



Canadian-Swiss Chamber of Commerce
Chambre de Commerce Canado-Suisse



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OUR PARTNERS



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IMPRESSUM

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September 2017



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MESSAGE FROM THE PRESIDENT / MESSAGE DU PRÉSIDENT



Dear Members, Supporters and Friends

This year marks a significant milestone in the history of Canada as it has been 150 years since Queen Victoria gave royal assent to the British North America Act, proclaiming Canada as a country. At the time, it had been almost 20 years since Switzerland was formed as a federal state and the first Industrial Revolution was well underway. It would only be 8 years before the Swiss Confederation would establish its first diplomatic post in Montréal in 1975.

The past 150 years have seen highs and lows but have grown now to where Canada and Switzerland share a very strong economic and political relationship, a model that many others would aim to emulate.

In these 150 years, the world has undergone significant changes with unprecedented levels of innovation. Where Canada contributed insulin, Pabulum, the Canadarm, the Imax movie system, the Walkie Talkie and the Blackberry smartphone, Ice Hockey, basketball, the atomic clock, the snowmobile and the telephone... key Swiss inventions or discoveries included aluminum foil, the DNA molecule, cellophane, Velcro, the computer mouse, the Swiss army knife, and the bobsleigh! Even the World Wide Web, has its roots in Switzerland. As we are now in the fourth Industrial Revolution, we can only imagine what the next 150 years will bring.

It was only last year that the Canadian-Swiss Chamber of Commerce celebrated its 40th anniversary. Our Chamber and its members are all descendants of this strong history that Canada and Switzerland have enjoyed.

At this occasion, I wanted to again thank our personal and corporate members for their continued support and to especially thank the staff of the Canadian Embassy in Bern for their ongoing involvement and historical contributions to the growth of the Chamber. All of you are the cornerstone to our success.

Here's to you Canada on your 150th birthday and may you continue to grow and prosper in peace for the coming 150 years.

Chers membres, soutiens et amis

L'année 2017 marque un important jalon dans l'histoire du Canada, qui fête le 150^{ème} anniversaire de la Confédération. En 1867, la reine Victoria donnait son consentement royal à l'Acte de l'Amérique du Nord britannique, acte d'union fondateur du Canada. A cette époque, le nouvel Etat fédéral helvétique existait depuis près de vingt ans. La première révolution industrielle était en pleine expansion. Huit ans plus tard, la Confédération Suisse établissait déjà son premier consulat au Canada, dans la ville de Montréal.

Les 150 ans écoulés ont vu des hauts et des bas, mais les très forts liens économiques et politiques qu'ont réussi à consolider le Canada et la Suisse sont aujourd'hui un modèle pour de nombreux pays.

Au cours de ces 150 années, le monde s'est profondément transformé avec un niveau inégalé d'innovation. Alors que le Canada contribuait l'insuline, le Pabulum, Canadarm, Imax, le Walkie Talkie et le Blackberry, le hockey sur glace, le basketball, l'horloge atomique, la motoneige et le téléphone..., d'importantes inventions ou découvertes suisses incluent la feuille d'aluminium, la structure de l'ADN, le cellophane, le Velcro, la souris, le couteau suisse...et le bobsleigh! Même l'internet a ses origines en Suisse. Alors que nous entrons dans la quatrième révolution industrielle, on ne peut qu'imaginer les apports des 150 ans à venir.

La Chambre de commerce canado-suisse a célébré ses 40 ans l'année dernière. Notre Chambre et ses membres sont tous héritiers de cette longue histoire que partagent le Canada et la Suisse.

Je tiens à remercier chaleureusement nos membres individuels et corporatifs de leur soutien indéfectible et remercier tout particulièrement le personnel de l'Ambassade du Canada à Berne pour son engagement continu à nos côtés et sa contribution au développement de la Chambre. C'est à vous tous que nous devons notre succès.

Heureux anniversaire au Canada ! Que les 150 prochaines années continuent d'apporter la croissance, la prospérité et la paix auxquelles aspirent tous les Canadiens.

Darren Downs

President / Président

Canadian-Swiss Chamber of Commerce
Chambre de commerce canado-suisse.



WHEN ART MEETS PERFORMANCE

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 **MIRABAUD** 

A WORD FROM THE EMBASSY / UN MOT DE L'AMBASSADE

Dear members and friends of the Canadian-Swiss Chamber of Commerce,

En tant que Chargé d'Affaires du Canada en Suisse, je suis ravi que la Chambre de commerce canado-suisse ait décidé de célébrer le 150^e anniversaire de la Confédération du Canada avec une publication spéciale sur les relations entre le Canada et la Suisse.

Canada and Switzerland enjoy excellent bilateral relations, both commercially and politically. Our countries are friends and partners on many fronts, including in trade, investment and innovation. Switzerland is one of the largest foreign investors in Canada, and Canadian and Swiss companies and businesspeople continuously work towards exploiting the tremendous and mutually beneficial commercial potential. Many of these talented, creative and dynamic businesspeople are members or partners of the Canadian-Swiss Chamber of Commerce, which has been promoting commercial activities between our two countries for over 40 years.

L'expérience collective et la diversité des membres de la Chambre de commerce canado-suisse lui permettent de fournir un éclairage unique sur le développement des affaires entre le Canada et la Suisse. Les différentes activités organisées par la Chambre et ses membres réussissent à promouvoir encore davantage notre relation bilatérale et ouvrent la porte vers des partenariats nouveaux. Je souhaite que ce travail se poursuive dans les années à venir et que nous trouvions ensemble de nouvelles avenues pour collaborer encore davantage. Le travail fait par les gouvernements et les ambassades pour solidifier les relations bilatérales demeure important, mais rien ne peut remplacer la puissance et la durabilité des liens entre les individus et entre les peuples. Ces liens sont créés et enrichis par des organisations comme la Chambre de commerce et j'applaudis vos diverses initiatives.

The 150th anniversary of confederation leads us to reflect upon what it means to be Canadian and where Canada fits in the 21st century. Of course, our history goes back much further than these 150 years and before the arrival of Europeans on the North American continent. What we now call Canada had been inhabited by incredibly complex and diverse peoples and nations for thousands of years before Europeans arrived. Nevertheless, Canada 150 is an important milestone compelling us to think about our successes as a nation and also our failures. A truly modern, vibrant, and confident nation builds on its achievements and

honestly seeks to understand and learn from its past. And it is this Canada - open, engaged, and diverse – that is so appreciated in today's world, including here in Switzerland.

Happy 150th anniversary to all the friends of Canada and a sincere thank you to all of you who are contributing to develop and enrich Canada-Switzerland bilateral commercial relations.

Best regards,

Dr. Jamieson Weetman

Chargé d'Affaires of Canada to Switzerland and Liechtenstein



L'artiste Alana Edzerza crée une oeuvre devant les participants de la fête du Canada à Berne, juin 2017.

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 celebrated our 40 years of activity last year. The Chamber was founded in 1975 as the Canadian-Swiss Association under Swiss jurisdiction, with its first financial year in 1975/76.

Connecting businesses, professionals,
and individuals from all commercial sectors

Providing access to a wide business network
with an international outlook

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

In 2005 it evolved into the Canadian-Swiss Chamber of Commerce, as it is known today.

Over time, the CSCC has grown to include over 350 members, between corporations, corporate representatives and individuals, interested in building their networks and developing valuable professional relationships.

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

Promoting commercial activity and enhancing
business synergies between the two countries

Facilitating communication,
opportunities and knowledge sharing

Implementing and managing an
inter-members' benefits program.



**Let's write the future of Canada's innovation ecosystem.
Together.**

ABB congratulates Canada for its 150th year anniversary and looks ahead to a bright future. For over 100 years we have been driving technical progress and pioneering innovation in Canada. For that, we have to thank our visionary predecessors and our enthusiastic customers across the country. As the Fourth Industrial Revolution gathers momentum, our new state-of-the-art Canadian head office is a \$90 million investment towards creating entirely new possibilities. Discover more at abb.com/future.



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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 ten 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

Anjali Aeri

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Property Organization

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Directeur, IBC Insurance Broking
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Professional Speaker, Trainer and Coach

New Corporate member

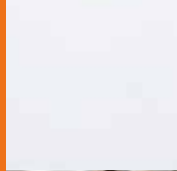
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Headquartered in Switzerland, Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group active in global markets. The company identifies, develops and markets innovative products in the areas of reproductive health, urology, gastroenterology, endocrinology and orthopaedics.

