

## IGE Press Release

January 13, 2014

### **IGE/Swiss Embassy in Korea/FKI/KSBC Breakfast Seminar “Swiss Made”**

Speaker: R. James Breiding

07:00-09:00, January 14, 2014

Regency Salon, Grand Hyatt Hotel

On 14 January, the Embassy of Switzerland, together with the Institute for Global Economics, the Federation of Korean Industries and the Swiss-Korean Business Council has invited a writer and entrepreneur to share his thoughts on Switzerland's economic success and possible implications for Korea, in view of the state visit of H. E. Park Geun-Hye, President of the Republic of Korea, to Switzerland next week.

Why has Switzerland been so successful for so long at so many things? In banking, pharmaceuticals, machinery, watch-making, construction, confectionery, even textiles, Swiss companies rank alongside the biggest global competitors. How did they get there? What lessons can others learn from them? And can the Swiss continue to outperform in a hypercompetitive global economy?

The objective of the seminar is to give the participants the opportunity to learn more about the economic success of Switzerland from R. James Breiding, a Swiss-American who just published a book which explored the subject.

The son of a Swiss immigrant to the United States, R. James Breiding traced his father's steps back to Switzerland in 1984 to attend IMD Lausanne and later founded the Zurich investment firm Naissance Capital. He honed his writing skills publishing articles on Swiss topics for The Economist magazine. He was awarded a fellowship from Harvard's Center for International Development for his research on the Swiss economy.

This breakfast-presentation will take place on January 14, 2014, from 7 to 9 AM at the Grand Hyatt (Regency Salon).