No dispute about it
Geneva’s renown in commercial arbitration gets a boost from a new Masters program

Great for business
Why some of the world’s best universities – and their client companies - choose Geneva

Where rocket science meets the economy
Discover how the Geneva School of Science brings the best of research to business

Excellence in education and research
In a multicultural and economically diverse place like the Lake Geneva Region, education is important for ensuring a qualified workforce, the future of science and business or, simply, a child’s well-being
Geneva plays a role in a number of vibrant economies. In Europe, it is an important part of the Lyon-Grenoble-Geneva-Turin industrial base, and it has strong historical and cultural ties with France’s Haute Savoie region and the industrial areas just across our borders in St.Cenis and Archamps. In Switzerland, our canton forms one angle of the “Platinum Triangle” composed of three high value-added cities: Zurich, Basel and Geneva. In Western Switzerland, Geneva is a leader of these high-tech cantons. Finally, it is the heart and namesake of the Lake Geneva Region, a complex, compact network of multinationals, startups, banks and research institutes.

There is an unusual degree of exchange and cooperation between the Lake Geneva Region’s schools and its companies. When a CEO asks a business school or an institution of international relations for feedback, when a scientist works on a project at a multinational, when a company takes its experiments to a research institute’s lab, when a commodity trader teaches a class at a university, even when a multinational helps to set up a new pre-school, information, ideas and perspectives are exchanged to the benefit of all. I believe this exchange is a chief reason why our schools are so good, our workforce is so extraordinary, and why companies find Geneva to be such an excellent business base.

Excellence shines in the following pages, where you will meet some of the people and institutions that contribute to making this system great, notably, the 450-year-old University of Geneva, which many international rankings (including the Shanghai Jiao Tong 2008 ranking) place among the best universities in the world.

And an international approach comes naturally to the International City. Indeed, according to the European Council of International Schools, Geneva has the greatest density of international schools in the world. In Geneva, being able to speak two languages is “normal”; speaking three languages begins to be “interesting”; and with four languages you start to be “multilingual”. Our education system reinforces Geneva’s openness to the world – to the benefit of the many international companies and organizations here.

Thanks to the small size of the Lake Geneva Region, the business, education and scientific communities here are unusually able to mix and learn from one another. One of the roles of my department, and of the Geneva Economic Development Office in particular, is to understand how the local economy and society, by identifying the needs of companies based here, and to communicate these needs to the institutions in charge of education and training. We look forward to your input as we continue to make our education and training programs both relevant and pro-active.

The right mix

Geneva’s economic base is made up of sectors as diverse and challenging as biotechnology, banking and finance, watch-making, consumer goods, trading and shipping, information technologies, telecommunications and high-tech healthcare, with some of the most important global players in each sector based in the Lake Geneva Region. Providing the skills needed for such a range of high value-added sectors would be a challenge to any economy. Fortunately, education and training have a long tradition in Switzerland (who could forget the famous Swiss boarding schools?) and the Lake Geneva Region offers schools presenting very different approaches and philosophies. But all of our schools have at least two things in common: excellence and an international approach.

“Our education system reinforces Geneva’s openness to the world”

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High marks across the board

The University of Geneva has again this year earned an excellent position in the Shanghai Ranking produced by Jiao Tong University. It is important to understand that what matters in such rankings is not the particular numerical position given to a school, but the consistency. And, in every such study, whether it is the Shanghai Ranking or those published by Newsweek, Time or the Economist, the University of Geneva consistently ranks among the top universities in the world. I believe that the University of Geneva’s (UNIGE) excellent reputation stems from the fact that it is a generalist university - by choice, by tradition and by projects. UNIGE has never sealed itself off in one field or another. Rather, it has always sought to maintain excellence across a broad range of education. In today’s interdisciplinary and fast-changing world, that is an excellent strategy. This issue of Why Geneva focuses most closely on education and research at the university level, for that level is most obviously relevant to business needs. However, a family thinking of relocating to Geneva should know that our education system gets high marks across the board, from primary school all the way to the level of the University of Applied Sciences Western Switzerland (HEB-SO) and the University of Geneva, in the public system as well as in the many fine private schools in our canton.

“Geneva’s public school system favors free expression, stimulation of creativity and reflection”

They should also know that public education extends beyond the borders of the Geneva canton and is a part of the greater Swiss system. Universities across Switzerland are recognized for their excellence; indeed, the Shanghai Ranking also puts the two Swiss polytechnic schools, EPFL (Lausanne) and EPFZ (Zurich), in consistently high positions. New legislation at the national level will reinforce inter-institutional collaboration and even lead to the interdisciplinary fusion of some schools such as the birth of IHEID), the national pole of international relations based in Geneva. We can already see the results of such collaboration in Switzerland’s extraordinary National Centres of Competence in Research (NCCR), of which three are based in Geneva.

Geneva’s public school system favors free expression, stimulation of creativity and reflection – qualities that are valuable today at any level of education, not to mention in the larger world as well. For, like companies coping with a globalized world, education and research also face challenges to adapt. 

Pierre-François Unger
Minister of Public Education
Republic and State of Geneva

Charles Beer
Minister of Public Education
Republic and State of Geneva
Geneva is many things: the home of the United Nations, a European business base for multinationals, the biggest bio-technology cluster on the continent, a center for sports of all kinds... Geneva is so many things, in fact, that people do not realize that it is also a major university town.

The University of Geneva (UNIGE) itself has 14'000 students and another 8'000 involved in continuing education, as well as 5'000 faculty and employees. Unlike a big American university campus, UNIGE is spread across the canton in multiple sites. When you visit Harvard, you see Harvard. When you visit the University of Geneva, you see all of Geneva.

