

The Swiss Armed Forces and the Economy

Unlikely couple or partnership of convenience with mutual benefits?



Wednesday, 3 July 2013

1530 to 1900 hours

Bülach Military Barracks, 8180 Bülach

Invitation to an Armed Forces event for foreign executives and human resources managers in Switzerland



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Armed Forces



The Swiss Armed Forces and the Economy

Invitation to a discussion between Armed Forces and private sector representatives



Ladies and Gentlemen

Competitive constraints, cost pressure and pressing deadlines: as an entrepreneur, you face these challenges on a daily basis. You depend on competent and highly productive employees. It is in this competitive environment that the Swiss Armed Forces call these employees up for military service or seek to win select employees for advanced military training. I perfectly understand that in this, we do not always meet with your undivided enthusiasm.

In my contacts with representatives from the private sector, I observe that the significance of security for Switzerland as a business location and the necessity of a capable military equipped to deal with threats are both widely undisputed. But I recognise that you – in particular those of you who have, so to speak, not grown up alongside the Swiss militia Armed Forces – do not unconditionally and uncritically welcome us. You will surely want to know more about the Swiss Armed Forces and how they serve the interests of Switzerland.

I would therefore like to enter into a dialogue with you. On 3 July 2013 we would like to show you how our military militia system works in practice, how we - including our service members which are also your employees - contribute to the security of Switzerland as a location and why we are proud to have the best practical cadre training centre in Switzerland.

I kindly invite you to use this opportunity to talk with us. Do visit us on 3 July 2013 in Bülach. I look forward to meeting you.

A handwritten signature in blue ink, which appears to read 'André Blattmann'.

Lieutenant General
André Blattmann
Chief of the Swiss Armed Forces

The Swiss Armed Forces and the Economy

Programme 3 July 2013 | 1530–1900 h

-
- 1530 h **Opening of event and greeting**
11th Combat Engineer Battalion
-
- 1600 h **Welcome address**
Brigadier General René Wellinger, Commander 11th Heavy Armoured Brigade
-
- 1605 h **From citizens for citizens – and for a prosperous economy: The Swiss Armed Forces militia**
Lieutenant General André Blattmann, Chief of the Armed Forces
-
- 1630 h **The Armed Forces as a benefit for the workplace: the added value of military leadership training**
Brigadier General Sergio Stoller,
Commander Central School
-
- 1645 h **Continued Service in the Swiss Armed Forces: pursuing a military career today**
Brigadier General René Wellinger
-
- 1655 h **Demanding and promoting: efficient and effective training in a refresher course as exemplified with 11th Combat Engineer Battalion**
Lieutenant Colonel Thomas Ott, Commander 11th Combat Engineer Battalion
-
- 1710 h **Values of the Swiss Armed Forces for the private sector**
Statement of Mr. Hans Hess, entrepreneur and chairman of Swissmem
-
- 1730 h **Refresher course “live”: visit to 11th Combat Engineer Battalion**
Brigadier General René Wellinger, Lieutenant Colonel Thomas Ott
-
- 1815 h **The Armed Forces and the economy: Unlikely Couple or partnership of convenience with mutual benefits?**
Panel discussion with speakers and Dr. Hertig, Egon Zehnder International
-
- after 1900 h **Aperitif and end of event**
-

The Swiss Armed Forces and the Economy

What private sector representatives say about the Armed Forces



“The military tools of analysis help me to never lose sight of the process as a whole, to set priorities and to work out a viable solution at the right time. My military engagement is fully accepted, yes even appreciated.”

Dr. Christian Burkhardt, Executive Assistant to Executive Committee Member, Holcim



“Team leadership, strategic thinking, multi-cultural awareness and a focus on results – these are the skills that every successful leader needs. And they can also be learned and practised in the Armed Forces.”

Dr. Philippe Hertig, Partner, Egon Zehnder International, Zurich



“In my opinion, military cadre training offers three advantages of interest for the private sector: leadership skills, cadre training at a very early age and finally, leadership experience that is also appreciated in civilian life.”

Claude-Alain Margelisch, CEO Swiss Bankers Association, Basel

The Swiss Armed Forces and the Economy

What private sector representatives say about the Armed Forces

“My advanced military education has provided me with an extensive network of contacts that makes it easy for me to find the right person for any job.”

Simon Michel, Senior Vice President Marketing & Sales, Ypsomed, Burgdorf



“Persons experienced in military leadership are often better able to understand and focus on their specific role within a decision-making process, to consider various options and provide timely and specific contributions. Military trained leaders are usually more experienced in presenting their statements to the right audience at the right moment concisely and clearly.”

Thomas Renner, Head of Human Resources, Swiss Life, Switzerland



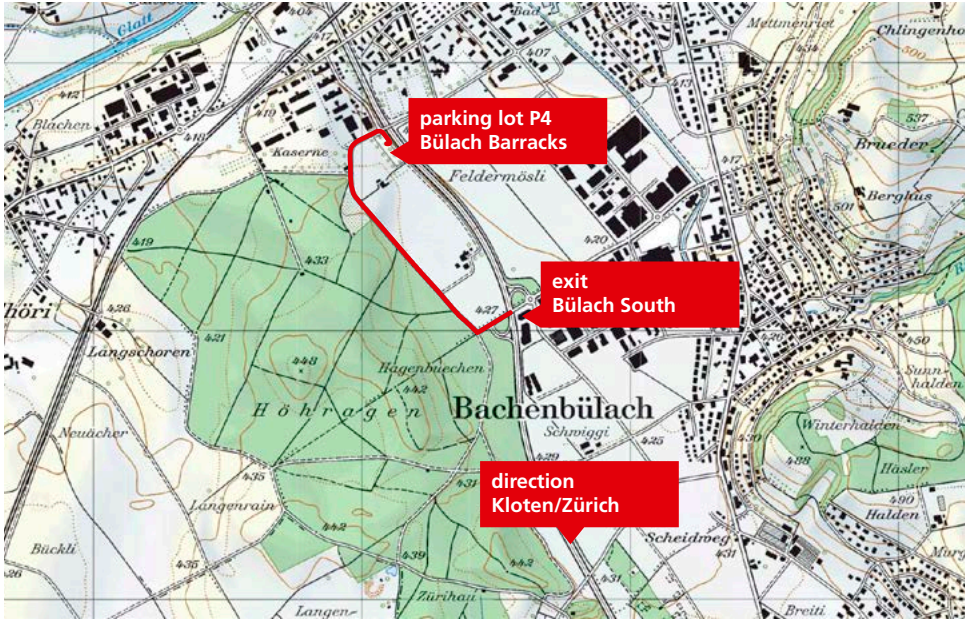
“In the Armed Forces you learn things that you also need in your daily professional work as a manager. Employees have the opportunity to train leadership skills very intensively in the military. I also perceive that employees who have attended military leadership courses know how to tackle problems very systematically.”

Edith Stuber, Head of Learning & Development division, Zurich Insurance, Zurich



The Swiss Armed Forces and the Economy

Organisational issues



Directions to Bülach Barracks; administrative remarks

Arrival by car

- motorway A51 from direction of Zurich Kloten airport, take exit “Bülach Süd” (Bülach south)
 - follow yellow signs for “Kaserne” to troops parking lot P4
-

Arrival by public transport

- a shuttle service from Bülach railway station is provided from 2:30 to 3:30 p.m.
-

Dress

casual, according to weather; as the event will be held in the open, we recommend sturdy shoes.
