



swiss canadian chamber of commerce

 *building business links between Switzerland and Western Canada*

A Message from the new President

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On April 15, 2011, I was elected as the new president of the chamber, taking over for Thomas Amgwerd.

Thomas played a fundamental role in growing the chamber, investing endless volunteer hours representing both Swiss as well as Canadian interests and providing business opportunities for both individuals and corporations. Thomas will remain very active in the chamber, serving on our board's executive committee.

I was born in Wengen Switzerland, moved to Vancouver 12 years ago and joined the board of the SCCC in 2008. Finding ways to generate business opportunities is not only my passion but also my full time job. In this difficult economic environment, you need to be well prepared and organized to survive this extensive world-wide recession. The SCCC has a network of over 100 successful and experienced members. I highly recommend you to get involved by participating or suggesting events that are of interest to you. In this respect, our project coordinator Jacqueline Banz will contact you to arrange a short meeting or telephone call.

In the meantime, I have selected a few larger infrastructure projects that involved a significant Swiss Engineering contribution (see photos below). To find out more about these projects, just contact us or join us at one of the next events:

This Saturday, for example, at the Swiss National Day celebration in Coquitlam (see page 4) or on September 21, 2011 where we will officially welcome our new Consul General of Switzerland in Vancouver.

Looking forward to seeing you soon.

Sincerely,

Vince Sciamanna
President SCCC



1978: Grouse Mountain Tram
2010: Temporary Empire Field

2008: Peak2Peak, Whistler
2011: BC Place, New Roof

2009: Golden Ears Bridge
2012: Port Mann Bridge



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Farewell Words from Luzia Fontana

My time here in Vancouver has come to an end. Almost a year ago I arrived here - excited to be on the road for a year, full of expectations, and anxious to explore a city that I had heard so much about.

Now it is time to say thank you. It has been a great pleasure working for the Swiss Canadian Chamber of Commerce in Vancouver. Planning of and participating in a wide variety of SCCC events, building up a close relationship to our members and a close collaboration with the Swiss Consulate General and the Swiss Business Hub Canada was an extraordinary, great experience.

I would like to express special thanks to Mr. Thomas Amgwerd, Mr. Vince Sciamanna, Mr. Walter Deplazes, Mr. Stefan Aepli, Mr. Florian Gabriel, all SCCC Directors and Advisors, the Swiss Consulate namely Mr. Hans-Peter Willi and his team, and of course to all SCCC members - I enjoyed working with all of you!

Again excited, again full of expectations, and - as a Lucerne native and a Bern enthusiast - again anxious to explore a city that is as unknown to me as Vancouver was a year ago (Zurich), I say goodbye to all of you.

I would like to wish my successor Jacqueline a great time with the Swiss Canadian Chamber of Commerce and a wonderful time in Beautiful British Columbia.

Warmest regards,
Luzia Fontana



Luzia Fontana

Welcome Jacqueline Banz

As successor of Luzia Fontana, who went back to Switzerland this June, Jacqueline Banz joined the Swiss Canadian Chamber of Commerce team in May 2011.

Jacqueline finished her Masters in Marketing in 2003 at the University of St. Gallen. After having worked as Junior Product Manager at Pfizer, she decided to lead her career path in a different direction. Before taking on a new job in her preferred field, event management, she traveled for one year through Germany, Russia, Mongolia, China, Vietnam, Cambodia, Thailand, Australia, Patagonia, Argentina, Bolivia, Peru and last but not least Switzerland. With new enthusiasm and passion, she became Project Manager Events / Marketing FIFA WorldCup™ 2006 with MasterCard, before she started in February 2007 at Trendix Event Management AG.

For the last four years, she has been working as Project Manager of Corporate Events for clients such as Osec Business Networks, PwC, Booz (at the World Economic Forum in Davos), Credit Suisse, KPMG 100 Year Anniversary, Zweifel 50 Year Anniversary, Wartsila, SIX Group.

Jacqueline already lived in Vancouver in 1997, where she did an internship at Inventa Sales & Promotions. Ever since, it was her goal to come back and live "in the most beautiful city in the world" as she has stated. What started with holidays in Canada every now and then, lead into an assignment as Project Coordinator at the SCCC.