Ferring has its own operating subsidiaries in nearly 60 countries and markets its products in 110 countries. To learn more about Ferring or its products please visit www.ferring.com

MEDICINE ON THE BODY'S OWN TERMS



BUSINESS & LOCAL NEWS

FAREWELL TO JENNIFER MACINTYRE AND JONATHAN T. FRIED

Ms Jennifer McIntyre, who served until now as Ambassador of Canada to Switzerland and Liechtenstein, has been appointed on June 27, 2017 Canada's new Ambassador for Climate Change. She will be Acting Director general, Multilateral and Bilateral Affairs, at Environment and Climate Change Canada and has relocated to Ottawa. Ms. MacIntyre will advise the Government on mainstreaming climate change considerations in Canada's international priorities, and reinforcing Canada's work with other countries on innovative climate solutions.

Mr Jonathan T. Fried, Ambassador and Permanent Representative of Canada to the World Trade Organization in Geneva, left his post to assume his new role as Coordinator, International Economic Relations, Global Affairs Canada, effective April 18, 2017. Mr. Fried will support the Ministers and Deputy Ministers of Foreign Affairs and of International Trade. He has also relocated to Ottawa.

The Chamber congratulates them on their new positions and thanks them for their counsel, support and wisdom. Both will be dearly missed. We will remember their constant support and friendship.

ABB OPENS MONTREAL HQ AND CENTER OF EXCELLENCE

CSCC Corporate Member ABB strengthens its commitment to Canada with the opening of Montreal HQ and Center of Excellence.

ABB inaugurated on May 24 2017 its new \$90 million state-of-the-art Canadian headquarters and Customer Innovation Center, with 700 employees. Campus Montreal

houses R&D, manufacturing, assembly and testing for ABB's energy value chain.

"The new headquarters reaffirms ABB's commitment to Canada as a growth market and an important customer base," said ABB CEO Ulrich Spiesshofer.

Campus Montreal is the home of ABB's Customer Innovation Center. It is also home to the ABB North American Centre of Excellence in E-Mobility created to share expertise with Canadian customers and stakeholders in the field of electric-powered transportation technologies.

For full details, see the Company's press release: <http://new.abb.com/news/detail/1597/abb-strengthens-commitment-to-canada>

BRP (BOMBARDIER RECREATIONAL PRODUCTS) À LAUSANNE

Le groupe BRP www.brp.com poursuit son développement et annonce en juin 2017 le premier dividende trimestriel de son existence. Son bureau de Lausanne est un pilier des opérations internationales (EMOA) du groupe. BRP (à l'origine 'Bombardier Recreational Products') est indépendant du groupe Bombardier depuis 2003. C'est en 1937 que Joseph-Armand Bombardier obtient son premier brevet pour la «snow mobile». Ont suivi le Ski-Doo, le Sea-Doo et toute une série d'engins innovants. La division Produits Récréationnels devient indépendante en 2003. BRP est cotée depuis 2013 à la Bourse de Toronto (TSX:DOO). C'est aujourd'hui un chef de file mondial pour le développement et la fabrication de véhicules récréatifs motorisés et de systèmes de propulsion. Son portefeuille comprend les motoneiges Ski-Doo et Lynx, les motomarines Sea-Doo, les véhicules Can-Am hors route et Spyder, les systèmes de propulsion marins Evinrude et Rotax, de même que les moteurs Rotax pour karts, motocyclettes et petits avions et enfin sa propre

gamme dédiée de pièces, accessoires et vêtements. Avec des revenus annuels de C\$4,2 milliards dans plus de 100 pays, la Société dont le siège social est au Québec emploie environ 8 700 personnes dans le monde.

Le bureau de BRP à Lausanne est le point de contact primaire pour les réseaux de ventes de BRP en Europe, au Moyen-Orient et en Afrique. Il emploie plus de 40 personnes et offre divers stages et apprentissages aux jeunes talents locaux.

La distribution des produits BRP en Suisse est assurée par la société Friedli Fahrzeuge AG avec laquelle BRP entretient un partenariat de longue date.

Point de contact à Lausanne:

Elise Auvachez-Millot
+41 21 318 7800

AIR CANADA VOTED BEST AIRLINE IN NORTH AMERICA FOR 2017

Air Canada is voted The Best Airline in North America for the 2017 Skytrax World Airline Awards.

Its world-class International Business Class cabins offer fully lie-flat seats on most international flights. Flying the new Boeing 787 Dreamliner aircraft, we can experience Executive Pods that feature adjustable cushion systems that can be extended into fully lie-flat beds. Headrests include massage functions.

The carrier unveils a stylish new look for its airplanes, with a WOW effect: a superb black underbelly to clearly identify it from below, the Air Canada Rondelle reintroduced on the tail, a Canadian flag and the Air Canada name painted in black to be legible against the white fuselage.

Check out the many new routes announced early 2017.

Does there always have to be a secret to success?

Corporate success is all about sustainable profitability. Achieving it requires candour and credibility. Open, communicative management is a hallmark of modern corporate governance, and essential if your aim is to build trust. PwC can help you strengthen your company's position in the capital markets and in the public eye – and at the same time secure your success. So what's your question?



Contact

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PANACHE BRANDING: 3 JEUNES SUISSSES ET CANADIENS FONDENT UNE AGENCE DE CONSEIL EN MARQUE PERSONNELLE À LAUSANNE

De Montréal à Lausanne, il n'y a qu'un pas. C'est en tous cas le pari que fait Panache, agence de conseil en marque personnelle développée par trois jeunes suisses et canadiens spécialisés en marketing digital et communication. Cette jeune agence aide les chefs d'entreprises et les indépendants à bien se mettre en valeur pour acquérir la confiance de clients potentiels et ainsi développer leurs ventes.

La méthodologie d'accompagnement Panache est le fruit d'une collaboration avec des professeurs de Marketing de HEC Montréal et HEC Lausanne. Elle vise notamment à renforcer la crédibilité de tout professionnel par le biais d'une présence forte sur LinkedIn, de ghostwriting d'articles, ou encore par la réalisation de shooting-photo.

Panache tient ses origines au Québec. Basé à Montréal, Renaud Margairaz fonde en 2015 l'entreprise Éminence spécialisée en conseil en marque personnelle (ou «personal branding»). Durant deux ans, il aide des entrepreneurs, avocats, restaurateurs, ou chasseurs de têtes à mettre de l'avant leur talent pour gagner en visibilité. Renaud s'associe en 2017 avec Robin von Känel et Adeline Jaquet pour importer cette pratique en Suisse et offrir la possibilité à tout professionnel de se démarquer.

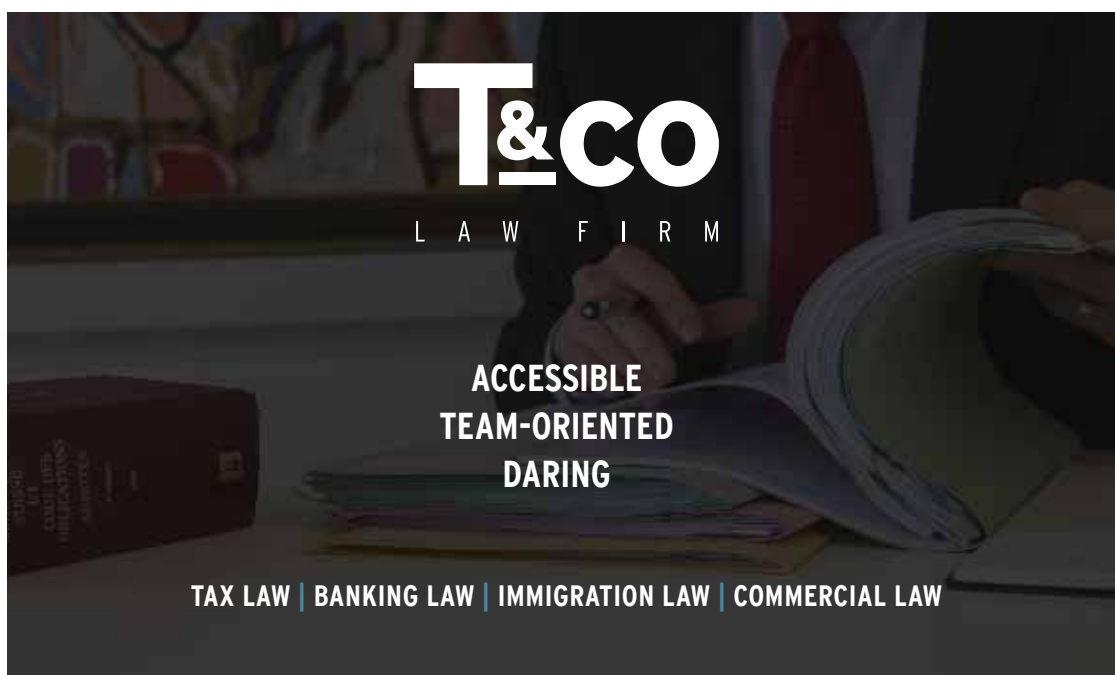
Lien vers le site web: panachebranding.ch
Contact: robin@panachebranding.ch

INVEST IN CANADA HOSTS CANADA INVESTMENT AND INNOVATION FORUM ON NOVEMBER 27, 2017 IN ZURICH

The event is organized in partnership with the Embassy of Canada to Switzerland. It will be hosting business leaders, senior

policy makers and key local industry representatives in Switzerland and Canada for a discussion on Canada's unique investment opportunities and why to consider Canada as the gateway to the North American market. Participants will gain insight from top companies and key government officials from Canada and abroad, on the tremendous investment and R&D opportunities that make Canada a top destination for foreign direct investment. Canadian Government programs available to support investors will be presented.

