

Swiss Village in Masdar – Local Hub, Global Reference

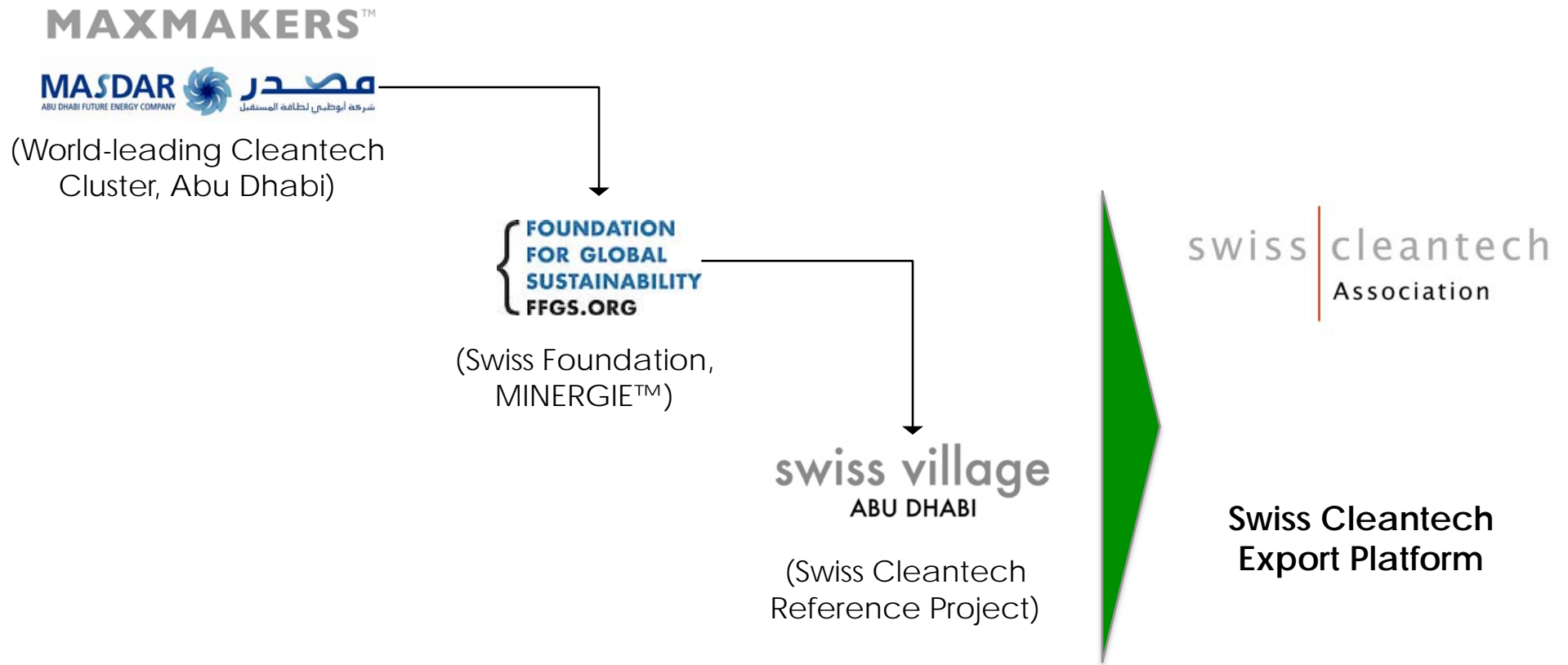
Delegation-Event
Abu Dhabi, 18. October 2009



swiss village
ABU DHABI

Background

From Masdar to Swiss Cleantech



Masdar City Recap

World-leading Eco-City



Masdar City Stats

- > 40'000 inhabitants, 50'000 commuters
- > 6m sqm of built-up area, USD22bn
- > 100% REN, CO2 neutral, zero waste, car free
- > **Sum:** Cutting edge urban planning & building tech
- > + Swiss Hub

Masdar City Recap

...the First Serious one

FT.com
FINANCIAL TIMES

The greening of Arabia

By Edwin Heathcote

Published: October 10 2009 00:26 | Last updated: October 10 2009 00:26

Print



Visionary: Two idealistic computer-generated images show what the eco-city of Masdar, in Abu Dhabi, could look like

If there is one city that shouldn't have to worry about impending ecological disaster it is Abu Dhabi. It holds massive reserves of oil, about 8 per cent of what's left. It sits in the middle of a harsh, barren desert, sweltering in searing heat. It has no clean water, its sea is polluted and there is no topsoil, just a covering of sand. It is also the biggest per capita consumer of fuel, massively reliant on cars, power-hungry desalination and air-conditioning. You would have to wonder what damage global warming could possibly inflict on Abu Dhabi. It already seems a vision of the future.

Yet it is here that the world's first serious eco-city is being built. Masdar (which means, I am told, "source" in Arabic) represents Abu Dhabi's desire to consolidate itself as a fuel and energy capital after the oil runs dry. It is breathtakingly ambitious, engagingly sci-fi and, at first glance, a little absurd.

Financial Times, 10/10/2009:

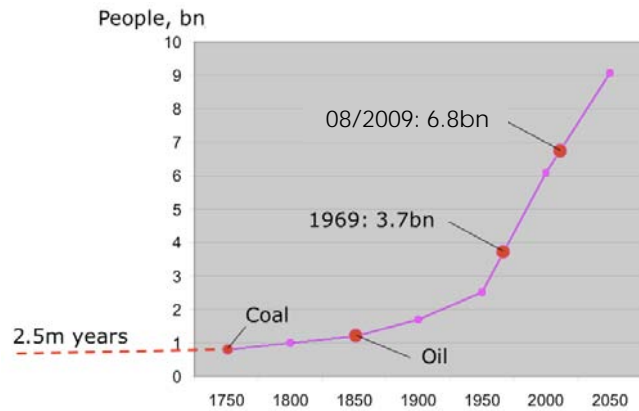
"...it is here that the world's first serious eco-city is being built"

"...Abu Dhabi's determination to remain at the centre of the energy market may yet bear dividends for us all"