As passionate as she is to live and work in Vancouver, she is passionate about sports. In her free time she worked as a LesMills Bodycombat Instructor back home as she loves that high-cardio workout so much.

She likes all the outdoor sports such as biking, hiking or snowboarding. And if you see someone riding her bike through Vancouver's streets even when it's pouring rain, that might be



Jacqueline Banz
Project Coordinator SCCC

We are very pleased to have her here and wish her a very warm welcome. She herself is very enthusiastic about "bringing the SCCC, together with you, to a next level". Jacqueline can be reached by phone: Tel. 604 688-7947 or via email at: chamber@swissccc.com

Vince Sciamanna

The 2011 Board of Directors SCCC

Executive Committee:

- Sciamanna Vince** (new president)
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AMG Global Research Inc.
- Muggah Sean**
Borden Ladner Gervais LLP
- Downs Darren**
Deloitte

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- Aepli Stefan**
Walter Francl Architecture Inc.
- Duflon Pierre**
Andritz Hydro Canada Inc.
- Klassen Roy**
McLeod & Company LLP, AB
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Swiss Business Hub Vancouver
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City of Vancouver

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- Bissig Thomas**
University of British Columbia
- Wagner Rick**
Maxwell Floors Ltd.

Honorary Director:

- Urs V. Strausak** (new)
Consul General of Switzerland

SCCC Recent Event Photo Summary

April 28, 2011: Speaker Event on Waste & Resource Management



A group of 30 interested people got together again at UBC Robson Square and listened to the presentation of Mr. Daniel Boeni, Managing Director of the Center of Sustainable Waste and Resource Management and Managing Director of a municipal thermo-recycling operation, both in Zurich, Switzerland.

The question of how to recover aluminium, copper, gold and other precious metals from waste and save two million gallons of heating oil per year to power a nearby climate-neutral greenhouse and others related to this topic have been addressed by Mr. Boeni during his presentation on Switzerland's latest approach in waste and resource management, including latest trends in thermal recycling. The followed discussion was very interactive and participants showed great interest in this topic.

Special thanks go to our main sponsor Cleantech Switzerland and Swiss Business Hub Canada in Vancouver.

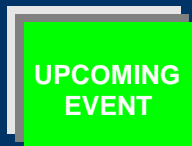
March 28, 2011: Speaker Event on "Minergie"



On March 28, 2011 we were delighted to welcome over 50 guests to our speaker event on "Minergie". With the speakers Mr. Stephan Tanner, Principal at INTEP in Minneapolis (USA) and Ms. Helen Goodland, Executive Director at Light House Sustainable Building Centre in Vancouver, the audience was impressed about the presentation and the followed excited discussion.

A special thank goes to our main sponsor Cleantech Switzerland who also provided interesting documents about their projects and work. Our thanks also go to our other sponsors - Swiss Consulate General of Switzerland, Walter Francl Architecture Inc. and Swiss Business Hub Canada - thank you for making this event successful.

Mr. Cesar Oboni, comparative decision analyst at Oboni Riskope Associates Inc. and Florian Gabriel, Swiss Business Hub Canada summarized this event in a report which can be read on page 6 of this e-Publication.



Save the date:
September 21, 2011

Summer Night Reception

You are invited to our traditional Summer Night Reception at the Residence of the new Consul General of Switzerland, Mr. Urs V. Strausak.

We are looking forward to celebrating the Summer Night Reception with him and you!

This event is an important fundraiser for the Swiss Canadian Chamber of Commerce as it includes a silent auction with items donated by our members, friends and guests. This function offers a platform to make new friends and develop business.

If you would like to contribute to a gift for our planned fundraiser event, please contact Jacqueline at chamber@swissccc.com.

A personalized invitation will be sent to our members in August.

May 13, 2011: Hydro Power Plant Tour Ashlu Creek

On a sunny Friday, a minibus with 20 people drove up to Squamish to examine the Hydro Power Plant of Ashlu Creek.