Members of the Consider Canada City Alliance (CCCA), a group representing 13 of Canada's largest cities and provincial representatives, will be available for planned 1-1 meetings. Visit the Invest in Canada or Canadian Embassy websites for details.



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A QUIZZ!

1. IN WHICH YEAR DID CANADA ADOPT ITS OWN MAPLE-LEAF FLAG?
2. WHAT DOES THE WORD "INUIT" MEAN?
3. HOW MANY CANADIAN RESIDENTS ARE FRENCH-SPEAKERS?
4. WHICH COMPANY OWNED RUPERT'S LAND?
5. WHO DIVIDED THE WORLD INTO 24 TIME ZONES?
6. WHO COINED THE TERM "CYBERSPACE"?
7. WHAT IS THE CANADARM?
8. WHO FOUNDED THE TORONTO GLOBE, NOW GLOBE & MAIL?
9. WHICH WERE THE FOUR FOUNDING PROVINCES OF THE CONFEDERATION IN 1867?
10. WHO ESTABLISHED CANADA'S FIRST SUFFRAGE ORGANIZATION?

11. WHICH CANADIAN CO-FOUNDED UNITED ARTISTS?
12. WHO BUILT CANADA'S FIRST RAILWAY?
13. WHICH CITY WAS CO-FOUNDED BY PAUL DE CHOMEDEY DE MAISONNEUVE AND JEANNE MANCE?
14. WHAT WAS THE RIVAL OF THE HUDSON'S BAY COMPANY?
15. WHAT DID FRANCE SELL IN 1803?
16. WHO ACTUALLY INVENTED THE TELEPHONE?
17. WHO ESTABLISHED THE FIRST EUROPEAN SETTLEMENT IN QUEBEC?
18. WHAT IS THE LAST CREATED CANADIAN TERRITORY?
19. WHICH PROVINCE WAS ONCE KNOWN AS NEW CALEDONIA?
20. AND A VERY USEFUL HINT: WHAT DID THE HURON USE AS AN INSECT REPELLENT?



1. / The new flag was officially unfurled on February 15, 1965. 2. / "The People"; there are about 43'500 Inuits living today in Canada and a total of 150'000 in Canada, Greenland, Alaska and Russia. 3. / About 10 millions Canadian residents speak French. 4. / The Hudson's Bay Company. 5. / Sir Sandford Fleming, a Canadian civil engineer, inventor, scientist and explorer, proposed in 1876 the 24 time zones centered on the Greenwich meridian; a 24 hour universal time was eventually adopted at the International Meridian Conference in 1884. 6. / William Gibson in his debut science-fiction novel Neuromancer. 7. / The shuttle remote manipulator system (Canadarm1) is a series of robotic arms used on the space shuttle orbiters developed in Canada for NASA. 8. / George Brown, Canadian politician (one of the celebrated Fathers of Confederation) and journalist of Scottish origin, founded the paper in 1884. 9. / Quebec, Ontario, New Brunswick and Nova Scotia. 10. / Dr Emily Howard Stowe es-

tablished the Canadian Women's Suffrage Association in 1876-77, eventually leading to the Federal vote for women in 1917. 11. / Mary Pickford (Gladys Louise Smith), film actress and producer, co-founder of the Pickford-Fairbanks Studio with Douglas Fairbanks and the United Artists, with Fairbanks, Charlie Chaplin and D.W. Griffith. 12. / John Molson founded the Molson Brewery in 1786 in Montreal, and in 1836 the Champlain and Saint Laurent railway, the first railway in the country. 13. / Montreal in 1642. 14. / The North West Company, founded in Montreal in 1783-84. as a fur trading business. 15. / Louisiana to the United States, then a territory of 828'000 square miles much larger than today's State of Louisiana. 16. / Alexander Graham Bell invented the telephone in Brantford, Ontario in 1874, and developed it in Boston in 1875. 17. / Samuel de Champlain; he founded the city of Quebec in July 1608. 18. / Nunavut in April 1999, the 3rd Canadian Territory. 19. / British Columbia 20. / Wild mint!

FACTS YOU WANT TO KNOW

**CANADA'S CLEANTECH
SECTOR IS CONSIDERED
A KEY ENGINE
FOR THE COUNTRY'S
FUTURE PROSPERITY**

The Cleantech sector represents 800 companies, over 55'000 jobs and \$17bio revenues. It employs more Canadians than the forestry, pharma or medical device industry.
www.sdtc.ca

**SWISS-CANADA
TRADE INCREASES
IN 2016**

In 2016 Swiss imports from Canada were CHF 688 mio and exports to Canada CHF 3 371 mio
Rapport annuel
Commerce extérieur Suisse

**GRACE A YOSHUA
BENGIO, PIONNIER
DU DEEP LEARNING,
MONTREAL DEVIENT
UNE PLAQUE
TOURNANTE DE LA
R&D EN INTELLIGENCE
ARTIFICIELLE**

Yoshua Bengio oeuvre au Département d'informatique et de recherche opérationnelle de l'Université de Montréal et contribue à faire de Montréal une plaque tournante de la recherche en apprentissage profond. Avec l'établissement de Element AI en 2016, il crée avec ses partenaires le plus grand laboratoire privé de R&D en intelligence artificielle au Canada

**THE FIRST CANADIAN
DIAMOND MINE WAS
DISCOVERED IN 1991
IN THE NORTHWEST
TERRITORIES.
CANADA IS TODAY
THE 3RD LARGEST
DIAMOND PRODUCER
IN THE WORLD**

Although Canada's mineral wealth exceeds that of most countries, diamonds were discovered only in 1991. The EKATI Diamond Mine began operations in 1998 in Lac de Gras, Northwest Territories. There are today 4 active mines producing diamonds renowned for their high quality

**THE HUDSON'S BAY
COMPANY IS THE
OLDEST LEGAL ENTITY
IN NORTH AMERICA**

The Hudson's Bay Company was founded on May 2 1670 in London by Frenchmen Pierre-Esprit Radisson and Médard Chouart des Groseilliers, for the trade of fur. It's original name was, fittingly, the Company of Adventurers of England.

- DIVERSITÉ ET INCLUSION
- RÉCONCILIATION AVEC LES AUTOCHTONES
- ENVIRONNEMENT
- JEUNESSE

Ce sont les 4 grands thèmes retenus par le gouvernement canadien pour célébrer le 150^e anniversaire de la Confédération canadienne

**LE QUÉBEC PRODUIT
LA MOITIÉ DE TOUTE
L'ÉNERGIE QU'IL
CONSOMME À
PARTIR DE SOURCES
RENOUVELABLES**

L'électricité fournit 40% de la consommation d'énergie du Québec, provenant en quasi-totalité des centrales hydroélectriques. Le Québec se place au 2^{ème} rang mondial pour la consommation d'électricité par habitant.

**UN GAMAY ONTARIEN
REMPORTA UNE
MÉDAILLE À L'EXPOSITION
UNIVERSELLE DE PARIS
EN 1867 – AU-
JOURD'HUI L'ONTARIO
EST LE PLUS GRAND
PRODUCTEUR MONDIAL
DE VIN DE GLACE**

En l'an 1001 déjà, le Viking Leif Ericsson découvrit des vignes sauvages à son arrivée à l'Anse-aux-Meadows. Après diverses tentatives de vinification, la première opération commerciale de vinification commença en 1866 en Ontario. La production viticole est aujourd'hui abondante principalement au Québec, en Ontario, en Colombie Britannique ainsi qu'en Nouvelle-Ecosse.

PROMOTING INNOVATION PARTNERSHIPS AND INVESTMENT OPPORTUNITIES FOR CANADA AND SWITZERLAND

Rouslan Kats,

Senior Trade Commissioner at the Embassy of Canada to Switzerland, meets Anne Guimond Kostecki at the occasion of Canada's 150th anniversary, July 2017



M Kats, quels sont les principaux enjeux aujourd'hui pour le développement du commerce et de l'investissement entre le Canada et la Suisse?

