

2020

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75 ans de relations diplomatiques entre la Suisse et le Canada.

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Canadian-Swiss Chamber of Commerce

Chambre de Commerce Canado-Suisse



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IMPRESSUM

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AIR CANADA

MESSAGE FROM THE PRESIDENT / MESSAGE DU PRÉSIDENT



Dear Members, Supporters and Friends.

On behalf of the Board of Directors, I am pleased to present to you our 2020 publication entitled *People*. In 2019, when we discussed the theme for a 2020 magazine, we could not have envisaged how appropriate it would be as it is *People* around the world that are being affected by the current global pandemic. The effects of the pandemic on global mobility shows how dependent our personal and professional lives are on the ability to interact with others, across borders, without restriction. We are thankful for the continued gradual reduction in restrictions and the benefits that *People* will have from interacting again.

Canada and Switzerland have a long history of business and personal ties and the mobility of people benefits these ties significantly. Businesses rely on the ability of their people to travel for both business opportunities and the sharing of expertise. Also, the economies of Canada and Switzerland rely on immigration and have special programs in place to promote youth mobility between the two countries. Finally, we see how this mobility has led to established direct transportation links between the countries including three direct routes from Air Canada. These connections between Switzerland and Canada were built over 75 years of bilateral relations and will survive the current pandemic. Many of the themes of our cross-border relationship are presented to you in this publication.

I also wish to recognize the efforts of Paul Drouin, our General Secretary, who departed from his role at the end of March. His achievements directly led to an improvement in our operations and event quality and because of that, all of us benefited. I warmly welcome Paul's replacement, Nathalie Bergeret, to her new role and look forward to continuing to build on our strong membership network.

Finally, I want to thank all of you for your continued support of the Chamber through this period of limited operations. We renewed substantially all our members for 2020 and this support allows us to maintain our operations as we wait through the pandemic-related restrictions. We look forward to the restarting of our events as soon as possible as bringing people together to forge strong business and personal connections is what we commit to bring to you. Thank you to our members for almost forty-five years of support.

Chers membres, chers amis et sympathisants,

Au nom du conseil d'administration, j'ai le plaisir de vous présenter notre publication 2020 intitulée *People*. En 2019, lorsque nous avons discuté du thème d'un magazine 2020, nous n'aurions pas pu imaginer à quel point il serait approprié, tant ce sont les gens du monde entier qui sont touchés par la pandémie mondiale actuelle. Les effets de la pandémie sur la mobilité mondiale montrent à quel point nos vies personnelle et professionnelle dépendent de la capacité d'interagir avec les autres, au-delà des frontières, sans restriction. Nous sommes reconnaissants de la réduction progressive de ces restrictions et pour la possibilité d'interagir bientôt à nouveau.

Le Canada et la Suisse ont une longue histoire de liens commerciaux et personnels et la mobilité des personnes profite considérablement à ces liens. Les entreprises comptent sur la capacité de leurs employés à voyager à la fois pour des occasions d'affaires et le partage d'expertise. De plus, les économies du Canada et de la Suisse dépendent de l'immigration et ont mis en place des programmes spéciaux pour promouvoir la mobilité des jeunes entre les deux pays. Enfin, nous voyons comment cette mobilité a conduit à l'établissement de liaisons de transport direct entre les pays, y compris trois liaisons directes avec Air Canada. Ces liens entre la Suisse et le Canada ont été établis au cours de 75 ans de relations bilatérales et survivront à la pandémie actuelle. Bon nombre des thèmes de notre relation transfrontalière sont abordés dans cette publication.

Je voudrais également saluer les efforts de Paul Drouin, notre secrétaire général, qui a quitté son poste fin mars. Ses efforts ont manifestement amélioré nos opérations et la qualité de nos événements et nous en avons ainsi tous profité. Je souhaite la bienvenue à Nathalie Bergeret, remplaçante de Paul, dans son nouveau rôle et je me réjouis de continuer avec elle à renforcer notre solide réseau de membres.

Enfin, je tiens à vous remercier tous pour votre soutien constant à la Chambre pendant cette période d'opérations réduites. Nous avons renouvelé la quasi-totalité de nos membres pour 2020. Ce soutien nous permet de maintenir nos opérations en attendant la levée des restrictions liées à la pandémie. Nous attendons avec impatience le redémarrage de nos événements dès que possible. Rassembler les gens pour forger des liens commerciaux et personnels solides est ce à quoi nous nous engageons envers vous. Merci à nos membres pour votre soutien depuis bientôt quarante cinq ans.

Darren Downs

President / Président

Canadian-Swiss Chamber of Commerce

Chambre de commerce canado-suisse



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A WORD FROM THE AMBASSADOR UN MOT DE L'AMBASSADRICE



SUSAN BINCOLETTA

Ambassador of Canada to Switzerland and Liechtenstein
Ambassadrice du Canada en Suisse et au Liechtenstein

Dear friends, dear members of the Canada-Switzerland Chamber of Commerce,

I am writing this newsletter from my temporary home office. This is not my usual newsletter. How could it be?

In just over 5 weeks, our daily lives have been radically transformed. We are asked to stay home and to keep distance from each other. Borders have been shut and flights cancelled. Businesses are shuttered. We have witnessed COVID-19 turn into a pandemic. We worry about our health and that of our loved ones.

These are troubling times. But there is hope. We are confident that science will provide solutions, and that together, we will overcome this invisible adversary.

We are connecting virtually, and ensuring that self-isolation does not mean loneliness. We use technology to stay in touch – say hello every morning, touch base to check up on the home front, and have the occasional “apéro” – albeit virtually. We check up on neighbours, on old friends.

And we continue to work. As COVID-19 infections began to rise in Switzerland, the Embassy promptly established an Emergency Response Team to protect Canadians and Canadian interests. In coordination with our Canadian mission in Geneva, we responded to over 600 COVID-19 related inquiries and helped Canadians return home. As always, we have enjoyed strong cooperation with the Swiss government and were grateful for their assistance in helping Canadians stranded in different parts of the world to transit through Zurich on their special repatriation flights.

We have provided information and analysis to Canadian policymakers about the Swiss situation and policy measures to help determine Canada's public health and economic policy in this crisis.

The Embassy has been working closely with partners in Canada to

Chers amis, chers membres de la Chambre de commerce Canado-Suisse,

J'écris cette Infolettre depuis la maison où j'ai installé mon bureau de manière temporaire. Ce n'est pas mon Infolettre habituelle. Comment pourrait-elle l'être?

Voilà un peu plus de 5 semaines que notre vie quotidienne a été radicalement transformée. On nous demande de rester à la maison et de garder nos distances les uns des autres. Les frontières ont été fermées et les vols annulés. Des entreprises sont fermées. Nous avons vu le COVID-19 se transformer en pandémie. Nous sommes inquiets pour notre santé et celle de nos proches.

Nous vivons des moments difficiles. Mais il y a de l'espoir. Nous sommes convaincus que la science apportera des solutions, et qu'ensemble, nous vaincrons cet adversaire invisible.

Nous nous connectons virtuellement, et nous veillons à ce que l'isolement ne soit pas synonyme de solitude. Nous utilisons la technologie pour rester en contact - dire bonjour tous les matins, prendre des nouvelles de la famille et organiser un «apéro» de temps en temps - bien que virtuellement. Nous prenons des nouvelles de nos voisins, nos bons amis.

Et nous continuons à travailler. Lorsque les infections à COVID-19 ont commencé à augmenter en Suisse, l'ambassade a rapidement mis en place une équipe d'intervention d'urgence pour protéger les Canadiens et Canadiennes et les intérêts canadiens. En coordination avec notre mission canadienne à Genève, nous avons répondu à plus de 600 demandes d'informations liées au COVID-19 et aidé nos ressortissants à rentrer chez eux. Comme toujours, nous avons bénéficié d'une coopération étroite avec le gouvernement suisse et nous sommes reconnaissants de l'appui qu'il a apportée aux Canadiens et Canadiennes bloqués dans différentes parties du monde pour leur permettre de transiter par Zurich sur ses vols spéciaux de rapatriement.

Nous avons fourni de l'information et de l'analyse aux décideurs politiques canadiens sur la situation et les mesures prises par la Suisse, afin d'aider le Canada dans son développement de politiques en matière économique et de santé publique pendant cette crise.

L'ambassade a travaillé en étroite collaboration avec ses partenaires au Canada pour identifier les exportateurs suisses de matériel médical et d'équipements de protection individuelle capables d'augmenter leurs approvisionnements.

Outre les conséquences de cette crise sur la santé, nous nous inquiétons de l'impact des mesures nécessaires de confinement sur l'économie. Le Canada et la Suisse ont tous deux agi rapidement pour assurer la liquidité, prévenir les faillites et protéger les travailleurs, mais la reprise économique sera difficile. ➔

identify Swiss exporters of medical supplies and personal protective equipment capable of ramping up supplies.

In addition to the health implications of this crisis, we worry about the impact the necessary containment measures have on the economy. Canada and Switzerland have both acted quickly to ensure liquidity, prevent bankruptcies, and protect workers, but the economic recovery will be difficult. In times like these, we have confidence in the shared spirit of solidarity, entrepreneurship and innovation demonstrated by Canadian and Swiss business.

Canada and Switzerland have long been great partners and friends. In fact, this year, we are celebrating 75 years of diplomatic relations. In 2020, we recognize the strong and lasting bond that unites us. We share similar values of compassion, generosity and empathy; we strive to collaborate to find solutions to global problems. Together, we are stronger.

When the time is right, we will get together to celebrate Canada and Switzerland. Thank you for all your support, and providing me the opportunity to write a few thoughts during these difficult times. Please take care of yourselves.

Dans des moments comme celui-ci, nous avons confiance dans l'esprit de solidarité, d'entrepreneuriat et d'innovation dont font preuve les entreprises canadiennes et suisses.

Le Canada et la Suisse sont depuis longtemps de grands partenaires et amis. En fait, cette année, nous célébrons 75 ans de relations diplomatiques. En 2020, nous reconnaissons les liens forts et durables qui nous unissent. Nous partageons des valeurs similaires de compassion, de générosité et d'empathie; nous nous efforçons de collaborer pour trouver des solutions aux problèmes mondiaux. Ensemble, nous sommes plus forts.

Lorsque le moment sera venu, nous nous réunirons pour célébrer le Canada et la Suisse. Je vous remercie de votre soutien et de me donner l'occasion d'écrire quelques réflexions en ces moments difficiles. Prenez soin de vous.

SUSAN BINCOLETTO

Ambassador of Canada to Switzerland and Liechtenstein
Ambassadrice du Canada en Suisse et au Liechtenstein



Digital innovation at ABB is about people

We are living through an information technology revolution set against a context of sustainability, energy concerns, and the fourth industrial revolution – the meshing of the digital world of people and machines as internet meets production. This is our ever-evolving workspace, where technology accelerates growth and innovation like never before and more than ever we aim to create a Canada whose people, technology and innovation ecosystem can compete on the global scale. Discover more at abb.com/future.



EDITORIAL



Dear CSCC Members and friends,
Chers membres et amis de la Chambre

A la journaliste qui lui demande, au cœur de la pandémie, ce qu'il espère que nous retiendrons de tout cela, le neuropsychiatre Boris Cyrulnik répond: «L'altérité. On ne peut vivre sans les autres»¹

«Les autres», the other, this human like me, who is not like me. As the virus spread from east to west, each of us first thought this was happening "elsewhere" in a world apart, off center with ours. Until we all found ourselves in the same breaking wave, a unique moment in human history where we all faced the same storm but experienced it differently.

Le thème de cette édition 2020 du magazine de votre chambre rend donc hommage aux personnes, celles qui font nos entreprises et notre communauté: Canadiens vivant et travaillant en Suisse, citoyens suisses qui entretiennent des liens étroits avec le Canada ou rêvent d'y vivre et d'y travailler.

Our many contributors, whom I warmly thank, explore Intercultural knowledge and leadership, the experience of setting up a consulting company in Switzerland, managing your wealth in times of volatility,

the new work habits of the millenials, a piece of advice and helpful links to integrate in the Swiss job market. You will discover Stadler's experience in Canada, how to get to live and work in Canada or in Switzerland, and the Youth Mobility Agreement for young Swiss and Canadians. You will meet four young Canadians who tell their story and share their journey.

The year 2020 promised to be a great year until the pandemic erupted and sent many of us in lockdown. Late-April, the SECO – Swiss Secretariat for Economic Affairs – forecast a recession for the full year, expecting GDP to fall by 6,7% in 2020. The size of a 2021 rebound is uncertain. In Canada, the oil shock and the pandemic already contracted the economy by about 3.8% annualized in Q1; forecasters of 5 large Canadian banks project a deeper decline still in Q2. Extraordinary public spending plans and monetary measures may reduce the impact but many will suffer.

While we are still mourning our losses and pondering the full economic impact, let us strengthen our ties as a community and prepare for the rebound with our common strengths.

1) *La Grande Interview de Célia Héron, Le Temps, samedi 11 avril 2020*

Anne Guimond Kostecki
Editor

THE CHAMBER'S MISSION

The Canadian-Swiss Chamber of Commerce (CSCC) is a leading not-for-profit association registered in Switzerland, whose mission is to promote business development and ties between Canadian and Swiss companies and professionals.

