

Postgasse 68
3000 Berne 8
Tel. 031 633 75 91
Fax 031 633 75 97
info.ai@sta.be.ch
www.be.ch

Berne, 24 September 2007

(xx) (c:\documents and settings\mcqb\local settings\temporary internet files\olk2dimm_e_scalingthealps.doc)

Canton of Berne promotes business relations with India

aid. A four-day seminar for Indian entrepreneurs opens today in Berne. Guests will be able to find out useful information about Swiss-Indian business relations and starting up a company in Switzerland. The seminar is being partnered by the Berne Economic Development Agency. Its aim is to promote the Canton of Berne as an attractive place to do business, visit and live. Minister of Economic Affairs Andreas Rickenbacher will be hosting a Networking Cocktail today (Monday 24 September 2007).

The seminar, under the theme of "How to do business between India & Switzerland and how to use Switzerland as the gate of Europe", is being organised by the Branding-Institute in Berne and by Dr. Jagjit Singh and Dr. Gaganjit Singh of the Institute of Marketing & Management in New Delhi (www.immindia.com). The Berne Economic Development Agency is partnering the event, which is being held in response to the ever increasing interest in promoting Indo-Swiss business relations. The Berne Economic Development Agency is sponsoring the seminar because it will help promote the Canton of Berne as an attractive place to do business, visit and live. Participants will find out how to set up a company in Switzerland and how the Berne Economic Development Agency can help them. "Our aim is to market the Canton of Berne all over the world and to encourage foreign businesses to choose Berne as a location," Andreas Rickenbacher, Member of the Government of the Canton of Berne, will say at the seminar's Networking Cocktail tonight.

The seminar will primarily be attended by Indian company executives, lawyers and management consultants. Almost 60 Bernese businesses representing a number of different industries will also be taking part. The seminar will include talks by Professor Harley Krohmer of the Institute of Marketing and Management at the University of Berne and Professor Marco Casanova of the Branding-Institute in Berne. Experts from Location Switzerland, the Swiss Import Promotion Programme (SIPPO), UBS AG, PricewaterhouseCoopers, OSEC and dynamics group will also be speaking. Dr. Jagjit Singh of the Institute of Marketing and Management in New Delhi will close the seminar with a talk on prospects in the Indian and Asian market. Representatives of two German companies, Festo Micro Technology and Harting Mitronics, which have located to Pieterlen and Biel respectively, and the Indian company Pylania Ltd., which has opened an office in Grandval, will be explaining the benefits of the Canton of Berne as a business location.

During their stay the Indian guests will be visiting the city of Berne and the Jungfrauoch (the "Top of Europe") and will be given a guided tour of the production facilities of Rado Watches, part of the Swatch Group. Andreas Rickenbacher will be hosting a Networking Cocktail for Indian and Bernese businesses today (Monday 24 September 2007). The guest of honour will be the Indian Ambassador, H.E. Amitava Tripathi. The Networking Cocktail is an excellent opportunity for interested Bernese companies to meet Indian entrepreneurs in person.

Note for editors

More information can be obtained from:

- *Andreas Rickenbacher, Member of the Government of the Canton of Berne and Minister of Economic Affairs, tel. +41 (0)31 633 48 45*
- *Jean-Philippe Devaux, Head Foreign Investment, Berne Economic Development Agency, tel. +41 (0)32 321 59 50*