“The quality of research here has led to some extraordinary new products and R&D”

In 2009, UNIGE will celebrate its 450 anniversary. Instead of looking backwards at the university's history, our celebration will look at where the university is today and forward to where it is going. Conferences will explore fields that are particularly relevant today and in which the university has special strengths, such as human rights, economics, biology, law and the environment. Society today is composed of many disciplines and the university is, by definition, at the interface of these disciplines.

My personal ambition for the university over the coming years is to maintain the University of Geneva’s versatility and to make the right choices about where to put its resources. The University alone has earned an excellent reputation in the world. Together with the other fine schools in Swiss Romandie, such as, EPFL, the University of Neuchâtel and the University of Lausanne, we should be able to rival any university in the world. We are already collaborating on many projects and I expect this partnership to become increasingly important.

The University of Geneva is a university, not a technical school, and the primary mission of a university is pure research, teaching and dialogue, not bringing new technology to market. However, the quality of research here has led to some extraordinary new products and R&D, thanks also to the University's technology transfer office, Unitech. Companies based in the Lake Geneva Region should see the R&D being done at the University of Geneva as a valuable resource.

Jean-Dominique Vassalli
Rector of the University of Geneva

The University at the heart of Geneva

Where rocket science meets the economy

Nature, the prestigious science magazine, calls it one of the 10 scientific breakthroughs in 2007 in any discipline. The discovery that the interface between two excellent insulators becomes superconductive at -272° was made at the University of Geneva's School of Science. To picture what this new idea of interface engineering could one day mean to industry, we should recall what the mastering of interface technology for semi-conductors 60 years ago has meant to the field of electronics. Many experts believe that the School of Science's work may lead to important progress in technology.

"Geneva is one of the top groups in the world leading research in interface engineering"

“Silicon is a very simple material,” explains Jean-Marc Triscone, who is leading research in interface engineering at the School of Science and is also the School’s doyen. “What gives silicon functionality, is the interface used with it. An interface custom-engineered at the atomic scale offers new and different functionalities.”

The University of Geneva, says Professor Triscone, is a world leader in this research. “The School of Science has a long tradition of work in physics, superconductivity and new materials,” he says.

Interface engineering is only one of many areas where the University of Geneva’s School of Science shines. In this one school, world-recognized research is underway in astronomy, biology, chemistry and biochemistry, Earth sciences, informatics, mathematics, pharmaceutical sciences, physics, earth sciences, two departments (informatics and astronomy), a laboratory of crystallography and a group of the history and philosophy of science.

Open to the world:
- 33% of professors and 50% of its students are foreign.
- Publishes 4000 papers of research every year.
- Participates in 26 EU research programs.
- Collaborates with a number of academic and institutional partners, such as other Swiss and leading international universities, the European Space Agency, NASA, CERN, the World Health Organisation and the European Molecular Biology Laboratory.

“We became involved in making high-quality oxide thin films, which has always been difficult. Then, we moved to other oxides and that is how we came to the idea of combining different oxides. We were able to move relatively quickly.”

The central part of a laser used at the physics lab of the University of Geneva, Photographer J. van Houwelingen

The School of Science

The University of Geneva’s School of Science is composed of six sections (biology, chemistry and biochemistry, mathematics, pharmaceutical sciences, physics, earth sciences), two departments (informatics and astronomy), a laboratory of crystallography and a group of the history and philosophy of science.

The University of Geneva’s School of Science

Geneva is one of the top groups in the world leading research in interface engineering. "Silicon is a very simple material," explains Jean-Marc Triscone, who is leading research in interface engineering at the School of Science and is also the School’s doyen. “What gives silicon functionality, is the interface used with it. An interface custom-engineered at the atomic scale offers new and different functionalities.”

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Tops in science

Nature ranks Switzerland first in the world in terms of the scientific impact of publications per inhabitant, and the European Leiden bibliometric ranking places the University of Geneva in second position in terms of number and impact of publication.
6

Teaching and research in pure science have top priority at the University of Geneva’s School of Science. But this focus in no way precludes encouraging scientific discoveries to move into the market.

Since 1998, UNIGE’s technology transfer office, Unitec, has been actively engaged in evaluating more than 250 proposals and identifying research with industrial promise as well as helping the University and Geneva University Hospitals (HUG) establish spin-off companies with partners to bring their discoveries to the marketplace.

The School of Science offers many forms of technology transfer, depending on a company’s needs, says Unitec’s director, Laurent Miéville, who is also President of the European association of technology transfer professionals. “One way is to negotiate a licence and develop the technology further. Another way is to collaborate either through a research contract or through consulting – every senior scientist at the university can spend up to one day a week on private capacity outside his university duties to provide his expertise that could be applied to a company, addressing issues and interpreting data. A third way, to avoid having to buy expensive equipment, is to negotiate a contract that provides access to a particular piece of equipment.” “Even small companies can benefit from the wide expertise at the university,” says Jean-Marc Triscone.

“The Lake Geneva Region is without question the No.1 biotech cluster in Continental Europe”

Of course, knowing who is doing what inside a university, let alone all the universities in the region, can itself be a challenge. “Sometimes it is difficult for a company to know how to go about finding the most relevant research group. Unitec is a member of Alliance which helps companies in the Lake Geneva and Lausanne area, at the two large research hospitals, plus EPFL’s expertise applied sciences, as well as the headquarters of a major player like Merck Serono International. All of this has translated into a strong economic potential for biotech, that we help convert into economic value and jobs.”

Mr. Martin-García credits the many parts of the Lake Geneva Region that make up the whole. “I think the strength of the cluster here is due to a tradition of research at the University of Geneva and Lausanne, at the two large research hospitals, plus EPFL’s expertise applied sciences, as well as having the headquarters of a major player like Merck Serono International. All of this has translated into a strong economic potential for biotech, that we help convert into economic value and jobs.”