We have been operating for over 40 years. The Chamber was founded in 1975 as the Canadian-Swiss Association under Swiss jurisdiction. It evolved in 2005 into the Canadian-Swiss Chamber of Commerce, as it is known today.

Over time, the CSCC has grown to include over 300 members, between corporations, corporate representatives and individuals, interested in building their networks and developing valuable professional relationships. We reach a network of over one thousand partners and supporters.

The CSCC acts as a catalyst in the development of business opportunities by:

Connecting businesses, professionals,
and individuals from all commercial sectors

Promoting commercial activity and enhancing
business synergies between the two countries

Providing access to a wide business network
with an international outlook

Facilitating communication,
opportunities and knowledge sharing

Organizing a variety of engaging professional
and cultural events all over Switzerland

Implementing and managing an
inter-members' benefits program.



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(*) Paul Drouin, our former Secretary General, and Jason Rempel were appointed by the Board and will be presented for election at the 2020 AGM

**Secretary General****Nathalie Bergeret**nathalie.bergeret@canswiss.ch

MEMBERSHIP

Our members are a diverse mix of Canadian and Swiss companies and individuals with professional or personal ties to Canada and Switzerland. More particularly, our membership comprises businesses, corporations, government representatives, professionals, professional firms, cultural associations, as well as individuals who have an interest in the Canadian-Swiss business network. We encourage diversity, with representatives from a variety of fields including finance, transport, manufacturing, tourism, consumer goods, legal advisory and business services.

JOINING THE CHAMBER

Individuals, corporations or associations directly or indirectly engaged or interested in furthering and strengthening commercial, industrial, trade, cultural and social ties between Canada and Switzerland are eligible for membership, upon application to the Board of Directors.

Corporate Membership

Corporate membership offers an enhanced package of benefits for larger organizations and entitles five representatives to attend our events at the preferential members' rate. Corporate members are given a high profile in our publications and website and are offered attractive sponsorship opportunities, thus increasing exposure and visibility.

Individual Membership

Individual membership entitles members to unrestricted access to our directories, to receiving our event invitations and to favorable entry fees to our events.

Applications for membership are made in writing and are subject to approval by the Board of Directors. For further details, please consult the Membership section on the Chamber's website at www.canswiss.ch.

WELCOME TO OUR NEW MEMBERS / BIENVENUE A NOS NOUVEAUX MEMBRES

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OUR CORPORATE MEMBERS 2019/2020



BUSINESS & LOCAL NEWS

EDELWEISS, B.C., A SMALL PART OF SWITZERLAND INSIDE CANADA

The gritty railroad town of Golden, BC might be a typical example of a small mountainous Canadian village in the ridges Western Canada, but there lies an even smaller town called Edelweiss tucked in the heart of the region. In the late 1800s, rich tourists could hike and wander into the romantic wilderness of the Canadian ridges, but would often get lost (or worse). As a result, the Canadian Pacific Rail (CPR) hired Swiss mountain guides, known as the best in the world for their depth of skill and breadth of knowledge, to stay at the local chalets and guide guests through the as-of-yet undiscovered mountains. Thus was born the adventure tourism industry of Western Canada.

Eventually, CPR build the entire town of Edelweiss to accommodate and convince Swiss guides like Edouard Feuz Sr and Christian Haesler, brought from Interlaken in 1899. The town quickly became a tourist attraction all on its own, and remains standing to this day.

www.bbc.com/travel/story/20200121-the-birthplace-of-canadas-mountain-culture

THIS JUST IN: MORE CANADIANS WANT THE SWISS EXPERIENCE

Visitor numbers from Canada and the U.S. to Switzerland grew by over 60%, according to

the latest stats released by Switzerland Tourism. The figures show an increase in Canadian arrivals in Switzerland in 2019, for a total of 131,504, up 4.2%. Overnight stays totalled 275,205, an increase of 1.6% year over year.

"We are delighted to announce a continued growth and are staying fully committed to the Canadian market," said Pascal Prinz, Director Canada of Switzerland Tourism. He says Lucerne and Central Switzerland experienced the largest growth of Canadians, up 19%.

Switzerland Tourism's campaign theme in 2020 is 'I need Switzerland', which focuses on the Swiss boutique cities, stunning landscapes, mountain peaks, and the public transportation system. Two-thirds of all visitors from Canada visit Switzerland during the summer months.

www.travelweek.ca/news/switzerland-sees-4-2-increase-in-canadian-arrivals/

ICRA: MONTREAL ACCUEILLE LA ROBOTIQUE MONDIALE

Le Palais des Congrès de Montréal a accueilli du 20 au 24 mai 2019 la plus grande conférence robotique au monde. Les 4000 participants de 71 pays de la Conférence internationale sur la robotique et l'automatisation se réunissaient pour la première fois au Canada. On y a découvert les nombreuses entreprises du Québec actives dans le secteur ainsi qu'une forte présence

des chercheurs du NCCR (National Center for Competence in Research) financé par le Fonds national Suisse. C'est la ville de Paris qui accueillera l'ICRA 2020.

Le Swiss Robotics Industry Day 2020 se tiendra le 5 novembre 2020 à Lausanne sous les auspices du NCCR.

www.icra2019.org

ABB HAS A NEW CEO

ABB has appointed Björn Rosengren as its new CEO. He joined ABB on February 1, 2020 and will take the reins from CEO Peter Voser on March 1 2020. Mr Rosenberg is a Swedish citizen previously leader of high tech global engineering group Sandvik.

<https://new.abb.com/news/detail/29207/abb-names-bjorn-rosengren-as-ceo>

UBS NO LONGER INVESTING IN CANADIAN OIL SANDS

Switzerland's largest bank will no longer finance new oilsands projects, part of a public effort to chop more carbon-intensive assets off its balance sheet, trim its own greenhouse gas emissions and boost sustainable investments. "We aim to be the financial provider of choice for clients who want to engage toward the achievement of the United Nations sus-

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BUSINESS & LOCAL NEWS

tainable development goals, while helping achieve an orderly transition to a low-carbon economy,” said UBS chairman, Axel Weber.

The Swiss bank’s new policy is the latest in a long line of banks and other financial services firms making new pronouncements on restrictions on unconventional oil and gas regions like the oil sands. Alberta is home to the world’s third-largest reserves of crude oil after Saudi Arabia and Venezuela.

www.nationalobserver.com/2020/03/06/news/switzerlands-biggest-bank-backs-away-oilsands

BMO RECOGNIZED FOR SUSTAINABILITY

BMO Financial Group is named to Corporate Knights’ Global 100 Most Sustainable Corporations in the World Ranking. BMO is the top-ranked bank in North America on the list and was recognized for its sizable portfolio of sustainable loans, as well as its enterprise-wide commitment to creating a sustainable future throughout its operations.

<https://cutt.ly/2yrNeRp>

BOMBARDIER-ALSTOM UN NOUVEAU GÉANT DU RAIL

Bombardier annonce le 17 février 2020 sa décision stratégique de se concentrer sur l’aviation d’affaires et d’accélérer son désendettement par la vente de son secteur d’activité Transport à Alstom. Le secteur des avions d’affaires (Learjet, Challenger, Global) est le plus rentable de Bombardier.

Avec l’entente signée le 17 février, Alstom renforce sa place de 2^e constructeur mondial du rail (derrière le chinois CRRC et devant Siemens). Bombardier Transport est aujourd’hui en 4^e position.

La Caisse de dépôt et placement du Québec (CDPQ) détient 32,5% de Bombardier Transport. L’entente prévoit que la CDPQ convertisse son investissement actuel dans Bombardier Transport en actions

Alstom et y investisse 70mio d’euros additionnels. Elle va ainsi devenir le premier actionnaire d’Alstom avec environ 18% du capital, devant le français Bouygues.

La transaction est soumise à l’aval de l’autorité de concurrence européenne.

A BILLION-DOLLAR TAX SCHEME?

Canadian billionaire energy mogul and Calgary Flames owner Murray Edwards is on the move again, relocating this time from rainy London to the posh Swiss ski resort town of St. Moritz.

Edwards is the executive chairman and a founder of Canadian Natural Resources Ltd., which in recent years has grown through a combination of acquisitions and newly finished oilsands projects to become the largest oil and gas producer in Canada by volume.

Originally from Saskatchewan, Edwards left Alberta for London. At the time, he denied that he was leaving the province over a personal tax rate jump from 10 per cent to 15 per cent under the previous NDP government.

In Canadian Natural public disclosure documents filed March 27, Edwards now lists St. Moritz, Switzerland as his primary residence. The company declined to comment on the reasons for the move or how Edwards splits his time between Calgary and Europe.

<https://business.financialpost.com/commodities/energy/canadian-billionaire-oil-boss-murray-edwards-moves-to-st-moritz-switzerland>

IT’S ALL WHITE AND RED AT THE TOP

A SWISS-CANADIAN FELLOW CITIZEN HEADS ETH BOARD

On September 4th 2019, the Federal Council elected Michael Hengartner as the new president of the ETH Board. Mr Hengartner

has been rector of the University of Zurich since 2014. He has taken up his new post in February 2020.

Michael Hengartner was appointed rector of the University of Zurich in 2014. Since 2016, he has also served as president of swissuniversities, the umbrella organisation of the Swiss universities. Mr Hengartner grew up in Québec City. He is a dual citizen of Switzerland and Canada. He studied biochemistry at the Université Laval in Québec City. After earning his PhD in 1994 at the Massachusetts Institute of Technology with Nobel Laureate H. Robert Horvitz, he was head of a research group at the Cold Spring Harbor Laboratory in the United States until 2001. In 2001, he was appointed professor of molecular biology at the newly created Ernst Hadorn Chair at the Institute of Molecular Life Sciences at the University of Zurich. From 2009 to 2014, he acted as dean of the Faculty of Science.

AIR CANADA, RÉSILIENT DANS LA CRISE

Jazz Aviation et Air Canada Cargo s’entendent pour exploiter le Dash 8-400 converti en avion-cargo selon le programme développé par De Havilland Canada, afin de desservir les marchés court- et moyen-courrier, sous la marque Air Canada Express. L’appareil reconfiguré peut transporter en tout 8 165 kg (18 000 lb) de fret sur le pont principal et en soute pour contribuer à la lutte collective contre la COVID-19.

«Cet appareil nous permettra d’offrir une capacité d’emport de fret cruciale sur les lignes court- et moyen-courrier qui ont été touchées par la réduction des vols de passagers», a déclaré Tim Strauss, vice-président - Fret, d’Air Canada.

Air Canada Cargo poursuit sa mission d’assurer l’approvisionnement en fournitures médicales et marchandises essentielles d’un bout à l’autre du pays, ainsi que des tonnes de nourriture données par la Fondation Air Canada.

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hslu.ch/ibr-international

BUSINESS & LOCAL NEWS

Des milliers de Canadiens ont été rapatriés en mars et avril par Air Canada, par ses vols réguliers et des vols spéciaux organisés avec le Gouvernement du Canada.

<https://aircanada-fr.mediaroom.com>

NEUCHÂTEL JUNIOR COLLEGE

The beloved Canadian High School operating in Switzerland since 1956 had to suspend classes in March 2020 amid the Covid-19 measures. The Neuchâtel campus temporarily closed and all students safely returned to their families. Distant learning classes began on March 23rd.

By joint decision of Neuchâtel's Department of Education and Family (DEF) and the cantonal doctor, all study trips, overnight stays and ski camps have been canceled until end April. The situation is reassessed periodically.

www.njc.ch/event-detail?pk=6861672&fromId=267389

HEALTH ROULETTE

Canadian babies with a rare and often fatal muscle-wasting disease may soon have access to a cutting-edge treatment that could change their lives – but only if they're lucky enough to win a high-stakes lottery.

The Swiss pharmaceutical company that makes Zolgensma, a US\$2.1-million gene therapy, is planning to give away as many as 100 doses of the one-time treatment this year in countries where the drug is not yet approved, including Canada.

Novartis began accepting applications for the lottery, which it calls a "managed access program," on Jan. 2. The company intends to select one baby or toddler with spinal muscular atrophy (SMA) at random every two weeks.

The alternative is to take a Health Canada-approved drug for SMA called Spinraza, which has a sticker price of \$708,000

in the first year and \$354,000 every year thereafter, and has to be taken for life.

For parents unable to afford it, this lottery may be their only chance at their children's survival.

www.theglobeandmail.com/canada/article-parents-of-babies-with-deadly-rare-disease-desperate-to-win-drug-maker

MEET NEXELL AT LEC GENEVA, OCT 6-7 2020

It's the 10th year of the LEC Geneva, largest Swiss IT and digital event. Come meet CSCC partner at l'Événement Connecté, which will take place at Palexpo Geneva on October 6-7. Two days for addressing the new technological and operational challenges facing all industrial and service companies in Switzerland, gathering information, meeting market providers and boosting your business.

<https://www.nexell.net>
<https://www.lec-expo.com>

LE CANADIEN PAUL DESMARAIS ET LA FAMILLE FRÈRE AUGMENTENT LEUR PARTICIPATION DANS SGS

La SGS, partenaire de la CSCC, est leader mondial de l'inspection, du contrôle, de l'analyse et de la certification. Son plus gros actionnaire, Groupe Bruxelles Lambert (GBL), vient d'augmenter sa participation au capital de la SGS de 16,7% à 18,9%.