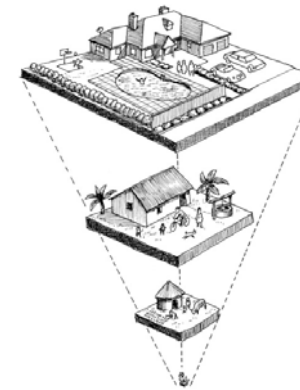
Motivation

Fundamental Drivers

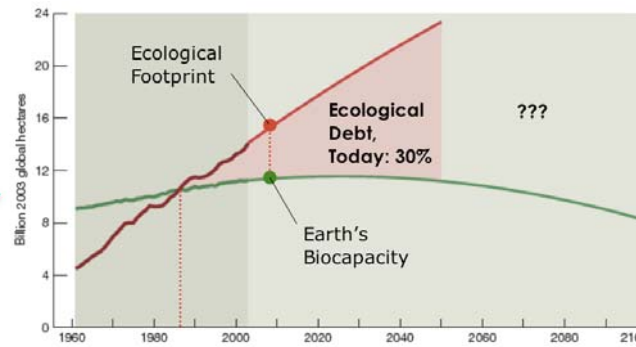
Growing World Population



Growing Living Standards, Consumption



Ecological Footprint/Debt



Source: WWF, 2007

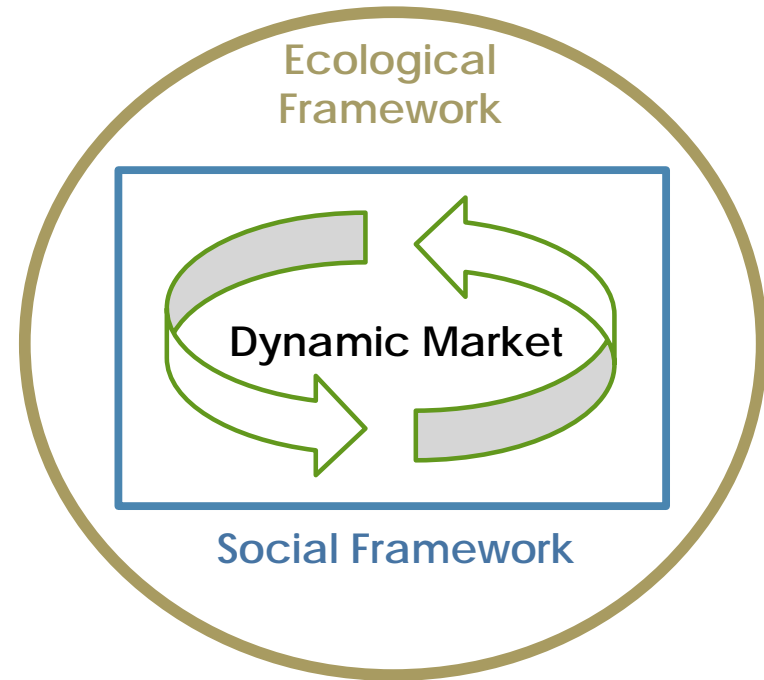
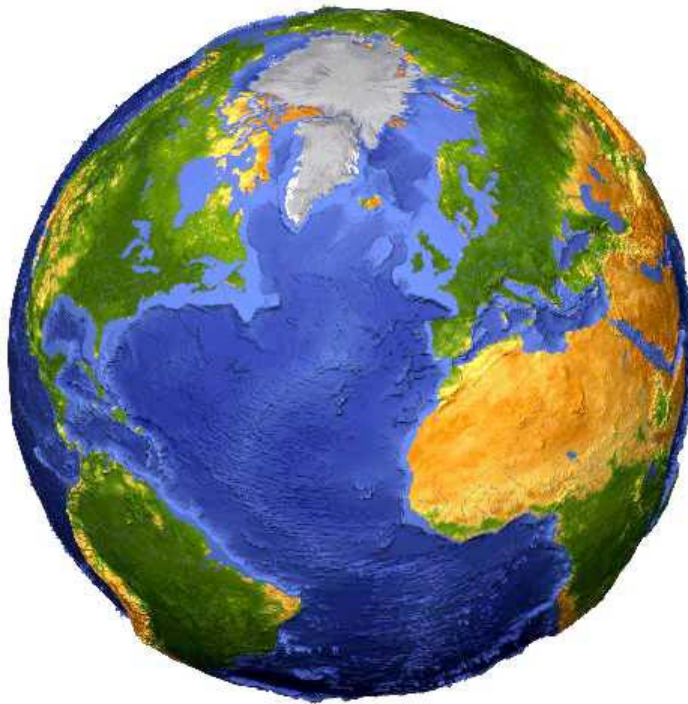
Motivation
Impact



Copyright:
The 11th Hour, 2008

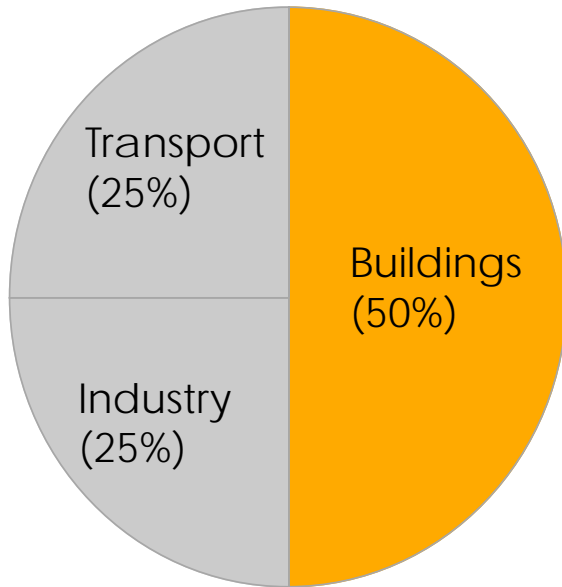
Motivation

Sustainable Development – Global Problem, International Effort



Building & Urban Planning

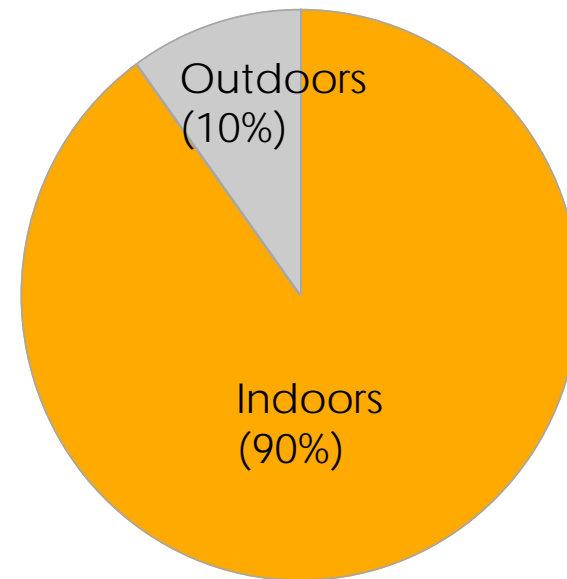
World Energy/Resource Consumption
(Avg)



...ongoing Urbanization,
Infrastructure Lock-in

AND

Time Spent, Urban Population
(Avg)