La relation entre nos deux pays a toujours été et demeure extrêmement positive. De mon point de vue, nous avons aujourd'hui deux enjeux principaux.

En premier lieu, nous devons continuer à promouvoir le Canada auprès des milieux d'affaires suisses comme une destination de choix pour l'investissement et un partenaire privilégié pour l'innovation. Notre défi est que même si beaucoup de Suisses connaissent et aiment le Canada, nous demeurons relativement peu connus pour nos capacités d'affaires et notre cadre d'investissement très accueillant. Combien par exemple savent que nous avons les charges fiscales corporatives les plus faibles du G-7? Que selon Forbes et Bloomberg, le Canada est le meilleur pays du G-20 où faire des affaires? Des coûts opérationnels beaucoup plus bas qu'aux États-Unis? Combien connaissent le MaRS Discovery District de Toronto? L'expertise de niveau mondial des compagnies canadiennes en technologies propres? Les différents événements organisés par l'Ambassade et nos partenaires (séminaires, conférenciers invités, missions commerciales, visites d'entreprises, etc.) permettent de mettre en avant les forces et les avantages comparatifs du Canada. Notre message est très bien reçu par les milieux d'affaires suisses qui, il est vrai, s'intéressent beaucoup plus au Canada depuis l'élection de Justin Trudeau comme Premier Ministre. L'élection du gouvernement Trudeau et son engagement très ferme pour l'action sur les changements climatiques, le multilatéralisme, l'égalité entre les sexes, la diversité et l'inclusion, ont créé un momentum très positif pour le Canada partout dans le monde et en Suisse aussi. Le Canada est perçu à juste titre comme un pays stable, prospère et progressif où il est bon et facile de faire les affaires. Nous devons bâtir sur ce momentum et faciliter de nouvelles opportunités d'affaires.

Le second enjeu crucial du côté de la politique commerciale concerne l'accord de libre-échange entre le Canada et les pays membres de l'AELE (soit la Suisse, le Liechtenstein, la Norvège et l'Islande). Cet accord entré en vigueur en 2009 est un accord de 1ère génération, c'est-à-dire qu'il concerne surtout le commerce de marchandises. Le Canada souhaite pouvoir moderniser et élargir cet important accord.

What makes the modernization of the Canada-EFTA trade agreement so crucial today?

As you know, Canada has signed on October 30 2016 an ambitious and comprehensive free trade agreement with the European Union. CETA or the Comprehensive Economic and Trade Agreement (Accord économique et commercial global - AÉCG) is now considered as a gold standard for Canada's free trade agenda and reflects the Government's commitment to deepening trade and investment links with new and traditional partners. As you know, CETA goes well beyond the elimination of tariffs on goods. It covers matters such as the trade of services, investment, government procurement, recognition of professional certifications, labour mobility and many other aspects that will significantly increase trade and investment flows between Canada and the EU.

CETA is also a great example of Canada's (and the EU's) commitment to a progressive trade agenda. My understanding of progressive trade is that international trade and investment truly benefit all of us in the long term when the benefits of international trade are broadly shared in the population, when they are inclusive and rules-based. International trade must create growth, opportunities and prosperity, and strengthen the middle-class. Liberalized progressive trade is the response to the protectionist discourse we are hearing in some parts of the world. More concretely it means that for Canada, the development of trade and investment ties is tightly linked with a strong commitment towards sustainable development, environmental protection, health and safety, human rights and labour standards, gender equality, etc. CETA includes important chapters on these key matters.

The modernization of the C-EFTA agreement along the CETA model is crucial for Canada-Swiss trade relationship

All this being said, as Canada pursues on its ambitious international trade agenda and champions the concepts of progressive trade and inclusive growth, I think that we need to ensure that the existing goods-only trade agreement

between Canada and EFTA countries does not become a limitation to an expansion of trade and investment flows between Canada and Switzerland. I hope therefore that the agreement will be expanded and modernized and will include an ambitious and commercially meaningful outcome in key areas such as services market access, investment, and agriculture, as well as provisions related to progressive trade. I strongly believe that a modernized, ambitious and progressive CEFTA will benefit the business communities and the populations in both countries.

Canada's Minister of International Trade, the Honorable François-Philippe Champagne, knows Switzerland well; how does he view the bilateral relationship?

It is true that Minister Champagne knows well and likes Switzerland a lot! He lived here for several years, working for ABB in Zurich, and acted as president of the Canadian-Swiss Chamber of Commerce in Switzerland!

We are very lucky to have a dynamic and engaged Minister who truly understands business, believes in international trade and is very supportive of the work done by the Canadian Trade Commissioner Service. He is doing an impressive job branding Canada and Canadian capabilities around the world and opening doors for Canadian commercial interests.

From a bilateral relationship perspective, Minister Champagne has established a very positive rapport with his Swiss counterpart, Federal Councillor Johann Schneider-Ammann, and would like to see more Canadian companies active on the Swiss market, more Swiss companies investing in Canada (Switzerland is already one of the top 10 foreign investors in Canada) as well as more partnerships between our respective innovation ecosystems. The Minister is of course a very strong champion of the progressive trade agenda and is supporting the idea for a modernized, expanded and ambitious CEFTA agreement, built on the CETA gold standard.

What has the Commercial section at the Embassy of Canada done to support these crucial goals?

We have been very active in 2016 and 2017 to promote Canadian industrial capabilities, to brand Canada as an investment destination of choice and as a partner in innovation. We have been doing this through seminars and conferences, trade missions and targeted outcalls, bringing Canadian companies and renowned industry speakers to Switzerland, to reach both Swiss SMEs and large companies, influencers and decision makers. Switzerland has been identified by Global Affairs Canada as a priority market for the attraction of foreign direct investments and innovation partnerships. So our main goal is to strengthen and diversify our business network, to brand Canada and to find new business opportunities in priority sectors such as cleantech, life sciences, ICT and agri-food.

In the last year, we have organized for instance major events focusing on Cleantech and Life Sciences. We see many opportunities for collaboration in areas such as electric mobility (ABB has recently inaugurated its North American Centre of Excellence in e-mobility in Montreal; the Embassy has played a role in this important development), smart grids, e-health, biomedical R&D, and many others. We partnered with Canadian provinces and municipalities and brought speakers from Canada to describe strengths and opportunities in their respective sectors across Canada.

Our events help the Swiss business audience to better understand what is being done in Canada and how they could benefit from doing business with Canadian companies or investing in Canada. I remember during our cleantech event in September 2016, several Swiss business people came to me after the event saying "Wow, I did not realize Canada has this kind of leadership and innovative solutions in the Cleantech sector!"

It shows that our role is important and that we need to better brand our capabilities.

Whenever possible, we organize visits of Swiss businesspeople to Canada where they can witness in person Canadian innovation and the strengths of our industry. We are very privileged because Doris Leuthard, who was then Vice-President of the Swiss Confederation (currently President) and Federal Councillor for Environment, Transport, Energy and Communications, visited Canada in October 2016 with a delegation of very senior Swiss businesspeople and representatives from the innovation community. The

"Wow, I did not realize Canada had this leadership and innovative solutions in the Cleantech sector" said the Swiss business people.

(*) World Bank Data 2015
(**) KPMG Corporate Tax 2017
(***) WTO Trade Profiles 2016

	CANADA	SWITZERLAND
POPULATION (*)	35.8MJO	8.28MJO
GDP (*)	\$ 1 553BIO	\$ 670.8BIO
GNI PER CAPITA (*)	\$ 47 250	\$ 84 550
FDI NET INFLOWS (*)	\$ 54.7BIO	\$ 97.57BIO
CO2 EMISSIONS (*)	13.5 mT /capita	4.9 mT /capita
COMBINED CORPORATE INCOME TAX RATE (**) <	26,5%	11.5% – 24.4%
NUMBER OF PATENT APPLICATION BY RESIDENTS IN 2014 (***)	4 198	1 480

main focus of the visit was to create stronger ties between Canada and Switzerland in the cleantech sector and in innovation. Mrs. Leuthard and her delegation had a very busy and comprehensive business and political program; she met with four Canadian federal ministers, several provincial political leaders, visited companies and universities, and this visit created a very positive framework for further collaboration between our countries, companies, universities, research institutions and incubators. It really helped to raise the profile of Canada among key Swiss decision-makers.

The trade commissioners from my team regularly take part in several trade shows in Switzerland, Europe and Canada, to meet with Canadian and Swiss companies to better understand their needs, make relevant business-to-business connections and explore together mutually beneficial business opportunities.

