

The Swiss Armed Forces and the Economy

Unlikely couple or partnership of convenience with mutual benefits?



Thursday, 20 March 2014

16:00 – 19:30

Bülach Military Barracks, 8180 Bülach

Invitation to an Armed Forces event for executives and human resources managers of multinational companies in Switzerland



Schweizerische Eidgenossenschaft
Confédération suisse
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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 top employees for advanced military training. I perfectly understand that in this, we do not always meet 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, how they serve the interests of Switzerland, and how they serve your interests.

I would therefore like to enter into a dialogue with you. On 20 March 2014, 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 leadership training in Switzerland.

I kindly invite you to use this opportunity to talk with us. Please do visit us on 20 March 2014 in Bülach. I look forward to meeting you.

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

Lieutenant General
André Blattmann
Chief of the Swiss Armed Forces

The Swiss Armed Forces and the Economy

Programme 20 March 2014 | 16:00 – 19:30

16:00 **Opening of event and greeting**

11th Combat Engineer Battalion

16:30 **Welcome address**

Brigadier General Willy Brülisauer, Commander 11th Armoured Brigade

Introduction to topic

From citizens for citizens – and for a prosperous economy: The Swiss Armed Forces militia

Lieutenant General André Blattmann, Chief of the Armed Forces

The Armed Forces as a benefit for the workplace: the added value of military leadership training

Brigadier General Willy Brülisauer

Practical experience in the field

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

Refresher course “live”: visit to 11th Combat Engineer Battalion

Brigadier General Willy Brülisauer, Lieutenant Colonel Thomas Ott

Personal experience and panel discussion

Values of the Swiss Armed Forces for the private sector: Entrepreneur and Colonel (ret.) offers his personal view

Mr. Hans Hess, entrepreneur and chairman of Swissmem

18:45 **The Armed Forces and the Economy:**

unlikely couple or partnership of convenience with mutual benefits?

Panel discussion with Hans Hess; Martin Naville, CEO Swiss-American Chamber of Commerce; Valentin Vogt, entrepreneur and Chairmain of Swiss Employers' Confederation; Peter U. Zehnder, Egon Zehnder; Lieutenant General André Blattmann

19:30 **Apéritif and conclusion 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.”

Dr. Christian Burkhardt, Managing Director, Buchbinderei Burkhardt AG, Mönchaltorf

“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



“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.”

Peter U. Zehnder, Principal, Egon Zehnder, Zurich

“Persons experienced in military staff work 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 managers 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 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

“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



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This event is supported by



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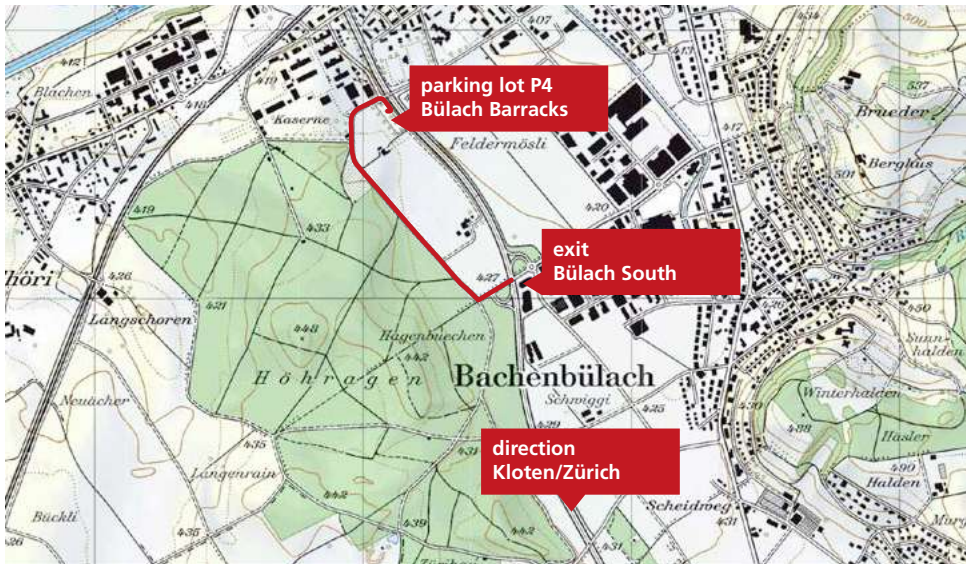
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Organizational issues

Target audience

Executives and human resources managers of multinational companies (large & small) in Switzerland



Directions to Büschwil Barracks; administrative remarks

Arrival by car

Motorway A51 from direction of Zurich Kloten airport, take exit "Büschwil Süd" (Büschwil south)
Follow yellow signs for "Kaserne" to troops parking lot P4

Arrival by public transport

A shuttle service from Büschwil railway station is provided from 15:00 – 16:00

Dress

Casual; as the event will be held in the open, we recommend field-proof shoes and warm clothing