...Health & Efficiency

Theory

Changing Rules: Chartered Cities, Paul Romer

Villages = Too Small



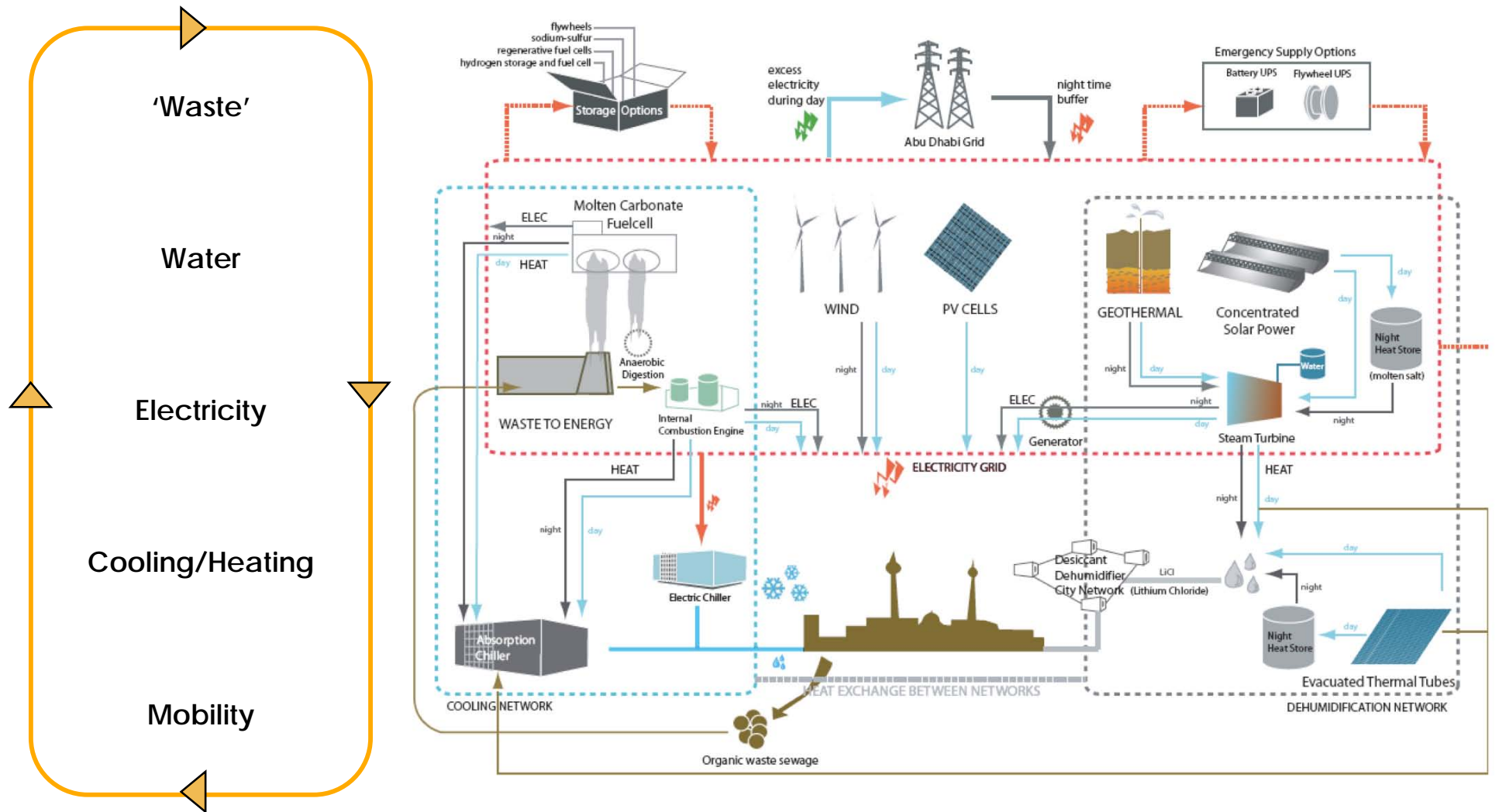
Nations = Too Big



Cities = Just Right



Uniqueness/Complexity, New Rules, Tested



Masdar: Pilot Value

Reality Today (MIST University, MIT)



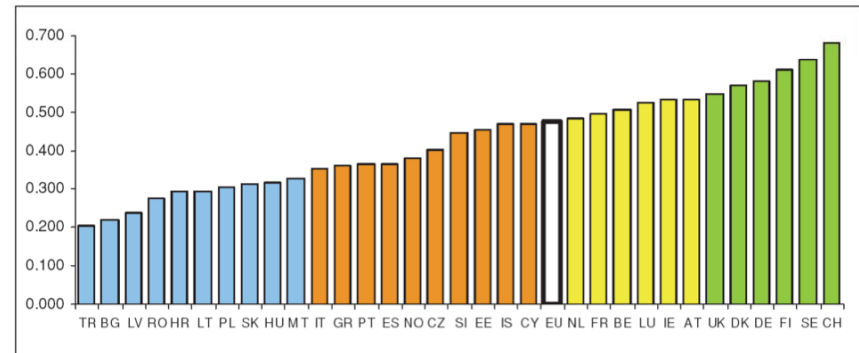
Education, Innovation, Competitiveness, Quality of Life, Talent



ipcc.ch



European Innovation Index



Quality of Life (2007)



Global ranking of cities with a high quality of life
Source: Mercer Human Resource Consulting, 2007.

Rankings 2009-2010 Top Ten

WEF

Rank	Country	Score
1	Switzerland	5.60
2	US	5.59
3	Singapore	5.55
4	Sweden	5.51
5	Denmark	5.46
6	Finland	5.43
7	Germany	5.37
8	Japan	5.37
9	Canada	5.33
10	Netherlands	5.32

