



Program (subject to changes)

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**Vision: A friendship forum to boost the bilateral relations between the United Arab Emirates and Switzerland by establishing more framework agreements, creating more partnerships, promoting more student and research exchange, developing business in new areas as cleantech, health and public transport and supporting projects in the field of culture, sport and tourism.**

**Emirati – Swiss Friendship Forum 22 and 23 June 2011 in Lausanne**  
*Transfer of Innovation into Society and Business*

Switzerland's knowledge-based economy has a highly developed service sector, led by financial services and manufacturing industries that specializes in high-technology, knowledge-based production. Innovation is a key factor for its development and progress.

The economic strategy of the United Arab Emirates forecasts its transformation from an oil-based into a knowledge-based economy.

The Swiss-Emirati Friendship Forum on 22 and 23 June 2011 in Lausanne will:

- ✓ focus on the theme "Transfer of research and development into society and business"
- ✓ exchange views about knowledge-based economies
- ✓ discuss innovation in cleantech, energy, design, health, management, hospitality, food industry and sport
- ✓ offer opportunities for new business and other contacts
- ✓ open an exhibition about "Late Sheikh Zayed, Founder of the UAE, in Switzerland"

## 22 June 2011

### Event 1

#### Opening Ceremony of the Swiss - Emirati Friendship Forum Lausanne 2011

Under the Patronage and in the Presence of H.E. Pascal Couchepin, Former President of Switzerland, and H.H. Sheikh Dr Sultan bin Khalifa al Nahyan, Advisor to the UAE President

On behalf of the Government of the Canton of Vaud

Sponsors: **Mercuria and CERT** (Centre of Education, Research and Training Abu Dhabi)

Location : EPFL (Ecole Polytechnique Fédérale de Lausanne – Swiss Institute of Technology Lausanne) – Lausanne/ Switzerland

TV Broadcast: Live through Internet

09.30 a.m. **Registration, coffee and tea at EPFL Rolex Learning Center or Hotel Starling at EPFL Lausanne**

10.00 a.m. **National anthems of Switzerland and the United Arab Emirates**

Welcome address by Mr. Jacques Perrin, President of the Swiss- Emirati Friendship Forum 2011 Lausanne (5')

Welcome address by H.E. Obaid al Zaabi, UAE Ambassador to the International Organisations, Geneva (5')

Welcome address by H.E. Jean-Claude Mermoud, Member of the Government of the Canton of Vaud (5')

**Musical interlude – with Photos about the Wadis and Deserts in the UAE, by Swiss Photographer Michel Roggo**

#### **I. Emirati – Swiss Friendship Forum Session**

Reporting Session by Mr. Urs Stirnimann, H.E. Badria al Mulla and Mr. Urs Oberlin, ESFF Advisory Board

#### **Action Plan 2011/2012 – Signing Ceremony**

Short Statements by Co-Honorary Chairmen H.E. Pascal Couchepin and H.H. Sheikh Dr Sultan bin Khalifa al Nahyan

**Musical interlude - with Photos about the Wadis and Deserts in the UAE, by Swiss Photographer Michel Roggo**

10.40 a.m. **II. Session: Transfer of Research and Development into Society and Business**

#### **Keynote speakers**

- Prof. Patrick Aebischer, President of EPFL (10')
- H.E. Abdulrahim Hasan Naqi, Secretary General of Federation of GCC Chambers (10') (speech in Arabic)
- H.E. Bahaa El Attar, Secretary General of Arab-Swiss Chamber of Commerce and Industry (10')

11.15 a.m. **Panel-Discussion, "From Research to Innovation to Start-ups to Multinationals: a Continuum by Example"**  
*moderated by Dr. Adrienne Corboud-Fumagalli, EPFL Vice-President*

- Mr. Daniel Jaeggi, co-founder of Mercuria Energ., Group Vice-President and Head of Trading
- Prof Maher Kayal, EPFL (Micro-Beamer, Prix PERL 2011/ Science, publications and start-ups)
- Mr. Junien Labrousse, Executive Vice President, Products, Logitech Europe
- Dr Fred Moavenzadeh, President MASDAR Institute, Abu Dhabi

