

Swiss Canadian Chamber of
Commerce (B.C.) Inc.
790-999 Canada Place
Vancouver, BC, V6C 3E1
Canada

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swiss canadian chamber of commerce
 *building business links between Switzerland and Western Canada*

Happy Holidays!

Dear distinguished members of the Swiss Canadian Chamber of Commerce,

The year after the Olympics was a busy year for our growing Chamber. Here a few selected highlights:

- We elected a new Board of Directors with three new Directors and a New President
- The Swiss Business Hub opened an office in Vancouver and together we organized three events related to the Green and Cleantech Industry
- Beginning of the summer, Jacqueline Banz took over from Luzia Fontana to coordinate all our activities
- We successfully added 27 new members
- Together with one of our members we organized an event on the hot topic of currency risk management
- The main highlight for this year was definitely the Late Summer Reception at the residence of the new Consul General of Switzerland, Mr. Urs V. Strausak and his spouse Ms. Martina Feil

2012 will start with one big event: The GLOBE 2012 Conference & Trade Fair on Business and the Environment. Switzerland will have the largest European pavilion and we will be organizing a full week of interesting side events related to Swiss Green and Clean Technology solutions.

After GLOBE we will be involved with the Geneva Congress on Energy Security and plan to organize our AGM at the end of April.

Before we start the new activities we would like to take this opportunity to thank you for your loyalty and your great commitment to our Chamber of Commerce and wish you and your family a wonderful Holiday Season, great health, good luck and success in the New Year.

Sincerely,

Vince Sciamanna
President SCCC

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UPCOMING
EVENTS

New SCCC Members

BUSINESS ENHANCED MEMBERS



BUSINESS MEMBERS



TIFFANY & Co.

PERSONAL MEMBERSHIP

3 new personal memberships

All our Business Members are listed on our website!

Business ELITE
www.swisscanadianchamber.com/biz1.htm

Business ENHANCED
www.swisscanadianchamber.com/biz2.htm

Business
www.swisscanadianchamber.com/biz3.htm

Not yet a member? Join now!
www.swisscanadianchamber.com

Upcoming Events

December 20, 2011

Wine & Cheese Pre-Xmas Cocktail (RSVP)
Borden Ladner Gervais LLP, Vancouver, BC

March 14-16, 2012

GLOBE 2012, Environmental Conference
Convention Centre, Vancouver, BC

April 4-5, 2012

International Congress on Energy Security
International Conference Center Geneva, Switzerland

For more information:

Please contact chamber@swissccc.com
or visit www.swisscanadianchamber.com



Invitation

Wine & Cheese Event
Pre-Xmas Cocktail 2011

Tuesday, December 20, 2011
Borden Ladner Gervais LLP
5:30 PM to approx. 7:30 PM

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Upcoming Events

GLOBE 2012

March 14-16, 2012, Vancouver

GLOBE 2012 will be the 12th event in one of the world's largest and longest running event series dedicated to business and the environment. Every two years, the world gathers in Vancouver for three days of thought-leading sessions presented by world-renowned sustainability experts, for the opportunity to see leading-edge environmental innovations, and to participate in unparalleled global networking opportunities alternative energy sources, air quality management, energy efficient vehicles, green building products, solid waste management and recycling and a lot more. Switzerland will be present with the largest European pavilion on site.

In cooperation with the GLOBE Foundation and the Government of Canada, SCCC will give participants networking opportunities by organizing attractive side events on-site as well as off-site. If you're interested in getting concrete insights in how Canadian business is conducted by participating in organized events, if you'd like to network with Canadian and Swiss decision makers and need opportunities for private talks, join the side events including the clean leader summit. Sponsoring opportunities are available. For further information contact us or visit www.swisscanadianchamber.com for updates.



INTERNATIONAL CONGRESS ON ENERGY SECURITY

April 4-5, 2012, Geneva



GreenOrbis International, a Swiss event management company, is pleased to announce the organization of the **International Congress on Energy Security** that will be held on April 4&5, 2012 at the International Conference Centre Geneva in Switzerland.

This exceptional event on energy and environment will be devoted to the following issues:

- Energy geopolitics and its perception in future engineering
- Nuclear energy and its geostrategic challenges
- Climate changes
- Renewable energy development.

International Congress on Energy Security 2012 is a high-level networking event that reunites more than 700 delegates, world-renown experts and energy security analysts from 45 countries.