Sustainable Switzerland

Much to Offer, Increasingly Important Differentiator

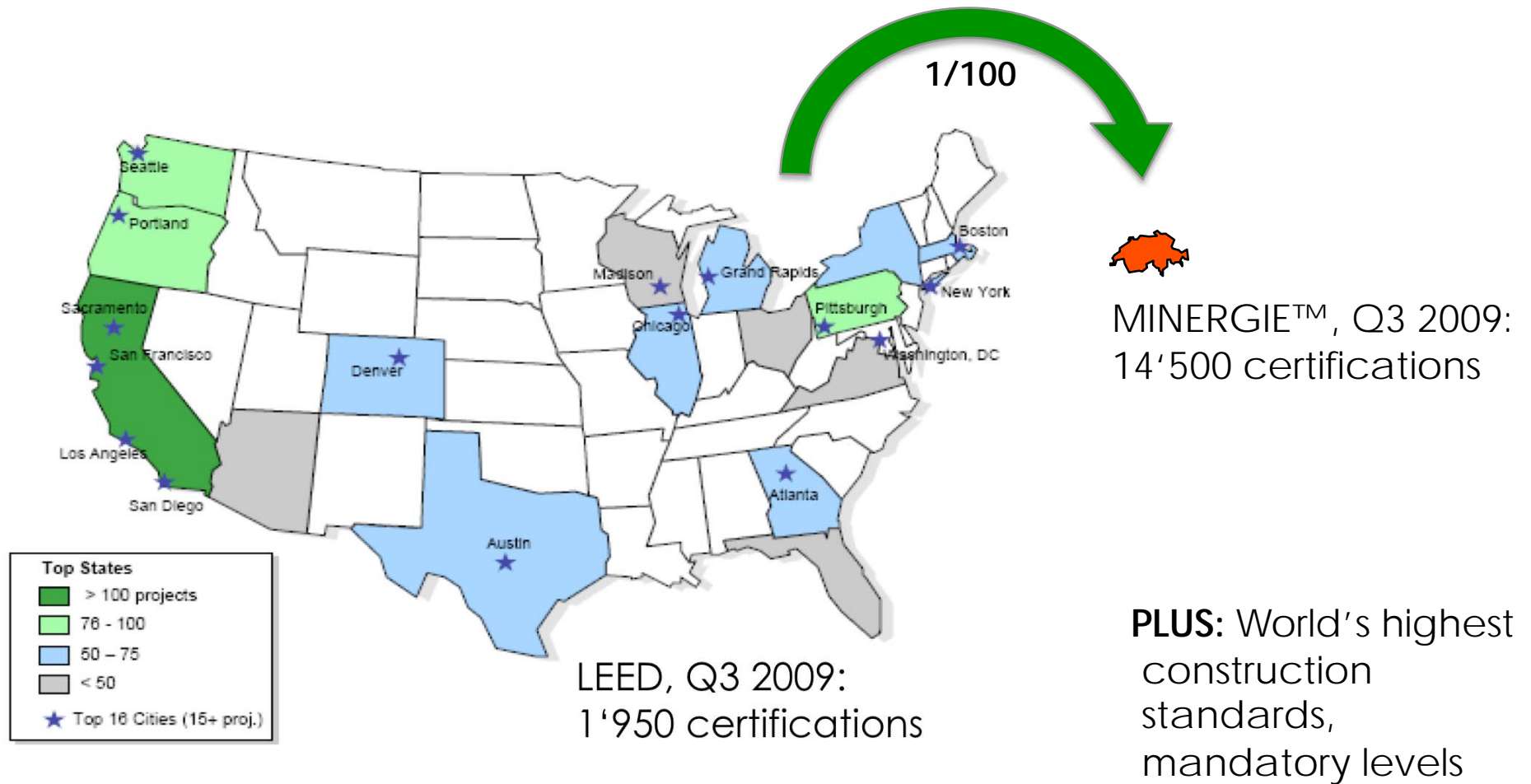


Rank	Country	EPI
1	Switzerland	95.5
2	Sweden	93.1
3	Norway	93.1
4	Finland	91.4
5	Costa Rica	90.5
6	Austria	89.4
7	New Zealand	88.9
8	Latvia	88.8
9	Colombia	88.3
10	France	87.8
11	Iceland	87.6
12	Canada	86.6
13	Germany	86.3
14	United Kingdom	86.3
15	Slovenia	86.3

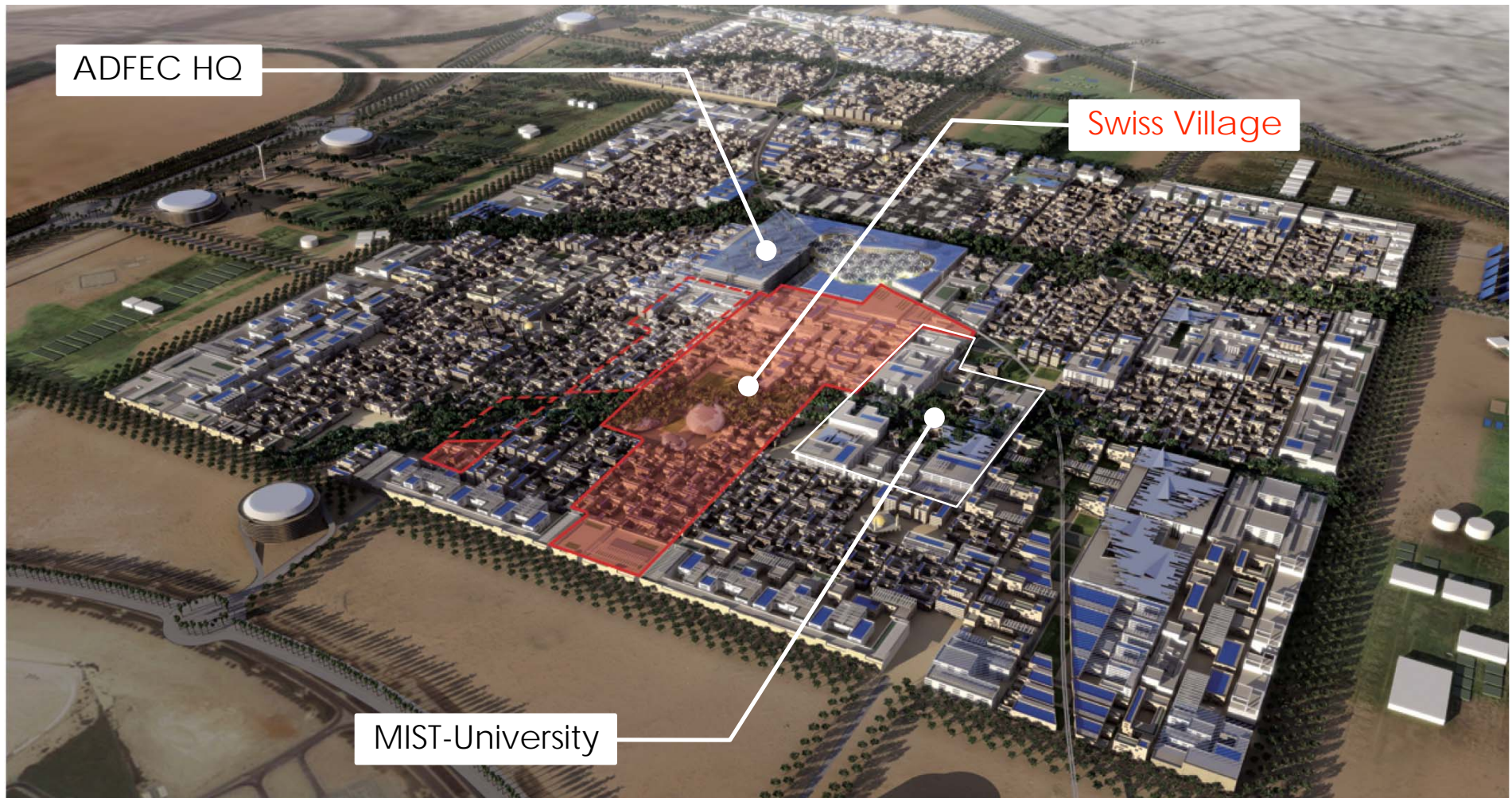
SOURCE:
Environmental Performance Index
2008,
Yale University,
Center for Environmental Law &
Policy (Top 15)