GBL, une société belge de portefeuille et de services financiers, est détenue à parts égales par les familles canadienne Desmarais (Power Corporation) et belge Frère.

Jusqu'à présent, les deux familles détiennent leur participation dans GBL à travers la société de participation genevoise Pargesa Holding, cotée à la bourse suisse. Par un mécanisme d'échange d'actions, les actionnaires de Pargesa recevront, en principe cet automne, directement des actions dans GBL. Les deux familles sont liées depuis les années 1980 et resteront liées à travers GBL.

Paul Desmarais est membre du conseil d'administration de la SGS à Genève.

www.letemps.ch/economie/paul-desmarais-ne-voudrais-surtout-aujourd-hui-tres-endette

MIRABAUD FÊTE DEUX SIÈCLES D'ACTIVITÉ FINANCIÈRE

Le Groupe Mirabaud, membre fidèle de la CSCC, a fêté en 2019 le bicentenaire de sa fondation à Genève en 1819. Mirabaud est une entreprise familiale comptant parmi ses six Associés gérants, trois membres appartenant à la septième génération de la famille fondatrice. Une société familiale d'entrepreneurs avec aujourd'hui 700 employés et 16 bureaux répartis dans 10 pays à travers le monde.

Mirabaud a ouvert son bureau de Montréal en 1985. Il s'agissait de la première implantation de Mirabaud à l'étranger, une belle marque de confiance pour ce marché. Mirabaud Canada Inc. propose une offre de gestion pour des clients privés et institutionnels ainsi que des services financiers sur mesure.

SWITZERLAND DRESSED UP BY TWO CANADIAN FIRMS.

Canadian cool is now in Switzerland. Canada Goose, founded in 1957 in Toronto, has been selling its luxury parkas through reputed retailers worldwide since 2008. Very fashionable, they are now worn more in the city for business as well as leisure. It's international headquarters Canada Goose International AG are here in Zug.

Founded in Vancouver in 1998, Lululemon Athletica specializes in technical articles for yoga, running, training and other activities that make you sweat. It innovates by combining comfort, style and offering yoga classes. You will find the Lululemon store on 12, Marktgasse in Zurich. Do not worry about quarantines, you can buy from their eShop. Here is something to feel proud of when you come across someone with a stylish Lululemon garment.

INTERCULTURAL KNOWLEDGE AND LEADERSHIP SKILLS – A KEY TALENT FOR SME LEADERS SEEKING TO EXPAND THEIR BUSINESS

Jillaine Farrar

Lecturer and Co-Head of the CAS International Leadership at the Lucerne University of Applied Sciences and Arts-Business. She also heads the Exchange Program for the School of Business, acts as board member, mentor, VP of SIETAR Switzerland (Society for Intercultural Education, Training And Research) and VP of the ICP European University Network Association. Her research focuses on the challenges faced by SMEs in their internationalization efforts.



Intercultural effectiveness is increasingly an important part of the tool kit which business people are expected to have. Internationalization is not merely the domain of large companies and universities. It is also of interest to SMEs seeking to expand their businesses. Regardless of the size of the business, a logical consequence of working across borders is that intercultural competence needs to be actively acquired.

My own intercultural learning curve was a rather steep one when I arrived in Switzerland back in 1989. There definitely are cultural and leadership differences, regardless of how many similarities we can find between Canada and Switzerland. If I could turn the clock back and give myself two things prior to departure, it would be intercultural knowledge and international leadership skills. You thought I'd go for money, right?

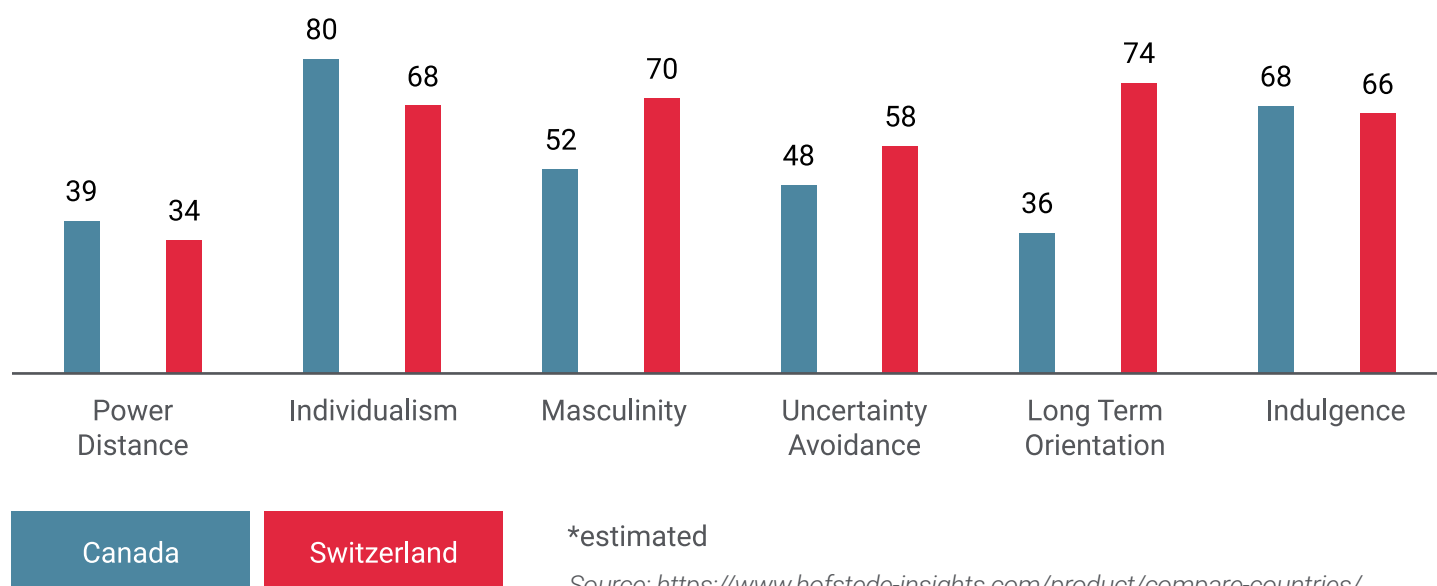
A big part of making progress in the business world is making the best decisions possible with the information available. Add to that intercultural communication together with some or all

of the business partners communicating in a foreign language and the path becomes an interesting journey. When cultures interact, clashes can occur based on value differences. These core values also influence the views held about time orientation as well as about power and status.

A look at Canadian and Swiss Cultures

One practical model that leaders find particularly useful is Hofstede's Insights Tool, available free online <https://www.hofstede-insights.com/product/compare-countries/>. Clearly, we need to be careful not to stereotype, but knowing what the potential areas of conflict could be can help us in our preparation of meetings. Here is an example of the chart that the tool provides for Switzerland and Canada. Each position is explained on the link. You can choose up to four countries per chart.

Regional differences within both countries mean this only provides an overall guide. There are, however, some very in-



interesting insights which can come from analyzing this data. Two values which can be deemed significant for Canada and Switzerland are the Power Distance Index (PDI) and the Long Term Orientation (LTO) scores.

The Power Distance Index

The Power Distance Index (PDI) is defined by Hofstede (see link above) as 'the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally'. Canada scores 39 on the PDI so it is a society that believes that inequalities amongst people should be minimized. At 34, Switzerland sits even lower in the rankings of PDI, which means that inequalities amongst people should really be minimized as much as possible. This characterizes the German-Swiss style where power is decentralized and managers count on the experience of their team members. Employees actually expect to be consulted. Communication is direct and participative. Interestingly, Hofstede notes a clear difference to the French-Swiss style, which he states scores higher on the PDI (but not as high as France, which scores 68 on the PDI). Individual scores for the French-Swiss cantons are, however, not available in this tool. Those working with leaders from both the French-Swiss part of Switzerland and France will likely have experienced firsthand the differences to the French leadership style. Certainly, this area warrants further research.

Interestingly, Hofstede noted that Quebec had significantly different PDI scores than the rest of Canada. The strong cultural connection to France could explain the scores for Quebec. On the link above, Hofstede provides the following scores for Quebec: PDI 54; IDV 73; MAS 45; UAI 60.

If not addressed, any significant differences could lead to misunderstandings about the roles and expectations of both leaders and employees who come from a different cultural background (even within the same country). Keeping in mind that leaders are also individuals with their own unique characteristics and different past experiences is still essential.

Long Term Orientation

A very key aspect of business planning and decision-making is Long Term Orientation (LTO). Here Canada (with no differentiating scores for Quebec) scores 36 and Switzerland scores 74. Swiss culture is definitely pragmatic about LTO. Hofstede states that 'in societies with a pragmatic orientation, people believe that truth depends very much on situation, context and time'. Canada, with its scores of 36 in this dimension, is considered a 'normative society'. Hofstede explains that this means that in Canada there is a 'strong concern with establishing the

absolute Truth'. Further, 'they exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results.' Being aware of such a significant difference in scores between the two countries can be beneficial when planning projects across borders.

As you can imagine from the chart above, differences in the perceived gender roles in society (MAS), and time orientation (LTO) were the most noticeable differences I experienced when I arrived in the German Swiss part of Switzerland. Now that I have lived here in Switzerland for more years than I lived in Canada, I expect that I am a mix of both cultures. For the Swiss I sometimes seem more Canadian and for the Canadians I sometimes seem more Swiss. This is something I see also with colleagues who have worked and lived internationally. This is when culture is akin to a detailed quilt, a mosaic or a tapestry.

For those interested in more detailed theory on cultures and leadership, I suggest reading up on the Globe 2020 Study https://globeproject.com/about?page_id=intro#globe2020_intro

Whether we aim to achieve intercultural intelligence or just become better communicators within our own corporate environments, we need to try to put ourselves in other people's shoes. In doing so, we will likely learn more about our own culture. How can we practically do this? In both Canada and Switzerland, one possible way of getting to know the culture as quickly as possible is to volunteer in organisations and associations where locals also volunteer.

At the time of writing this we all have additional challenges at home and work with COVID-19. Fortunately, there is also positive news that is reaching us from around the world in particular concerning solidarity and professionalism.

Jillaine can be reached over LinkedIn (www.linkedin.com/in/jillaine-farrar-897259160) or email: jillaine.farrar@hslu.ch

For more information on taught-in-English programs on these topics at the Lucerne University of Applied Sciences and Arts:

International Leadership Executive Education in English (CAS/MAS/DBA): www.hslu.ch/ibr-international

Bachelor and Master degree programs
www.hslu.ch/en/lucerne-school-of-business/degree-programmes

SO, YOU WANT TO START A COMPANY IN SWITZERLAND – WHAT YOU SHOULD EXPECT AND AVOID AS A CANADIAN?

We spoke to Jason Rempel, the newest member of our Board, who founded his own HR consulting firm in Zurich.

How and why did you move from Canada to Switzerland?

My journey to Switzerland started almost 4 years ago when I decided to take a year-long sabbatical from my corporate career to travel the world. Halfway through my travels, I was on a tour in Costa Rica where I met my future wife, Miriam. After my year off, I went back to Canada, but continued to visit her regularly. And the rest, as they say, is history – Miriam and I are now married, living in Zurich and running our own business, providing HR consulting, project management and performance coaching for businesses, team and individuals around the world.

Why did you decide to start a company here?

I had worked my entire career in large, international organizations and I was ready for a change. I've always considered starting my own company, and I have prior consulting experience. Miriam was also ready for something new after 17 years in the banking sector.

I looked into getting a job in Switzerland, but the idea of running our own company was much more appealing, even if it was a little (or a lot) more risky.

What was your experience setting up a company in Zurich as a Canadian?

From my experience, the process of setting up a company was not too complicated, especially since I had a Swiss business partner and co-founder (my wife, Miriam) who provided many benefits:

- Reviewing government documentation and speaking with government staff (English isn't an official language and French is generally only used in the Western part of Switzerland)
- Setting up a bank account and finding office space
- Registering for insurances, pension plans, and establishing our payroll process

There are many great resources online that explain the steps and rules you need to follow to set up a company in Switzerland

- For general information about Switzerland: ch.ch
- For setting up a small or medium-sized enterprise (SME): kmu.admin.ch



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startups.ch

Keep in mind that the specific process depends on the canton, and the rules and taxes can differ significantly between the 26 Swiss cantons. Miriam and I were able to work through most of the process on our own, but we worked with an immigration and business lawyer to help us through the more complicated parts, which I would highly recommend.

Once you established the company, were you able to live and work in Switzerland?

This is where the process gets more complicated. All Non-EU citizens need a work and residence permit for Switzerland. Establishing a company does not automatically grant you a permit – even as a co-owner or co-founder. The process of obtaining a permit is beyond the scope of this article, but needless to say, having an immigration lawyer helped us to navigate the ins and outs of permit-seeking. Ultimately, I received my work and residence permit when I got married.

From a social perspective, how complex was it to set up your company in Switzerland?