Eclosion’s co-director, Jesús Martin-García, has been in a good position to observe the growth of the life sciences cluster in the Lake Geneva Region over the past decade. “It’s phenomenal! The Lake Geneva Region is without question the No.1 biotech cluster in Continental Europe,” he says.

Unitec also works closely with the Geneva life sciences incubator, Eclosion, towards the goal of transferring technology and creating jobs in the region. By offering lab and office space, seed funding of up to US$ 4 million per project, as well as business “know-how” and a network of contacts, Eclosion helps scientists bring their discoveries to patients. In the past four years, Eclosion has helped academic teams understand the real market potential of their innovations and, when a viable company can be launched, convert ideas into therapeutic products that enter the drug development process.

Eclosion’s private-public incubator for life sciences, has analyzed over 200 projects and supported the launch of 8 new promising companies. A few of Eclosion’s ready-for-market “graduates” include:

- Genkylotex: innovative drugs to treat of oxygen-radical mediated acute and chronic diseases
- Epithesis: tissue engineering-based assays, toxicology and pharmacology services
- Geneuro: immune approach against multiple sclerosis and other nervous system diseases
- AnaGis: a one-stop service provider for optimal drug delivery and formulation.

Where rocket science meets the economy

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Paradigm-shifting research

Among many other fields of research at the School of Science, two discoveries have especially attracted the world’s attention: the work in quantum cryptography of the Group of Applied Physics directed by Professor Nicolas Gisin, and the discovery of the first exoplanet by Astronomer Professor Michel Mayor.

In 1995, School of Science Professors Michel Mayor and Didier Queloz stunned the world of astronomy with the announcement that they had made the first definitive detection of an exoplanet. The discovery of 51 Pegasi B, which won Professor Mayor Science magazine’s award in 1996, opened a new direction in astrophysics research.

Since then, technological advances, most notably in high-resolution spectroscopy that measures the gravitational influence of exoplanets on the motion of their parent stars, have led to the indirect detection of many more exoplanets. As of April 2008, 301 have been detected. The astronomers and astrophysicists at the School of Science have been at the forefront of this momentum.

In 2005, Professors Mayor and Stéphane Udry announced their discovery of HD189733b, one of the rare planets outside our solar system whose mass can be precisely calculated.

In April 2007, Professor Mayor made an even more exciting announcement: the discovery of the first extrasolar planet located in a star’s habitable zone (i.e., at just the right distance from the star to allow an average temperature between 0°, 40° Celsius). In this temperature range, the exoplanet Professor Mayor calls Gliese 581c conceivably have water and even forms of life. At a mere 20.5 light years away, Gliese 581c, is estimated to be 50% larger than Earth, with close to five times Earth’s mass.

Deemed “the Pope of new worlds” by Le Monde, Professor Mayor is today considered to be one of the greatest astronomers of our time.
**From the University lab to the market**

**Epithelix**

**right time, right product, right place**

**From the University lab to the market**

In June 2007, the EU’s new REACH regulation on chemicals began requiring chemical companies to test the toxicity of all chemical products. At such a mass scale, a consistent, practical, economic alternative to animal-testing was essential if compliance was going to be achieved. Geneva start-up Epithelix happened to be there with the solution: reconstituted human in vitro tissues. The market for these tests is an estimated 200mn euros per year - and Epithelix is well-placed to command its share.

Created by four PhD graduates in biology and in chemistry, Ludovic Wilczynski, Song Huang, Jean-Paul Derouette and Samuel Constant, from the University of Geneva and “hatched” at the Geneva incubator, Eclosion, Epithelix produces in vitro tissues for medical research and provides assay services for research labs and the pharmaceutical, chemical and cosmetic industry.

“What is unique about our technology is that we can reconstitute healthy human epithelium, as well as that of different pathologies, such as asthma and cystic fibrosis, and that these tissues have a shelf-life of up to one year,” explains Samuel Constant.

“Epithelix is remarkable because it is driven by entrepreneurs with strong core values,” says Jesus Martin Garcia of Eclosion. “They want to provide human epithelium that is valuable for academic research, and the discovery, therapeutics development and the validation of new specific-therapeutic drugs.”

Samuel Constant says that the decision to stay in Geneva was fortuitous in other ways. “Geneva is a fantastic place with a convenient airport, so our customers are happy to come here. Finally, ‘Swissmade’ and ‘Made in Geneva’ are brands with a strong resonance of quality. We did not realize in the beginning, that a Geneva base would be such an advantage in our marketing!”

**“Swissmade” and “Made in Geneva” are brands with a strong resonance of quality”**

Unlike many start-ups, the founders decided to pool their own money (20’000 CHF each) to set up the company, instead of seeking outside funding. Recognition has come quickly. In addition to other awards, Epithelix was short-listed for the W.A. de Vigier Foundation Prize in 2007, won the Dr. Liechti Foundation Prize in 2007, and recently won the 2008 Venture Business Plan Award and the 2008 Venture Leaders Prize, confirming its “readiness for sustainable growth.”

The four founders, three Frenchmen and one Swiss, chose to start up their company in Geneva after leaving the University. “There are not many other places where you can find an incubator to allow you to get to proof of concept,” explains Samuel Constant.

PHASIS appears to have found a new way of bringing university discoveries to industry. PHASIS’ technology is not licensed out; it is not exactly a spin-off. “Our model is very particular,” says Dr. Jorge Cors, PHASIS director. “You could say that we are scientists who put on a company hat.”

PHASIS maintains contact with its clients through a website, selling thin films for laboratory and industrial applications. The technologies of PHASIS stem from advanced basic research carried out at the Physics of Condensed Matter Department of the University of Geneva. PHASIS, in fact, elaborates its products with simplified machines inspired from research equipment, to produce cutting-edge materials needed by industry.