Sustainable Switzerland

Example: MINERGIE™/CH & LEED/US

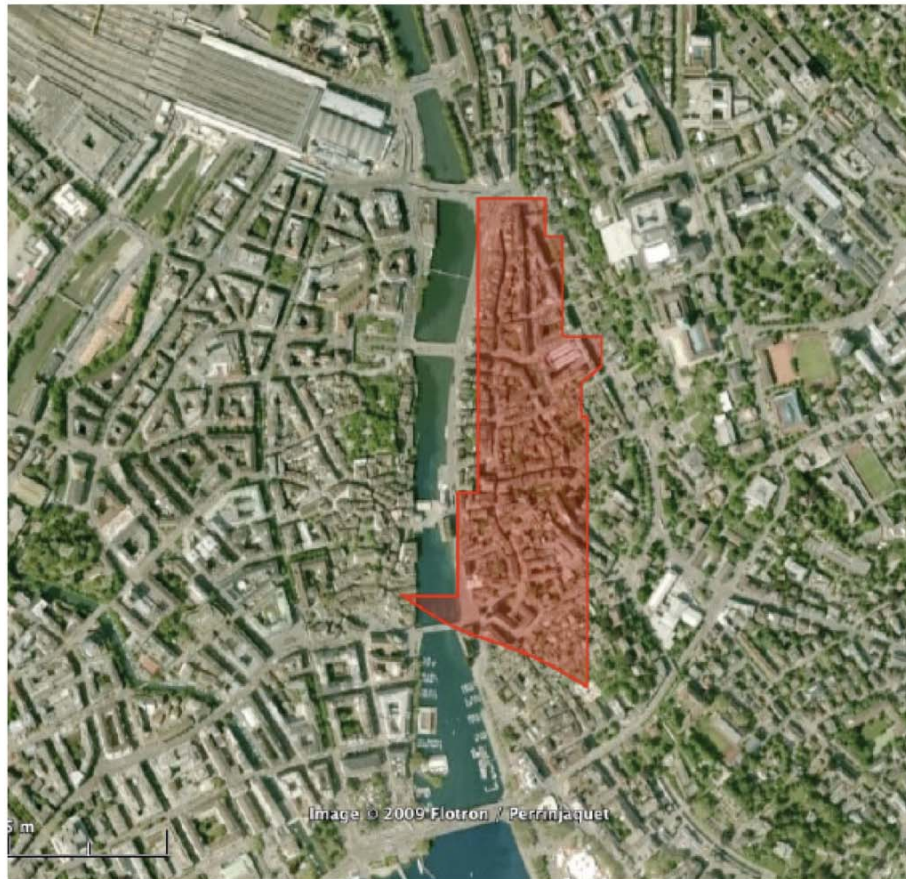


Abu Dhabi Link
'Swiss Village' (in Masdar, in MINERGIE™)



Swiss Village Background Size Comparison (12ha + 5ha Expansion)

Overlay: Swiss Village and Old City of Zurich



Overlay: Swiss Village and Genève Rive Gauche Centre



Swiss Village Background

Mutually Beneficial



Advantages: Masdar, Abu Dhabi

- Associate with Switzerland (global brand in quality, sustainability)
- Critical mass & high quality tenants
- High quality buildings & components (hotel, school, etc)
- Wider cooperation with Switzerland



Advantages: Swiss Village, Switzerland

- Associate early with Masdar (global brand in sustainability, PR for suppliers)
- High quality location for Swiss firms (timing & area type)
- Swiss exports (to the Village & beyond)
- Wider cooperation with Abu Dhabi

Swiss Village Background

Signalling: Switzerland & Swiss Village at WFES 2009



>> Register for 2010

Swiss Village Setup

Strategic Partnership Agreement

General Cooperation Terms, Official Backing



swiss village
ABU DHABI

Specific Tenancy & Supply Contracts

Swiss Companies

Key Terms

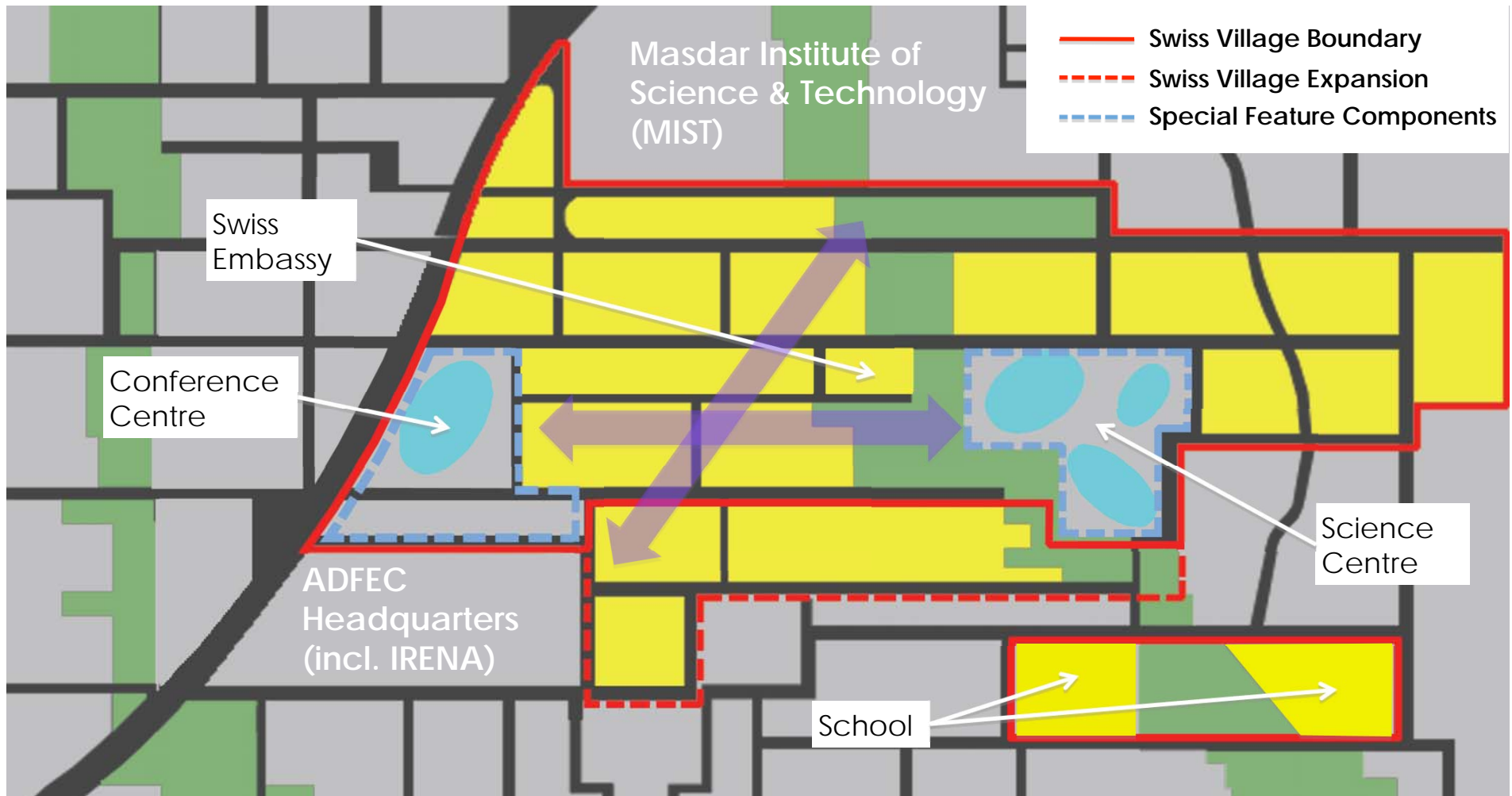
- Zone
- Different Swiss architects, PM
- Swiss exports & tenancy
- Mutual advantages
- MINERGIE™ adaptation

