



Connecting Minds – Inspiring the Future

In our continuous effort to brand Swiss competencies and, thus, open new avenues of cooperation between Switzerland and India, our intention is to take Switzerland's innovative image in India further. The new public biennial initiative for 2017 and 2018, *70 Years of Swiss-Indian Friendship: Connecting Minds - Inspiring the Future* will take the upcoming 70th anniversary of the Swiss-Indian Treaty of Friendship into account. This Treaty was signed in New Delhi on August 14, 1948, notably as one of the first to be signed by independent India.

We strongly believe that Switzerland's and India's potential for the future lies in its people. Our dynamic network of representations in India will therefore invest in connecting smart Swiss and Indian minds actively shaping the future of both countries, pairing Swiss and Indian personalities while reinforcing the friendship. For the mutual benefit of Switzerland and India, the focus will be on creating opportunities for innovators in business, research and technology, but also in the field of governance, art and social inclusion.

We wish not only to strengthen the relationship between the two countries, but also to present cutting edge innovations in order to showcase what Switzerland and India can achieve, while closely cooperating. The projects will be in line with the Indian government's initiatives, such as "Smart Cities", "Digital India", "Skilling India" and India's ambitious renewable energy goals.

A possible state visit and other visiting high level Swiss and Indian delegations, also related to ongoing negotiations in the economic field, will also have their place in the framework of this initiative. Further, the Embassy of Switzerland in India and the Embassy of India in Switzerland will cooperate on specific projects, reiterating once more the special friendship theme of the next two years.

Events and activities will take place in cities across India, in the main urban centers New Delhi, Mumbai, Bangalore, Calcutta and Chennai, as well as in smaller cities like Rajkot, Siliguri, Coimbatore and Udaipur. Switzerland supports these four cities in becoming low carbon and climate resilient cities.

In order to reach a broad Indian audience, Swiss representations will diversify established relations with Indian media. Planned social media campaigns, and a photo book on the "70 Years of Swiss-Indian Friendship" initiative will further leverage the visibility of our event series.



Provisional Program of Activities 2017-18:

The following list of activities is provisional and by no means exhaustive. The number and scope of activities largely depends on the companies' conceptual and organizational involvement as well as financial contributions. The series of events provides for an excellent platform. We are looking forward to discussing and taking further your ideas as well.

Event series:

Special series of events created for the initiative

Swiss-Indian Encounters: Connecting Minds – Inspiring the Future

2017–2018 – India/Switzerland

In a series of public events the Swiss representations will organize talks and pair innovative Indian and Swiss personalities from different generations, discussing the future of both countries. Though the two countries are very different in size, history and culture, they are facing the same global challenges. The public encounters “in pairs” will present new perspectives on the mega trends of our times through Swiss and Indian eyes: climate change, decreasing resources, digitalization, cashless society, good governance, health trends, as well as skill development and cultural exchange.

Lecture series: Swiss Science Today

2017–2018 – India/Switzerland (tbc)

During this lecture series prominent Swiss researchers and scientists, especially those who have ongoing collaborative activities in India, will be invited to visit Indian institutions and to deliver keynote addresses/talks, together with their Indian partners. These talks will not be limited to their scientific work, but also address issues such as collaborative aspects of research, the impact that it has had on their own research, etc. The objective of such an initiative is to raise the profile of Swiss research and innovation in India, which could lead to an increase in collaborative research between the two countries. When the Indian researchers travel to Switzerland, a similar effort could be organized with Swiss institutions.

Innovative Swiss Gastronomy: to suit all palates

Winter 2017 / Spring 2018 – in Indian cities

Showcasing young talents in gastronomy from Switzerland and offering a variety of dishes from the Swiss kitchen to an urban crowd, different types of events in several Indian cities are planned: Young Swiss chefs will work together with Indian chefs for a special Indo-Swiss menu. Swiss wine tasting is also on the menu. This would take place at a renowned and much frequented restaurant in major Indian cities and during selected SIF70 events.

The Swiss-Indian Art Collective

February to December 2018 – India

There has been a regular exchange between Swiss and Indian artists, thinkers, philosophers, film makers, architects and dancers for many decades. Switzerland and India are a world apart when it comes to art, culture, society and much more. How does this affect the artistic processes when artists travel across cultures and national boundaries to experience something new? Pairs of artists from Switzerland and India, who have been visiting, either individually, or on residencies will present a new concept and body of work never shown before in different cities of India, showcasing the vast extent of artistic and academic exchanges that have taken place till now.