“In experimental physics, there is a constant need to update equipment to maintain a leading edge level in basic research. At the end of a PhD thesis work, that lasts usually about five years, the student has developed expertise and contributed to the understanding of science. But, from the applications side, the approach is to make more efficient and simple equipment. Applied research and production require, in general, less sophisticated instruments. And our idea was precisely to give a second life to research equipment and see what we could do with it.” Three years ago, Dr. Cors’ team launched a Google ad offering high-quality thin films and soon attracted interest from chemists and biologists.

**“Our goal is to enter into symbiosis with Swiss-based companies”**

There are very few companies in the world making these films and PHASIS has an added advantage in the fact that it has grown out of a National Centre of Competence in Research (MaNEP) with an excellent reputation in the field of thin films and nanoscience,” says Jorge Cors. (Please go to page 10 for more about MaNEP, Materials with Novel Electronic Properties, one of the Swiss National Centres of Competence in Research.)

One the other hand, Dr. Cors says, the company approach allows PHASIS to win orders it would not normally attract if it stayed a University-based activity. “Companies play by different rules, of deadlines and discretion. The idea was to keep university creativity and add the structured corporate way of doing things,” he says.

“PHASIS plays an important role for MaNEP,” explains Mathias Kuhn, head of MaNEP Business Development. “It functions as an applied arm of our research organization. PHASIS also allows the development of very early stage and potentially ground-breaking technologies. It bridges the gap between university research and industry.”

PHASIS is involved in several applied research projects with both academic and industrial partners. For example, PHASIS is interested in the use of new materials to bring new insights in the field of gas sensors.

“The idea was to place our activities in fields compatible with the Swiss industrial landscape,” explains Jorge Cors. “So, we have focused on biotechnology, high-precision mechanics and luxury industries like watches. Our goal is to enter into symbiosis with Swiss-based companies. Also, we only want to do things that are high value-added, because then you can benefit from the Swiss image and that is a fantastic asset.”

**“The epitheium is a tissue composed of layers of cells that line the cavities and surfaces of structures throughout the body, and also makes up many glands. The epithelium is the body’s first line of defence against external attack.”**

**Anti-counterfeit applications**

Luxury goods of all kinds are subject to counterfeiting. PHASIS is working on ways to protect these goods, for example, fine watches, by engraving ultra-small, codified identification marks on the objects themselves. This technique uses tools and materials from nanotechnology, and provides a track-and-trace signature for authentication purposes.

**www.epithelix.com**

**www.phasis.ch**
Leaders in research

Since 2001, the Swiss National Science Foundation has launched 20 National Centres of Competence in Research (NCCR) to promote research in areas that will be vital to the country’s long-term competitiveness (i.e., hard science, life sciences, human and social sciences, sustainable development, environment, communication and information technologies). Each NCCR is based in a particular university or institute, but draws together a larger network of scientists across Switzerland.

The University of Geneva hosts three NCCRs: MaNEP (Materials with Novel Electronic Properties), Frontiers in Genetics, and Affective Sciences. One of the pragmatic features of the NCCR statutes is to progressively decrease funds after the fourth year to encourage the development of industrial applications and collaboration with the private sector. Why Geneva looks at what this research could offer business...

MaNEP: New materials for the real world

MaNEP brings together 250 scientists from Swiss universities/institutes and industry to study the new electronic materials that will be critical to future technology. Applied research at MaNEP is based on fundamental research in solid state physics. Professor Oystein Fischer, of the Condensed Matter Physics Department, is MaNEP’s director.

“Our objective is to develop new materials with exceptional properties, then tailor them for real world applications,” explains Matthias Kuhn, in charge of business development. “The materials of greatest interest to us are superconductors, magnetic materials and insulators/dielectrics and ferroelectrics.”

“MaNEP works closely with industry to bring new technologies to the market,” says Matthias Kuhn. “We have been transferring technology to industry for more than six years.”

Supplying the needs of end-user markets

- Telecoms: ferroelectrics polarized at the nanoscale could supply high-density memory devices (3000 times denser than a DVD).
- Medtech: superconducting wires to generate strong and steady electro-magnetic fields are needed for imaging systems.
- Electric power grids: new superconducting devices help absorb short circuits.

Collaboration with industry

- Bruker Biospin, a world leader in magnets for NMR, uses superconducting cables developed by MaNEP.
- ABB has successfully tested MaNEP applications of jointly developed superconducting fault current limiters.
- PHASIS (featured on page 7) sells high-quality thin films for laboratories.

Frontiers in Genetics: Unravelling the secrets of life

Across Switzerland, NCCR Frontiers in Genetics is bringing together the different research groups studying gene expression, chromosome structure and development. This network of expertise is a valuable resource to companies involved in a number of disciplines.

“The goal of NCCR Frontiers in Genetics is not technology transfer in itself, but to develop technological platforms so that, in case we discover something that should be transferred, we won’t miss it,” explains Professor Denis Duboule. Professor Duboule is both Director of Frontiers in Genetics and head of the School of Science’s Department of Zoology and Animal Biology.

To maximize the use of expensive, high-tech instruments needed for genetics research, Frontiers in Genetics has built two platforms, genomics and bioimaging, that also makes available to outsiders, including private companies. “The genomics platform offers services in ongoing contracts with Nestlé, Novimmune, and the Max Planck Institute in Germany, among others.”

The Genomics Platform guarantees confidentiality concerning the nature of the experiments and the results obtained,” says Reto Hartmann, in charge of technology transfer. “The bioimaging platform offers state of the art equipment for light and electron microscopy and several large microscope manufacturers use it as a beta test site.”

Advice on the selection of the approach and the design of experiments;
Advice on the preparation of samples;
Expertise in carrying out experiments;
Data analysis and storage.

