



Think Snow...Think Swiss... And kick off the 2008 ski season!

The Consulate of Switzerland – Swissnex Boston invites you to an evening of fun and innovation:

Mingle with fellow skiers and snowboarders and learn about the latest in ski manufacturing, ski clothing, and safety on the slopes – all made in Switzerland. Plus, get a chance to win a pair of exclusive zai skis, a flight to Switzerland with Swiss Airlines, an 8-day Swiss Rail Pass, and Swiss Army knives! A wide array of typical Swiss foods and drinks will be served.

WHEN: Friday, November 9, 2007, at 6:00 PM

WHERE: Goethe-Institut, 170 Beacon Street, Boston, MA 02116

ADMISSION: Free

AGENDA:

6:00 PM – 6:30 PM

Registration

6:30 PM – 6:35 PM

Introduction

Christoph von Arb, Consul General, Swissnex Boston

6:35 – 7:45 PM

Presentation + discussion

- **Zai Ski:** Simon Jacomet, Founder and Chief Creative Officer of Zai, will present his innovative and stylish line of high-end skis. See the world's first ski with a core of stone.
- **Nanotechnology for ski apparel:** Rene Rossi from Empa – Materials Science and Technology will introduce the concept of body mapping used to improve body temperature control in athletic clothing.

- **Piste patrol, emergency rescue, avalanche control:** Marc Ziegler from Swiss Ropeways, the association linking Switzerland's 450 main cable car and ski lift operators, will present new training concepts to improve safety on the slopes.

7:45 PM – 9:00 PM

Reception and Raffle

Space is limited. Please RSVP with Andreas Obrist at andy@shareboston.org until **Friday, November 2, 2007**.

ORGANIZATION AND INITIATIVE

- Consulate of Switzerland – Swissnex Boston (www.shareboston.org)
- Switzerland Tourism (www.myswitzerland.com)
- ThinkSwiss (www.thinkswiss.org)