Single events:

Swiss representations' activities, which will be organized in the framework of the initiative

Swiss Vocational Education and Training Day

19 April 2017 – Pune

The Swiss VET Initiative India (SVETII) was launched as a pilot project in 2008. The initiative reflected a specific demand of Swiss companies for qualified workers in India and aimed at transferring key elements to India. Considered a success, the pilot project has by now been implemented by a dozen enterprises. The objectives of the Swiss VET Day are to showcase the Swiss VET model and Switzerland's expertise in this field, promote and disseminate the Swiss VET Initiative to interested partners in India and to present specific initiatives of Swiss skill development in India. Pune would be the third follow-up after Swiss VET-Days in New Delhi and Hyderabad. (In cooperation with SICC).

3rd Smart Cities Conference

10-12 May 2017 – New Delhi

Aligned with the Smart Cities initiative of the Indian government, many projects in the sectors of urban planning, transport, renewable energy and clean technologies have been initiated. These present viable business opportunities for innovative Swiss companies. To give the Swiss innovations in these sectors an enhanced visibility, Swiss Business Hub India, swissnex India and the Swiss Agency for Development and Cooperation are going to join forces to participate in the Smart Cities Conference and make their presence felt in the form of a delegation, an exhibition stall or both.

Opening of the newly designed Consulate General in Mumbai inclusive SBHI and Switzerland Tourism

26 May 2017 – Mumbai

The Consulate General in Mumbai will soon house the Swiss Business Hub India (SBHI) and Switzerland Tourism in its renovated offices at Nariman Point. This is part of the Swiss strategy to bring the official Swiss representation closer together under one roof and to reinforce the Swiss network in Mumbai, with the possibility of stronger collaborations and synergies among them. Switzerland presents itself in the new premises in a modern and innovative way.

Media visit on smart cities and mobility to Switzerland

25-30 June 2017 – Switzerland

A 5 day-visit for a delegation of 12 Indian journalists/experts/influencers is foreseen by the Embassy of Switzerland and Presence Switzerland. The visit will mainly focus on topics relating to smart cities, visit startups, research institutions (EPFL/ETH) and innovative companies. A module on urban mobility, public transport and the newly opened Gotthard rail tunnel will be included. The goal is to garner interest on Switzerland as an innovative country, with knowhow in environmental friendly and smart solutions for urban spaces. The visit aims at higher visibility in the Indian media through quality and quantity of articles in print and electronic media.

Exhibition of Swiss Artist Roman Signer, Video and Film 1975-1989 and Now

September to November 2017, in Indian cities

Roman Signer, Video and Film 1975-1989 and Now, is an exhibition of videos that focuses on the work of the legendary Swiss artist Roman Signer, curated by Zurich based curator, Li Zhenhua. The show investigates human civilization, its possibilities and still life and will be mediated through workshops, walkthroughs and artist talks. This is the first time that Switzerland will undertake a solo exposition of this importance and scale: The exhibition has 205 videos which are transferred from the old 16mm and 8mm to digital format without sound, plus new work from 2012 that show Roman Signer as an action artist.

Investment Promotion Roadshow with CEO Roundtables

September 2017, in Indian cities

The Swiss Business Hub India (SBHI) will organize two investor roadshows where the primary stakeholders of Switzerland's investment promotion program, i.e. the cantonal/regional

representatives will participate. A selected group of around 20 CEOs from Indian companies that have an interest in the European market and for whom Switzerland may be a possible investment destination will be invited for the roundtables. The discussions will highlight Switzerland's strengths in innovation and R&D and related topics such as intellectual property management.

Alice Boner Exhibition at the Rietberg Museum

22 Sept. 2017, Zurich

After being showcased in Mumbai and New Delhi, the Alice Boner Exhibition, presenting the Swiss Scholar and Artist's visionary life and work in India will finally be shown in Switzerland. The Embassy of Switzerland and the Asian Society are partners for this exhibition at the renowned Rietberg Museum in Zurich.

12th IREE International Railway Equipment Exhibition

October 2017 – New Delhi (tbc)

The Swiss Business Hub India and the Embassy of Switzerland plan to organize the visit of a Swiss business delegation from the Railway sector to the largest biennial Railways exhibition in India and Asia. They will present innovative Swiss tunnel and railway technologies to the Indian audience. The International Railway Equipment Exhibition IREE is organized by the Confederation of Indian Industry (CII), in all 11'000 visitors are expected to attend the event over three days.

Geneva Center for Security Policy: Preventing Violent Extremism

Autumn 2017 – New Delhi

The prevention of violent extremism is a high priority of Swiss as well as Indian foreign policy. The Geneva Center for Security Policy (GCSP) plans to partner with the Indian Institute for Defence Studies and Analyses (IDSA) to hold a course on building a national strategy for preventing violent extremism. The evening program foresees the course's speaker presenting key findings on South Asian's security policy to a selected audience. The GCSP is a global foundation based in the heart of International Geneva. Through its executive courses it delivers new ideas, contextualized analysis and policy recommendations.