The construction started in 2006 and was completed in 2009. Mr. Richard Blanchet, Vice President Western Region - Hydroelectric Energy at INNERGEX Renewable Energy Inc. - showed the intake and the powerhouse. The attendees were impressed about the project and provided positive feedback.

Special thanks go to ANDRITZ Hydro Canada which generously sponsored this tour.

Please follow <http://bit.ly/pg6nUU> to read more about this interesting event.



Visit us at the GLOBE 2012



**Be Part of the
SWISS Pavilion**
Switzerland.

12th Biennial
Conference & Trade Fair on
Business & Environment

Convention Centre
Canada Place
Vancouver, Canada

March 14 - 16, 2012

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GLOBE 2012
Conference and Trade Fair on
Business and the Environment
VANCOUVER, CANADA
March 14-16, 2012

March 14 - 16, 2011 Vancouver Convention Centre

"Since 1990, the GLOBE™ Series of Conferences has become one of the highest-profile sustainable business summits in the world and the nexus for global networking and thought leadership on the business of the environment.

Biennially, thousands of environmental business leaders, corporate environmental managers and sustainability practitioners come together in Vancouver to explore the mutually inclusive goals of corporate sustainability and business performance.

GLOBE 2012 will offer a bold agenda in response to unprecedented developments in global environmental business policy and practice. Centered around five major themes, conference sessions will be dynamic panels where experts and audience get to react and interact on the most pressing issues. Over the years, these sessions have drawn the 'best and brightest' of the international sustainable business community, making GLOBE an outstanding networking opportunity."

Meet SCCC representatives at the Swiss Pavilion. For more information contact us. Details to follow on our website.

Source:
<http://2012.globeseries.com/>

Conference Themes

Corporate Sustainability

More and more businesses are making sustainability central to their operations to better position themselves for improved efficiency, profitability, and long-term performance.

The Future of Energy

While investments in renewable energy technologies continue to grow, fossil fuels will continue to play an important role in our energy future.

Finance & Investment

Experts from financial institutions, venture capital firms, and governments will explore the relationship between sustainable development and finance, with a focus on clean technology investment, regulation and policy, capital markets, and responsible investment strategies.

Climate Change & Carbon Management

Companies that establish effective adaptation, mitigation, and carbon management strategies will be best positioned to manage risk.

Cities: Green Buildings, Infrastructure & Sustainable Design

Leaders of some of the world's greatest cities will discuss how they are making their cities more economically, socially, and environmentally vibrant places in which to live and do business in a more sustainable fashion.

In addition, special sessions on Sustainable Retail, Water, Education & Training, Auto FutureTech, and Sustainable Tourism will be held.

Source:
<http://2012.globeseries.com/>

**MORE
EVENTS**

Saturday, July 30, 2011
Swiss National Day Celebration (non-SCCC event)
At the SCMRA Chalet (area of Coquitlam)
Special guests: "Simmenthaler Volksmusikanten" from Switzerland

October 2011 (tbd):
Speaker event on currency risk management
Vancouver

Detailed information will be provided on:
www.swisscanadianchamber.com

Light House: Putting Life Cycle Analysis Front and Centre

Located in Vancouver BC, Light House is the face of healthy, eco-friendly building, a one stop shop for information, technical assistance and friendly advice, a "voice" for consumers and an industry catalyst for government, academia and business. As Canada's market catalyst for green building, we keep our finger on the pulse of the green building economy while support businesses with a range of solutions-oriented services.

Unlike in Europe, there are no regulations in Canada which require accountability from product manufacturers for the environmental impacts of raw-material extraction, production and transportation. The magnitude of these impacts can be significant and building materials are particularly problematic. Large amounts of energy are required for the manufacture of most common construction materials such as steel, glass and concrete. For example, one ton of carbon is emitted for every ton of cement produced. By comparison, trees absorb carbon during their life resulting in many wood products being effectively carbon neutral.

Increasingly, some companies (such as Interface carpet), industries (such as the BC Forestry industry) and countries (such as France), are looking to life cycle analysis (LCA) as a standard method with which to assess and report environmental impacts. Under Loi Grenelle 2, France now requires Environmental

Product Declarations (EPDs) to be in place for a host of product categories.

