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Präsenz Schweiz  
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Presence Switzerland

Berne, February, 22, 2007 **Press Release**

## Switzerland publicises its education, research and innovation potential in the USA

*The State Secretariat for Education and Research (SER) and Presence Switzerland (PRS) are launching the "Think Swiss – Brainstorm the Future" programme in the USA. The purpose of this is to present Switzerland as a highly developed, internationally oriented country in the fields of education, research and innovation. The aim is to strengthen the network between the USA and Switzerland in education, research and innovation and to build up long-term relationships.*

Following the successful launch in 2006 of the "Swiss Roots" project, which invited Americans of Swiss origin to re-discover their Swiss roots and raised the profile of Switzerland in the USA, Think Swiss – Brainstorming the Future is now shifting its focus to an emphasis on Switzerland's strengths in education, research and innovation. Switzerland has a wealth of knowledge, talent, high-tech possibilities and creativity – all essential requirements for ensuring lasting quality of life for future generations. In addition to the co-ordinated communication of this Swiss potential, the main goal of "Think Swiss" is to promote the exchange of expertise and know-how between universities and high-tech companies in the USA and Switzerland. The aim is to stimulate a creative dialogue between opinion leaders and innovators from academia and business on topics such as climate change, life sciences, e-voting and e-democracy.

The project will open with a workshop of Swiss and American experts on "The Biology of Prosocial Behaviour", the exhibition "Être – The Face of Human Rights", which will be shown at Boston Airport for two months, and a meeting between Swiss and American experts on "E-Voting" und "E-Democracy". Details of these and of other planned projects can be found on the web site [www.thinkswiss.org](http://www.thinkswiss.org).

The "Think Swiss" project will be implemented by the Swiss Science Consulate SHARE in Boston (operative lead), its sister organisation swissnex in San Francisco and the Office of Science, Technology and Higher Education (OSTHE) der Swiss Embassy in Washington, D.C. Swiss General Consulates and other institutions in the USA will also organise numerous events, workshops and exhibitions targeted at universities, high-tech companies, administrations and NGOs.

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