Collaboration with industry

- Bruker Biospin, a world leader in magnets for NMR, uses superconducting cables developed by MaNEP.
- ABB has successfully tested MaNEP applications of jointly developed superconducting fault current limiters.
- PHASIS (featured on page 7) sells high-quality thin films for laboratories.

The Genomics Platform offers companies:

- Developing embryo.
- The Frontiers in Genetics network works to bridge the gaps between the three levels of complexity in genetic research:
  - Genes, at the molecular level;
  - Nucleus, at the cellular level;
  - Developing embryo.

The search for tomorrow’s energy

Ingenuity and creativity in academic research are leading to major discoveries that open new innovative approaches towards energy solutions for tomorrow. Professor Stefan Malet, Section of Chemistry and Biochemistry, has invented a purely synthetic molecular structure that mimics the process of photosynthesis, creating a flux of matter when subjected to light. In parallel, Professor Jean-David Rochaix, Section of Biology, has developed a new microbial system that allows the controlled production of biohydrogen from sun and water.

Like a genetics lab in the palm of your hand

Frontiers in Genetics is working on applications using “DNA chips”, microarrays that store enormous amounts of genetic information. “We recently made a major survey of AIDS patients in collaboration with the National Institute of Health in the United States,” explains Professor Denis Duboule. Analysts believe that DNA chips will revolutionize diagnostic methods, food technology and preventive medicine, becoming a multi-billion dollar industry in the process.

In addition to making the latest technology in genetics research available to the business community, Frontiers in Genetics prepares its students for future collaboration with industry.

“We take students to visit companies to help them prepare to work in companies and to get internships. When students work in a company, they bring their knowledge and, at the same time, they help us know what applications are going to be important in the future,” says Reto Hartmann.
Leaders in research

NCCR Affective Sciences:
The complex role of human emotions

Why do stock markets “panic”? Why do some advertising campaigns work and others do not? Why do employees fail to respond to seemingly excellent management programs? Why do people irrationally act against their own best interests? In short, why do we human beings make the decisions we do?

The NCCR Affective Sciences, under the direction of Professor Klaus Scherer, seeks to answer questions like these by putting human emotions at the heart of its research. With the University of Geneva as its home institution, Affective Sciences is the first research center worldwide dedicated to the interdisciplinary study of emotions and their effects on human behavior and society. It brings together in an unique multidisciplinary approach combining psychology, philosophy, economics, political science, law, criminology, psychiatry, neuroscience, education, sociology, literature, history and anthropology, more than 100 scientists at all career levels at the Universities of Geneva, Berne, Fribourg, Neuchâtel and Zürich.

The NCCR Affective Sciences use a wide range of cutting-edge methods and paradigms: conceptual and comparative analysis (between cultures and historical periods), behavioural analysis (timing, type and style of decisions and actions; ambulatory measurements in natural environments), analysis of verbal (oral and written) and non-verbal communication (facial and vocal expression and gesture), physiological measurement (heart rate, respiration, perspiration, body temperature), measurement of brain activity (Magnetic Resonance Imaging and Electroencephalography).

NCCR Affective Science’s work can be seen in the context of the “affective revolution” of recent years, whereby the key role of human emotions in decision-making and behavior has become increasingly apparent. The NCCR Affective Sciences is a resource for business in many ways: for example, through collaboration in joint funding of research projects, consulting, continuing education, and the organization of conferences and hands-on workshops.

3 domains of research: n How are emotions triggered? n How are they regulated? n How do emotions affect life in society?

3 main objectives: n Scientific research n Developing applications for public and private sectors n Training a new generation of scientists

Offers new approaches to: n Human resources and organizational behavior n Consumer and survey research, Law-making and application, Clinical intervention, Interactive multimedia technology, Art, music and theatre.

Collaboration with business community

Scientists from the group are involved in joint research with the flavour and fragrance company, Firmenich, whose world headquarters are in Geneva, to understand the powerful emotional impact of its brands, including intercultural differences. Other researchers are collaborating with IDTES, the international umbrella organization for volunteer telephone helplines to help develop the emotional competence of IDTES volunteers (some 30’000 around the world). As emotions are of practical importance in all walks of life, including health and education, economy and finance, public policy and jurisprudence, sports and culture, researchers in the Center regularly collaborate or consult with private companies, public institutions and international organizations.

Growing interest

In February, the European Research Council made substantial grants to two Affective Sciences researchers:

- Dr. Gilles Pourtois received US$ 1’300’000 to pursue his experimental research into anxiety and its effects on decision-making and selective attention.
- Dr. Tanja Singer was awarded US$ 2’100’000 to continue her study of the neuronal, hormonal and psychological mechanisms underlying social behavior.

Global trade inevitably leads to trade disputes and few of these disputes, whether between two companies or between a country and a state, can be handled by national courts. Instead, companies now turn to international arbitration, relying increasingly on specialists to guide them. A new Master’s program in Geneva aims to bring local expertise together with the best students and specialists internationally – an innovation with international reach that will benefit the Lake Geneva Region, says Professor Gabrielle Kauffmann-Kohler.

“Over the last two decades the world has seen an explosion of international disputes in trade and commerce,” explains Gabrielle Kauffmann-Kohler, a professor at the University of Geneva Law School. “This trend can only continue: the more commerce there is, the more sources for conflicts, and the more necessity for conflict resolution.”

Gabrielle Kauffmann-Kohler, one of the world’s leading specialists in international arbitration, believes Geneva is a natural setting for preparing law students for this increasingly important field. “Geneva is one of the world’s top commercial arbitration venues. It is home to WTO dispute settlement. Academic teaching and research here has a strong focus on international law. The concentration of legal specialists in both public and private international law here is truly exceptional,” she says. In addition to her own practice, Professor Kauffmann-Kohler is now putting together the program for the new Master in International Dispute Settlement (MIDS) that is to be offered jointly by the Law School and the Graduate Institute beginning September 2008.