During the two-day conference and exhibition, participants will include decisions makers from the following sectors: **nuclear energy, solar energy, wind energy, geothermal energy, biomass, substitution fuels, oil and gas, LNG transmission and distribution. Presentations and discussions are offered** with energy and environmental experts:

- Dr Thierry Berthoud - Director Energy and Climate, WBCSD
- Mr Jean-Pierre Favennec- IFP Energies Nouvelles School
- Prof. Hans B. Püttgen – Energy Center Director, EPFL
- Mr Bertrand Piccard – Chairman of Solar Impulse
- Prof. Robert N Stavins – Director of the Harvard Environmental Economics Program
- Dr. Bhupendra Kumar Singh- Deputy Director Energy, Confederation of Indian Industry
- Mr. Abdelmadjid Attar, Former CEO of SONATRACH & managing director of PETRO CHEM 2000 and more



Text: GreenOrbis International

For more information, please contact GreenOrbis International at info@greenorbis.ch
www.greenorbis.ch

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Silent Auction 2011
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UBS Canada
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Valbella Gourmet Foods
Walter Francl Architecture

Past Events

LATE SUMMER RECEPTION 2011

September 21, 2011, Residence of the Consul General of Switzerland, Vancouver

The Summer Night Reception at the Swiss Consul General's residence has become a much anticipated function in the SCCC calendar of events. Over the years, this setting has provided our members and special guests with the perfect atmosphere to get together and revisit long-standing friendships, or establish new ones.

Typically held in the summer, this year's edition was postponed to September to allow the recently appointed Consul General of Switzerland, Urs V. Strausak and his spouse Martina Feil, to get established in this city. As soon as we met with Mr. Strausak, we found that he wholeheartedly supported the event and very enthusiastically embraced it.

Our gracious hosts opened the doors to their residence and welcomed 120 guests, among them members of the SCCC (BC & AB), the diplomatic corps, the local and international business communities, and academia. After speeches by Mr. Strausak, and the president of the SCCC, Vince Sciamanna, the spectacular night was comple-

mented with live music played in the background; while a variety of Swiss delicacies and a selection of fine wines were served.

Primarily a business networking and fundraiser evening, the SCCC would like to thank everyone that participated in the silent auction component of this event. Generous donations from our sponsors allowed us to collect CAD \$5,000 (retail) in prizes, and these went to our successful bidders for a total of about CAD \$3,200. All monies raised via this auction go directly to fund member-oriented activities, and therefore the SCCC appreciates your contribution. Once again, our sincere thanks to all sponsors and to all silent auction participants.

A special thank you to Urs V. Strausak and Martina Feil for hosting the Late Summer Reception 2011 event with their personalized touch. A thank you also to Jacqueline Banz from the Chamber for her valuable contribution to make this a successful evening.



Hosts: Consul General Urs V. Strausak and Martina Feil



SCCC President Vince Sciamanna (2nd from left) with guests



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Past Events

SWISS-CANADIAN ENVIRONMENTAL TELECONFERENCE

- Face to Face Meetings Half a World Apart

November 20, 2011, Vancouver and Zurich

Vancouver, November 20, 2011 - On Monday November 14th a group of Canadian companies and trade officials joined the BC Environment Industry Association (BCEIA) in a boardroom in downtown Vancouver to meet with 12 Swiss companies seeking to find business partners or to find business opportunities in British Columbia.

What made this meeting doubly interesting is the fact that the Swiss companies were sitting in a Board Room in Berne Switzerland. But through the marvels of teleconferencing - Courtesy of CISCO Systems - they appeared to be just across the table from their Canadian counterparts (see pictures).

These top notch Swiss companies are serious about doing business in Canada. They were all part of the Swiss Association for Environmental Technology (SVUT), a sister association to the BC Environment Industry Association.

The subject matters discussed during the meeting covered these sectors: Waste Management, Water and Wastewater Treatment, Renewable Energy, and Sustainable Construction.

"It was an excellent gathering", said Frank Came, President of BCEIA. "We have been planning this teleconference since GLOBE 2010 when we signed a MOU with our Swiss partners. Now we have made it happen and some solid business deals could flow from this first meeting."

The Swiss companies present included:

[AQUAFIDES Schweiz AG](#), [Cobix Technologies AG](#), [Enswico AG](#), [GroveBoats](#), [Hofstetter Umwelttechnik AG](#), [IB Grombach & Co. Ltd.](#), [I.C.E. AG](#), [Imeth AG](#), [Nanotion](#), [Ventradex AG](#), [WATEC Engineering AG](#), [SwissEnviro.ch](#)

On the Canadian side of the room were represented:

[Environment Canada](#), [Shaw Sabey & Associates](#), [BCEIA](#), [Department of Foreign Affairs & International Trade](#), [Ministry of Jobs, Tourism and Innovation](#), [GLOBE Found.](#)

[Hoggan & Associates](#), [Kidnetic Education Incorporation](#), [Renergy Foods Canada Inc.](#), [Legend Power Systems Inc.](#)

Much like BCEIA, SVUT comprises currently some 100 companies and experts in all fields of environmental technology, predominantly small and medium-sized firms (SME's).