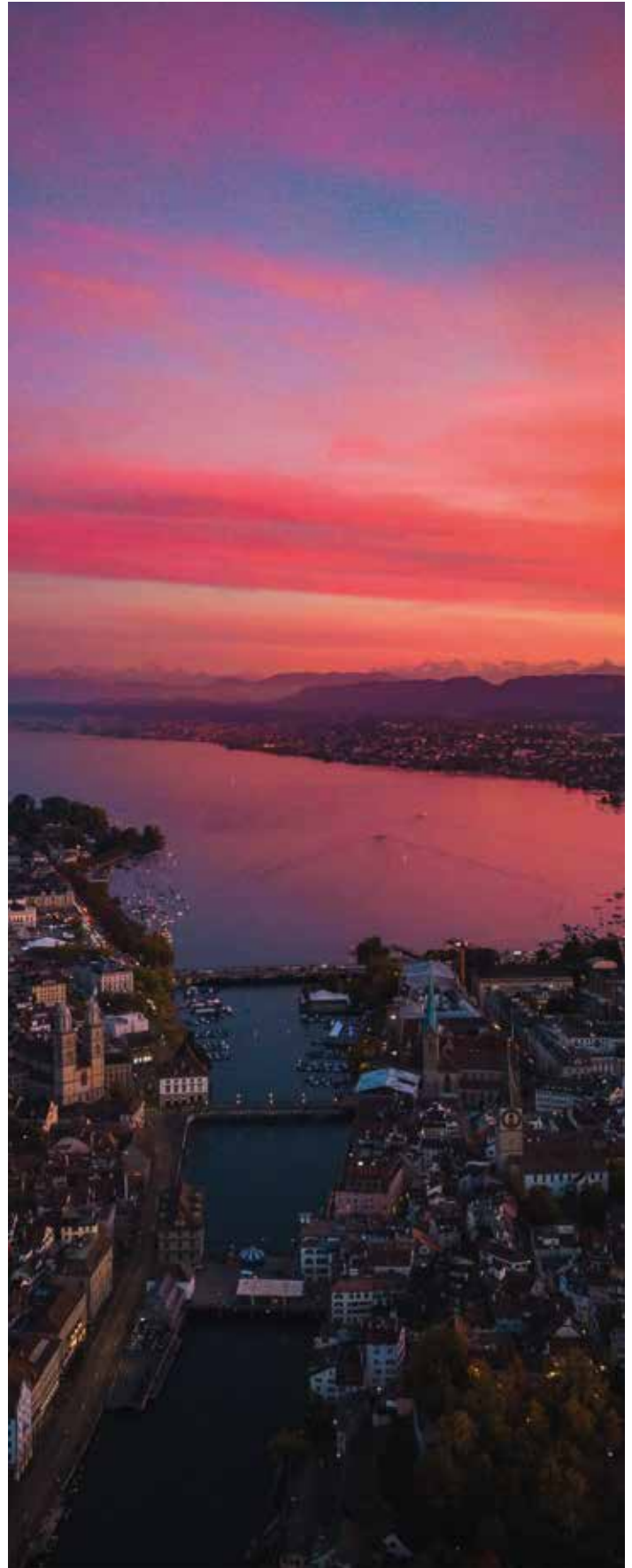
On the personal side, having a Swiss spouse is very helpful as I gained an instant family and group of friends in Switzerland. In Zurich, most companies and people speak at least some English, but they do appreciate it when you try to speak German or can at least understand what they're saying.

From a business perspective, I would say networking is key. Obviously, a strong network helps no matter where you live in the world, but in Switzerland your network is the single most important asset you can have as a new business owner, in my opinion. I've spent a lot of time meeting with prospective clients and other consultants and business owners, asking questions, getting their perspectives and learning more about how things work here in Switzerland and specifically Zurich. I've also joined networks, such as the Canadian-Swiss Chamber of Commerce, where I can meet like-minded individuals and professionals that share similar backgrounds and passions.

What should you avoid when trying to set up a business? Any common pitfalls?

I can think of two things we learned through this process that I hope will help others:

1. Avoid doing it all on your own. While there are many great resources available, your unique situation will likely need some personalized and professional advice. If you get to that point, be willing to ask for help.
2. Don't underestimate the permit process. I have found the Swiss to be very welcoming to Canadians, but there are still many rules and restrictions to living and working in Switzerland and it takes time and patience to work through them.





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ARE MILLENNIALS WORKING MORE THAN PREVIOUS GENERATIONS? Here's a powerful workforce able to work under varied conditions

A Zeitgeist Debate with and by our CSCC Board Member Tudor Iatan, of Pictet Asset Management.

With every new generation, there is a debate surrounding the clash between the young and the old. Regardless of the current cultural or political context over the past 60 years, a fundamental question always seems to crop up every now and again: “Are we working more than before?” Depending on your location on the age spectrum, the answer varies. Today, baby boomers (born between 1945 and 1965) are on the cusp of retirement, following the perhaps hardest recession in their lifetime, and Millennials (born between 1980 and 1995) are entering a world with tougher unemployment and faster-changing business cycles than ever before. In this brief article, we will focus on Millennials’ perspective and demonstrate that in fact, Millennials simply work differently, rather than harder than other generations, and this is an important fact to remember when implementing policy or strategies around the workplace.

Who are Millennials?

Millennials are often described as entitled, digital entrepreneurs who are driven, selective of their work environment and very prone to seeking recognition at their workplace. These statements may be true, but do they paint Millennials as harder workers than others?

What is the main difference between Millennials and other generations? Is there one?

The main difference is perhaps best observed by an economic and behavioral reality, rather than a generational one. Millennials,

simply put, are younger, and are just about starting their own families. As such, they demand a much higher work-life balance than baby boomers currently do. It is only natural that they place a higher value on workplace practices that can grant them this flexibility. Moreover, no longer are single-income households the norm, and neither are nuclear families. This means that single parents, particularly women, are raising children on their own, further altering their quest for non-traditional employment options that might require 40+ straight hours of work. Finally, the labor market of the late 2000s was very different than that of the 1980s. The most recent crisis all but ensured that Millennials would need to struggle to find more stable employment opportunities, as compared to their parents or grandparents who enjoyed much more bountiful prospects. When controlling for these factors, Millennials are perhaps not so different than their older counterparts when it comes to the intensity of their work – they just live in different times with new realities.

So how can employers make the most out of this young population?

One thing that makes the Millennials so different than other generations is their propensity for anything digital, and their desire to seek meaningful and guided work. From a very young age, they were immersed in positive affirmation, rewarded with constant reinforcement.

In the workplace, this causes much frustration on behalf of managers, who more than often feel the need to spend a large amount of their time to help Millennials move forward. And so it may seem from the outset that they are perhaps less effective →

tive workers. However, it is worth remembering that many companies today have been built with a Boomer or Gen-Xer in mind, where employees are perhaps expected to drive their own career evolution with less supervision. And so by imposing a more traditional work structure, these companies struggle to attract, coach and retain Millennials, who, once again, seek a different approach. Companies who not only outline a clearer career progression path, promote regular feedback mechanisms towards their employees and who put forward flexible working conditions will see Millennials work just as hard, if not harder and with more motivation than other generations. Coupled with their affinity for technology, this makes for a powerful workforce able to work under varied conditions (and employers are clever for making the most out of this).

But wait, I thought Millennials didn't work harder than other generations?

Under the right conditions, Millennials can work very hard. During a quantitative research done by Manpower Group across 25 countries surveying 19,000 Millennials, they discovered that in Switzerland, 53 % of Millennials expect to work past age 65, 16 % expect to work over the age of 70, and 8 % say they will likely work until the day they die. Moreover, the claim that they work less than other generations is also skewed. In fact, "in Switzerland, 87 % report working more than 40 hours a week and 22 % work over 50 hours". Interestingly, while this study observed that Millennials worked harder than other generations, they also confirm the claim that they understand the need for continuous skills development to remain employable, and that a flexible working structure is important. In the study, 84% of Millennials foresee breaks in

their employment journey along the way, foregoing the need for one single career and rather opting for multiple varied and different smaller careers over their lifetime. A balanced, varied employment with family breaks, vacation and other flexibilities are also very important to them: 69 % accept the idea of lifelong learning and are willing to spend their own time and/or money on further learning. Four out of five say the opportunity to learn new skills is a top factor when considering a new job, and 29 % intend to take an extended break from work to gain new skills and qualifications.

With all of these varied opinions, what are we to conclude on Millennials' attitude towards work?

The important thing to remember about Millennials is that they have a different approach towards their career than other generations. They prefer to work in a varied, flexible, digital environment where advancement opportunities and objectives are clearly set out, or at least alluded to. If all of these criteria are met, they may yet work harder than their peers. Employers should keep this in mind as they continue to hire and manage them.

- 1) Levenson, A.R. *Millennials and the World of Work: An Economist's Perspective*
- 2) Epstein M. and Andrea H. *Millennials and the World of Work: An Organization and Management perspective Reading*
- 3) Manpower Group Study. *Millennial Careers: 2020 Vision Switzerland*

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MANAGING YOUR WEALTH: HABITS VERSUS RISK CONTROL

Market crisis... When reality calls back



Joseph Haering

Senior Relationship Manager
HYPOSWISS ADVISORS

Humans are an animal of habit. The routine lulls you into a state of false security. Everything is just going like a clockwork. Suddenly and without prior notice, the routines are broken by unforeseen events and everybody faces challenges – be it personally or financially.

A financial crisis or a disaster of any sort hit us without prior announcement. It is best to prepare for the unexpected and go over the books with care. During a time of crisis we are led to believe that we are confronted by new and cruel realities. That is often not true! These realities have been with us but in the last decades of apparent security, we had conveniently forgotten about them.

Liquidity is key

Looking at wealth in a holistic way one should always make sure there is enough liquidity around to finance at least one year of living expenses, such as mortgage or rent and food. From this floor you may add whatever else and create your own ceiling.

The worst thing you can do in a sliding market is to join the general panic and have your own fire sale. You will lose twice. It is obvious that once you have sold the assets, you will not be able to partake in the recovery. You will also be hit by increasing spreads and discounts: when everyone else is trying to sell and there are no buyers on the other side, prices will spiral downwards and you could be forced to sell it a deep discount. It is this important to gradually sell assets over time as they increase in value, accumulating liquidity, and not be forced to be a seller when the markets are dry and panicked.

This is what happens in a major market slide

Your portfolio manager has constructed your portfolio not only according to your tolerance but has also chosen assets with proven quality. These securities should recover over time. The volatile prices that we see during a major slide do not reflect the inherent value of the assets but are the result of a panic stricken investor mob. This can be further aggravated by algorithmic trading and stop loss orders being executed at the same time, by computer programs acting directly on the markets. Today, it is estimated that over 50% of the trades in most developed stock exchanges are not performed by humans but by artificial intelligence.



Michael Boesch

Senior Relationship Manager
HYPOSWISS ADVISORS

Diversification and quality are key in the construction of a portfolio. Diversification means to spread the choice of assets across many different countries, sectors and also regional exposures. Risk is then inherently reduced for the total portfolio. Securities should also be selected for their quality and resiliency. Large multinationals, food and healthcare companies, online services, etc. can serve as the building blocks for a strong portfolio that will weather storms.

Revisit regularly your risk profile

When the rubber hits the road and new challenges suddenly face you, do you still feel comfortable? If you are not, it is time to question your risk appetite. A crisis shows us that it is a good idea to revisit your own risk profile next of having this discussion with your advisor at least once every year. Time passes quickly, one gets older and assumes more responsibilities, privately in regards to family and business circumstances will evolve and create more or less demands and as a consequence a change in risk appetite and profile arises. Preferably, you should revise your risk profile on a regular basis and reassess the level of equities, bonds, cash etc. Do you understand the risks you bear with your portfolio? Should you save more for retirement? Are current interest rates making your investments grow?

Your car and every appliance needs a service once in a while. Nobody will question that. The same applies to your portfolio. It needs to be monitored by professionals and sometime tweaked in order to deliver the best performance. Even the most erudite professional cannot foresee everything and especially not foresee dates when a crisis or disaster may occur. The advisor is, however, capable to weigh risks and construct a portfolio that may stand the test of time. Does your portfolio receive the needed attention and care? You do need to seek out a proven professional, just like you sought out your doctor. At times it is worthwhile to explore financial matters from different angles.

Currency allocations should also be considered carefully when allocating a portfolio. In principle, assets and liabilities should have matching currencies: if your expenses are 75% in Switzerland and 25% in Canada for the summer house, then your portfolio and income should be tailored that way.

INTEGRATING IN THE SWISS JOB MARKET

A piece of advice and helpful links

Diana Ritchie

Diana, owner of SCC SARL, works throughout Switzerland with individuals searching for a job and with multinational companies to support their dual career employees. As a career coach she has over 10 years of experience supporting career continuation and expertise with dual career mobility, supporting the accompanying partner continue their career and integrate into Switzerland. Diana has been a CSCC member since 2008 and is originally from Toronto.



Moving to Switzerland, new to Switzerland or a long term resident? The Swiss job market may appear opaque, fragmented, hidden, silent or simply confusing. I hope to bring here some clarity and understanding so you can better navigate the Swiss job market and ultimately find a job.