“Geneva is one of the world’s top commercial arbitration sites. There is a fabulous concentration of specialists.”

New Masters degree to build on Geneva’s expertise in arbitration

Professor Kaufmann-Kohler sees a number of developments that make the new program so important. First, the issues are increasingly complex and require specialized expertise. There is also an “increasing mix of public and private international law, a proliferation and interdependence of the different dispute resolution mechanisms.”

Further, arbitrations based on investment treaties (i.e., treaties that grant protection to foreign investors, such as multilateral treaties like the Energy Charter Treaty of bilateral treaties) have grown dramatically. At the end of 1995, the year the World Trade Organization came into existence, 1,097 investment treaties were in operation. Today, they number more than 2,500.

“There are a few programs in commercial arbitration around, but there are no programs that also cover the spectrum of public international law, which is mainly the WTO dispute settlement and investment arbitration,” Kaufmann-Kohler explains. “What we wanted to do was offer something covering all these types of conflict resolution because they increasingly overlap and interact.

The new Master’s degree will bring in experts from the world over, including renowned professors from such universities as Harvard and China Foreign Affairs University, as well as making good use of Geneva’s own strengths, in particular, the expertise of the professors at the two schools involved as well as the specialists within such locally-based international organizations as the WTO, WIPO and the Court of Arbitration for Sports. Executive training is also in the planning. “In time, we would like to offer continuing education intended for management and inhouse lawyers. All companies have disputes. Having someone inhouse who understands arbitration and dispute settlement generally is much more productive in terms of outcome.”

New Geneva Master in International Dispute Settlement (MIDS)

- One-year full-time graduate program, equivalent to an LLM
- Provides in-depth study of all aspects of dispute settlement in the international arena, across public and private law
- Emphasis on commercial and investment arbitration, negotiation, WTO dispute settlement
- Program in English; optional courses in French

www.affective-sciences.org
The Lake Geneva Region offers a number of excellent colleges and universities, including many MBA and postgraduate programs from abroad. Why have so many schools chosen Lake Geneva Region? And how does having their expertise on-hand benefit the companies that have also chosen to have a base here? Two of the highest-ranked business schools in the world, IMD and Thunderbird, make their case...

With its magnificent view of Lake Geneva and the snowy mountains beyond, the internationally respected business school, IMD, seems far removed from the gritty realities of global commerce. But its slogan, “Real world. Real learning.,” indicates IMD’s role in the local economic network.

“We are surrounded by the headquarters of some of the greatest companies in the world”

“We are surrounded by the global and EMEA headquarters of some of the greatest companies in the world,” says Jim Pulcorno, IMD’s Director, Switzerland. “Most of the big names up and down the lake are working with us.”

Sixty kilometers away in the heart of Geneva, Thunderbird School of Global Management has opened its new EMEA headquarters. The oldest graduate management school in the United States, Thunderbird’s executive education programs are ranked in the top 10 worldwide by the Financial Times. The new headquarters in Geneva is part of the school’s strategy to meet growing regional demand for its executive education services, explains Dag Sandborg, Thunderbird’s Director of Corporate Development.

“The values associated with Geneva are a good fit with our long-term strategic thinking,” explains Dag Sandborg. “And Geneva is a hub of intelligent people, which helps in recruiting faculty and staff. Geneva is a very value-adding base and we are considering how to use this brand in the best way.”

“Geneva is a very value-adding base and we are considering how to use this brand in the best way”

For example, we have a large clientele in the Middle East and many people there think Geneva is one of the better places on earth!

In fact, Thunderbird is now taking one of its most successful executive courses, the Advanced Management Program for Oil & Gas, to Dubai - and managing it from Geneva. Proximity to so many multinational, both schools say, makes for a constant exchange of ideas and information that benefits everyone involved.

“If we want a guest lecturer to come in and talk about a subject, there is probably somebody in a company in the Region who has done it and done it well,” says Jim Pulcorno.

On the other hand, the schools are also a valuable resource for locally-based companies.

IMD’s Corporate Learning Network, which channels a constant flow of information and learning from 190 global companies and academics; counts such Lake Geneva Region companies as Nestlé and Caterpillar among its members. Thunderbird’s clients include the pharmaceutical and the banking industry, both very present in Switzerland and Geneva. Also many of the global companies with regional headquarters in Geneva and Swiss Romand are clients in learning.

“Any company with global issues or that is operating in a new country, could come to us for expertise,” says Mr. Sandborg. “We can provide them with leadership courses as well as cross-cultural training tailored to their needs.”

The two schools also offer companies insight and perspective on a more informal basis.

“If a company wants to talk over an issue, it isn’t difficult to drop in and brainstorm with our faculty. And because we are part of the local network, we can help new companies become part of the local multinational network and meet their counterparts,” says Jim Pulcorno. “Sometimes I get an email from a company asking if we have any students who would be interested in a particular position. I might send them half a dozen excellent CVs and one or two students end up getting hired - no headaches, just a phone call. In most of the companies here, you can find some of our MBAs somewhere high up in the organization.”

“We work with the human resources departments to identify and implement development strategies that will help retain key people and attract new talent,” says Dag Sandborg. “This is key for companies aiming for sustainable success.”