SVUT members are qualified companies and experts that are active in the specialist areas of consultancy, engineering, manufacturing, commerce and special services.

Like BCEIA SVUT aims at safeguarding the interests of its members in both technical and economic policy matters. SVUT opens up access to new markets to export-orientated companies, as well as organizing and taking care of common representation at national and international environmental trade fairs and specialist conferences.

Many of the Swiss companies will be attending the upcoming GLOBE 2012 Conference and Trade Fair in Vancouver (March 14-16, 2012) and this will be a chance for BC based companies to re-connect and to do business (info on www.swisscanadianchamber.com).

Our thanks to CISCO Systems for the use of their excellent telepresence facility and to the Swiss Consulate, in particular Florian Gabriel, Trade Commissioner in Vancouver and Urs Heutschi of Swissenviro.ch in Switzerland.

Text: [BCEIA](#)



SPEAKER EVENT ON FOREIGN CURRENCY RISK MANAGEMENT

November 30, 2011, Vancouver

As the world is struggling with different economical challenges, we invited you on November 30 to this relevant and timely event on currency risk management. Foreign currency exchange (and even commodity prices) can increase a company's exposure to rapidly fluctuating economic conditions and their inherent risks (volatile currency markets can raise expenses, diminish profits and make accurate long-term planning almost impossible).

David Gibbs (Associate Director for Market Education and Development at the [CME Group](#)) and **Rob Marsh** (Vancouver based partner in [PwC's](#) National Accounting Consulting Services) were our guest speakers. Mr. Gibbs provided us with some insights in how you and your company can deal with currency exposure and other related market risks (agricultural, energy, metals, freight, weather,

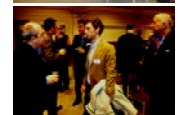
interest rates, etc.) while Mr. Marsh explained how to account for hedging within a company's financial statements. Two excellent speakers and an interested crowd made for excellent networking possibilities after the event.



David Gibbs,
CME Group



Rob Marsh,
PwC



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Leveraging Clean Technology with Lifestyle & Values Branding How Pull-Marketing Supports Cleantech Growth

Cleantech is a quickly growing business in BC, but will it be more widely adopted & become a major industry? BC may now have the third largest cleantech cluster worldwide (KPMG's [Cleantech Report Card](#)). How can BC continue to lead the world?

We have the carbon tax, strong government subsidies, and enormous natural gas reserves, but considering our low hydro-enabled energy prices, what will drive cleantech adoption? Will the industry be competitive without government support ([solar price erosion](#), [Solyndra](#))?

In order for cleantech to make a major breakthrough, it needs a two-pronged approach: first, developing the business sector through government initiatives (proposed [feed-in tariff](#) 2012 [cap-and-trade](#)), a favourable investment climate, R&D/incubation, and low corporate taxes, and second, strong public demand supported by pull-marketing and lifestyle branding for green buildings, low-emission transportation, waste-to-energy conversion and a clean, green, zero-waste consumer mindset (Europe, California).

Cleantech adoption in the EU, such as new garbage collection methodologies (e.g. introduction of high trash bag fees, compostable waste containers) or waste-to-energy conversion (biogas digesters, incineration), had to be successfully "sold" to an initially skeptical public using massive public awareness and branding campaigns.

Despite the favourable cleantech climate in BC, the public's concern with climate change is decreasing in Canada ([Environics study](#)), adoption of new paradigms by consumers is slow (e.g. NIMBY resistance to incineration and [smart metering backlash](#)) and energy is still cheap (versus [feed-in tariff Ontario](#); Premier Clark to lower BC Hydro price increase).

Eighty-three percent of US consumers now make some form of green choice ([Natural Marketing Institute](#)), but today's well informed shopper needs to both understand the benefits and feel how the green lifestyle aligns with personal values. Consumers respond strongly to both lifestyle and environmental marketing, if it's done correctly. For broad acceptance, cleantech has to offer not only innovation and tangible value (multiple wins), it has to be supported by credible claims and become highly desirable, sexy, the "new cool", part of the new lifestyle.

In today's increasingly disorienting, loose-morality culture, consumers search for safety, meaning and values by which to orient themselves: tribes, sub-culture groups, brands, and niche lifestyles are flourishing. The public is looking for the right thing to do, which is where values marketing hooks in. Products and services should be meaningful and, ideally, fun to use ([Stromer e-bikes](#)), cool to engage with ([Victoria's Dockside Green](#)), and desirable for their personal or corporate brand image.