The LCA process analyzes total environmental impacts of all materials and energy flows, either as input or output, over the life of a product from raw material to end-of-life disposal or rebirth as a new product. LCA is defined by ISO 14040.

Light House has been working advocates for BC's wood industry to raise the profile of LCA as a standard by which all materials can be compared objectively. This is a result of the findings of our 2009 study "Green Building Rating Systems: How Wood Fits" which was presented at the UN's Economic Council for Europe in Geneva, and at the International Timber Trade Federation Day (also in Geneva, Oct 2010). The study shows that despite significant environmental benefits, wood as a building material is not treated equitably by rating systems such as LEED, BREEAM, etc. when compared to competitive materials. Particularly, of the 18 rating systems reviewed, only a third made any mention at all to LCA.

Currently, Light House is developing a training program and suite of educational resources for manufacturers and suppliers of wood building materials to build greater understanding of LCA as a means to articulate the environmental performance of their products. In these resources, suppliers gain familiarity of LCA and EPDs as a valuable marketing advantage. These materials will soon be available on:

www.naturallywood.com

About Light House

Light House is a government-initiated, business-led organization founded in November 2005 by Simon Fraser University and Ecotrust Canada with the mission to provide businesses with the competitive advantages afforded by participation in the green building economy and to enable everyone to reap the economic, social and environmental benefits of sustainable buildings.

Since 2005, Light House has worked with over 250 organizations to bring measurable energy efficiency and environmental improvements to over 200 projects. 40,000 people have interacted with Light House's staff at our centre and at outreach events across the country and around the world. Annually, we provide practical training to over 2,000 business professionals. In 2010, we were involved with 192 events across the globe. During the Vancouver Olympics we hosted a showcase of 35 green building products, services and technologies for visiting international Cleantech VIPs at our Vancouver sustainable building centre.

Contact information:

Helen Goodland

Executive Director of Light House Sustainable Building Centre

helen@lhsbc.com

604 677 3126

www.sustainablebuildingcentre.com



"... Increasingly, some companies (such as Interface Carpet), industries (such as the BC Forestry Industry) and countries (such as France), are looking to Life Cycle Analysis (LCA) as a standard method with which to assess and report environmental impacts."

Light House Market Insights:

Existing Buildings - Addressing Performance From The Outside In
HOT OFF THE PRESS findings from two new studies:

Building Operator Scoping Study:
Who is running our buildings and how well equipped are they to handle the high performance buildings of the future?

Myths & Realities of Building Envelope Performance: a detailed study on the myths and realities of real building envelope performance in Vancouver.



**BUSINESS
NEWS**

"... This project involves building a residence with seven storeys, with the top two floors stepped back, as it is often seen in similar-sized Swiss buildings."

Swiss Architecture Arrives in Ambleside

Recently over fifteen members of the Pacific Arbour Team attended a West Vancouver Council Meeting to witness the second and third reading of a proposed Official Community Plan & Rezoning ByLaw Amendment. Pacific Arbour will be able to move forward with the development, after a fourth reading scheduled sometime in May. Project completion is forecasted for spring 2013. There has been a tremendous response from the community of West Vancouver; currently the waitlist contains over 60 applicants.

This project involves building a residence with seven storeys, with the top two floors stepped back, as is often seen in similar-sized Swiss buildings. The plan is to build 130 self-contained suites for independent seniors. There will be 5,000 square feet of retail space, and a 3,000 square foot adult education facility. Construction includes Leadership in Energy & Environment Design (LEED) Gold standard features, such as a high-performance building envelope, heat recovery strategies, reduced use of potable water and a green roof.

The adventure began in 2008, when Pacific Arbour answered a request for proposal (RFP) to develop the former Wetmore Motors site at the corner of 22nd Street and Marine Drive. Pacific Arbour was chosen from among seven applicants. Rainer Muller, Chairman & Founder, is known for providing well-designed, Swiss quality senior's housing, and is someone who is actively involved in the community. The Public Hearing held on April 4th of this year showed evidence of how many supporters were willing to speak on his behalf.