EML Geneva

In September, EMLyon Business School will begin offering the first specialized degrees at its new campus in Geneva: the Master’s in Luxury Management and Marketing, and the Master’s in Private Banking. A third part-time degree will be added in 2009, the Masters in International Organizations and Global Business. EMLyon, one of Europe’s top 10 business schools, says Geneva is a natural choice for the new degrees because many leading luxury companies are based in Geneva, private banking is one of the city’s most important sectors and Geneva is home to the UN and many international organizations. EMLyon Geneva will also offer non-degree executive training.

www.emlyon.com

Boston University

Boston University’s Geneva Internship Program offers students a semester in Geneva to explore international careers in the fields of public health, international relations/history and politics. The program includes focused coursework and an internship inside one of theoir institutions in Geneva doing related work. The program’s philosophy is to help students move from a theoretical approach to real-world experience. Students live at the Cénacle, a former monastery set in a large garden.

www.bu.edu/abroad/programs/switzerland/geneva/geneva_int/index.html

Webster University

Webster offers a full undergraduate program, as well as graduate degrees in Business Administration, Human Resources Management, Counseling, Health Care Management and International Relations. The last degree is particularly appropriate in Geneva and Webster’s Master in International Relations makes full use of the expertise in the international organizations and NGOs based in Geneva. The school also offers a one-year Global MBA, as well as certificate programs that enhance professional skills without the commitment to a full-degree program. Webster’s Geneva campus is near the village of Bellevue, seven minutes by train from the center of Geneva.

www.webster.ch

European University

In addition to its undergraduate and Masters programs, the European University Center for Management Studies offers three-year doctoral degrees in Business Administration (with focus on finance and investments, international business and marketing) and Management and Organization (concerned with organizational, managerial and leadership processes in organizations of all kinds).

www.euruni.ch

IFM University

IFM is a bilingual university offering English and French-speaking sections in the center of Geneva. The school offers three-year undergraduate programs in Business Administration, Business Finance, Communication and Marketing, and International Relations. Its one-year MBA program emphasizes participation in conferences given by the managers of major companies based in the region, as well as company visits that provide valuable networking opportunities.
Specialized education
made in Geneva

Geneva’s reputation as a financial center, home of 200-year old private banks and one of the world’s capitals of trade finance needs little introduction. So, it is fitting that the Lake Geneva Region should offer exceptional specialized education in banking and finance. Why Geneva looks at three of the top-flight schools that help Geneva’s banking and financial services community stay ahead.

Swiss Finance Institute
The Swiss Finance Institute is the Number 1 center of financial competence in Europe, according to its managing director, Professor Jean-Pierre Danthine. And the benefits spill over into the wider business community. “We are working towards what you could call a Silicon Valley model, where, by gathering competence together, there are all sorts of benefits for companies that are situated nearby,” says Professor Danthine. “We have 45 professors who not only teach and do fundamental research, but who are also available for consulting. Our PhD students are potential high-level employees, and our students are available for internships on short-term projects, where competence is needed.”

Danthine notes that the Swiss Finance Institute is a magnet for financial talent, both in terms of the 700 practitioners who come each year for the school’s one-week to five-week programs and are often available for short assignments, as well as the experts from all over the world who come to teach. The Swiss Finance Institute’s goal is to make Switzerland the destination of choice for financial market specialists worldwide. Over the next 12 months, the school is launching three new Master’s programs, including a Master’s in Finance and Wealth Management in partnership with Carnegie Mellon University that Professor Danthine says will be the best such program in the world.

The School of Economics and Social Science
The University of Geneva’s School of Economics and Social Sciences offers a multidisciplinary approach to training in financial services. Its Master of Science in Economics offers higher education in economics and econometrics, as well as a wide range of specialization in advanced topics such as Applied Economics, Econometrics, Monetary and Financial Economics, and Public Economics. “For the last 25-30 years there has been a very heavy demand for people educated in the new approaches to finance and risk management,” says Professor Henri Loucheur, President of the Economics Department and Director of the Master of Science in Economics.

“The large majority of our students will go into banks, either in risk management or managing portfolios. This education is a good fit with the Geneva economy,” The School also offers a PhD program in finance, in collaboration with other Swiss universities. In response to Geneva’s growing importance as a hub of international shipping and trading, the School is now preparing a new Master’s in International Trading Finance and Shipping.

The Graduate Institute of Banking
“Our goal is to offer training that is as practical as possible, with as many real applications as possible, so that the student can use it the next day on the job,” explains Joëlle Frick Muhlemann, director of the Graduate Institute of Banking. “Our professors are not academics but professionals actually working in the field.” Indeed, it was the association of Geneva banks that created the Graduate Institute of Banking in 1987 to provide its more than 65 members with ongoing specialized professional training. Today, the Institute offers a range of individual courses, as well as certificates and federal diplomas in banking and finance. “All our courses can be taken individually to upgrade competence with no obligation to complete a full diploma,” explains Mme. Frick Muhlemann. “Our tailored corporate courses put the teaching into the company’s own context, for example, a course on investment funds for a bank would use that bank’s own products as examples.” The ISFB has recently added a course on trading finance at the request of the Geneva Trading and Shipping Association, a reflection of the growing importance of this sector in the Lake Geneva Region.

Two of Geneva’s most prestigious schools, the Graduate Institute of International Studies (HEI) and the Graduate Institute of Development Studies (IUED), recently merged to form the Graduate Institute of International and Development Studies. The Director, Philippe Bunnin, explains the new Institute’s orientation.

The rose-colored Villa Barton, set in a park on Lake Geneva, has been the home of the Graduate Institute since 1938. Now, the mansion has begun a new life as the home of the Graduate Institute of International and Development Studies. And, while the 19th century setting suggests calm and continuity, the school’s intellectual context is all about the complexities of the fast-changing modern world.

An executive based in Geneva should take a look at the Graduate Institute for several reasons, says its director. First, because the children of people employed in multinationals find the multicultural school fits well with their own experience. Second, because its student body is a source for exceptional employees. “About two thirds of the students who were accepted last year indicated that they know four languages or more,” says Philippe Bunnin. “Having such a mobile, multicultural, polyglot pool of talent is valuable to companies with a strong presence in the international arena.”

The Graduate Institute can also provide perspective for executives trying to deal with the sensitivities of global business.

