-famous to the surprising and from the contemporary to the historical.



Internationally renowned: the Museum of Fine Arts Bern features works by artists such as Paul Klee, Pablo Picasso, Vincent van Gogh, and Meret Oppenheim.

In winter 2017/2018, the Museum of Fine Arts Bern (Kunstmuseum Bern) and the Bundeskunsthalle in Bonn, Germany, are staging their first-ever double exhibition with a selection of works from the estate of Cornelius Gurlitt. The contents of the exhibitions in Bonn and Bern will be closely coordinated. Under the title **“Bestandsaufnahme Gurlitt. Entartete Kunst – beschlagnahmt und verkauft”** (Taking Stock of Gurlitt. Degenerate Art – Confiscated and Sold), works from the modern art movement that was discredited in the Third Reich will be on display at the Museum of Fine Arts Bern from November 2, 2017, to March 4, 2018.

The **Museum of Fine Arts Bern** is the oldest art museum in Switzerland with a permanent collection. It has one of the most important art collections in Switzerland, currently consisting of more than 3,000 paintings and sculptures along with some 48,000 drawings, prints, photographs, videos, and films. The collection ranges from the Gothic period to the present day and is of international importance, primarily due to its focus on nineteenth-century French art and the unique groups of works by classical modernist artists.

Information

www.kunstmuseumbern.ch

“From the world-famous to the surprising and from the contemporary to the historical.”

From November 16, 2017, to June 17, 2018, the Bernisches Historisches Museum will be hosting a temporary exhibition entitled **1968 Switzerland** on the 1968 movement and the eventful decade from the mid-1960s to the mid-1970s. The exhibition will

give protagonists a platform and will shine the spotlight on the movement in Bern and Switzerland that formed part of a worldwide protest by the young generation against the values and norms of their parents and in favor of self-determination, justice and solidarity. The capital Bern played a key role in this movement, playing host to developments and events ranging from nonconformism and the artistic avant-garde to protest campaigns and demonstrations that were typical of Switzerland in 1968 and whose relevance spread far beyond the capital.

The **Bernisches Historisches Museum** is one of the most important cultural-historical museums in Switzerland. Its history, archeology and ethnography collections comprise around 500,000 exhibits from the Stone Age to the present day and from cultures right across the globe. The integrated Einstein Museum places the life and work of the physicist in the context of world history in a gripping and fascinating way.

Information

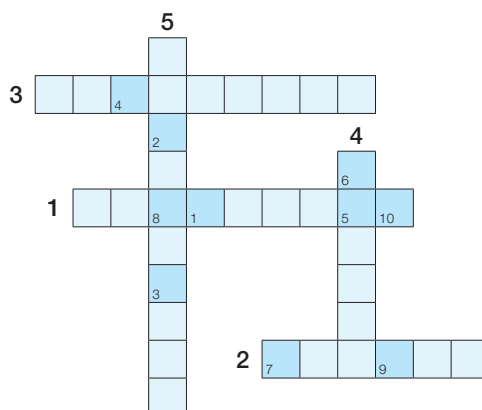
www.bhm.ch

Win tickets for Museum Night 2018 in Bern

Experience Bern's diverse culture live: www.museumsnacht-bern.ch

Take part in our prize draw and win two tickets for Bern Museum Night on 16 March 2018, including two drinks at the Westside marquee on Bundesplatz square. Don't miss out on this special night when thousands of culture vultures descend on Bern to experience more than 200 things to do and see in Bern's museums, libraries and archives. Renowned artists, colorful façades and diverse cultural highlights in a unique night – you'll find all that and more at Bern Museum Night 2018!

Taking part couldn't be easier. Simply find the answers to the clues and enter them in the appropriate places in the grid to find the mystery word. Send the mystery word along with your completed entry form to the address below by February 15, 2018. You can also enter online at www.bern-invest.com/chance. Tip: every word relates to a subject covered in this issue of *berne-capitalarea*. Good luck!



1. Location of ISBerne
2. Last name of the Country Manager of Ericsson Switzerland
3. Innovation Factory in Biel/Bienne
4. ... Research Konolfingen (NRK)
5. Headquarters of Frama AG

Answer

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

Telephone number: _____ E-mail: _____

The winner will be drawn by lots and notified in writing. Employees of the Bern Economic Development Agency 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 15, 2018.

Bern Economic Development Agency, Münsterplatz 3, CH-3011 Bern, fax +41 31 633 40 88, or enter the competition via www.berninvest.be.ch/chance.