Partners/Members



swiss village
ABU DHABI

Swiss Village Setup Baseline Masterplan



Swiss Village Location Fillet Piece

Central Plaza



MIST



Roof Central Plaza



ADFEC Headquarters



Swiss Village Location Access

PRT and Infrastructure



Streetcar







Metro



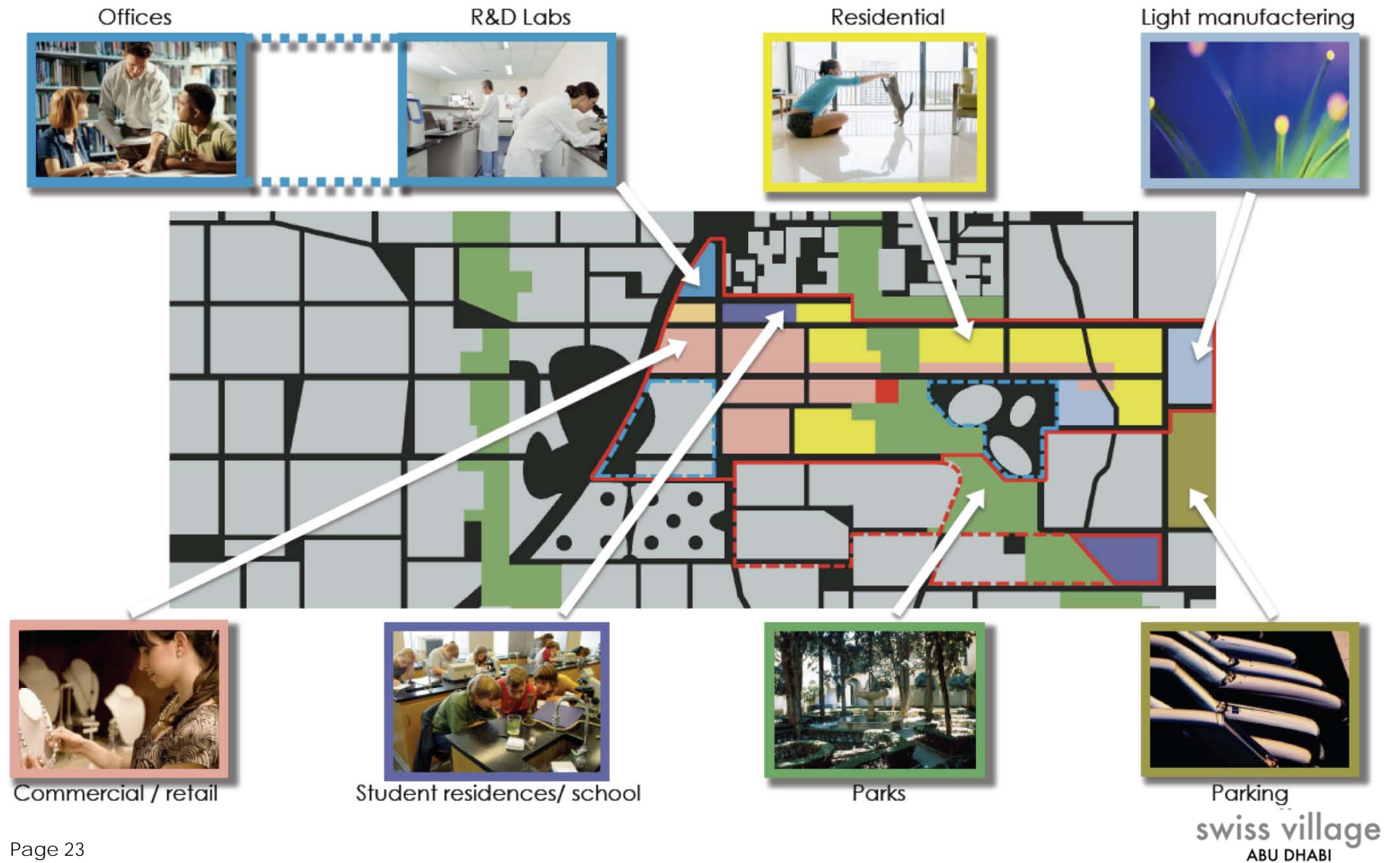
PRT



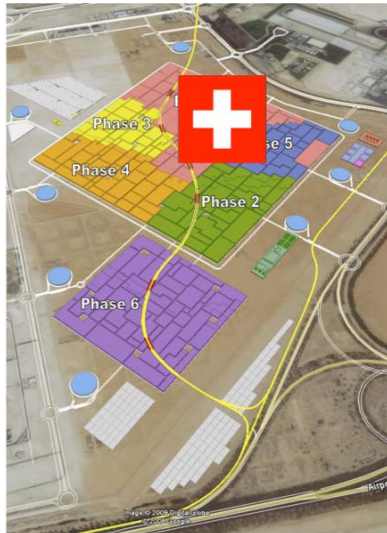
-  Metro station
-  Metro line
-  Streetcar station
-  Streetcar line
-  PRT station