We are currently working on a number of important initiatives that will take place in the next couple of months. At the end of August 2017, we are organizing a joint event with ETH Zürich focusing on the gaming industry in Canada. Canada has the world's 3rd largest gaming industry with a very skilled

workforce, and we want to showcase all the creative and innovative work done in Canada and hopefully encourage Swiss companies in this sector to partner with Canadian industry and possibly open offices or creative studios in Canada.

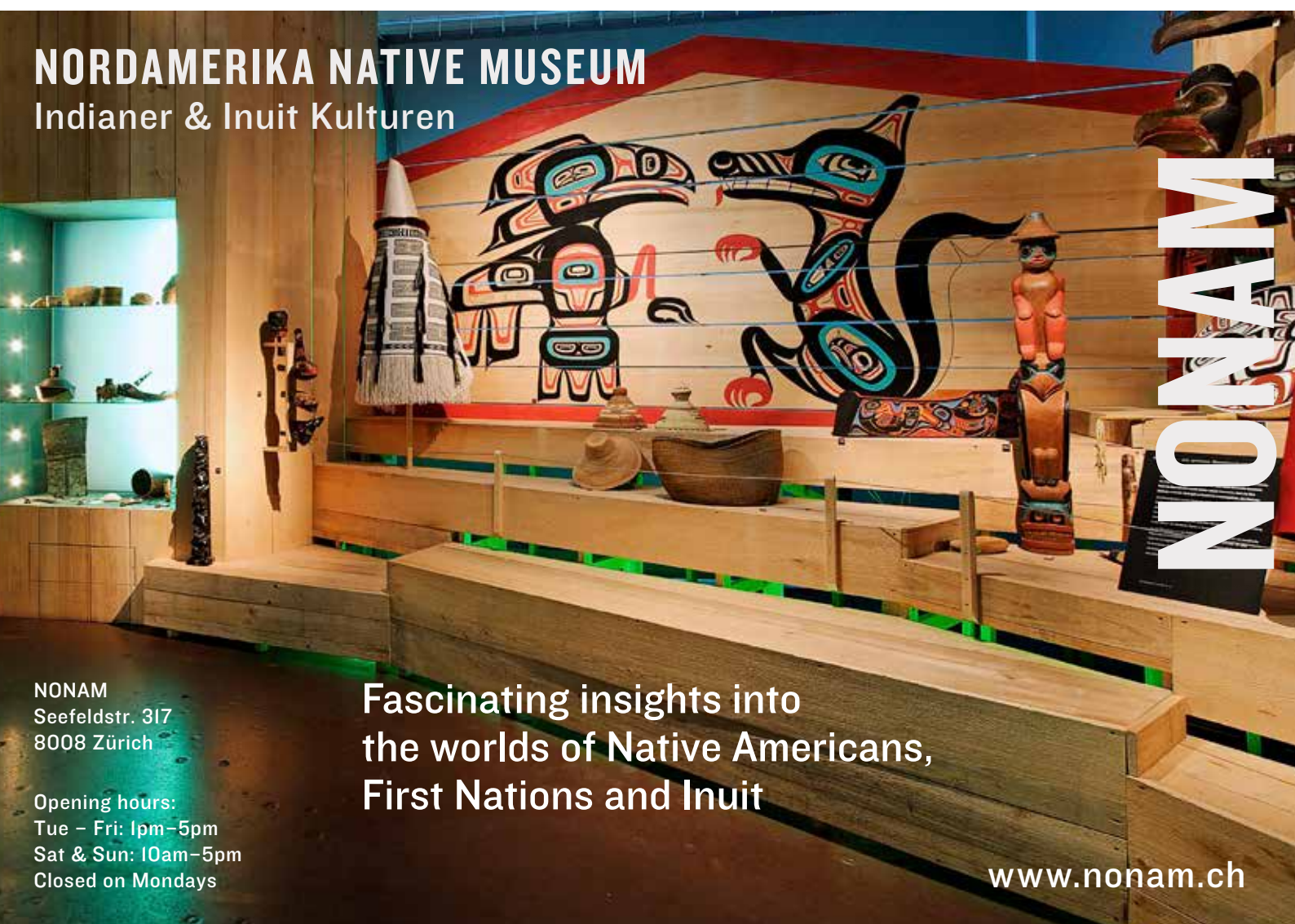
In early October, we are organizing another event in collaboration with Empa that will focus on Canadian capabilities and innovation in the smart grids and energy storage sectors. Several Canadian companies will present what they do and we will try to connect them to Swiss utilities as well as to the R&D community.

The financial services sector will hold its annual SIBOS event in Toronto on 16-19 October

In Fintech, another key area, the financial services sector will hold its annual SIBOS event in Toronto on 16-19 October 2017. We are collaborating with Switzerland Global Enterprise and the Swiss Business Hub in Montreal to bring a delegation of Swiss companies to Toronto and to connect Canadian fintech companies and start-ups with large Swiss players from the banking and insurance sectors.

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What benefits are you expecting from these initiatives?

This is long-term work. We want to raise awareness and interest, organizing business-to-business or business-to-government meetings, to create initial interest and start a dialogue. We develop and strengthen our network and nurture the relationships. We accompany Canadian companies as they explore business opportunities in Switzerland and we accompany Swiss companies looking to potentially invest in Canada.

You remember for example that in November 2015 we organized in Zürich a one-day event with the CCCA (Consider Canada City Alliance). We had senior business development officials from 9 largest Canadian cities, champion speakers from the financial, ICT and life sciences sectors, companies making testimonials, business lawyers, etc. Georges Racine, then President of the Canadian-Swiss Chamber of Commerce in Switzerland, was one of our speakers. Numerous Swiss companies participated in the event, mainly growing SMEs looking to expand their operations abroad. After the event, we have continued to work with the Swiss companies and several of them travelled later on to Canada to further explore the opportunities. Investment decisions take time of course, but we are already seeing some concrete success stories. The CCCA liked the experience and saw a very strong untapped potential for investment attraction in Switzerland. CCCA members decided to return to Switzerland during their upcoming 2017 roadshow as one of their three stops in Europe. So we will be holding another big Invest in Canada event with the CCCA in Zürich on Monday November 27th 2017. So far, already 11 cities and 5 provinces confirmed their attendance and we will once again have very senior Canadian speakers. We hope to attract a large audience of Swiss companies and potential investors, particularly among Swiss SMEs with expansion potential, and showcase the numerous benefits of Canada as an investment destination in North America.

M. Kats, quel bilan personnel tirez-vous de votre affectation en Suisse?

Je quitte en effet mon poste à l'Ambassade du Canada à Berne à la fin de juillet 2017, pour relever un nouveau défi comme chef de la section politique et affaires publiques au sein de notre Ambassade en Ukraine. Ce sera bien évidemment une affectation très intéressante vu le contexte politique en Ukraine et le rôle que le Canada y joue, mais je quitte la Suisse avec tristesse car nous avons ici vraiment de très beaux projets, d'excellentes relations avec nos contacts suisses et avec la Chambre de commerce, et j'ai une équipe extraordinaire qui va beaucoup me manquer.

My best memories? There are so many of them! I will miss Switzerland for so many reasons! On the work side, I really appreciated the open and transparent dialogue that I was always able

to have with Swiss businesspeople and government contacts, who often know and love Canada and value the relationship with the Embassy. Swiss businessmen and businesswomen are professional, rigorous, serious and demanding but open-minded, trustworthy and personable. Doors were always open for us to come, meet with CEOs and key decision makers, and promote business opportunities with Canada. We of course had to be very well-prepared and thorough on our side which was a stimulating challenge. Once a relationship was established, I knew that it was serious and that we could explore interesting avenues together, and I am really proud of the successful results that my team and I have been able to achieve in the last two years.

How does the Trade Commissioner Service of the Canadian Embassy in Bern operate?

"Our team is relatively small, comprised of three Trade Commissioners, each responsible for different sectors, and myself, as Senior Trade Commissioner. Canadian companies come to us with service requests, asking if there is a market for their products or services, who are the main contacts and potential clients in the market, which trade events they should attend, etc. We basically provide four core services to Canadian companies, which are all rendered for free: preparation for international markets, market potential assessment, finding qualified contacts and resolving business problems. These services are always targeted and customized for each company. We basically help companies to better understand the market and identify business opportunities.

We also engage in market research and proactive work, doing out-calls to Swiss companies and industry associations, looking to identify trends, new opportunities, and finding business leads for Canadian companies. If for example we meet a Swiss company, which is looking for a partner or a specific product, we take those leads to Canada, we connect with our network of trade commissioners across Canada and we try to identify Canadian companies that could be a good match.