“We are not a business school,” explains Philippe Bunnin. “But international affairs and development studies are big issues in the world today and in the world of business today.”

For example, the Institute’s new Executive Master in International Negotiation and Policy-Making is designed to provide mid-career professionals with the tools and methods they need to analyze problems and make decisions. The new Master in International Dispute Settlement (MIDS) (discussed on page 13) is being offered jointly with the University of Geneva Law School.

“We put strong emphasis on the public-private interface, whether in terms of the diplomatic decisions private firms conduct in multilateral settings, or the needs of diplomats and public servants having to deal with private companies,” Professor Bunnin explains.

The Institute is also increasingly active as a high-profile forum for public debate. It recently partnered with the World Economic Forum and the OECD in a conference on the theme “Banking on development.” It may interest companies to enhance their visibility by sponsoring public events on problems that touch international governance,” says Philippe Bunnin.

The Graduate Institute also offers its expertise in a number of areas, such as environmental protection, global health, migration and refugees, conflict and peace-building and trade and globalization.

“Our interdisciplinary teams of professors conduct research for international organizations and private firms. Although, we don’t want to do consulting on company-related issues, the Institute will do research on, for example, the impact of climate change on an industry of interest, or political risk or on such legal issues as the development of arbitration for private companies.”

Professor Bunnin sees the Institute as an integral part of Geneva’s economic make-up, providing a link, in fact, between the UN, international organizations and the world of business.

“The Graduate Institute will help Geneva enrich the presence of international organizations, the diplomatic missions and the multinational firms,” he says. “For me, those three elements define International Geneva, not the first two alone.”

Student at the Graduate Institute of International and Development Studies

Specialized education
made in Geneva

Banking on education

Graduate Institute of International and Development Studies

www.sfi.ch
www.unige.ch/ses/index.html
www.isfb.ch

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Student at the Graduate Institute of International and Development Studies

www.graduateinstitute.ch

www.sfi.ch
www.unige.ch/ses/index.html
www.isfb.ch

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Student at the Graduate Institute of International and Development Studies
Staying on track
Geneva’s private schools educate students from the world over

Excellence at any level
18

Education has a long tradition in Geneva. Indeed, public schooling first became obligatory in 1536 and Geneva reformers of the stature of Jean Calvin, Jean-Jacques Rousseau and Jean Piaget have had an effect on education around the world.

Today, Geneva has some 300 private schools, from preschool through university, whose excellence and diversity are an added attraction for families, whether they are in town on a temporary or long-term basis. In fact, the presence of such high quality, multilingual schools is in itself one of the main reasons why so many multinationals have chosen Geneva.

Executives ask a lot of questions about a new business base – and not all of them are about business. Some of the more difficult questions, in fact, concern educating their children. Questions like: Where can my kids go to school? Will they be able to pick up from their old school? Will they be able to slip back in easily when we move on? Can they study in our language? Could they have the opportunity to learn the local language, too, while we’re there?

Fortunately, Geneva is one of the world’s capitals in terms of education. Some expats even choose to put their children in local public schools, opting for the experience of total immersion in another culture and language, secure in the public school system’s reputation for excellence. But most short-term visitors select one of Geneva’s 300 private schools, choosing among the many different criteria that suit their child’s particular needs.

“Of the reasons the employees of multinationals come to Geneva in the first place is because our schools offer the Anglicophone syllabus, both English and American,” explains Ines Kreuzer, director of the Geneva Association of Private Schools (AGEP). “Families can stay a few years and return to their own countries. These people need schools that offer a curriculum recognized at the international level.”

AGEP, a member of the Swiss Federation of Private Schools, represents 43 of the largest private schools in the Canton, some of which have additional campuses elsewhere in the Lake Geneva Region. AGEP’s member schools can be examined according to a number of different criteria, such as, size, age of students, language of teaching and diplomas earned upon graduation (e.g., the French Baccalauréat, International Baccalauréat, Swiss maturité fédérale, the German Abitur, International General Certificate of Education, etc.) The shared goal is to prepare students for any English, US, French or German university and their wide range ensures that even the most diverse families (and Geneva is, afterall, known as the “mirror of the world”) will be able to find an education appropriate to every child’s background and aspirations.

Children moving to Geneva are often delighted to find the emphasis placed on sports and culture in local schools. Skiing holidays, for example, are a popular part of the annual program in many schools, offering an extra boost of health in the winter. School outings take advantage of the arts offered in Geneva’s many museums, movie houses, concert halls and theaters. AGEP’s website, in fact, provides an annual program of cultural activities especially suitable for children and young people.

All of which adds up to an engaging and enriching experience for children – made in Geneva.

Some of the fine International Schools in Geneva:

International School of Geneva
College du Léman
Deutsche Schule Genf
Institut International de Lancy
Institut Flamment
Ecole Moser

www.ecolint.ch
www.cdil.ch
www.dsgenf.ch
www.iil.ch
www.flamment.ch
www.ecole-moser.ch

www.agep.ch
Whether you want to be physically present in Geneva and its region or simply wish to make Geneva’s business advantages your own, we can assist you. We won’t leave you to your own devices and we have many years’ experience helping companies from all over the world. The Geneva Economic Development Office can provide you with support and guidance in all official and administrative matters. We will be pleased to assist you in the realization of your projects, with expertise in fiscal, legal, employment, infrastructure, or any other questions you may have. Appropriate contacts can be made with local banks, auditing and accounting firms, notaries, lawyers, relocation companies and other advisors. Initial contacts will also be provided with industry specialists, research entities and multinationals in Geneva and elsewhere.

Please visit our website www.geneva.ch for information on all aspects and advantages of working with, in and from Geneva. To speak about your plans and our help, do not hesitate to contact us directly at the following addresses:

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