How is Switzerland the same as other job markets ... and yet different:

- Jobs are posted on job search boards, company websites, LinkedIn and other online platforms (easy to use before arriving)
- Applications include a CV (personal information, such as date of birth, marital status, number of children, nationality, Swiss work permit, photo are all common but not mandatory) a covering letter (although some no longer require such a letter and most do not read it – at least not at first, it is still part of an application).
- Networking and who you know is key to opening doors (this is difficult if you are new to the area, so you should welcome all networking opportunities)
- Knowing who you are, what you have to offer and who would benefit is invaluable; this requires some introspection, reflection and clear formulation. Frameworks such as the Business Model Canvas, which career coaches often use with clients, can be very helpful.
- Languages are an asset in Switzerland. Jobs that require only English can be found, but French and German, provide greater opportunities depending on the region and the job.
- A Certificate of employment is provided for each job by the employer and requested by potential employers. (This is a Swiss particularity; if you don't have one, you can replicate by requesting a similar letter from your former employer abroad www.ch.ch/fr/certificat-travail/).
- Be overly prepared for the interview. The interview is crucial and in Switzerland depending on the employer there may be several interviews, many people to meet, assessment test to complete, a case study to prepare or more.

Switzerland is your job market if you are prepared to be mobile as it is a small country and different regions offer different opportunities. Zurich is the financial hub where most head offices of banks are located. Basel is the centre for many large pharmaceutical companies. Geneva is home to Private Banks, numerous international organizations, including the headquarters of many agencies of the United Nations and the Red Cross. Lausanne is the sports capital with the headquarters of the International Olympic Committee and museum and a multitude of sports federations.

Not all jobs are created equally.

I have found that it is not easy to cut and paste a job done in a foreign country directly into the Swiss job market. Even though Switzerland relies heavily on foreign labour, the hiring process is not kind to profiles that do not tick the box. That means it is important that your CV and cover letter reflects how your experience, competencies and skills can add value to the job you are applying to. Remember that many job searches are conducted using key words to sort candidates, so the right words are impactful.

Expectations

The Swiss job market is slow and for a foreigner who is new it can be slower. In my experience a year searching for a job is common and the main determining factor is the quality of your network (will they help present you and your CV). Even with an online application, a push of your CV in the right direction can move things along.

Self-employed

Working for yourself can be rewarding and flexible. See the link for information on the legal requirements. www.ch.ch/en/becoming-self-employed/

Switzerland is open to entrepreneurs and you can begin as an independent ("sole trader") once you have 3 or more clients and register with a Caisse AVS, your commune can help direct you. You can also use a portage salarial, which is a company that manages payment of a salary to you while invoicing your clients.

www.travailler-en-suisse.ch/portage-salarial-suisse.html

The upside

Working in Switzerland can be very rewarding. Continuing your career in Switzerland will support your families transition by providing financial support to your family, integrating within the local area, learning or improving language skills, working in a multi-cultural environment. And let's not forget the 4-week minimum holiday allocation and that Switzerland is central allowing for great holidays nearby.

Additional information

- Do you need your foreign diplomas recognised by the State Secretariat for Education, Research and Innovation (SERI)? This is most applicable for the Health sector.
- Have you contacted the Regional Employment Centre (RAV) in your canton? The State Secretariat for Economic Affairs (SECO) oversees these public employment offices nationally, and supports the job search process.
- Information on working in Switzerland as a foreigner:
www.eda.admin.ch/eda/en/home/entry-switzerland-residence/residence-switzerland/working-switzerland.html
- State Secretariat for Migration (SEM) has additional information and resources.

WHO CAN HELP?

Placement agencies and job search sites:

LinkedIn – www.jobs.ch – www.jobscout24.ch
www.ge.ch/acceder-milliers-offres-emploi-ligne/agences-placement
www.coople.com/ch/fr/
www.cagi.ch/fr/service-ong/bourse-d-emploi-ong.php
 Companies' websites, Career section
 This webpage of the Canton of Geneva provides an elaborate list of all job search sites: <https://www.ge.ch/acceder-milliers-offres-emploi-ligne/job-boards-moteurs-recherches>

Networking groups – some links

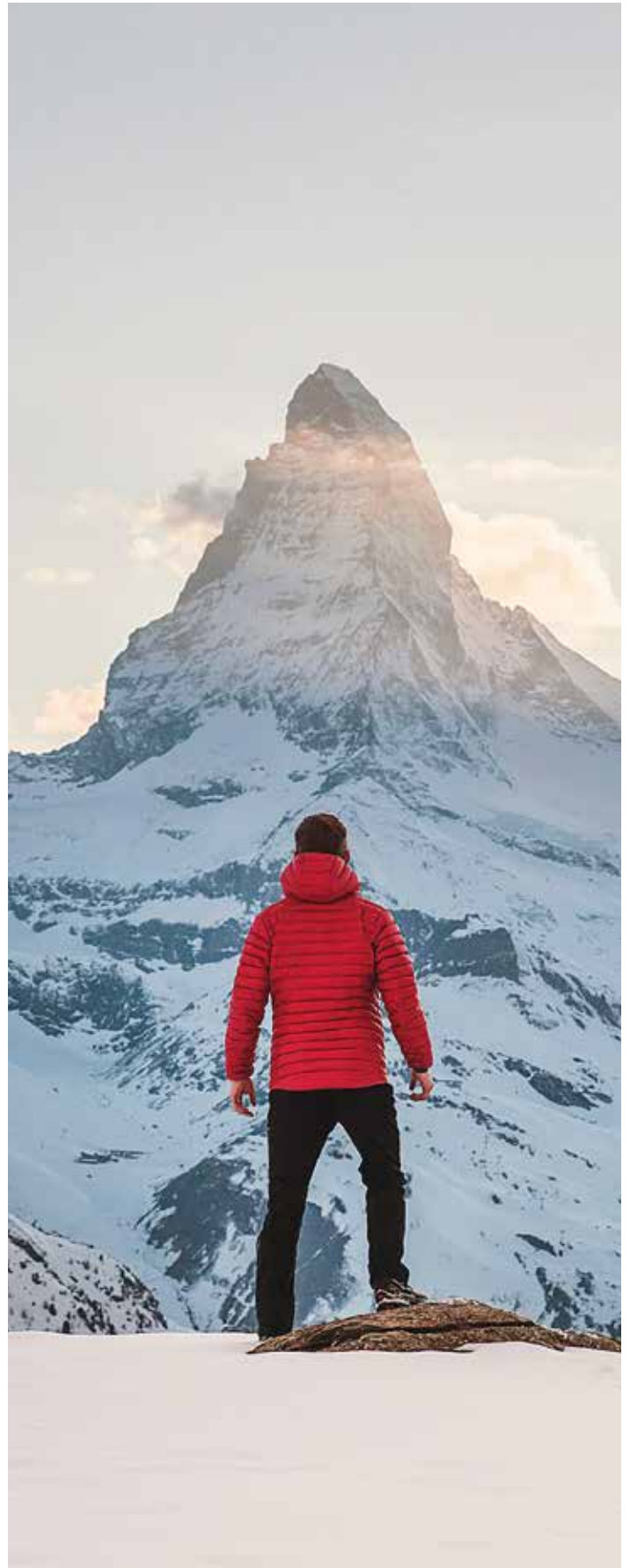
<https://canswiss.ch/en/> –
<https://zurichnetworkinggroup.com/>
<http://www.executives-int.ch/>
www.cwf.ch Career Women's Forum
<http://zurich.impacthub.net/>
<http://geneva.impacthub.net/>
www.jci-centralswitzerland.ch/
www.greaterzuricharea.ch/content/01/01_001de.asp
www.professionalwomensgroup.com/
www.eventbrite.ca/d/switzerland/networking/

Get help from the unemployment agencies if you have been working in Switzerland

<https://www.ch.ch/en/unemployment/>
www.ge.ch/inscrire-au-chomage/conditions-inscrire
www.vd.ch/themes/economie/demandeurs-demploi/

Work with a career coach or a professional coach

www.scc-centre.com/
www.coachfederation.ch/find-a-coach/search-for-local-coach.html



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STADLER IN CANADA – ON THE RIGHT TRACK

Opportunities and challenges in North America for the Swiss export champion

Canada is investing heavily in public transport. The Thurgau-based company Stadler was lucky enough to win a major contract in Ottawa. We asked Martin Ritter, CEO Stadler US Inc., about the opportunities and challenges he sees in the Canadian market and how Switzerland Global Enterprise (S-GE) could support the Swiss company in Canada.

The Thurgau-based manufacturer of rail vehicles has been already been supplying its products to North America for 20 years. "We initially supplied to the USA, where our vehicles really fitted the profile," says Martin Ritter. In 2015, the decision was taken to establish a local branch in Salt Lake City, to be able to serve the North American market locally and also to place more focus on the Canadian market.

Difficult climate requirements – Stadler scores points with its snow and mountain railway experience

The trains must be adapted to the Canadian climate: "The requirements are usually very high, and of course especially with the harsh climate and the cold-wet snow that can be found in Ottawa. As a Swiss vehicle manufacturer with experience in mountain railways and snow-worthiness, we were able to score big."

Trains are produced in Switzerland

The trains for Ottawa are manufactured in Bussang. Ritter says: "It certainly has a lot to do with Swissness. At our North American location, we are still relatively young and strongly oriented towards the Western US. But of course the cost factor is another reason to deliver the vehicles directly to Canada and not via Salt Lake City."

Localization in North America – thanks to the support of the Swiss Business Hub USA

An initial chance contact with the Swiss Business Hub USA resulted in Stadler repeatedly having contact and engagements with the North American representatives of S-GE.

In 2017, the Swiss Business Hub Canada organized a Fact Finding Mission, which enabled Ritter to meet relevant business partners. "This led to an expansion of our network in Canada. The trip gave me the opportunity to meet potential customers and relevant people in the industry.

In Canada, locality counts

Ritter says that the barriers to entry in Canada are somewhat lower than in the USA; there is usually no local production share. He has also observed that politics play a greater role than in other mar-

kets: "Therefore, as a company, you have to think about long-term strategies to be perceived as a reliable and quasi-local supplier."

"The EFTA-Canada Free Trade Agreement puts us Swiss in a great position and optimizes our opportunities. In addition, our values of punctuality, reliability and quality are appreciated," says Ritter, summing up.

Potential and challenges in Canada

Canada is currently investing heavily in public transport. Cities such as Toronto are growing strongly, and the public transport system is accordingly coming under strain. In addition to close political networks and local rivalries, cultural challenges should not be underestimated. "The regions are not only linguistically but also culturally different."

Another important catchword is: foreign currency risk. "This issue is seen as a challenge from a Swiss perspective, especially in our business, where the contract terms are enormously long."

Tips for doing business in Canada

The CEO advises to take your time to understand the Canadian market and also the people. Personal relationships play just as important a role as Canadian cultural characteristics. It takes time to learn and understand all the connections.



Stadler's production site at the Bussnang HQ, Thurgau.

YOUNG CANADIANS IN SWITZERLAND SHARE THEIR STORY

**IOLANDA JOLTOPUF**

Iolanda is Programme Assistant in Human Rights at the Permanent Mission of Canada to the UN

Why did you come to Switzerland?

When I first moved to Switzerland, I was following what felt like true love at the time. Being very young and at the peak of one's naïve repertoire, reality soon made it obvious that I had followed a

misguided trail. I did however find a different kind of love in Switzerland, and that is the love of helping people. That love, later developed into a passion. I work at the Permanent Mission of Canada to the United Nations in Geneva within the human rights team.

I was originally born in Bucharest, Romania and my parents, looking for a better world, immigrated to Canada to provide themselves, my brother and myself with a better future full of hope and possibilities. We were welcomed with open arms into our new home and were eager to contribute our best. The Permanent Mission's work embodies those principles, as they are intrinsically linked with the Canadian identity, in my view at least.

What did you study and how do you think that has affected your work ethic? I studied International Affairs at the University of Geneva and dreamed of working for the UN in the hopes of helping those most vulnerable partake in some of the opportunities I was fortunate enough to be offered. The Mission's work is essentially that - to share its values with the world within the UN family. The human rights team most specifically seeks to impart these Canadian values in the international rules-based order by curating its multilateral relations and promoting peace, democracy, respect for human rights and helping others reach these standards in a spirit of cooperation. In these very strange and uncertain times, solidarity is what brings all of us back to our one true oneness - humanity.

Any lasting thoughts on the recent pandemic and how it has shaped you? Whilst the work of the Mission has decelerated in the last few months in response to the global pandemic, a lot of the crucial work has been done backstage with our teams behind the scenes working to secure the situations of Canadian citizens abroad, offering prime consular services, advice and valuable information to guide the public that we serve. Indeed, I may have thought it wasn't true love at first, but real love doesn't get much better than selfless service in my books so in many ways, I guess it was meant to be!

**MICHELE JOANISSE**

Directrice de la Fondation CHUV à Lausanne, spécialiste en philanthropie et recherche de fonds

«Originaire d'Ottawa, en Ontario, je suis aujourd'hui Directrice de la Fondation CHUV à Lausanne. La Fondation du Centre hospitalier universitaire vaudois soutient les missions de soins,

recherche et formation de l'hôpital universitaire à travers plusieurs grands projets que nous initions et coordonnons depuis Lausanne. Notre mission est de développer les activités philanthropiques afin d'améliorer la prise en charge des patients et de faire progresser les connaissances scientifiques dans le domaine de la santé pour le bien-être tous.»