**Musical interlude**

11.50 a.m. **Conclusion**

H.E. Wolfgang Amadeus Bruehlhart, Swiss Ambassador to the UAE, Abu Dhabi

3 Minutes Walk from EPFL Rolex Learning Center to Starling Hotel

12.30 p.m. **Buffet Lunch – Starling Hotel, EPFL – Lausanne Campus**

Sponsor: **Bankers Association of the Canton of Vaud**



**Event 2**

**EPFL - A Key Enabler in the Arc lémanique - UAE-Swiss Research Day (I)**

Under the Patronage of H.H. Sheikh Nahyan bin Mubarak al Nahyan, UAE Minister of Higher Education and Scientific Research, and H.E. Didier Burkhalter, Swiss Minister of Interior (tbc)

- Location : EPFL  
Sponsor: **CERT Abu Dhabi**
- 01.30 p.m. **Guided Tour of EPFL and Techno Park**
- 02.00 p.m. **"EPFL 360°: The place, where it all starts and, where it all converges"**
- Prof. P. Aebischer, EPFL
  - Prof. P. Gillet , EPFL research and the grand challenges of society
- 02.45 p.m. **EPFL and the UAE UNIGE and the UAE**
- Dr. F. Vigliotti : A two-way bridge for graduate research between Switzerland and UAE
  - Prof. M. Andersen : comfort and technologies (from the individual's needs to cleantech)
  - Prof. F. Porté-Agel : renewable Energies when wind secures the energy
  - Prof. Y. Flückiger (UNIGE): UNIGE-UAE relations and future projects
- 04.00 p.m. **Session I - Poster session, (Only for students)**

**Event 3**

**Workshop "Innovation and Education in Sport"**

Under the Patronage of H.H. Sheikh Hazza bin Zayed al Nahyan, Vice-Chairman of Abu Dhabi Executive Council

- Location : EPFL
- 04.00 p.m. Introduction by René Stammach, President of Swiss Tennis, Executive Member of the Board of Swiss Olympics; Member of the Advisory Board of the Emirati- Swiss Friendship Forum
- "Innovation and Education in Sport"**
- Panel-Discussion, moderated by Didier Brun, Publisher, Newspaper "Sport 360", Abu Dhabi
- Mr. Christophe Dubi, Director Sport I.O.C., Lausanne
  - H.E. Mohamed Khalfan Al Rumaithi, President of the UAE – Football Association (tbc)
  - H.E. Mohamed bin Sulayem, President of Automobile and Touring Club of UAE and Vice-President of FIA
  - Mr. Claude Stricker, Director, AISTS, Lausanne
  - Mr. René Stammach
  - Mr. Walter Loser, Brillantmont International School, Lausanne
- Questions and answers
- 05.30 p.m. End – transfer to hotel

**Event 4**

**Workshop "Innovation in Design – What impact on business?"**

Location : ECAL (University of Art and Design)

- 04.00 p.m. Pierre Keller , Director, ECAL
- Prof. Peter Di Sabatino, Dean of the American University of Sharjah
  - Mr.. Rashid bin Shabib (tbc) Editor of Brownbook, Dubai
- 05.15 p.m. Questions and answers
- 05.30 p.m. End - Transfer to hotel

**Event 5 : Sport Gala Dinner on "Lac Léman"**

Under the Patronage of H.E. Jean-Claude Mermoud, Minister of Economy and Sport of the Canton of Vaud, and H.H. Sheikh Hazza bin Zayed Al Nahyan, Vice-Chairman of Abu Dhabi Executive Council and

In the Presence of H.E. Jacqueline de Quattro, Minister of Environment and Security of the Canton of Vaud