One of our key roles is to initiate seminars, roundtables, company visits or bigger events to promote business and investment opportunities in Canada.

When we work with potential Swiss investors, we provide them with information and support to help them to take their investment decisions. We discuss Canada's strengths and capabilities, potential locations based on the investor's needs, explain various government incentives, connect with relevant local governmental authorities and business partners. We basically accompany them in their investment decision-making process and help building the program for their visit to Canada. After the investment is realized we provide "after-care", to ensure the Swiss investor in Canada is satisfied. We take note of eventual concerns and try to address them. We also explore any potential for expansion. It is a long-term relationship! All of these services to existing and potential investors are also free."

ÉTABLIR SON RÉSEAU DE DISTRIBUTION OU D'AGENTS DE REPRÉSENTATION AU CANADA

**Marie Habre,**

Présidente de la Chambre de Commerce Canado-Suisse (Québec) et avocate au Barreau du Québec depuis 1988
mhabre@lette.ca

**André Bégin,**

Avocat au Barreau du Québec depuis 1980, Associé du cabinet Lette (Montréal et Toronto), maîtrise en droit commercial international de l'Université McGill
abegin@lette.ca

L'accord de libre-échange entre le Canada et les pays de l'Association européenne de libre-échange (AELE) dont la Suisse, est en vigueur depuis déjà 8 ans. Cet accord porte essentiellement sur l'élimination des droits de douane ayant trait au commerce des marchandises et des produits agricoles transformés.

L'AELE permet donc déjà aux Suisses d'avoir un accès au marché canadien dans de bonnes conditions. De plus, les pays membres de l'AELE ont déclaré leur intention d'en élargir la portée, suivant le modèle de l'Accord économique et commercial global (AECG) entre l'Union Européenne et le Canada, qui a été signé le 30 octobre 2016, et qui devrait entrer en vigueur au cours des prochains mois. Le marché canadien sera donc de plus en plus accessible aux industriels suisses.

Il vaut mieux envisager des accords avec différents acteurs régionaux plutôt qu'un accord global

pour la conclusion d'accords avec des distributeurs ou des agents commerciaux canadiens.

S'il opte pour la conclusion d'accords commerciaux, le dirigeant suisse devra être bien au fait de la réglementation portant sur les contrats de distribution et les contrats d'agence commerciale, ainsi que sur les avantages et inconvénients propres à chaque formule.

Compte tenu de la superficie du Canada et de ses spécificités régionales, il peut s'avérer risqué de concéder l'exclusivité sur l'ensemble du territoire à un seul distributeur ou agent commercial. L'entrepreneur suisse pourrait plutôt avoir intérêt à conclure des accords avec différents acteurs régionaux.

Plus généralement, il devra réaliser un audit sur les entreprises avec lesquelles il négocie pour s'assurer qu'elles auront les moyens matériels, financiers et techniques pour commercialiser efficacement les produits sur le territoire. Sachant que les comptes des sociétés ne sont pas publiés au Canada, il ne devrait pas hésiter à les exiger de ses interlocuteurs pour évaluer la surface financière de leur entreprise.

Indépendamment de l'option choisie, l'entrepreneur aura intérêt à déposer en son propre nom au Canada les marques de commerce associées à ses produits, évitant ainsi le risque d'un dépôt par l'agent ou le distributeur, auquel il n'accordera qu'une licence d'utilisation des marques limitée au territoire convenu et à la durée du contrat commercial qui liera les parties.

Il est essentiel de bien saisir les particularités du contrat de distribution et du contrat d'agence pour faire un choix stratégique judicieux.

Ainsi, le contrat d'agence permettra au concédant suisse de demeurer maître de sa politique commerciale et d'établir des liens directs avec les clients canadiens puisqu'il leur vendra ses produits, tout en commissionnant l'agent sur les ventes réalisées. Quant au distributeur, il achètera les produits de son cocontractant suisse et les revendra directement à ses clients canadiens.

Dans le cadre d'un contrat d'agence, le concédant assume les risques financiers liés notamment aux stocks et aux impayés, alors qu'un distributeur assume ces risques.

Aussi, un contrat d'agence pourrait engendrer plus de risques, car l'agent représentera le fournisseur suisse auprès des clients, et pourra donc avoir le pouvoir de l'engager auprès de ceux-ci. Le distributeur, quant à lui, sera indépendant et ne conclura des ventes qu'en son nom et pour son propre compte.

Dans un cas comme dans l'autre, le concédant aura intérêt à imposer des chiffres d'affaires minima annuels tout en se réservant la possibilité de dénoncer le contrat en cas de non-atteinte des objectifs, particulièrement si une exclusivité territoriale est accordée.

Le contrat d'agent commercial devra préciser si l'agent se voit reconnaître une exclusivité ou non sur le territoire.

Le concédant aura intérêt à imposer des chiffres d'affaires minima annuels en se réservant la possibilité de dénoncer le contrat en cas de non-atteinte des objectifs

Les obligations de l'agent, les limites à ses pouvoirs, ainsi que les commissions payables sur les ventes réalisées, devront être bien précisées.

Le contrat de distribution devra de la même façon indiquer si le distributeur bénéficiera d'une exclusivité en ce qui a trait à la vente des produits du concédant sur le territoire visé.

Le contrat de distribution pourra aussi imposer un certain nombre d'obligations au distributeur, au titre notamment de la promotion des produits sur le marché et de sa participation à des foires commerciales. Le distributeur pourrait par ailleurs se voir imposer l'obligation contractuelle de ne pas commercialiser de produits concurrents. Finalement, les

parties devront s'entendre sur les modalités des prises de commandes, les délais de livraison, les modalités de paiement et l'Incoterm applicable au transport des produits.

L'industriel suisse a donc à sa disposition différentes options pour établir une présence sur le marché canadien. Il pourra établir un réseau de distribution ou d'agents commerciaux au Canada, en s'appuyant sur des conseillers juridiques et financiers bien au fait de la situation du marché canadien et des lois régissant le type de contrat choisi.

Faut-il un contrat de distribution ou un contrat d'agent commercial?



La chambre de Commerce Canado-Suisse (Québec) est un organisme d'affaires qui a pour mission de favoriser les échanges commerciaux, industriels et financiers entre la Suisse et le Canada avec un intérêt particulier pour la province de Québec. Elle propose à ses

membres un éventail d'événements culturels et de réseautage propice à établir des relations d'affaires avec les autres sociétés et organismes canado-suisse.

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SWITZERLAND GLOBAL ENTERPRISE SE PRÉSENTE

«Le Canada est un grand marché d'avenir dans de nombreux secteurs» *Benedikt Schwartz*

Depuis 1927, Switzerland Global Enterprise (S-GE) fournit une aide aux PME suisses souhaitant se développer à l'étranger. S-GE agit sur mandat de la Confédération (Secrétariat d'Etat à l'économie). **Benedikt Schwartz**, conseiller de S-GE à Lausanne, se charge d'accompagner ses clients en Amérique du Nord. **Interview.**

Beaucoup d'entreprises souffrent toujours du franc fort. Que pouvez-vous faire pour elles à ce sujet?

Nous conseillons aux entreprises d'exporter aussi en dehors de la zone euro, par exemple au Canada ou sur un marché émergent, afin d'échapper au couple franc-euro, tout en se positionnant dans un marché d'avenir. Nous leur proposons gratuitement sur notre site web des fiches techniques, des informations sur les débouchés, différents événements et des entretiens de conseil individualisés. Plus de 570 entreprises romandes ont reçu un appui de notre part en 2016.

Cleantech Cube est la base de données des entreprises cleantech suisses

Plus de 570 entreprises romandes ont reçu un appui de notre part en 2016.

Quel rôle les accords de libre-échange (ALE) jouent-ils pour la Suisse?

Notre ALE avec le Canada, qui est entré en vigueur en 2009, est un atout dans nos relations commerciales avec l'Amérique du Nord. Les exportations et les investissements ont bénéficié grandement de cet accord, et cela dans les deux sens Canada-Suisse et Suisse-Canada. Notre service ExportHelp se tient gratuitement à la disposition des entreprises pour leur fournir un appui.

À quoi les exportateurs suisses doivent-ils être attentifs sur le marché canadien?