Leadership Lecture

November 2017 – Mumbai

For the well-established 'Leadership Lecture', the Swiss Business Hub India (SBHI) invites a prominent personality from within India's corporate sector or economic sphere to speak on a topic that is current and relevant to India's economic performance / position. The SBHI's clients and business network are invited to these events to use it not only as a valuable opportunity to gain insights from a prominent figure, but also to use it as a networking platform to connect with each other.

Swiss Vocational Education and Training Day

November 2017 – Coimbatore (tbc)

The Swiss VET Initiative India (SVETII) was launched as a pilot project in 2008. The initiative reflected a specific demand of Swiss companies for qualified workers in India and aimed at transferring key elements to India. Considered a success, the pilot project has by now been implemented by a dozen enterprises. The objectives of the Swiss VET Day are to showcase the Swiss VET model and Switzerland's expertise in this field, promote and disseminate the Swiss VET Initiative to interested partners in India and to present specific initiatives of Swiss skill development in India. Pune would be the fourth follow-up after Swiss VET-Days in New Delhi, Hyderabad and Pune. (In cooperation with SICC).

Regional Alumni event of NRIs in Switzerland

7-9 January 2018 – Berne, New Delhi (tbc)

The regional alumni event in Switzerland is aligned with the Indian government's yearly Diaspora event in January, Pravasi Bhartiya Divas, for NRI/PIO living abroad. The Embassy of Switzerland in India, in cooperation with the Embassy of India in Switzerland, could organize the event to celebrate the contribution of both Indian and Swiss nationals, in their respective host country. The event is

planned to be live streamed and talks with renowned Alumni from research, business and cultural fields of both countries will be held across borders.

Indo-Swiss Workshop and lectures on Art Conservation

February 2018 – Vadodara (tbc)

The Indo-Swiss workshop on art conservation aims at understanding the possible application of conservation methods and concepts developed in Switzerland (Bern University of the Arts - HKB) in Indian conservation practices. The proposed workshop aims to focus on wall paintings and will be organised on an actual conservation site, the Kirti Mandir (Temple of Fame) in the city of Vadodara. The temple, constructed in 1936, houses wall paintings by the famous Indian painter, Nandalal Bose (1882 – 1966) of the Bengal school of art. Four paintings, covering an area of about 51 square metres and painted between 1939 and 1946, will be worked upon. During the workshop, Swiss and Indian conservators will deliver public talks and organise practical hands on sessions of demonstrations in the field of wall painting conservation.

Swiss Ambassador's Awards 2017

Spring 2018 – New Delhi (tbc)

The Swiss Ambassador's Award 2017 aims to highlight the topic of innovation in the context of Swiss-Indian cooperation. Three awardees from categories focusing on business, research, culture, development and humanitarian outreach will be awarded during an evening event at the Swiss Embassy. The awardees will showcase themselves through multi-media presentations and stalls. A renowned speaker will be invited to deliver the key note speech. The award ceremony will be followed by a dinner for the invited audience of relevant stakeholders including from the Indian media.

Anniversary celebration: 70 Years of Swiss-Indian Friendship

August 14, 2018 – India/Switzerland (tbc)

The signing of the friendship treaty between Indian Prime Minister Jawaharlal Nehru and Armin Däniker, Switzerland's first envoy to India, took place on August 14th 1948. For the ratification of the Treaty in Switzerland, Prime Minister Nehru himself visited the Federal Council in Berne and exchanged copies of the Treaty of Friendship in May 1949, which then entered into force. To mark the 70th anniversary of this special occasion, we plan to bring together an important Swiss delegation with their Indian counterparts to celebrate this milestone in the relationship of our two countries.

Indian-Swiss Military Band Concert

August 2018 – New Delhi, Mumbai

The 70th anniversary of the Swiss Indian Friendship Treaty will also be celebrated by music concerts. The renowned Swiss Military Small Band plans to join forces with the military band of the Indian Armed Forces for two joint public concerts in New Delhi and Mumbai.

“Landwehr” Concerts

October 2018 – New Delhi, Mumbai, Agra, Jaipur

In October 2018, the official concert and marching band of the canton and the city of Fribourg – “Landwehr” - will tour in India and stop for concerts in New Delhi, Mumbai, Agra and Jaipur. “Landwehr” is a world class wind orchestra of 90 musicians with a performance history of more than 200 years.

9th CII Global Skill Development Summit

November 2018 – India (tbc)

The global summit will showcase international standards in skill development and how India can adapt to them. It is, therefore, an excellent platform to present the Swiss Vocational Education Training system. The summit is also a platform to create awareness about World Skills Competitions for recognizing skills and talent. Besides, presentations about different models of skill development will be brought to the Indian public, about how apprenticeship works in different countries and how qualification frameworks are being adopted.