Pourquoi avoir choisi de venir en Suisse? Michèle a eu le coup de cœur pour Genève lorsqu'elle y a mis les pieds la première fois en juin 2000 à l'occasion d'une rencontre internationale sur le financement où elle représentait la section canadienne de Médecins sans frontières. Moment déclencheur, le goût de découvrir la Suisse et d'y vivre prend racine. C'est après avoir passé 7 ans, de 2006 à 2012, comme Directrice exécutive du développement des relations avec les alumnis à la Faculté de Médecine de l'Université McGill

à Montréal, qu'elle se sentait prête pour de nouveaux défis à l'international. En femme d'affaires avisée, elle développe un plan d'action avec l'objectif de faire le saut professionnel en Suisse. Celui-ci s'est concrétisé plus vite que prévu sous la forme d'une proposition pour un poste à Genève pour laquelle elle fut sélectionnée. Michèle arrive trois mois plus tard à Genève et l'histoire d'amour dure depuis 2012.

Son parcours professionnel Michèle a débuté sa carrière professionnelle helvétique dans une ONG internationale, Drugs for Neglected Diseases Initiative (DNDi), en tant que Directrice des relations externes spécialisée dans la recherche de fonds. Après cinq années à ce poste, elle fut séduite par un projet de développer une fondation privée pour le CHUV à Lausanne. A titre de Directrice de la Fondation depuis 2017, elle développe les activités philanthropiques au soutien de la santé et la médecine pour l'hôpital. Grâce à son expertise canadienne confirmée dans le domaine, elle est devenue une pionnière dans la région en adaptant les meilleures pratiques canadiennes au contexte suisse pour développer la Fondation CHUV. Cette expérience professionnelle lui permet d'autant plus de s'intégrer au tissu professionnel et social de l'Arc lémanique. Ce sont ses désirs d'intégration et de toujours vouloir apprendre qui l'ont poussée à compléter en janvier 2020 un MBA à l'Université de Genève, bonifiant ainsi sa crédibilité auprès de la communauté suisse.



SARA REZKI

Pianiste concertiste,
professeur de piano, Trio Nazuré

« Pianiste canadienne-marocaine, j'ai commencé le piano à l'âge de cinq ans à Casa-blanca. À 17 ans, je déménage au Canada pour poursuivre des études scientifiques. Rapidement, ayant réalisé que j'aimais tellement le piano, je me suis présentée à des

auditions dans les grandes universités du Québec (Université de Montréal, McGill, Sherbrooke et Laval). Une question difficile s'est posée quand elles m'ont soudainement toutes acceptées avec des bourses d'excellences : Est-ce que je continue en musique ou en sciences? La réponse s'est présentée lors d'un stage d'été où j'ai rencontré un professeur extraordinaire, Jean Saulnier, au stage Orford Musique. Son approche musicale était très poétique et émotionnelle et c'est en travaillant avec lui que j'ai décidé de poursuivre ma carrière en musique. Après mon Bachelor et Master en Interprétation à l'université de Montréal, j'ai rencontré un autre professeur en stage à Gijón en Espagne, Dominique Weber, qui est encore mon professeur actuel. Les cours de piano inspirants et révélateurs m'ont convaincue de venir étudier à Genève en 2017.

J'ai réalisé mon 2^e Master en Concert, suivi par un 3^e en Pédagogie car j'adore enseigner.

Comment avez-vous trouvé du travail à Genève?

Vers la fin de mon master à Genève, ma situation financière commençait à se détériorer. J'ai mis des annonces pour des cours de piano sur les réseaux sociaux et dans les boîtes aux lettres de mes voisins! Du jour au lendemain, je me suis retrouvée avec une vingtaine d'étudiants. J'ai même dû refuser des clients! J'ai loué un piano pour enseigner et aujourd'hui j'ai une vingtaine d'élèves. J'enseigne à mon domicile ou celui de l'élève. Cela me rend extrêmement heureuse d'avoir pu constituer mon studio à Genève, tout comme j'avais mes chers élèves à Montréal.

Maintenant que vous enseignez, quel est votre rêve?

Mon image idéale du musicien accompli est une combinaison à la fois du pianiste qui se produit en concert, du pédagogue et enfin du musicien qui joue dans un groupe de musique de chambre. Les trois versants sont la production des pièces, le partage entre musiciens ou avec l'élève et surtout dans la communication avec le public. Ces éléments sont très importants dans ma carrière de pianiste. D'ailleurs, nous nous produisons souvent en concert avec mon trio Nazuré, constitué de piano, violon et violoncelle. Restez à l'affût de nos prochains concerts, vous ne serez pas déçu!



LAURELINE LASSERRE

Chercheuse au Global Health Center,
étudiante en maîtrise IHEID

«J'ai choisi la Suisse un peu par hasard, en cherchant ce qui me semblerait être le meilleur programme de maîtrise en études du développement. Je voulais un cursus mariant une formation académique de qualité et un arrimage dans la pratique, pour pouvoir travailler sur des

enjeux sociaux actuels. Je suis donc arrivée de Québec en septembre 2019 pour suivre un programme de deux ans à l'Institut des hautes études internationales et du développement de Genève (IHEID).

Je ne me sens pas ici comme une étrangère qui ne ferait que passer, le temps d'écrire un mémoire sur un autre continent. Ce sont les gens qui représentent le fil conducteur de ma nouvelle vie en Suisse, et de celle que je souhaite bâtir.

En quoi vos études vous aident-elles à bâtir cet avenir? Les spécialisations de ma maîtrise mettent l'humain au cœur de mes projets. Je travaille notamment sur des questions liées aux dynamiques de genre, à la santé publique et à la migration. Genève est l'endroit idéal pour cela, et pour mieux comprendre comment concrètement mettre en place les engagements joliment couchés sur papier au Palais des Nations.

Mon expérience en Suisse en est donc une d'apprentissage, mais aussi de projets tangibles. En l'espace de six mois, j'ai eu la chance de créer une solution digitale à la précarité économique de réfugiés pour ONU Femmes; de soutenir un projet de recherche international sur les droits humains et la santé sexuelle et reproductive des migrants; et d'élaborer avec une ONG suisse des innovations digitales pour les enfants et les jeunes migrants.

Il semble que vos divers intérêts s'alignent! Qu'est-ce qui vous motive? Au-delà de me permettre d'étudier des défis sociaux et de tenter d'y apporter des solutions pour, espérons-le, aider des gens, la Suisse représente un formidable réseau de professionnel.le.s et de mentor.e.s. qui me donnent envie d'explorer les opportunités de carrière ici. La Suisse ce sont aussi les locaux qui m'ont chaleureusement accueillie et fait connaître le pays, et la famille élargie issue de mes propres origines suisses – auxquelles je ne m'étais encore jamais vraiment identifiée.

Vivre en Suisse est pour moi une réalité issue d'un hasard, mais qui est devenue une aventure académique, professionnelle et personnelle. C'est un plaisir d'apprendre à connaître ce pays dans lequel je me sens déjà chez moi – et qui peut-être le deviendra à long terme.

We wish them great success in their pursuits !

THE TWISTS AND TURNS OF OBTAINING A SWISS RESIDENCE PERMIT

Mirela Stoia

Mirela is the Immigration Practice Leader at PWC Switzerland. Her multilingual and diverse team operates throughout Switzerland providing pro-active, pragmatic and best in class immigration services. Growing up in several countries and working for many years with international corporations, Mirela has gained a deep understanding of multi-cultural dynamics and fluency in French, English, German, Romanian, Italian and Hungarian.



Located in the center of Europe, known for its stable economic and political situation, and considered a world leader in research and development, Switzerland has always been attractive to foreign investors and employees coming from abroad.

Over the past years, immigration has been a particularly hot topic in Switzerland. Following a 2014 federal referendum aiming at curbing the rate of immigration, the Swiss government lowered the work permit quotas for non-EU nationals wishing to enter the Swiss labor market. This, however, gave rise to multiple protests. Willing to make the system more flexible again and to meet the different economic needs of each canton, the Swiss government has raised back the non-EU work permit quota in 2018.

Here is an overview of the rather complex Swiss immigration system and the strict requirements that a Canadian, as other non-EU nationals, needs to fulfill in order to obtain a Swiss work and/or residence permit.

The Swiss immigration system

Switzerland has a dual system for the admission of foreign nationals: while nationals from EU/EEA states can benefit from the Agreement on the free movement of persons, much stricter conditions apply to non-EU nationals – including Canadians – who wish to obtain a Swiss work and/or residence permit.

Under the Federal Act on Foreign Nationals and Integration (“Swiss Foreigners Act”) the main legal grounds enabling a non-EU national to obtain a Swiss residence permit are as follows:

- Employment (highly qualified specialists or management employees);
- Investment into an existing business or creation of a new business that serves a macro-economical interest;
- Family reunion (for spouses and children);
- Studies;
- Retirement;
- Lump sum taxation regime for high net worth individuals;

We are covering in this article only the first three points mentioned above. However, PwC’s Immigration Team can provide full service and support for obtaining a Swiss residence permit under the retirement and lump sum taxation schemes. To obtain a student permit, for which the main requirements are an admission to a university or other recognized school and sufficient financial means, usually the students proceed with the filing of the application on their own as the procedure is straight forward and the school/institution provide the necessary guidance.

Swiss residence permits obtained based on employment

Only highly qualified employees from non-EU countries or occupying executive management positions are eligible for a Swiss work and/or residence permit. Usually this means that he/she must hold a university degree and several years relevant work experience to qualify.

Non-EU nationals can only be admitted to the Swiss labor market if the employing entity proves that it could not find any Swiss or EU national for the specific position. Thus, Swiss companies are required to perform a labor market search by registering all vacant positions with the relevant Regional Employment Office, i.e. OCE in Geneva¹, ORP in Lausanne², RAV in Zürich³ etc. and post the job ad on Swiss/EU job search websites for the duration of 2-3 months.

The Swiss authorities furthermore examine if the Swiss salary and employment conditions customary for the location, profession and sector are met. If in the relevant sector there is no generally binding collective bargaining agreement that sets minimum wages, Swiss standard salaries are calculated individually based on several criteria such as age, educational/professional background, type of activity and place of work in Switzerland. This results in locally, occupationally or industry customary wages for an economic sector or for a particular occupation.

Furthermore, there must be a work permit quota available for the issuance of a non-EU work permit.

The particular case of intra-company assignments

Highly qualified employees transferred to Switzerland on the basis of an intra-company assignment are eligible to a Swiss work and residence permit if they have been employed by the assigning entity for at least 12 months and if the employment conditions meet the Swiss legal requirements.

The particular case of an entity set-up

There has to be a substantial investment of micro-economic interest, which contributes to the diversification of the regional economy, the creation of jobs for local employees and which generates new mandates for the Swiss economy. A business that develops a new technology/product has generally more chances of success to sponsor a work permit than a non-innovative business. The work permit application must be supported by a detailed business plan. This option is only applicable for foreign investors who wish to get involved in running the business. There is no minimum investment amount required, however the company must have a certain economic impact on the Swiss market and that contribute to the Swiss economy through the creation of new jobs.

Family reunification

In case of non-EU nationals, only spouses or children not older than 18 years are entitled to a Swiss residence permit based on family reunion. For the spouse's application, an attestation confirming the enrolment into a French class in order to reach A1 level (oral) is required. A list of recognized language schools can be found with this link: www.fideinfo.ch/doc/08_Sprachenpass/fide-FR08_ListeDesCentresDEvaluationFideAccredites.pdf

Parents or grand-parents are not eligible to a Swiss residence permit based on family reunion. Common law spouses may be admitted under certain (strict) conditions.

Only married partners of B permit holders are entitled to take up employment based on their residence permits. Common law spouses or spouses holding a L permit may not automatically take up employment and require a prior work permit approval.

Main permit categories

- **L type permit:** short-term residence permit issued for up to 12 months, extendable to a maximum of 24 months; the holder can only work for a specific employer.
- **B type permit:** long-term residence permit issued for long term employment/residence, usually not transferrable to another employer in the first years.
- **C type permit:** it is the Swiss "green card", issued to Canadian nationals after five years of continuous residence, if they are well integrated.

The processing time for a Canadian national to obtain a Swiss residence permit usually takes between 6 and 14 weeks, depending on the workload of the three competent authorities on the cantonal and federal level. Given the strict legal requirements and the complexity of the immigration procedure, it is recommended to first proceed to an eligibility assessment. PwC's Immigration Team has, over the years, developed a strong methodology for supporting clients with these strategic aspects, as well as with the administrative ones. The Team's deep understand-

ing of the Swiss immigration rules and regulations and its deep knowledge of the practices of the immigration authorities can be of great help.

To summarize, even though the Swiss labor market usually appears extremely attractive to foreign workers, it is not easily accessible for non-EU nationals. Furthermore, the discretionary power of the Swiss immigration authorities, as well as the differences in practice between each canton, makes it difficult to assess the chances of success of each permit application.

This should however not be dissuasive. Indeed, one should always keep in mind that a significant portion of Switzerland's workforce is made up of foreign employees, who enjoy Switzerland's diversity, as well as the opportunities, stability and high quality of life it offers.