- Location: On the boat "La Suisse", touring on Lake Lemman
- 07.45 p.m. **Meeting Point Ouchy - CGN port of embarkation**  
Arrival of the guests – Welcome Drink
- 08.15 p.m. **Welcome Address by H.E. Jean-Claude MERMOUD, Minister of Economy and Sport of the Canton of Vaud**
- 08.30 p.m. **"Sport as a Global Linking Catalyzer between Nations"**  
by **H.E. Adolf Ogi**, former "Special Adviser on Sport for Development and Peace to the UN General Secretary" and former President of Switzerland
- 08.45 p.m. **Gala Dinner**
- 10.15 p.m. **Swiss-Emirati Friendship Forum 2011 Lausanne Awards to the Sponsors of the ESFF Forum Lausanne**
- 10.45 p.m. **End & transfer to the hotels**



**23 June 2011**

**Event 2 (continuation)**

**UAE-Swiss-Research-Day (II, III)**

Location: EPFL

08:15a.m. **Session II : Sustainability by Design**

- EPFL student (Organicité) – 2 projects
- AUS student (joint studio) – 2 projects
- EPFL student : Minergie for tropical climates
- UAE student or researcher on similar topic
- UAE student or researcher on similar topic
- UAE student or researcher on similar topic

10:30a.m. **Session III : Engineering and Outreach for Sustainability**

- UAE student
- EPFL PhD student of M.Kayal
- UAE student
- UAE student
- UAE student
- EPFL PhD student F. Porté-Agel
- UNIGE student

Afternoon **Conclusions**

**Event 6**

**Emirati-Swiss Business Breakfast**

Location : Starling Hotel – Breakfast Area

08.00 a.m. Individual meetings between Swiss and Emirati Business people

10.00 a.m. End

**Event 7**

**Second Emirati-Swiss Business Women's Roundtable**

**In the Presence of H.E. Jacqueline De Quattro, Member of the Government of the Canton of Vaud**

Sponsors: Switzerland Tourism, Stebler AG

Location : Starling Hotel

08.00 a.m. Welcome Addresses by Mr.s. Barbara Rigassi and H.E. Jacqueline De Quattro

08.15a.m. « **How to bring innovation into business ?** »  
Dr. Adrienne Corboud Fumagalli, EPFL Vice-President

09.15a.m. Workshop / Discussions: Results of launch event in Abu Dhabi, on 7/8 November 2010 in Abu Dhabi, successful cooperation (stories)

10.00 a.m. End

**Event 8**

**Workshop "How can I do business in the UAE?"**

**Under the Patronage of H.E. Sheikha Lubna Al Qassimi, Minister of Foreign Trade of the United Arab Emirates**

Location : Starling Hotel

Sponsors : **Emirates NBD, RAKIA, Elite SA, Sarasin Bank**

10.15 a.m. Welcome Address by Mr. Chris Watts, Director of Swiss Business Hub GCC

**"How can I do business in the UAE?"**

Keynote speech by Dr. Khater Massaad, CEO, RAK Investment Authority (RAKIA)

**Panel discussion** moderated by Mr. Chris Watts

- H.E. Badria al Mulla, Chairperson of IeBG
- Urs Stirnimann, Executive Director ESFF
- Mr. Gary Dugan, Economist-Emirates NBD
- Mr. Ziad Salloum, Legal Consultant - Salloum Advocates & Legal Consultants

Questions and answers

11.45 a.m. End

12.00 noon Lunch at the Starling Hotel

**Event 9**

**Workshop: "Investment, Industry and Finance/Banking"**

**Under the Patronage of H.E. Johann Schneider- Amman , Swiss Minister of Economy**

Location : Starling Hotel

Sponsor : **Swiss Bankers Association**

10.15 a.m. Welcome Address by Jakob Schaad, Head of Financial Markets International, Delegate of the Swiss Bankers Association

**"Location Switzerland"**

Keynote Speech by Jean-Luc Cornaz, Location Switzerland

**Panel discussion**

moderated by Bernard Rüeger, Chairman of the Chamber of Commerce of the Canton of Vaud, CEO of Rüeger S.A.