Swiss Village Planning

Different Usage Types



Association: Information Platform & Interest Representation



swiss village
ABU DHABI

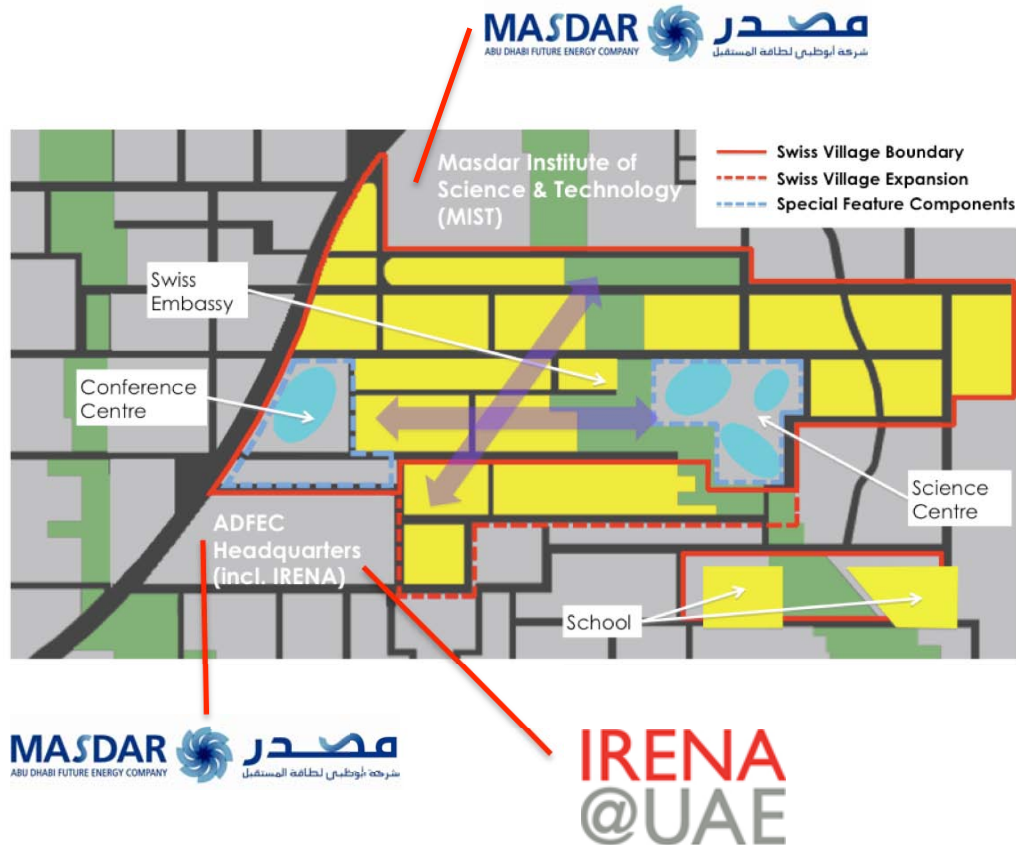
Membership: Swiss Companies

1. General Member (all), CHF 1'000
2. Silver Sponsorship, CHF 25'000
3. Gold Sponsorship, CHF 50'000

Scope of Support & Sponsorships

- > Basic package: Administration & 1st Level support support/guidance
- > Additional services & priority access rights for sponsors & tenants
- > Additional services on demand, (via partners)

Tenancy: Attractive Swiss Cleantech Hub in Masdar



Baseline

- > Top Masdar Location
- > Freezone
- > Top Quality/Livability (unique: indoor air, wellbeing/car free, etc)
- > Swiss as early Masdar inhabitants...we'll shape it!

Key Points

- > Competitive pricing
- > 5 Year commitment periods
- > Modern Swissness, Swiss Cleantech Cluster

Exports: New City, with many different Needs



BKP \ Using Typ	Structure	Technics	Finishing Work	Special Equipment	External Work	Furnishing	Others
Residences							
Offices							
Retail							
School							
Light							
Manufacture							
Infrastructure							

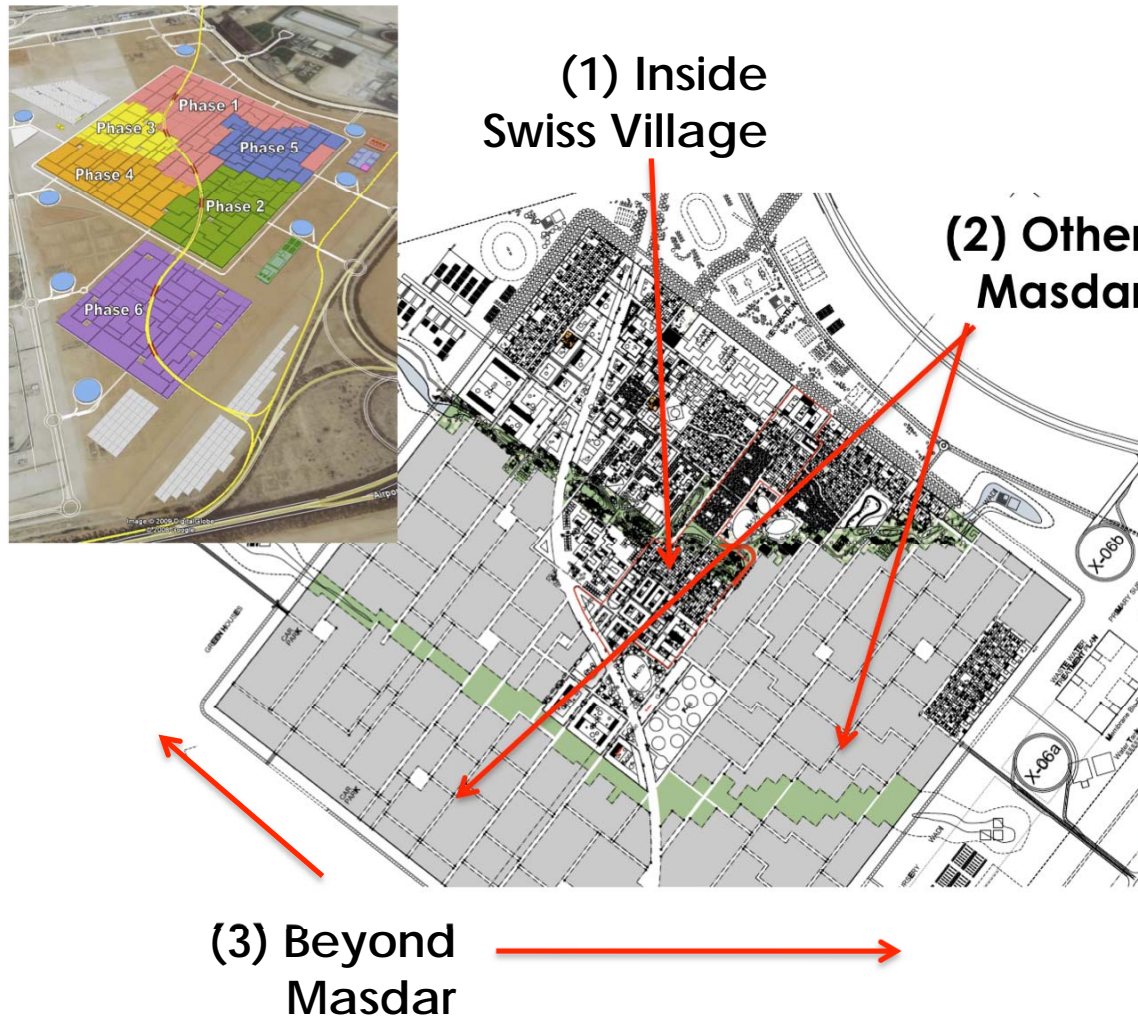
**Supply Opportunities
Millions of CHF**

NOTE:

> Products & Services

Swiss Village Planning

Multiple Advantages



Status: 110 Members, Wide Support, Now Specifics...