La culture des affaires en Suisse est très différente des usages commerciaux au Canada. Et il y a des variations d'une province à l'autre. Les programmes de subventions pour les technologies propres, par exemple, varient d'une province à l'autre. Les entrepreneurs suisses se sentent rapidement à l'aise avec les Canadiens, surtout à l'est du pays. Mais cela ne veut pas dire qu'il est facile de faire de vraies affaires ! Au

Québec, par exemple, pour bâtir des relations commerciales, il est indispensable de créer la confiance pas à pas. Le Swiss Business Hub Canada (SBH), à Montréal et avec lequel on travaille très étroitement, peut donner des conseils à des entreprises suisses dans tous les domaines. Il collabore avec les différentes organisations sur place, comme les trois chambres de commerce Canado Suisse à Montréal, Toronto et Vancouver, et il est en mesure de référer les PME suisses à des spécialistes.

Est-il nécessaire d'adapter son modèle d'affaires?

De par sa taille, le Canada exige des adaptations de type logistique. Un ajustement du modèle commercial peut donc se révéler utile. En tout état de cause, il faut tabler sur un investissement non négligeable. Là également, le SBH et S-GE peuvent les aider à trouver des partenariats.

Parmi les grandes tendances du marché auxquelles les PME exportatrices doivent s'adapter, quelles sont les plus marquantes au Canada?

La durabilité et les technologies propres sont devenues des facteurs clés du succès au Canada. Le gouvernement a présenté un plan de réduction des émissions de CO2 qui permettra au Canada d'atteindre les objectifs de l'Accord de Paris sur le climat. Les entreprises dont le modèle économique vise la réduction des émissions de CO2 auront toutes leurs chances de réussir au Canada. Cela devient particulièrement intéressant dans les domaines de la construction verte et de la mobilité.

Le Canada, un marché-test pour les marques mondiales et un pôle d'intelligence artificielle

Il faut noter également que le Canada, pays multiculturel, est devenu un marché-test pour les marques mondiales. Quant au commerce électronique, il connaît, après des débuts difficiles, un vrai boom aujourd'hui au Canada. Les fintech ont aussi le vent en poupe, en particulier dans les places financières comme Toronto et Montréal.

Enfin, le Canada est en passe de devenir un pôle d'intelligence artificielle.



Benedikt Schwartz,
Senior Consultant S-GE Western Switzerland,
à Lausanne



Markus Reubi,
Head of Swiss Business Hub Canada,
à Montréal

BIOINFORMATICS: PROMOTING STRATEGIC COLLABORATIONS BETWEEN SWISS AND CANADIAN BUSINESSES



A Word With **Georges Racine**, Attorney-at-Law and Partner at HFW in Geneva, speaking at the March 2017 Invest in Canada Basel event on life sciences.

Georges, you spoke at an Invest in Canada event on life sciences organised by the Canadian Embassy, in Basel, on 14 March 2017. What were the context and aim of the event?

A. The Government of Canada is committed to making Canada a global innovation leader in health and life sciences. Both in Canada and at a global level, healthcare is in the midst of a transformation that encompasses critical shifts in the way health services are designed, delivered and financed. The delivery of medical services is moving from a centralised, institutional framework to a more decentralised and dematerialised model where the patient's physical presence will not be required for diagnosis and/or treatment.

The purpose of the Basel event was to show the concrete steps Canada has taken in the fields of virtual health, proactive health, personalisation and disintermediation. Participants were given the opportunity to hear from Canadian and Swiss experts in the field, including Brendan Byrne, Chief Innovation Officer at Telus Health, a Canadian company leading the way on the use of information to achieve better health outcomes. Presentations focused on the relevant tax incentives in Canada and on how to create strategic partnerships with Canadian businesses. Swiss business leaders and policymakers had the opportunity to connect with Canadian business leaders and representatives of the Embassy and the Canadian provinces during a networking lunch and one-on-one B2B meetings.

Bioinformatics is one of the cornerstones of these developments. What are bioinformatics about and what are the most common contractual structures for bioinformatics collaborations?

A. In a nutshell, bioinformatics applies computer technology to the understanding of biological data. From a legal and business perspective, bioinformatics collaborations can take several forms, from complex joint ventures, strategic partnerships and alliances, including joint development and

collaboration agreements, at one end of the spectrum, to technology transfers, software and intellectual property licences, and consultancy (e.g. scientific advisory) contracts, at the other end. While these contractual structures are not unique to bioinformatics collaborations, they will have to be tailored to the specificities of any given bioinformatics arrangement or transaction. Put differently, this is hardly a sector for a «one-size-fits-all» approach.

What advice would you give to a company wanting to enter into a bioinformatics collaboration?

A. The field of bioinformatics continues to evolve rapidly, while legal rules, doctrines and practices attempt to catch up. Bioinformatics law presents complex legal issues, including information (e.g. patient and subject data) security and privacy, informed consent and public health surveillance. Databases containing the accumulated genomic data of the research community are growing at an overwhelming pace. Any person contemplating a bio-informatics collaboration will be well advised to understand the legal issues arising in connection with software tools for computational biology, including the procurement and licensing of commercial software systems, in-house and contracted software development, and open source software. Other key considerations of a bioinformatics deal relate to financing, exclusivity, warranties and indemnification, testing and acceptances, access to source codes, non-competition, payment terms, liability, record keeping and audit rights, term and termination, confidentiality and assignment. Novice players and start-ups can often be vulnerable due to lack of legal know-how. They should ensure to obtain expert advice on the legal implications of a contract before it is signed. As in healthcare, prevention is better than cure.

Bioinformatics law presents complex legal issues, including information (e.g. patient and subject data) security and privacy, informed consent and public health surveillance.



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NEUCHÂTEL JUNIOR COLLEGE

Neuchâtel Junior College celebrated its 60th anniversary in 2016 with a formal ceremony and reception in its hometown of Neuchâtel, and a spectacular après-ski themed gala in Toronto, where we welcomed members of the vibrant NJC community from Canada, Switzerland and beyond. The increased engagement of our community around this occasion has led not only to these fabulous events on both sides of the ocean, but an undeniably positive buzz about our extraordinary school.

Since Neuchâtel Junior College's inaugural 1956-1957 year with founder Leonard Wilde, over 5,000 alumni have graduated from our pre-university program. We continue to be guided by our purpose of igniting a lifelong sense of adventure, courage and purpose, through this extraordinary, immersive education. We look forward to welcoming our 62nd class of bright, inquisitive minds to Neuchâtel this coming September 2017. We are proud to endure as one of the most unique educational institutions on the planet, and the intercultural education and experience that our students receive is invaluable.

Neuchâtel Junior College is honored to be affiliated with the Canadian-Swiss Chamber of Commerce in this, Canada's 150th anniversary year of Confederation. It is through such partnerships that we further strengthen the relationship between our host and home countries.

Contact Neuchatel Junior College:

www.njc.ch

www.facebook.com/neuchateljuniorcollege



SYLVAIN MORIN

Consultant en communication-marketing, Sylvain car-bure aux résultats et apporte des solutions réalistes qui font avancer les entreprises. Sa grande polyvalence et ses 25 années d'expérience alimentent sa vision marketing 360° et son approche est axée sur des stratégies concrètes et pertinentes.

- Stratégie de communication intégrant média sociaux, numériques et traditionnels
- Développement et refonte de site web
- Conception et management de promotions et d'événements
- Recommandation de solutions marketing pour maximiser les investissements

Sylvain est membre de la Chambre de Commerce Canado-Suisse depuis plusieurs années.

«J'apprécie particulièrement le réseautage qui me permet d'élargir mon réseau de contacts en Suisse et de générer de nouvelles opportunités.»

Tout récemment, il a contribué directement à la refonte du site web de la Chambre de Commerce Canado-Suisse et au choix des solutions marketing qui facilitent la gestion des événements de la chambre.

Contact Sylvain:

sylvain@concretisateur.com



HOCKEY NIGHTS, ARE ALSO A GREAT CLIENT RELATIONS OPPORTUNITY

Every year, the Canadian-Swiss Chamber of Commerce organizes a series of hockey nights in Geneva, Zurich and Bern, for our members and their clients or friends. Over 80 people participated in this year's hockey nights in Zurich and Geneva.

Evenings start with dinner, followed by a hockey match with shared excitement and experiences. The evening offers excellent networking opportunities, while supporting your local team.

Individual or Corporate members may consider inviting their clients to these events, to deepen relations or express thanks!

We thank again Nexell for their sponsoring of the January 2017 hockey evenings.

This activity will resume with the 2017-18 hockey season. For details, please see our website www.canswiss.ch, news mails or contact Alexandra Saint-Léger at saintleger@canswiss.ch



CHAMBER EVENTS

Our flagship events are our luncheon and dinner conferences, which feature distinguished guest speakers or expert panels from both the private and public sectors.

The Chamber also organizes annual dinners, social events, a Golf tournament and Holiday receptions.

