

GO SWISS

Business Delegation to Switzerland

21-26 May 2017

**THE
NEW ZEALAND
INITIATIVE**

www.nzinitiative.org.nz

WELCOME

I do my best thinking about New Zealand when I'm outside it; the distance simply provides a better view, particularly when there is an opportunity to comprehensively compare and contrast the country to another. This mission to Switzerland is a unique opportunity to experience a very different country first-hand through diverse and informed perspectives, alongside stimulating and driven New Zealanders.

Oliver and the team at The New Zealand Initiative have put together a comprehensive and thoughtful itinerary, which will allow us to engage frankly with some of the best minds in Switzerland. What works and what doesn't? And why? What are our comparative advantages and disadvantages?

Governance of organisations is fundamental for a country's long-term success for its citizens; whether those organisations are businesses, NGOs, its core institutions, and local and central Government. Switzerland has a very different and distributed form of national governance, yet still manages to maintain a distinct global identity, an independent currency, healthy international relationships while achieving economic growth for its people. How has this model been effective and what are the trade-offs?

I look forward to seeing you on this mission for an extremely worthwhile week of experiences, insights and good company.



Fraser Whineray
Head of Mission & Chief
Executive, Mercury

FOREWORD

No wonder Prime Minister John Key would like New Zealand to become “the Switzerland of the South Pacific”. Ranked #1 in the World Economic Forum’s Global Competitiveness Index for the seventh consecutive year, Switzerland is one of the most successful countries in the world.

It is home to world-class companies and research institutions. It has an excellent education system and a highly efficient labour market. Switzerland’s infrastructure is as well developed as its financial markets, and Swiss public institutions are highly effective and transparent.

At the Initiative, we have frequently cited Switzerland as a role model in our publications. We have also sent our researchers there twice already. Now it is time to showcase to our members what Switzerland has to offer.

Led by Mercury’s chief executive Fraser Whineray, the Initiative’s Mission to Switzerland will explore the secrets behind the Swiss success story. And we will also connect New Zealand’s business leaders with their Swiss counterparts.

Please join us for a week packed with on-site visits, high-profile meetings, insights, experiences and networking – all of this in the most scenic parts of Switzerland.

Oliver Hartwich



Dr Oliver Hartwich
Executive Director,
The New Zealand Initiative



Zurich

PROGRAMME OVERVIEW

Sunday, 21 May 2017

Lucerne

Recommended arrival date and informal dinner at our delegation hotel

Monday, 22 May 2017

Lucerne

Understanding Switzerland's success factors

Our programme on Monday will introduce us to various aspects of Swiss life, business and politics. We have scheduled sessions on the Swiss system of government and the country's economic settings. Business people, regulators and politicians will share their perspectives on doing business in Switzerland. We will also hear about Switzerland's relationship with the European Union, especially in the context of Britain's Brexit vote.

Among the speakers on day 1 of our visit are:

- **Jean-Pierre Roth**, former chair of the Swiss National Bank, current chair of the Bank for International Settlements (BIS), and a director of Nestlé and Swatch
 - **Konrad Hummler**, a legendary Swiss private banker and strategy consultant
 - **Roger Köppel**, owner-editor of newsmagazine Weltwoche and a leading member of the Swiss Parliament
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Tuesday, 23 May 2017

Thurgau and Zurich

The business of high-tech Switzerland

On Tuesday we will explore the links between technological innovation and business. In the morning, our delegation will visit the headquarters and factory of Stadler Rail in the canton of Thurgau. A global market leader in train engineering and construction, the company employs nearly 7000 people at 11 sites across 5 continents. Its product range includes high-speed trains, trams and a tailor-made range for the production of individual models and small-batch series.

The delegation will then visit Google's European research centre in Zurich. It is the company's largest presence outside Silicon Valley and a hub of Google's research into artificial intelligence. We will hear how Switzerland's education and technology settings help companies like Google succeed.

In the evening, we will be guests of insurance giant Swiss Re at their headquarters. Swiss Re's CEO Christian Mumenthaler will address the delegation.

Wednesday, 24 May 2017

Lugano

Infrastructure, energy and regional development

Travel with us through the world's longest and deepest high-speed rail tunnel. Opened in 2016, the Gotthard Base Tunnel is described as the engineering masterpiece of the century. Most amazingly, however, this gigantic infrastructure project, was delivered on budget and ahead of schedule. Expert commentary on the train will be provided by high-level representatives of Swiss Rail and the Federal Office of Transport.

In Lugano, part of the Italian-speaking canton of Ticino, we will meet with mayor Marco Borradori and representatives of the business community to hear about the economic development of the region – and how the new rail connection between Northern and Southern Europe facilitates it.

Back in Lucerne in the early evening, we will have dinner with Dr Suzanne Thoma, CEO of leading utility firm BKW, who will present to us on the challenges facing Switzerland's energy policy.

Thursday, 25 May 2017

Mount Pilatus and Lucerne

Scenic Switzerland & Swiss Tourism

Thursday is Ascension Day, a regional holiday in many Swiss cantons. As such, it is the perfect day for us to find out more about Switzerland's tourism attractions and tourism promotion.

We will be taking the delegation to scenic places around Lucerne and explain how Switzerland is promoting itself as a tourism destination to the world.

Friday, 26 May 2017, Zurich

Swiss business

On our final day, the delegation will move from Lucerne to Zurich. We will spend the morning visiting business think tank Avenir Suisse to learn about the economic policy challenges facing the country.

The afternoon is dedicated to finding out about higher education. ETH Zurich is one of the world's top 10 universities. We will hear how tech research is converted into marketable business ideas.

Our visit to Switzerland concludes on Friday night with a visit to the Zurich Opera, one of the great opera houses in the world.



◀ **Swiss Re:** Since July 2016, 46 year-old Christian Mumenthaler has led the world's second-largest reinsurer. Though he has been with the company since 1999, his academic background is in the natural sciences. He holds a PhD from the Institute of Molecular Biology and Biophysics at the Swiss Federal Institute of Technology (ETH) in Zurich.



◀ **Stadler Rail:** An inspiring success story of high-tech engineering, Stadler Rail produces sophisticated rail vehicles and sells them on five continents. But the company is headquartered in the small township of Bussnang (population 2,100) in the canton of Thurgau (population 267,000).



◀ **The Gotthard Base Tunnel:** At its deepest point, it runs 2,300 metres under the Swiss Alps. The tunnel is 57 km long, took 17 years to build, used 4 million cubic metres of concrete and cost more than CHF 12bn.



◀ **Lucerne:** The capital city of the eponymous canton will be the base of our delegation to Switzerland. Situated at the banks of the picturesque Vierwaldstättersee ('Lake Lucerne') and framed by spectacular Alpine scenery, it is an hour from Zurich and within easy reach of our group's destinations for the week. We will stay at the Palace Lucerne Hotel (pictured).



Lake Lugano

