

THE PEARLS OF[®] SWITZERLAND

Contents

PRIVATE BANKING:	15	Changes in demands on private banking	
	24	Finance Forum 2005 - the bankers' meeting of the year	
SPORTS:	27	Marc Surer - How things have changed in Formula One	
	28	Sauber-Petronas - Good planning is half the battle	
	33	Thomas Lüthi - A Rising Star	
	36	A Park for Polo Fans	
THE ECONOMY:	39	Federal Councillor Christoph Blocher Switzerland - A Special Case	
	44	OSEC Business Network Switzerland	
	46	World Economic Forum	
	48	Swiss Economic Forum	
	49	economiesuisse	
	51	State Secretariat for Economic Affairs seco	
	53	Credit Suisse - the best bank for corporate clients	35
	58	Presence Switzerland - Japanese discover an unexpected Switzerland at the world exposition	
	61	Switzerland's Embassy in Abu Dhabi	
	64	Fly the Swiss spirit	
	69	The Mouse that moved out to conquer the World	
	70	Innovative product line for health care applications	
LIFESTYLE:	72	Switzerland beckons	
	76	Enough dreaming. Time to ride.	46
REAL ESTATE:	79	Les jardins de Belmont	
SCIENCE:	82	The sensational Albert Einstein	
	86	CERN - A European Research Institute of International Standing	
EDUCATION:	89	Graduate School of Business Administration	
	92	Where learning is fun	
WATCHES AND JEWELLERY:	94	Innovation and unconventional ideas	
	100	Capturing individuality	94
	101	Time is a question of style	
TRUST / ASSET MANAGEMENT:	105	Investing like the Prince	
FOOD:	108	Swiss food industry	
HEALTH:	110	Pyramid Clinic - Welcome to the Lake	
	112	Excellence in medicine	
	114	Aesthetic surgery - between myth and reality	
	116	Modern hand and foot surgery	112
ARTS AND CULTURE:	117	Zentrum Paul Klee, Bern	
	120	Toying with Transience	
	123	A desirable Stone Age location	
	126	Heinz Julen - Room for truth?	
	130	The frozen giants of the Bernese Oberland	
	132	Switzerland in themed routes	
	134	The 2005 Family Excursion Destination	
TEXTILES:	137	Textiles worldwide	
	139	Fine embroidery	118
	141	High-quality knitted fabrics	
	143	Our 2004 competition winners	