Congratulations to Hans Mathys of Bern, the winner of our competition in *berne-capitalarea* 1/2017.

New arrivals in the Canton of Bern

New companies in the region

The Bern Economic Development Agency helps innovative international companies with their decisions to relocate and settle in the Canton of Berne – like Lasea and Eliteam Agility SA in Biel/Bienne.



Eliteam Agility SA moved into its new premises in Rue du Général Dufour 4 in Biel/Bienne in October 2016, having previously been based at Rue du Collège for about two years. The company has been run by site manager Matthieu Moyses since 2016 and employs more than ten consultants who are involved in plant engineering projects for the pharmaceutical industry and architectural projects, as well as developing new markets. The consultants are based on their customers' premises in Germany, Austria and German- and French-speaking Switzerland, where they provide support in projects primarily in the aviation, mechanical engineering, medical, watchmaking, railway, and energy industries. The workforce is due to be increased to 20 by the end of this year.

Eliteam Agility SA is part of the Eliteam Group, which was founded in France in 2009 by CEO Maxime Creux and employs 100 people worldwide. Among the reasons for choosing Biel/Bienne were the active support the company received from the Biel/Bienne and Bern Economic Development Agencies, along with the fact that the second largest city in the Canton of Bern is international, dynamic and bilingual – a clear benefit when it comes to recruiting staff and servicing the market.

Information

www.eliteam.fr



Lasea is a pioneer in micromachining with femtosecond lasers, a technique that is revolutionizing athermal processing. These ultramodern technologies are perfect for a wide range of applications: cutting, marking, engraving, drilling, texturing, or laser removal of fine coatings with a precision of up to 0.2 µm. That's 250 times finer than the diameter of a hair. Designed in-house, Lasea's robot-assisted machines use the very latest innovations in optics and image processing and manufacture components for the watchmaking, medtech, pharmaceutical and glass industries in three shifts.

The company is headquartered in Liège, Belgium, and has offices in Bordeaux, France, San Diego, California, and, since last May, in Biel/Bienne here in the Canton of Bern. Biel/Bienne is strategically located at the heart of the microtechnology, medtech and watchmaking industries. Lasea has been active in the Swiss market ever since it was established in 1999, and has now opened a second branch to ensure even closer proximity to its customers. It offers a 3-D processing machine with two laser sources, which allows for cutting and drilling without conicity.

Information

www.lasea.com

www.lasea-watches-jewellery.com

“New tones at the Bern Economic Development Agency”

Interview with Dr. Sebastian Friess, President of the Bern Economic Development Agency

Dr. Sebastian Friess has been the new President of the Bern Economic Development Agency for 150 days – so it's high time to find out where he stands.

Sebastian Friess, according to your job description, you're supposed to be the new voice of Bernese business. What tone will you adopt?

A tone of self-confidence, because the Bernese economy is in good shape. It is based on a solid foundation of traditional yet innovative small and medium-sized enterprises. We can see some newcomers waiting in the wings at the same time. As a canton, we are playing an active role in helping to shape the future with innovative projects such as the Switzerland Innovation Park Biel/Bienne and sitem-insel AG on the Insel Campus.

Will the Bern Economic Development Agency change under your leadership?

There will be a few changes – these are essential if you want to keep pace with the times. In this respect, we operate just like any other enterprise. We will try out a few new formats, critically review our processes and gently modernize our internal structure. It makes, however, no sense to turn the Bern Economic Development Agency inside out nor is it necessary: my predecessor Denis Grisel forged a successful cooperation arrangement between companies and the Bern Economic Development Agency based on mutual trust and support. My task is to continue and expand on this cooperation – with a few new accents.

We read in the interview with Richard Swart (p. 4), director of the International School of Berne, that Bern is very popular among expats. What is the significance of foreign companies for the Economic Development Agency?

When foreign companies set up in Bern, they bring jobs, skilled labor, expertise and partnerships. Not only does this external input boost dynamism in the Bern economic region, it also enhances our reputation at home and abroad. Local companies also benefit from this, too. That is why we offer assistance to foreign firms moving here. Needless to say, we concentrate just as hard on existing stakeholders.

What challenges will Bernese business have to overcome in the near future?

Digitization is a huge challenge for our companies, one that will in many cases determine whether or not they survive. We help companies to find the right consultants in these processes and to learn from examples of successful practice. At the same

time, I am impressed by the level of digitization in individual companies. This proves that even major challenges can be met, it can be conquered – especially in the canton of Bern.



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