While cost is of course also an important factor, it primarily affects weak brands that are unable to justify the green price premium others have been able to attain ([Timberland](#)). Surprisingly, the Toyota Prius is not primarily bought for its fuel efficiency, but anecdotally more for personal prestige and lifestyle reasons.

Successful products can be thought of as 50% content ([Intel Inside™](#)) and 50% packaging/design ([Apple](#)). Businesses and service providers need to do a better "packaging" job by using lifestyle and values-based "eco advantage" branding.

Global cleantech venture capital funding has grown by [23% in Q3/11](#) and BC offers numerous B2B opportunities in line with the clean-green consumer, such as:

1. Transportation: (15% of GHG) gasoline-to-CNG conversion ([Fortis](#))
2. Buildings (10% of GHG): planned [Telus Garden](#), old age homes ([Pacific Arbour](#)) and sewage-to-heat conversion, Micro-CHP (Combined Heat & Power) with new feed-in tariff, energy & carbon framework ([Pembina Institute](#))
3. Waste-to-energy: [Pacific Carbon Trust](#) biomass & other [carbon offset projects](#), planned [Scia' new plant](#) on Vancouver Island
4. Cap-and-trade: California's recent adoption presents major export opportunity in quickly growing US market, est. [60% of cleantech exports in 2010](#).

In terms of B2B branding, an often poorly acknowledged truism holds that B2B customers are also consumers. They respond in their purchase decision to branding as we all do, whether they are aware of it (and admit it) or not. Brands equal safety, added value, and, to a lesser extent, prestige (IBM, Big Five accounting firms).

B2B businesses need to market their innovation and also leverage their first mover advantage and clear differentiation into customer, consumer, and financial good will. They are well-advised to invest in branding strategies to build public trust and goodwill over time. This will eventually translate to the bottom line and can grow into a [brand asset value](#) higher than their IP.

Environmental branding not only supports the upside of revenue growth and intangible brand assets, but can also strongly affect the downside of cost and risk management. Stakeholders such as investors and banks consider an environmentally strong brand lower risk due to the complexity and forward looking perspective of environmental management and see it as a sign of management strength ([Green to Gold](#)).

Swiss companies are in a good position to export their advantage of Switzerland's demanding environmental standards that are continuing to drive a high level of innovation and early cleantech adoption. Along with that first mover advantage, the know-how in branding and successfully "selling" the cleantech lifestyle to B2B customers and consumers presents further opportunities to apply and adapt Swiss expertise and experience to Canadian needs.

Text: Stephan Burckhardt, ckdt communications
Stephan Burckhardt is a [marketing consultant](#) who owned a large Swiss consultancy, helped introduce waste disposal systems in Zurich, advised building envelope pioneer Geillinger ([Keller](#)), and was a member of senior management at [Landis & Gyr](#) ([Siemens](#) and [Toshiba](#)). He has consulted for [hi-tech](#) companies in Silicon Valley for seven years, including on [smart metering](#) trials in San Francisco, and for various organizations in BC since 2004.



Telus Garden, Vancouver
Will be built to LEED Gold Standard



Stephan Burckhardt
Owner and Principal
ckdt communications

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Membership Benefits: Christmas Treats

As Christmas is approaching fast, let's take that opportunity to introduce some membership benefits that we would like to offer you as a distinguished member of the Swiss Canadian Chamber of Commerce (BC & AB). It is our intention to have a growing catalogue with special treats such as the following, offered from valuable partners. If you think your company could contribute with a discount on products or services, please contact us at chamber@swissccc.com and help us to develop an attractive catalogue. Thank you very much in advance for your contribution.

Treat 1

Boutique Hotel Le Germain Toronto, Calgary, Montreal, Quebec

Looking for a getaway, or need to go on a business trip?
Ask for our special rate in any of the above mentioned Le Germain
Hotels. Visit www.germaintoronto.com to get a teaser.

For more information contact chamber@swissccc.com



Treat 2

Lindt Boutique @ Pacific Centre, Vancouver

Get 25% off regular priced items and 10% off of discounted items (up to a max. of 70%) when you mention to Adriana, the shop manager at the Lindt Boutique, that you're a member of the Swiss Canadian Chamber of Commerce.

[Vancouver Pacific Centre](http://www.lindt.com)
Sears—Main Level
701 Granville Street
(604) 685-2151

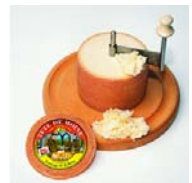


Treat 3

Swiss Treasures, Edmonton

Craving Swiss products such as Thomy Mayonnaise or Zweifel Pomes Chips - or delicious Raclette cheese? Get these or other Swiss treasures delivered to you free of charge for orders over CAD 50,00! Ask for your favourite Swiss product as not all of the products are on the company website www.swisstreasures.ca.

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Season's Greetings