- 1) <https://www.ge.ch/recruter-candidat-inscrit-au-chomage/mode-emploi-avantages>
- 2) <https://www.vd.ch/themes/economie/employeurs/obligation-dannoncer-un-emploi-vacant/>
- 3) https://awa.zh.ch/internet/volkswirtschaftsdirektion/awa/de/arbeitsmarkt/stellen_personal.html



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DESTINATION CANADA FORUM MOBILITÉ: LE RENDEZ-VOUS INCONTOURNABLE POUR L'EXPATRIATION VERS LE CANADA

Destination Canada Forum Mobilité aura lieu à Paris du 13 au 15 novembre à Paris et à Bruxelles le 17 novembre 2020. Le forum met en avant les possibilités de vie et de travail au Canada dans les provinces et territoires autres que le Québec. Toutes les provinces et tous les territoires canadiens ont une population francophone. Destination Canada permet d'aller à leur rencontre!

Organisé par l'Ambassade du Canada en France en partenariat avec les services publics de l'emploi de mobilité, Destination Canada est axé sur le recrutement et le réseautage. Les employeurs canadiens sont sur place avec des centaines de postes à pourvoir. Les représentants de plusieurs provinces et territoires y seront aussi pour parler de la vie chez eux. Enfin les services publics de l'emploi conseillent les candidats au sujet de leurs projets d'expatriation.

Les demandes de participation se font sur le site web de Destination Canada Forum Mobilité à partir du mois de septembre 2020. (<https://cutt.ly/iyrB0e6>)

Destination Canada Mobility Forum will take place in Paris on November 13th to 15th 2020 and in Brussels on November 17th 2020.

This forum the go-to event to prepare your move to Canada.

Organized by the Canadian Embassy in France in partnership with the public employment and mobility services, Destination Canada is a recruitment and networking event.

Canadian employers representing different sectors are on site to hire francophone or bilingual candidates. Representatives from Canada's provinces and territories as well as from francophone communities will present their regions, cities and immigration programs and answer your questions regarding life in French in Canada. The public employment services share advice on how to prepare

Registration opens in September on the Destination Canada Mobility Fair website. (<https://cutt.ly/iyrB0e6>)



L'ENTENTE CANADA-SUISSE POUR LA MOBILITÉ DES JEUNES THE CANADA-SWITZERLAND YOUTH MOBILITY AGREEMENT

JEUNES SUISSES ET CANADIENS: DECOUVREZ UN NOUVEAU PAYS ET GAGNEZ DE L'EXPERIENCE PROFESSIONNELLE

Acquérir de l'expérience de travail à l'étranger est un excellent moyen de lancer sa vie professionnelle. Grâce à l'entente Canada-Suisse relative à la mobilité des jeunes, les jeunes Suisses et Canadiens, âgés de 18 à 35 ans peuvent obtenir un permis de travail et acquérir de l'expérience dans l'autre pays.

Les jeunes Suisses peuvent par exemple décrocher un emploi dans le secteur dynamique du cinéma et des effets spéciaux à Vancouver (Colombie-Britannique), faire leur stage de fin d'études dans un laboratoire de recherche situé au cœur de la région des Prairies, à Saskatoon (Saskatchewan), travailler dans un hôtel 5 étoiles à Fogo Island (Terre-Neuve-et-Labrador).

Pour les jeunes Canadiens, le projet pourrait être de faire un stage dans une banque internationale à Zürich, de travailler comme guide de haute montagne dans les Alpes, ou bien se joindre à une équipe dans un laboratoire pharmaceutique de grand renom à Genève.

Autant d'expériences qui permettent de prendre de l'élan professionnellement et de découvrir un nouveau pays!

C'est par le biais de l'Initiative Expérience internationale Canada

(EIC) que les jeunes Suisses et les jeunes Canadiens peuvent réaliser leur projet de mobilité. L'initiative EIC fonctionne par catégories. EIC avec la Suisse comprend les catégories Jeunes professionnels et Stage coop international.

La catégorie Jeunes professionnels est conçue pour les citoyens Suisses qui détiennent un diplôme d'études postsecondaires et qui souhaitent faire avancer leur carrière en acquérant de l'expérience professionnelle au Canada. Pour être éligible à cette catégorie, il faut avoir une offre d'emploi ou un contrat de travail pour une durée de 18 mois maximum. L'offre d'emploi doit être dans son domaine d'expertise (expérience académique ou de travail) et participer à son perfectionnement professionnel.

La catégorie Stage coop international est conçue pour les citoyens suisses qui sont inscrits dans un établissement d'enseignement postsecondaire en Suisse. Les participants à cette catégorie doivent rester inscrits comme étudiants pendant la durée du stage, et le stage d'une durée maximale de 12 mois doit être requis dans leur programme d'études. La durée totale du séjour au Canada ne pourra pas dépasser 18 mois. De même pour les Canadiens qui partent en Suisse, la durée totale du séjour est de 18 mois.

En 2020, 250 jeunes Suisses et 250 jeunes Canadiens auront la possibilité de vivre et travailler au Canada ou en Suisse grâce à l'initiative Expérience Internationale Canada.

YOUNG SWISS AND CANADIANS DISCOVER A NEW COUNTRY AND GAIN PROFESSIONAL EXPERIENCE

Gaining work experience abroad is a great way to start your professional life. Thanks to the Canada-Switzerland Youth Mobility Agreement, young Swiss and Canadians aged 18 to 35 can benefit from a facilitated work permit and gain experience in the other country.

Swiss youth can apply for a job in Vancouver in British Columbia's dynamic film and special effects sector, do their internship in a research laboratory in Saskatoon (Saskatchewan) in the heart of the Prairies or work in a 5-star hotel on Fogo Island (Newfoundland and Labrador).

For young Canadians, perhaps the plan is to do an internship in an international bank in Zürich, or work as a high mountain guide in the Alps or to join the team of a renowned pharmaceutical company in Geneva.

So many experiences that allow you to gain momentum professionally and discover a new country!

It is through the International Experience Canada Initiative (IEC) that young Swiss and young Canadians can make their plans to live and work abroad a reality.

The IEC initiative works with categories. IEC with Switzerland includes the Young Professionals and International Co-op Internship categories.

The Young Professionals category is for Swiss citizens who hold a post-secondary diploma and who wish to advance their career by gaining professional experience in Canada. To be eligible for this category, you must have a job offer or a work contract for a maximum of 18 months. The job offer must be in your area of expertise (academic or work experience) and contribute to your professional development.

The International Co-op Internship category is for Swiss citizens who are enrolled in a post-secondary educational institution in Switzerland. Participants in this category must be registered as students for the duration of the internship. The internships must be a requirement in your academic program.

The total length of stay in Canada may not exceed 18 months. Likewise, for Canadians traveling to Switzerland, the total length of stay is 18 months.

In 2020, 250 young Swiss and 250 young Canadians will have the opportunity to live and work in Canada or Switzerland thanks to the International Experience Canada initiative.

VIVRE ET TRAVAILLER AU CANADA LIVE AND WORK IN CANADA

Transferred by your company to Canada

Employees of multinational companies who are transferred to Canada to work for the parent company, a subsidiary, a branch or an affiliated company there is a temporary work permit exempt from Labor Market Impact Assessment (LMIA) entitled – Intra-company transferees (C12). To be eligible, you must have a minimum of professional experience within the company and be transferred to a position in an executive, senior managerial or specialized knowledge capacity.

Learn more <https://cutt.ly/GyekvNk>

Travailler pour son entreprise au Canada

<https://cutt.ly/0yekWLQ>

Mobilité francophone

travailler au Canada de façon temporaire

Le volet mobilité francophone du programme de mobilité internationale permet d'obtenir un permis de travail temporaire pour le Canada. Ce volet facilite les démarches pour les francophones qui souhaitent travailler dans une province ou un territoire autre que le Québec. Pour pouvoir en bénéficier, il faut une offre d'emploi dans un poste de gestion, professionnel, technique ou dans un métier spécialisé, c'est-à-dire dans les catégories 0 (postes de gestion), A (postes professionnels) ou B (postes techniques) de la **Classification nationale des professions** (CNP). L'employeur n'a pas besoin d'obtenir une Étude d'Impact sur le Marché du Travail (EIMT). Il n'y a pas de condition d'âge, de nationalité ou de quota pour bénéficier d'un permis de travail sous le volet Mobilité francophone.

<https://cutt.ly/FyekRxX>

There are various programs for immigrating to Canada permanently, with or without a job offer. **Visit the IRCC website** (<https://cutt.ly/cyrB-D9p>) to find out what programs are available to you.

In English: <https://cutt.ly/ryrCoXH>

En français: <https://cutt.ly/6yrCs3A>

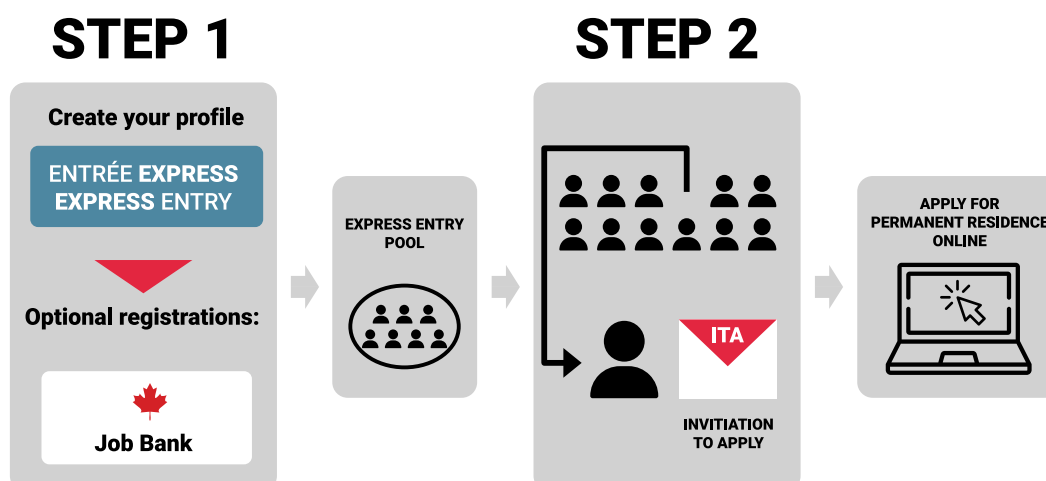
Canada selects skilled immigrants who wish to obtain permanent residence based on their ability to settle in Canada and participate in the economy of the country. For this reason, Canada assesses candidates based on the criteria established in terms of work experience, language skills, education, age and ability to adapt.

Express Entry (<https://cutt.ly/SyrBPWf>) is an online system that Canada use to manage applications for permanent residence from skilled workers wishing to settle outside the province of Quebec.

Applying for immigration via Express Entry is a two-step process. Once the candidate has determined their eligibility to submit a request via Express Entry and has prepared the necessary documents (including language tests, assessment of diplomas), the candidate creates an online profile and to be accepted into the candidate pool. In the pool, candidates are ranked according to a point system (global ranking system). Points are given based on the information provided in the profile. The second step occurs when applicants with the highest scores in the pool receive an invitation to apply for permanent residence. The majority of complete applications are processed within six months.

IRCC Paris organizes numerous information sessions, web conferences and forums to meet candidates, present and explain Canada's immigration procedures. Consult the program here: <https://cutt.ly/6yrBIW>.