Rainer Muller originally came to Vancouver in 1988, because the area reminded him of one of his favourite places, Lake Geneva. He began developing apartment buildings and other real estate. In 1994 he reluctantly found a retirement residence for his mother on one of his trips back to Switzerland, and she grew to love it there. Rainer decided to develop a similar community in North Vancouver, and The Summerhill was completed in 2000. He celebrated the Grand Opening of The Mulberry in 2005 and is presently building "Cedar Springs" in the Parkgate Village neighbourhood in the District of North Vancouver with an estimated opening date of May 2012.

When it came to finding a schematic architect for his Wetmore Project, Rainer chose Walter Francl Architecture Inc. Stefan Aepli, a member of the Swiss Canadian Chamber employed by Walter Francl, is the Senior Architect for the project. A piece of trivia interesting to note is that Stefan also attended the Swiss Federal Institute of Technology in Zurich, just like Rainer, and shared the same professor. The two Swiss-trained architects didn't actually meet until they both moved to Vancouver!

Rainer, who shuttles regularly between Zurich & Vancouver, was excited to find a Swiss architect, as they are specially trained to save energy by choosing appropriate building design & construction materials. Rainer does not work as an architect while he resides in Vancouver. Instead, he is investing in Canada through his company Pacific Arbour, and yet still maintains influence over the design of all of his retirement communities based on his past experience as a designer, builder & operator of award-winning retirement residences.



Rainer Muller, Chairman & Founder with Peter Gaskill,
President, at the Public Hearing April 4th
(printed by permission from Cindy Goodman, North Shore News)



Walter Francl with Stefan Aepli hard
at work on the Wetmore schematics

Walter Francl's design work and efforts in sustainability have been recognized both provincially and nationally. In 2010 the company received two awards from the Globe Foundation for LEED Platinum and Silver projects related to the Olympic winter games in Vancouver and by two Lieutenant Governor awards for work completed in Vancouver in 2010. Interested in building since he was a child, Walter Francl studied structural engineering and then enrolled in architecture. He worked for James Cheng before pursuing a master's degree at Harvard University. Back in Vancouver, he worked for the firm that would later become Stantec, and then launched his own practice.

Rainer also works with Besharat Friars Architects, whose philosophy is based on providing contextual regional design through a socially conscious and environmentally sensitive approach to the profession of architecture for people and communities.

Rainer is a member and sponsor of the Swiss Canadian Chamber, and also supported the 27th Annual Pacific Coast Singing & Yodelling Festival, held June 23-26th, 2011 at the Chan Centre of UBC. It is important to note that he has one gigantic cowbell decorating his office and at least two more at home. How else could he celebrate all the milestones and successes that Pacific Arbour has experienced in the last several years?

For more information please contact:

Rainer Muller, rainer@pacificarbour.ca, 604 408-5811
www.pacificarbour.ca / www.seniorsonmarine.ca

A Global Foreign Exchange Outlook

Last couple of weeks brought good tidings for the Canadian economy with strong figures in the housing sector and job market conditions topped by positive forecasts from the Bank of Canada. These positive readings caused the greenback to fall at fresh multi-year low. The prices of commodities and oil are ticking higher once again, and this will continue to help the **Canadian loonie**.

With Canadian jobs on the rise and a stronger housing sector across the country there is room for more gains.

A reversal in the positive atmosphere in Europe could weaken the Canadian dollar.

The **Euro** finally got some encouraging news at the European Summit. The comprehensive plans for Greece sent it higher. The coming weeks consist of key employment and inflation figures, as well as more reactions from the credit rating agencies and the bond markets. Merkel, Sarkozy and their colleagues decided on a new bailout package for Greece, including longer maturities, lower interest rates and some private sector participation, which is actually a default. At least for now, some stability can be expected. At the beginning of this week, the Euro has a potential to rise, as the talks about raising the debt ceiling are stuck in Washington.

The **Swiss franc** rode on global fear in the past months. The US debt ceiling still needs to be addressed, and the European debt crisis isn't fully resolved, but the EU summit made positive progress. The overvalued Franc retreated, and could continue to do so with an announcement of a deal in the US. At least for now, the hopes in Europe are enough to push the Franc lower. Also at the current levels, the strength of the Swiss franc weighs on the Swiss economy.

