



Präsenz Schweiz
Présence Suisse
Presenza Svizzera
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Presence Switzerland

Presence Switzerland active in creating a modern picture of Switzerland in the fields of education, research and innovation in the USA

Presence Switzerland and the State Secretariat for Education and Research have launched the "Think Swiss – Brainstorm the future." campaign in the USA with the aim of presenting Switzerland as a highly developed and internationally oriented country in the fields of education, research and innovation and of strengthening the network of contacts between Switzerland and the USA in these fields.

The importance of education, research and innovation for Switzerland's image

The areas of education, research and innovation are important aspects in the creation of a country's image abroad. The quality of our education and research institutions are just as important for creating a positive image as is progress in the research and innovation of the resulting products and services.

Switzerland's image abroad will continue to be strongly influenced by the well-known stereotypes such as its landscape, banks, watches, etc. Its strengths in the fields of education, research and innovation however are too little known. Presence Switzerland intends to correct this situation with the programme "Think Switzerland, Brainstorm the future."

Follow-up on the success of "Swiss roots"

It is important for a country - especially in today's globalised world - to create a distinctive international profile. The "Swiss roots" project, that invited Americans with Swiss origins to rediscover their roots, created much visibility for Switzerland in the USA, greatly increasing awareness of Switzerland in the American public. As a result of "Swiss roots", the Swiss Embassy and consular posts in the USA were able to stage a number of events which brought them into contact with many American opinion leaders – contacts that we now want to develop in the fields of education, research and innovation. "Swiss roots" will continue to run parallel to "Think Swiss – Brainstorm the future." At the same time, the aim is to benefit to the maximum from possible synergies between the two campaigns.

Network building

In addition to promoting Switzerland in the fields of education, research and innovation, one of the main objectives of "Think Swiss" to encourage exchanges of knowledge and information between universities and high-tech companies in the USA and Switzerland and to build up lasting networks in these fields.

Coordinated presence

For a number of years, Switzerland has been active in various ways in the USA in promoting its activities in the fields of education, research and innovation. Now, for the first time, the "Think Swiss - Brainstorm the future." campaign, under the joint management of Presence Switzerland and the State Secretariat of Education and Research, has created a platform from which to coordinate these activities and to present them with a single image. Through its activities, Presence Switzerland raises Switzerland's profile abroad and gives it a sense of permanence.

Presence Switzerland was founded in the year 2000 by the Swiss federal parliament and charged with the tasks of promoting understanding and creating empathy for Switzerland in the world, of disseminating information about the country, and of raising awareness of its many attractive sides. Presence Switzerland carries out these tasks and coordinates its activities through a broad network of contacts.

For further information

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