

Newsletter March 2013

This newsletter informs you every two months about the latest news on the ingenious switzerland export platform. Further information is also available at www.ingenious-switzerland.com. Any suggestions you may have are greatly appreciated.

Top story - services for our members

Workgroups - a tried-and-tested tool

ingenious switzerland prepares its members for starting out in the market in topic-specific or country-specific workgroups.

The basics are established and developed here in a series of three to five sessions in order to present the services offered in the best possible way as a group.

This approach has a number of advantages for the participants:



- Existing know-how and networks from the group are consolidated and evaluated together.
- Positioning under the name of ingenious switzerland simplifies market entry.
- The group defines the goals and use of funds on a performance-related basis.
- The risk is reduced for the individual members of the workgroup.

Additional workgroups suggested by our members can be analysed and evaluated on request at any time. Interested parties are asked to contact [Daniel Racine](#) for more information.

News from the workgroups - our global members

High Tech Timber - quality and innovation

At the end of last year, ingenious switzerland launched the High Tech Timber workgroup in cooperation with Lignum (Swiss organisation for the timber industry). Their highly qualified members are in a good position to be able to process all aspects of eco-economy in service and production areas throughout the entire value chain. Thanks to good contacts and the support of the SBH in London, initial steps are planned for the UK market in 2013.

Brazil workgroup - market consolidation

Following just over a year of activities, the Brazil workgroup is now entering its next phase: With EBP, who will be active in São Paulo in cooperation with the group Ecogeo, the workgroup receives an 'ambassador' on site.

Turkey - a successful start

Thanks to the success of the "Imperfection - Swiss Positions" event and the guiding support of the Swiss consulate in Istanbul (see newsletter from December 2012), networks have been established with key figures in the Turkish construction industry. Direct contacts have been made and will be pursued further. Another project involving a workshop for architecture students has also been launched in cooperation with the Lucerne University of Applied Sciences and Arts (HSLU) and the Istanbul Technical University. Dolmus Architekten - a member of ingenious switzerland with branches in both Lucerne and Istanbul - has established a test facility for architecture students on the Bürgenstock near Lucerne. The results will be presented at an event supported by ingenious switzerland. Those interested in establishing a Turkey workgroup are asked to contact [Barbara Angehrn](#).

News from ingenious switzerland

Member of the month - helsinkizurich

ingenious switzerland welcomes its new member helsinkizurich, a company with offices in Zurich and Helsinki. The services offered by helsinkizurich range from concepts and realisation to design solutions and strategies. helsinkizurich specialises in interdisciplinary work in the fields of architecture, real estate development, urban design, urban planning and city development. The company gained international experience and design skills as part of research and design projects at the ETH Zurich and Aalto University.
www.helsinkizurich.com



Design - constant efforts bear fruits

The uncompromising, prominent work of Pierre Keller, mentor and former director of the globally renowned ECAL (University of Art and Design Lausanne), has been a decisive factor in advancing the networking, visibility and positioning of ingenious switzerland. The first result of this work is the 'St. Saphorin Group' comprised of important stakeholders close to the government, who were brought together by Design Prize Switzerland and ingenious switzerland for the first time. Participants of the group are Pro Helvetia, Presence Switzerland, Swissnex and the 'Eidgenössische Designkommission' of the BAK.

New course in international management for architects, engineers and designers

Recognised experts from the planning sector offer methodical approaches and their experiences on topics including market selection, market entry and international market development, plus basic legal, economic and cultural conditions. The three-day course was developed in cooperation with 'siaform', and will be held from 20 to 22 June 2013. Further information can be found [here](#).

**international
management**
für architekten
ingenieure und
designer



Member survey - good response shows potential for development



At the end of 2012, ingenious switzerland carried out a member survey. Many thanks for your support and the many valuable responses. The analysis and refined procedures used in registration on the platform allow us to better address the needs of our members. We would be happy to receive any other suggestions you may have at any time. The results of the survey show that action has to be taken in the communication and service areas, including a more attractive online presence and clearly defined offers.

Invitations

Barilga 2013, international building exhibition in Mongolia in September

ingenious switzerland will be running the SWISS pavilion at the Barilga Expo 2013 from 6 to 9 September in Ulan-Bator. Around 20,000 visitors are expected at the most important trade fair for the construction industry in Mongolia, primarily representatives from construction firms, investors, planners and sales partners. Based on the success of previous performances, 'swissmade mongolia' will present their latest case study as a member of ingenious switzerland. Companies from the construction industry are given the possibility of presenting their products prominently as part of an attractive group in the SWISS pavilion. As the only national pavilion at this fair, a very strong presence is promised. We are looking for additional exhibitors who wish to publicise their products on the growing Mongolian market at the trade fair.

Further information can be found [here](#). Interested parties are asked to contact [Barbara Angehrn](#) for more information.



Design Prize Switzerland 2013/14



Design Prize Switzerland has illustrated the importance of Swiss design for over 20 years, and is also an active partner of ingenious switzerland. It rewards, promotes, measures, connects and networks the design world. The competition is aimed at designers, companies and design students. In a two-step process, the submitted projects are first analysed by a group of recognised specialists in their field before being nominated for further consideration by the international jury. The deadline for submissions is 19 April 2013. Further information and submission details can be found at www.designpreis.ch.

Archidex 2013, international trade fair for architecture, interior design and the construction industry in Malaysia

The ARCHIDEX takes place in Kuala Lumpur from 10 to 22 June 2013. Last year, the fair attracted 30,000 visitors from all over the world. This year, the Swiss embassy is planning a SWISS pavilion. Further information on the trade fair can be found [here](#). Interested parties are asked to contact the Swiss embassy in Malaysia.



Events

- **General meeting of ingenious switzerland** 25 April 2013, from 2 p.m. to 6 p.m. followed by aperitifs (location to be announced)
 - **Series of events** Pay a visit to 'Creative Zurich' - which discusses the topic of Swiss design as an export product - in cooperation between ingenious switzerland and Design Prize Switzerland and hosted by the Business and Economic Development Division of the Canton of Zurich. 27 March 2013, from 7 p.m. to 9 p.m. in the Viaduktogen, Kreis 5, Zurich [more information](#)
 - **'Input' series of events** Evening lecture on the topic of industrialisation in the architecture and design branches, hosted by the Initiative Kreativwirtschaft Basel (IKB) with contributions from ingenious switzerland. 16 April 2013, from 5 p.m. to 10 p.m. at Druckerei Ackermannshof, Basel [more information](#)
 - **Urban Laboratory Polnisch-Schweizerische Stadtwerkstatt**, from 11 to 14 April 2013 in Warschau, [more information](#)
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Impressum

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