Express Entry: to settle in Canada with permanent resident status Entrée Express: pour s'installer au Canada avec un statut de résident permanent



ECONOMIC, TRADE & LABOR STATISTICS

ECONOMY & TRADE		CANADA		SWITZERLAND	
		2018	2019	2018	2019
1	POPULATION IN MILLIONS	37.05	37,41	8.51	8,59
1	POPULATION DENSITY (PERSON/SQUARE M)	4.1		215,5	
1	LIFE EXPECTANCY AT BIRTH (YEARS)	82		84	
1	FERTILITY RATE	1.5		1,5	
1	GDP US\$ BILLIONS	1 712	1 740	705	715
1	AGRICULTURE, FORESTRY & FISHING (% OF GDP)	2%		1%	
1	INDUSTRY (% OF GDP)	25%		25%	
1	EXPORTS OF GOODS & SERVICES (% OF GDP)	32%		66%	
1	IMPORTS OF GOODS & SERVICES (% OF GDP)	34%		54%	
1	GNI PER CAPITA US\$	44 940		84 410	
1	GNI PER CAPITA PPP US\$	47 590		68 820	
1	FDI NET INFLOWS (MIO US\$)	45 543		-67 677	
2	MERCHANDISE EXPORTS - WORLD US\$MIO	450 786	446 934	310 748	313 866
2	MERCHANDISE IMPORTS - WORLD US\$MIO	470 522	463 711	279 528	277 001
2	SERVICES EXPORTS - WORLD US\$MIO	91 654		122 668	
2	SERVICES IMPORTS - WORLD US\$MIO	111 831		103 190	
2	AGRICULTURAL EXPORTS (% OF MERCHANDISE EXPORTS)	15,3%		3,2%	
2	MANUFACTURES EXPORTS (% OF MERCHANDISE EXPORTS)	47,9%		72,6%	
2	FUEL & MINING EXPORTS (% OF MERCHANDISE EXPORTS)	26,9%		2,3%	
2	CHEMICALS & PHARMA EXPORTS (% OF MERCHANDISE EXPORTS)	10,1%		59,1%	
2	RANK IN WORLD TRADE EXPORTS - MERCHANDISE	13		20	
2	RANK IN WORLD TRADE EXPORTS - SERVICES	18		12	
2	RANK IN WORLD TRADE IMPORTS - MERCHANDISE	13		18	
2	RANK IN WORLD TRADE IMPORTS - SERVICES	14		15	
5	CANADA - SWITZERLAND RELATIONS				
	TOTAL GOODS EXPORTS TO CH US\$MIO	1 491	1 121		
	TOTAL GOODS IMPORTS FROM CH US\$MIO	5 613	5 266		
	TOTAL SERVICES EXPORTS TO CH US\$MIO	1 453	1 510		
	TOTAL SERVICES IMPORTS FROM CH US\$MIO	1 446	1 360		
	EMPLOYMENT AT CANADIAN AFFILIATES IN SWITZERLAND (2017)	7 096			
	EMPLOYMENT AT SWISS AFFILIATES IN CANADA (2017)			58 513	
4	WEF GLOBAL COMPETITIVENESS INDEX RANK / SCORE	12 / 79.9	14 / 79.6	4 / 82.6	5 / 82.3
1	TIME REQUIRED TO START A BUSINESS (DAYS)	2		10	
1	INDIVIDUALS USING INTERNET (% OF POPULATION)	91%		89,70%	
1	CO2 EMISSIONS (METRIC TON/CAPITA 2017)	15,7		5	
3	COMBINED CORPORATE INCOME TAX RATE	26-31%	26-31%	11.5-24.2%	11.5-24.2%
3	PERSONAL INCOME TAX RATE (TOP RATES)	44.5-54%	44.5-54%	22.5-45%	22.5-45%

1 / World Bank Data

2 / World Trade Organization, International Trade and Market Access Data, Country Trade Profile, www.wto.org

3 / taxsummaries.pwc.com

4 / www.weforum.org

5 / Statistics Canada www150.statcan.gc.ca

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Vancouver
Calgary
Edmonton

SWITZERLAND

Bern

Zürich
Geneva
Basel
Bern
Lausanne

LABOR STATISTICS	CANADA	SWITZERLAND
UNEMPLOYMENT RATE 25 +YEARS OLD	4,8%	3,9%
MANUFACTURING EMPLOYMENT AS A % OF TOTAL EMPLOYMENT	9,1%	12,6%
OUTPUT PER WORKER (GDP IN 2011 \$PPP)	85 726	106 530
LABOR FORCE PARTICIPATION RATE TOTAL 25+ Y.O. POP. % (2020EST)	65,2%	68,1%
LABOR FORCE PARTICIPATION RATE FEMALE 25+ Y.O. POP. % (2020EST)	60,3%	62,2%
LABOR FORCE PARTICIPATION RATE MALE 25+ Y.O. POP. % (2020EST)	70,2%	74,3%
YOUTH NOT IN EMPLOYMENT, EDUCATION OR TRAINING IN '000 (2020EST)	558,6	60,6
SHARE OF YOUTH NOT IN EMPLOYMENT, EDUCATION OR TRAINING % (2020EST)	12,8%	7%
FEMALE SHARE OF EMPLOYMENT IN MANAGERIAL POSITIONS (2014)	35,5%	34,4%
LABOR FORCE DISTRIBUTION BY EDUCATION (BASIC/INTERMEDIATE/ADVANCED)		
BASIC	6,6%	9,4%
INTERMEDIATE	20,7%	43,7%
ADVANCED	72,8%	46,6%
EMPLOYMENT DISTRIBUTION BY ECONOMIC ACTIVITY %		
AGRICULTURE	1,5%	2,5%
MANUFACTURING	9,1%	12,6%
CONSTRUCTION	7,7%	6,4%
MINING, QUARRYING, UTILITIES	2,5%	0,9%
TRADE, TRANSPORTATION, ACCOMMODATION AND FOOD, BUSINESS & ADMINISTRATIVE SERVICES	43%	42,9%
PUBLIC ADMINISTRATION, COMMUNITY, SOCIAL & OTHER SERVICES AND ACTIVITIES	36,2%	32,5%

SOURCE : International Labour Organization. (2020). ILOSTAT database [database]. Available from <https://ilostat.ilo.org/data/>. 2019 except where indicated; latest data available at publication date, May 2020



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- Understanding the client's needs and identifying the area in which they have occurred
- Becoming part of the client's workgroup with a view to collaborating and achieving synergy
- Exploiting the strong interoperability of the solutions provided by the PTC & ANSYS products suite
- Resolving the problem to ensure that the customer is ever fully satisfied.

In March this year, Parametric supported the fight against the spread of COVID-19 by releasing a free firmware update for PCR2 radar people flow counters that can be used to help small businesses regulating the number of customers in their shops.



JILLAINE FARRAR

Lecturer and Co-Head of the CAS International Leadership at the
Lucerne University of Applied Sciences and Arts-Business



Jillaine is a Lecturer and Co-Head of the CAS International Leadership at the Lucerne University of Applied Sciences and Arts-Business. She also heads the Exchange Program for the School of Business.

As a Canadian-Swiss, born in Vancouver, Canada, she has been living and working in Switzerland since 1989. If you ask her where home is, she answers "Both places".

Working in various international companies in Switzerland adds practical knowledge to her formal education

(MEd, CAS IL, IDI). This proves a useful combination for her current roles at the university and within business. Her area of research currently focuses on the Internationalization of SMEs (small to mid-size enterprises).

"The mix of responsibilities, the international and intercultural elements, and the contact with students and leaders truly make it my dream job".

Besides work, Jillaine spends time with her family (either in person or virtually), holds two voluntary board posts at ICP European University Network and at SIETAR Switzerland (Society for Intercultural Education, Training And Research), bakes everything from nanaimo bars to Lebkuchen (Swiss gingerbread), goes for walks in the forest, and curls up with multiple books at the same time.

Whether privately or at work, Jillaine helps those around her become more interculturally aware.

EVENTS OF THE YEAR

Chamber events held since the Summer 2019 have brought together our members as well as new business relations, friends of the Chamber, representatives from Governments, local associations and organizations. A mix of business-related events, networking and sports gatherings have ensured a dynamic and enthusiastic participation. Naturally, the gatherings were brought to an abrupt halt in March 2020 with the coronavirus pandemic. We are eagerly looking forward to meeting you all again as soon as possible. Meanwhile the Chamber will reach to you through virtual means, starting with our Annual General Assembly in early June 2020. Here is a snapshot of our main events from May 2019 to May 2020.



Le 3 mai 2019, IMMIGRATION CANADA a animé une **session d'information sur l'immigration temporaire et permanente au Canada** dans le cadre du Forum Mobilité organisé à Lausanne par la Haute Ecole spécialisée de Suisse occidentale HES SO.

On May 13 a Breakfast Seminar on the theme **Fuelling Your Career and Passion by Joining a Board of Directors** was presented by Pauline Lindwall at the Dolder Grand Hotel in Zürich. The speaker is senior advisor to EY, has international experience in Sweden, the UK, Denmark, Indonesia, Germany and Switzerland, and is a Director on the boards of Swedish Match AB, Duni AB (Sweden) and McKesson Europe AG (Germany). Pauline gave an overview of how Boards of Directors function, recruit, and how to best prepare to join one. The seminar was extremely well received and inspiring for participants.



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EVENTS OF THE YEAR

L'Assemblée générale annuelle de la Chambre s'est tenue le 13 juin 2019 à Genève, à la splendide résidence au bord du Léman de Monsieur Stephen de Boer, Ambassadeur et

Représentant permanent du Canada auprès de l'Organisation mondiale du commerce. Après les mots de bienvenue de l'Ambassadeur de Boer et du Président de la CCCS l'Assemblée générale s'est tenue, suivie d'un cocktail dînatoire.

Canada Day was celebrated on June 20 2019 with a giant BBQ at the Bauschänzli Biergarten & Grill in the center of Zürich. This marked the 152nd anniversary of the Canadian Confederation and was a resounding success. The event was organized in collaboration with the alumni associations of 15 leading Canadian Universities. Canadian wines were featured ((Mission Hill, Nk'Mip, Hester Creek). We thank again our generous sponsors BMO Capital Markets, Bombardier, E&Y and the Canadian Embassy in Bern, who made the event possible.

In Geneva, this was followed on June 30 by a family-friendly **Canada Day picnic** with the Canada Club Genève in the beautiful Parc de la Grange, Eaux-Vives.

Le traditionnel Tournoi de Golf 2019 s'est tenu le 30 août au splendide Club Golf Vuissens suivant la formule Golf traditionnel « Louisiana Scramble ».

La rentrée d'automne

Le 3 octobre, la Chambre a marqué la rentrée d'automne avec le grand **Apéro d'automne – Retrouvailles 2019** au salon Oskar Kowalski de Zurich en collaboration avec les Associations des alumni des universités canadiennes. Ce grand apéro a permis encore cette année les rencontres entre collègues, cadres supérieurs dans les domaines de la finance, de la pharmacie, du milieu universitaire, du gouvernement, des produits de base, des produits industriels et de consommation.

A Genève, les membres et leurs invités se sont retrouvés le 14 octobre en soirée à la **Dégustation Privée de Vins du Cellier Mövenpick**. Faisant honneur à la Suisse, nous avons pu découvrir les vins de la Côte d'or du célèbre vignoble Staatskellerei Zürich.

Le 29 octobre 2019 l'AICC, **Association of International Chambers of Commerce**, inaugure son premier événement phare, avec plus de 400 participants pour cette grande rencontre de réseautage avec la participation exclusive de **Roberto Azevêdo, directeur général de l'Organisation mondiale du commerce**. La rencontre organisée par la Chambre en collaboration avec les douze autres Chambres membres de l'AICC a offert une opportunité rare de rencontres et nouvelles connaissances dans un très large réseau d'entreprises internationales de toutes tailles ancrées en Suisse Romande. La CSCC a bénéficié du généreux sponsorship de Parametric Design Suisse pour cet événement.

La Journée mondiale des Chambres de commerce s'est tenue le 26 novembre 2019 sous les auspices de la Chambre de commerce, d'industrie et des services de Genève avec une représentation de la Chambre.

The **NextGenCH Young Professional Network** was held on November 27 at EF, Education First in Zurich on the topic **WQ is the new IQ**. WQ, "World Quotient", understanding of different cultures and people, a new way to think about competence in today's globalized world in which one cannot compete by only excelling on traditional indicators such as IQ and EQ.

La période festive approchant déjà, le **Dîner Annuel du Temps des Fêtes de Genève** s'est tenu le 30 novembre encore cette année à l'Hôtel d'Angleterre Genève. A cette occasion, la Chambre avait privatisé la salle L'Observatoire du restaurant Windows. La soirée a débuté par un cocktail dans la suite présidentielle de l'Hôtel. Le repas délicieux, le cadre magnifique et l'atmosphère inégalable ont assuré le grand succès de la soirée et une participation record.

Du côté de Zürich, le traditionnel **Apéro Ho! Ho! du Temps des Fêtes** organisé le 12 décembre en collaboration avec les associations d'alumni des universités canadiennes au salon Oskar Kowalski de Zurich

The Hockey evenings of the CSCC of January 30 in Geneva (Genève Servette vs HC Lausanne) and in Zürich (ZSC Lions vs HC Fribourg Gotteron) as well as February 21st in Bern (SC Bern vs SC Rapperswil-Jona Lakers) were once more the occasion to meet, bring customers or other guests and enjoy a lively dinner followed by the game.

Perspectives Économiques 2020 – Petit Déjeuner du 25 février au Mandarin Oriental, Genève, présenté par Sabrina Khanniche, PhD, Économiste senior, Pictet Asset Management. Sabrina Khanniche a présenté à une salle remplie de professionnels les prévisions de la banque pour les économies suisse, canadienne et mondiale pour l'année à venir. La conversation a rapidement porté sur la pandémie de COVID-19 et son impact sur l'économie mondiale, pour ensuite porter sur les relations économiques affectant les États-Unis et la zone euro.

AICC Événement de réseautage: **Women & Blockchain Panel** – ce deuxième événement phare de l'AICC prévu en mars 2020 a dû être reporté en raison de la crise sanitaire et sera repris dès que possible.



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Consulat Général de Suisse

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Consulate General of Switzerland

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Find all contact details at
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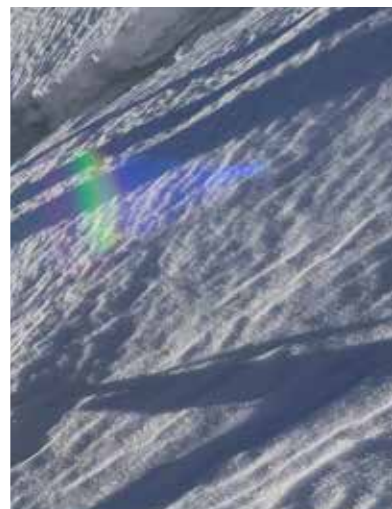
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