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# GO ABROAD WITH "UMSICHT—REGARDS—SGUARDI"!

The result of "Umsicht—Regards—Sguardi 2011", the second set of awards given by the SIA for sustainable design of the living environment, is an impressive, highly topical and comprehensive showcase of the Swiss planning industry. The award-winning projects will be presented to a wide audience in Switzerland in a travelling exhibition. Together with the accompanying brochure, the exhibition documents and illustrates the breadth and depth of the Swiss planner's craft in a striking and vivid way. With "ingenious switzerland", "Umsicht—Regards—Sguardi 2011" is now going even further and achieving greater visibility and attention abroad.

ingenious switzerland encourages and helps Swiss SMEs in the fields of architecture, engineering and design to become active exporters. It aims to enable its members to enter new foreign markets or boost their export activity, either alone or in collaboration with other companies. To achieve this objective in the intended markets, ingenious switzerland uses its three-part strategy: Image, Matching and Support.

## IMAGE—AGENTS OF ADDED VALUE ABROAD

To build up the operations and visibility of the ingenious switzerland export platform in the target markets, we arrange participation at trade fairs with representatives of our members and carry out media relations work with the support of country-specific scouting organisations. The results of current competitions judged by juries throughout Switzerland in the fields of architecture, engineering and design play a crucial part in this process. These competitions clearly demonstrate the high performance of the Swiss planning industry, which provides the framework for organising our export events. An excellent example of this kind of cooperation was the widely acclaimed presence of ingenious switzerland at the Salone Internazionale del Mobile 2011 in Milan with the Design Preis Schweiz (Swiss Design Prize).

## MATCHING—FORMATION OF PARTNERSHIPS

Bringing suppliers and consumers together demands a trusting environment and the right amount of perseverance. ingenious switzerland is developing the first matching opportunities for its members with its "ingenious-intimate" formula. In the target country, hand-picked events are organised with the support of other official bodies in Switzerland as part of the visible presence of ingenious switzerland involving exhibitions or trade fair appearances. In

### INGENIOUS SWITZERLAND

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01 "Les danseuses" at Milano 2011, atelier oi, [www.atelier-oi.ch](http://www.atelier-oi.ch) (photo: atelier oi)

Switzerland, potential clients are invited from the target countries together with media representatives to inspect Swiss know-how and reference projects, and to brief our members directly about their upcoming investment plans.

#### **SUPPORT—ASSISTANCE WITH EXPORT DIFFICULTIES**

In order to overcome the many existing administrative and legal barriers of various sizes in the target markets, ingenious switzerland strives to offer SMEs direct support in a way that adds value. The range of topics includes considerations and questions relating to administration, intellectual property and competition law, insurance and taxation. The ingenious switzerland export platform was created on the initiative of the Swiss Confederation with the support of the State Secretariat for Economic Affairs (Seco) and Osec.

**ingenious switzerland is proud and grateful to act as an export partner to  
"Umsicht—Regards—Sguardi 2011".**