Questions and answers

11.45 a.m. End

12.00 noon Lunch at the Starling Hotel



**Innovation in Health, Hospitality, the Food Industry, Cleantech and Environment and Management**

Under the Patronage of H.E. Jean-Claude MERMOUD, Minister of Economy of the Canton of Vaud, and H.E. Jacqueline de Quattro, Minister of Environment and Security of the Canton of Vaud and H.E. Dr. Rashid Ahmad bin Fahed, UAE Minister of Environment and Water

**Event 10**

**Health**

- 11.00 a.m. **Visit of the Genolier Clinic,**  
Genolier  
Presentation of Genolier Group and Genolier Clinic
- 11.30 a.m. Oncology & IORT/Radiology/Orthopedic/Plastic  
Surgery
- 1.00 p.m. Lunch
- 02.00 p.m. Transfer to Lausanne
- 02.45 p.m. **Visit of the Cecil Clinic, Lausanne**  
**Presentation of the Hirslanden Group**
- Heart valves (Medtronic)
  - Prosthesis (Symbios)
  - Procreation (CPMA)
- 05.15 p.m. End – Transfer to hotel

**Event 11**

**Hospitality and Food Industry**

- Visit of **Ecole Hotelière de Lausanne,**  
Chalet-à-Gobet, Lausanne
- 12.30 p.m. Lunch  
Presentation and discussion :  
New strategies in hospitality:  
The economies of sustainability
- 03.30 p.m. Food Industry  
Presentation of Nestlé Research Centre
- 05.00 p.m. End – Transfer to hotel

**Event 12**

**“Emirati – Swiss Cultural Night” at the Beau-Rivage Palace in Lausanne**

Under the Patronage and in the Presence of H.E. Pascal Couchepin, Former President of Switzerland, and H.H. Sheikh Dr. Sultan bin Khalifa al Nahyan, Advisor to the UAE President

Location: **Beau-Rivage Palace, Lausanne**

**Exhibition “Late Sheikh Zayed, Founder of the UAE, in Switzerland” - Through the lens of Noor Ali Rashid, the Royal Photographer**

Under the Patronage of H.E. Pascal Broulis, Head of the Government of the Canton of Vaud and H.H. Sheikh Mansour bin Zayed al Nahyan, UAE Deputy Prime Minister and Minister of Presidential Affairs

Sponsor: **Falcon Private Bank Ltd, leBG and Merck Serono**

07.00 p.m. **Opening of the Exhibition**

**Exhibition “Emirati Art Four by Three” (Artists: Mr.s. Muna Abdul Al Qader, Mr.s. Mona Al Manouri, Mr.. Nasir Nasralla)**

In the Presence of **H.E. Abdul Rahman Mohamed al Owais**, UAE Minister of Culture, Youth and Community Development (tbc)

**Supported** By the UAE Ministry of Culture, Youth and Community Development and the UAE Mission in Geneva

07.15 p.m. **Opening of the Exhibition**

Followed by a

**Gala Dinner with Emirati Fashion Show and Exhibition of Fashion Models from the “Musée Suisse de la Mode”, Yverdon-les-Bains**

In the Presence of **H.E. Anne-Catherine Lyon**, Minister of Education ,Youth and Culture of Canton of Vaud, and **H.E. Humaid Mohamed Obeid al Qattami**, UAE Minister of Education (tbc)

07.30 p.m. Welcome address by **H.E. Anne-Catherine Lyon**, Minister of Education ,Youth and Culture of Canton of Vaud

Welcome Address by **Mr. Eduardo Leemann**, CEO of Falcon Private Bank - Sponsor of the Exhibition

07.45 p.m. First course

08.00 p.m. **Short speeches of Emirati personalities about “The late Sheikh Zayed’s, Founder of the UAE, visits to Switzerland”**

08.15 p.m. Second course

08.45 p.m. **Fashion Show: 40 years of Elegance Emirati Style by UAE Fashion Designer Mona al Mansouri**

Sponsors: **Emirati Businesswomen Council and Mohamed Al Suwaidi & Company**

09.15 p.m. **Desert- Emirati Sweets**

Supported: **Emirati Businesswomen Council and UAE Mission Geneva**

09.45 p.m. **Swiss- Emirati Friendship Forum 2011 Lausanne Awards to the Co-Honorary Chairpersons and Organizing Committees**

10.15 p.m. **End & transfer to hotel**