The annual Daffodil Spring Cocktail, organized in partnership with other Associations and Chambers, is a highly appreciated event allowing members to further expand their networking channels. This Spring Networking event has been held annually since 2013 in Geneva. Happy Hours and wine tastings are organised in Zurich.

Hockey nights in Zürich, Geneva and Bern are memorable events for our numerous participants

SUMMER 2016 TO SUMMER 2017 EVENTS

🇨🇦 On July 1st 2016 we celebrated **Canada** day in the presence of Canadian Ambassador Jennifer McIntyre, with a well-attended luncheon at the Mandarin Oriental Hotel in Geneva. Ambassador McIntyre entertained us with her very personal and informative style, on current events, policy focus and the very positive momentum enjoyed by Canada on the international scene. The audience sang Ô Canada in a Franco/English version with much enthusiasm.

🇨🇦 Le 17 septembre 2016, la Chambre de commerce canado-suisse a organisé à nouveau son **Trophée annuel de golf** au magnifique Club de Golf de Vuissens, situé dans le district de la Broye du canton de Fribourg. L'évènement a réuni des dizaines de participants en provenance de toute la Suisse, pour une excellente opportunité de réseautage et de rencontres tant pour nos membres que leurs amis, clients et invités. L'évènement s'est déroulé sur toute la journée, avec le tournoi de golf, un concours de 'putting', un cocktail émaillé de discours et remises de prix et enfin le dîner en soirée.

🇨🇦 On September 24, Canada was the host of honor at the **2016 Festival du Raisin de Féchy** (the Grape Festival) in Féchy, in Canton Vaud. The Canadian Ambassador to Switzerland Mrs Jennifer MacIntyre was present with her family, giving a lively and informative speech on Canadian wine growing, which surprised many guests unaware of this production. Four typical grape varieties of Canada were planted in the dedicated « Vigne du Monde » of Féchy. The Canadian-Swiss Chamber of Commerce was present at the festivities, presenting the Chamber and encouraging interested visitors to join.



🍁 On November 10, the Chamber had arranged a group attendance at a memorable Concert of **Canadian Soprano Measha Brueggergosman** at the Bâtiment des Forces Motrices in Geneva. Several members attended the concert and cocktail.

🍁 The November 11 **Wine tasting event** at Cave du Palais in Geneva was as always a great success.

🍁 The **Annual Holiday reception** was held on November 26, again this year in the magnificent rooms of the Hôtel du Peyrou in Neuchâtel. The evening was once more beautiful. A few lucky participants won a contest for airline tickets offered by our Gold sponsor Air Canada.

🍁 The Chamber's new year opened on January 12 2017 with a **Roundtable Discussion on The future of trade policy**: Canadian (and other) perspectives on the US election results organised with the Graduate Institute in Geneva (HEID, Institut de hautes études internationales et du développement). The event was organised by the Graduate Institute's Centre for Trade and Economic Integration in partnership with the Permanent Mission of Canada to the WTO and the Canadian-Swiss Chamber of Commerce. Georges Racine, Partner at Holman Fenwick Willan Switzerland LLP and then President of our Chamber, moderated the Round Table Discussion.



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We heard the views and insights of the Honourable John Manley, P.C., O.C. President and Chief Executive Officer of the Business Council of Canada ; H.E. Amb. Harald Neple, Ambassador and Permanent Representative to the WTO and EFTA, Permanent Mission of Norway ; Ms. Arancha González, Executive Director, International Trade Centre ; Tibère Adler, Avenir Suisse, Director for French-speaking Switzerland; and Richard Baldwin, Professor of International Economics at the Graduate Institute Geneva and President of CEPR.

🍁 January and February saw our **Hockey nights** in Geneva and Zürich: Over 80 participants joined for the lively Hockey Nights. The evenings kicked off with dinner, followed by a match of the Aigles in Geneva and the Lions in Zurich. It was an excellent networking event while supporting the local teams.

The Canadian-Swiss Chamber of Commerce will resume this activity with the next 2017-18 hockey season. Details will be communicated via the Web site and newsletter. Thank you again to Nexell for their sponsorship of these two events.

Spring opened with our **5th Daffodil Spring Cocktail**, held this year on May 4th at the Société de lecture in Geneva. Over one hundred guests sought the event again this year, joining from our Chamber and several sister Chambers, for a unique networking and information sharing opportunity.

On May 10 Corporate member **Bombardier** hosted a **very successful event in their Zurich offices**, for a Company presentation on «**Insights into the future of mobility**». More than 50 attendees from across Switzerland were presented with an overview of the operations of Bombardier in Switzerland and provided with a tour through their testing facility. The event was followed by an apero hosted by Bombardier.



L'Assemblée générale annuelle de la Chambre s'est tenue le 18 mai, suivie d'une réception à la Mission permanente du Canada auprès des Nations Unies / The Annual General Meeting of the Chamber was held on May 18 at the Permanent Mission of Canada to the United Nations, followed by a reception.

On June 6, **Canadian Universities Alumni** joined for Summer Drinks at the Rathaus Café & Bar in Zürich (see Box)

On June 23rd The Chamber, in partnership with sister Chambers and the NextGen organisation, invited members to join the **Next-Gen CH Event in Zurich**. This large event is a joint initiative of 11 chambers of commerce in Switzerland with around two hundred participants, all young professionals. It was hosted this year by PWC in Zürich and featured Paolo Gallo, of the World Economic Forum, as guest speaker introducing his recently published book "The Compass of Success: The rules to win while remaining free". The key note address was followed by Q&A, an open-mic session, speed-networking and apero.

On June 27, we joined again in Zürich for a lively and stimulating talk on **«Investing in Canada: Market Opportunities in a Global Context»** with **Brian Belski BMO's Chief Investment Strategist** (see Box). The presentation and Cocktail Reception were held at the Haus zum Rüden in Zürich with the highly appreciated sponsorship of Corporate member BMO.

UPCOMING EVENT:

The Chamber's Annual Golf Tournament will be held on September 1st, 2017 at the beautiful Vuissens Golf Club in Canton Fribourg. Find details and registration links at www.canswiss.ch or contact Alexandra Saint-Léger at a.saintleger@canswiss.ch.

Canadian University Alumni Summer Drinks in Zurich on June 6, 2017.

Canada 150 in Zurich – A Pan-Canadian University Alumni Event

On June 6th, 2017, two hundred and fifty Canadians and friends of Canada met up in Zurich at the Rathaus Café to celebrate Canada's 150th Anniversary of Confederation. Jennifer Fraser and Fiona Kenyon, Co-Presidents of the McGill University Alumni Association in Zurich organized the event. Air Canada served as corporate sponsor, donating two round trip tickets to Canada as a door prize. The Canadian Embassy in Bern generously provided Jackson Triggs wine for the event, allowing participants to sample a taste of home. The organisers were also delighted to have the Canadian – Swiss Chamber of Commerce as a partner for the event.

Jennifer and Fiona began planning the event back in January. Originally intended as a networking event for McGill Alumni and their partners in Zurich, the event breadth quickly snowballed to include all of Switzerland and 35 Canadian Universities and several partners. Jennifer and Fiona contacted every University coast to coast from UBC to Memorial University and asked each Alumni Relations Officer to promote the event. The event even caught the attention of CBC Radio in Ottawa, who interviewed the organizers on the morning of the event!

The organizers only had one concern – the weather. Happily, the weather also cooperated as the rain stopped and the sun appeared just as the first few guests arrived.



«Investing in Canada: Market Opportunities in a Global Context»

On June 27, 2017, Brian Belski, Chief Investment Strategist at BMO Capital Markets, presented his financial markets outlook at a well-attended event sponsored by BMO in Zurich. Belski is one of the most followed investment strategists for the US and

Canadian markets. He describes himself as a 'common sense kid from Minnesota' and says he prefers rigorous analysis to gloomy rhetoric. That led him to make a bold bet on Canadian stocks late 2015, to outperform the S&P 500 and indeed, the TSX index reached new highs in 2016.

In June 2017 he sees things differently. Market strength, he told the CSCC audience, will come from the US. Canada's fortune is tied to the US, so it is still positive but the US engine is more powerful. Taking the long view, he still believes in a bull market, with likely bumps in 2017. Growth over the next 3-5 years will be dominated by earnings and cash flows from North American companies. In Canada, it would be wise to overweight Financials, Industrials, Materials. Banks are strong in Canada- less regulation, high yields, and large scale organisations. Belski shared his view that Telecom services companies are better positioned in Canada than in the US.

He left us, after an entertaining talk and lively Q&A, with his preferred investment style at the moment : value investing, large caps, active trading. A cocktail offered by BMO concluded the event, held in the beautiful setting of Haus zum Rüden in Zurich.





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