- Growing...large & small firms
- Goal: several hundred
- Systematic marketing of tenancy opportunity AND evaluation of supply potential
- Consortia, JVs, etc.
- Direct personal links, local representative
- Government backing
- Research Projects (e.g. KTI, Minergie, others)

The screenshot shows the website for Swiss Village Abu Dhabi. The header includes the logo 'swiss village ABU DHABI' and a navigation menu with links for Home, About, News, Downloads, Members, and Contact. Below the menu, there are links for 'Become a Member!', 'View Membership Terms / Articles of Association ("Statuten", German)', and a list of registered members of the Swiss Village Abu Dhabi Association (SVA). The list is organized into two columns and includes companies such as 3S Swiss Solar Systems, ABB Secheron SA, ACS Solutions Schweiz, Avireal AG, Bagno Sasso AG, Bauwerk Parquet, Belimo Automation, Café Europe Textagentur GmbH, Ciba Expert Services, Credit Suisse, Detlefson Investment Advisory, Dynamics Group, ecos, Exposition Swissminiatur, Geberit International, Global Strategic Studies Institute, Hilti, Hofstetter Umwelttechnik, Holger & Partner Consulting, Holzbau Renggli, Hublot Genève, Implenia, Inca Naturstein Design, JV SCHMIDLIN / FELIX, Kompogas, Kuds Law Firm, Leoni Studer AG, LEP Consultants, Limmat Capital Alternative Investments, Maxmakers Ltd., Meyer Burger Technology Group, Minergie, MyClimate, National Cement Factory (Holcim), New Energy Partner Solar, Newgens, Nolaris / CSEM, OC Oerlikon, Oger International Abu Dhabi, OPI, Orient Irrigation Services, OSEC, Pilatus Aircraft, Prime Assets, Primustech Investments, Private Wealth Council, Saia-Burgess Controls, Schindler Management, SES Société d'Energie Solaire, SolarSwiss International GmbH, Sputnik Engineering AG, SSI (Swiss Sustainability Initiative), STPC Eitelbuss & Partner, Swiss-Indo Trade & Invest SA, SwissMEM, Swiss Middle East, Swiss Reinsurance Company, Swisshotel Management, T-LINK MANAGEMENT, UBS, Wenger & Vieli, and Zehnder Group Management.

Board & Steering Committee

Board

1. Nick Beglinger (President)
2. Daniel Urech (Member, Wenger & Vieli, Legal)

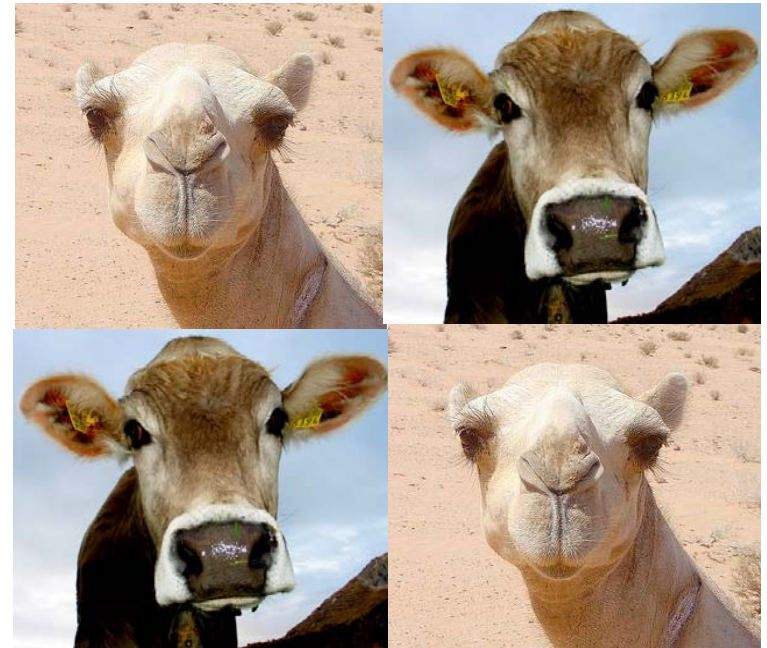
Steering Committee

1. Rolf Jeker (Osec, President)
2. Nick Beglinger (SCA, Member)
3. Rolf Bischofberger (Osec, Member)
4. Roland Fisch (Implenia, Member)
5. Rolf Gobet (OPI, Member)
6. Martin Hahn (Maxmakers, Member)
7. Urs Meier (Swissmem, Member)
8. Peter Tinner (OC, Member)

Service Partners

Sensible & Solid Partnership

- One planet
- Sustainable urban planning & building are important
- Abu Dhabi's Masdar shows what is possible today
- Switzerland is a sustainability & innovation leader, highly competitive!
- Swiss Village is the Swiss Cleantech Hub in Masdar
- Strong partnership basis for the two countries
- Attractive opportunity for all participants



Next Steps

1. Become a member & sponsor,
co-promote: www.swissvillage.com
 2. Become part of Masdar's Swiss
Cleantech Hub: **Plan**, innovate, rent,
export (now)
 3. Be part of Swiss Pavilion at **World
Future Energy Summit 2010**:
Abu Dhabi, 18-21 January 2010
- ... be part of **swisscleantech** !
(start: 20/10/2010)

swiss village
ABU DHABI



nachhaltigkeit.org
Das Infoportal für nachhaltige Wirtschaft & Politik

swiss | cleantech
Association

swiss village
ABU DHABI

Key Contacts

Tal Siegel

Member Relations

tal.siegel@swiss-village.com

+41 44 387 4010

David Frei

Procurement

david.frei@swiss-village.com

+41 44 233 3968

+971 56 659 94 88

Thomas Balmer

Public Relations

tba@dynamicsgroup.ch

+41 43 268 32 34

Thomas Caro

Masterplan Coordination

thomas.caro@ffgs.org

+41 44 421 2405

Martin Hahn

Tenancy

martin.hahn@maxmakers.com

+41 44 387 1005

Viviane Mor

Swiss Pavilion, World Future Energy Summit

v.mor@t-link.ch

+41 43 288 1884

Thank you - Document Information

Presented To

Geneva Delegation

UAE, 17-20 October 2009

Presented By

Swiss Village Abu Dhabi Association (SVA)

c/o Wenger Vieli, Dufourstrasse 56, 8008 Zurich, Switzerland

Contact: Nick Beglinger

Tel: +41 44 421 2403, Fax: +41 44 421 2401, nick.beglinger@ffgs.org

File

Name: SVA_SwissVillage_EventAD_18102009_NDB_v03.ppt/pdf

Date: 18/10/2009

Disclaimer

The information contained in this document is confidential and privileged. This document and the information contained herein may not, in whole or in part, be copied, reproduced, distributed, or otherwise made available to any other party and under any circumstances without prior written approval of Swiss Village Abu Dhabi e.V. ("SVA"). While SVA has exerted great care and diligence with respect to the contents of this document, it makes no representation or warranty as to the accuracy or completeness of the information contained in, or for any omissions from, this document or any other written or oral communications transmitted to the recipients.