The first release of GDP for Q2 will draw a lot of attention in the upcoming week. The **British pound** enjoyed the relief rally last week after the positive result of the European summit. But also a rise in local retail sales helped cable move higher. A wider indicator of the economy is awaiting us now. Despite the European relief and the relief about no second round of quantitative easing in Britain, the situation isn't too good. The figures that were published throughout Q2 will likely be reflected in weak growth. If negative growth is reported, there is lots of room for falls.

Against the will of Japanese policymakers, the **Yen** is strengthening. Retail sales, inflation data and household spending are just a few of the events awaiting currency traders this week.

The failure to cut a deal around the debt ceiling in the US will weigh on the Japanese Yen. This is the key for the coming week.

The **Aussie dollar** finally broke out of the wide range and pushed forward to higher ground. The upcoming week features key inflation figures – keys for the next rate moves. With the big relief in Europe, and despite the slowdown in China, the Aussie still has some room to rise. Prospects of a rate hike are the key for future gains, and this depends on the inflation figures this week.

To learn how ScotiaMcLeod can assist with all your hedging needs and your investment objectives, please contact:

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Testamentary Issues for European Expats

Being an expatriate in Canada can be an exciting and refreshing opportunity.

One aspect that is often overlooked, especially for longer stays, is proper estate planning around wills, enduring powers of attorney and personal directives for both death and incapacity planning.

Each country has its own laws on estate, family and tax matters and these do not necessarily coincide or work well together. For example, many countries of Continental Europe like Switzerland have a concept called "forced heirship" meaning

that the law determines which family members receive what share of your estate, regardless of what your will may or may not say. If you had real estate in Switzerland but a Canadian will, the laws of Switzerland may very well override your Canadian will creating unexpected expenses, taxes and further grief for your family.

Of course, not all is lost as there are excellent opportunities for planning, especially if done sufficiently in advance of a move to Canada (or Switzerland) as the case may be.

For more information please contact:

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- Mulvehill Creek Wilderness Inn
- Nespresso / Nespresso Boutique
- Oboni Riskope Associates Inc.
- Pacific Alps Management Ltd.
- PI Financial Corp.
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- Smixin
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- Swiss Business Hub Canada
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- Thibodeau Architecture + Design
- UBS Canada
- URANG Gmbh - Umwelt Perspektiven
- Vancouver Economic Development Commission
- Vifor Pharma / Galencia AG
- Walter Francl Architecture Inc.

New SCCC Business Members

BUSINESS

www.rbc.ca



www.hcbc.ca



BUSINESS ENHANCED

www.vancouvereconomic.com



www.deloitte.ca



www.greenorbis.ch



Upgraded to BUSINESS ENHANCED

www.osec.ch
Swiss Business Hub Canada



Application:

If you are not a member yet and would like to take advantage of many of our benefits, please join us!
www.swisscanadianchamber.com

All our Business Members are listed on our website!

Business

www.swisscanadianchamber.com/biz3.htm

Business ENHANCED

www.swisscanadianchamber.com/biz2.htm

Business ELITE

www.swisscanadianchamber.com/biz1.htm

SCCC Business Enhanced Sponsors

A special thank you to the following, generous SCCC sponsors. We highly appreciate your support.




Melissa Lo
August 14, 1969 - July 12, 2011

Unable are the loved to die.
For love is immortality.
-Emily Dickinson

It is with immense sadness, that I attended the funeral of Melissa Lo two weeks ago. On July 12, 2011, Melissa passed away at the young age of 41, only 5 weeks after being diagnosed with cancer.

Many of you had contact with Melissa throughout her 18 years of employment with me, especially during the 2 terms when I served as president of the SCCC. Melissa has always been supportive to our members and demonstrated great initiative in helping us achieve our goals. We will dearly miss Melissa and keep her in best memory. Our heartfelt condolences go out to Melissa's husband Ray, their 8 year old daughter Emma, her parents and her brother.

Thomas Amgwerd