

2.2 Ernesto Bertarelli presented with the prestigious Gallatin Award for his efforts in promoting business, science and innovation between Switzerland and the USA

Laudation held by Federal Councillor Johann Schneider-Ammann

The Swiss-American Chamber of Commerce and its Lake Geneva Chapter Board have presented their prestigious “Gallatin Award” to Ernesto Bertarelli (entrepreneur, sportsman and philanthropist). The award recognizes exceptional contributions of individuals and firms to furthering a better understanding between Switzerland and the United States of America.

The eponym of the award, Albert Gallatin, is regarded as “Switzerland’s Greatest Contribution to the Building of the United States of America”. Born in 1761 in Geneva, he immigrated to the US in 1780, where he worked as a French Teacher at Harvard University. Albert Gallatin started his political career as a member of the House of Representatives. During President Thomas Jefferson’s administration, he was appointed as Secretary of Treasury and held that office for the longest period in the history of the United States (13 years). Later, he served as Ambassador to England and to France. In 1817, he retired from public service and moved to New York. He became President of the Bank of New York and founded New York University. Today, Gallatin’s statue stands alone in front of the main Treasury Department building on Pennsylvania Avenue.

The Swiss-American Chamber of Commerce organized a special event on April 6 in Geneva at Campus Biotech. Some 300 participants followed the interesting presentations by renowned speakers, including Pierre Maudet (Conseiller d’État, Canton de Genève), Daniel Borel (founder of Logitech), Professor Patrick Aebischer (former President of École polytechnique fédérale de Lausanne) and André Kudelski (Chairman and CEO of Kudelski Group and Vice-Chairman of Swiss Amcham). Federal Councillor Johann Schneider-Ammann held the laudation and presented Ernesto Bertarelli with the Gallatin Award 2017.



The awardee was honored for his exceptional contributions to the Swiss-American relationship across many fields. Having built his family’s company, Serono, into a global biotech leader – and one that bridged the USA and Switzerland – his business activities today represent a continued focus both on the scientific and on Trans-Atlantic cooperation and partnership. In investing in this way, he has been an advocate for both countries’ expertise and in their respective commitment to innovation and growth. In sport, Mr. Bertarelli made history by leading Alinghi, the team he created, to two victories in the America’s Cup, becoming the first ever to bring the trophy back to Europe. And in his distinct role as a philanthropist through his family’s Foundation, Mr. Bertarelli directs giving to catalyse, among other things, advances in medical research for the benefit of all, particularly with a translational neuroscience programme that bridges Switzerland and the US and which brings together two of the world’s most respected academic institutions, EPFL and Harvard Medical School. The annual Symposium for that program, also at Campus Biotech, is taking place on the day following the presentation of the Gallatin Award, April 7th. (<http://symposium.fondation-bertarelli.org>)

The previous six Gallatin Award winners were Patrick Firmenich (then CEO of Firmenich Inc.) for implementing “Sustainability Thought Leadership” on both sides of the Atlantic, Charles Kleiber (former State Secretary for Education & Research) and Thierry Lombard (Managing Partner of Lombard Odier Darier Hentsch & Cie.) for their key contribution in developing the Swissnex network; Robert Portman, former US Trade Representative and now US Senator; Robert Lutz, famous car pioneer; and Daniel Borel, inventor of the computer mouse and founder of Logitech.



Laudatio by Federal Councillor Johann N. Schneider-Ammann, Head of the Federal Department of Economic Affairs, Education and Research EAER

Ladies and Gentlemen,

Dear Friends,

Let us remember that day. The eighth of March 2003 (two-thousand and three). 40,000 citizens of Geneva clad in red and white braved the cold to meet their heroes at the lakeside, where the dream started. The dream of winning the America's Cup. The oldest and most prestigious trophy, not only in sailing, but also in sports. The dream had come true. The Cup was now there in Geneva, a city in the heart of Europe, without access to the sea even. It was a tremendous moment.

Actually, I was once invited by Ernesto to a dinner at the Gstaad Yacht Club – they don't have even a real lake – rather a pond – the Lauenensee!

For many Swiss, the shared enthusiasm displayed in the streets was a staggering sight.

Because most of us didn't even know we were capable of such a display of emotion. I for one certainly did not ...! The truth is, the Swiss always believed they were a little too upright for that. Such public displays of joy, pride and patriotism have always seemed very 'un-Swiss'. But so American.

So, on that day the Swiss discovered, to their own astonishment, that they were a lot more American than they thought. So what was it that allowed them to discover their hidden American self? As I said, first of all it was a dream. Winning the America's Cup

Then a team. The Alinghi Team, united behind the dream. And above all, a leader with the self-confidence to make that dream come true: Ernesto Bertarelli.

Somehow, nobody was better prepared to raise the banner and lead the Swiss in the pursuit of this dream.

Born in Rome in 1965, he came to Geneva with his parents in 1973, the most cosmopolitan city in Switzerland. His father set up the family shop here – rather a big shop as it happens: Serono was already a dynamic company with a long history.

Young Ernesto went to school in Geneva, grew up in the sheltered surroundings of a rather small but very open city. And he fell in love. No offense Kirsty – it was really his first true love.

He fell in love with Lake Geneva - le lac de Genève – as the Genevans themselves love to call it to tease their neighbours from Vaud and in France. The French and the Vaudois prefer Lac Léman. As you may know, the Swiss -Germans say 'Genfersee' anyway. That is what counts in Switzerland, and for once, the Genevans fully agree.

Anyway, on these beautiful waters with their capricious winds, Ernesto Bertarelli honed his skills as a yachtsman. Yachting is a very demanding sport. You need agility, endurance, coordination, concentration, a sense for strategy and tactics, team spirit and absolute confidence in your equipment. As an alpinist, these skills are very familiar to me, I know what this means. Nevertheless, from Lake Geneva to Auckland and Valencia, there was still a long way to go.

It is true that even before the epic Alinghi adventure, Romandie produced some great navigators who brought honour to our colours: Pierre Fehlmann, Laurent Bourgnon

and Steve Ravussin, to name just a few. So there were some big shoes to fill. However, there were still a few missing ingredients. I think, they came together during Ernesto's years in the United States, first at Babson College, then at Harvard.

Ernesto Bertarelli got more than just an outstanding education in entrepreneurship and business management during his years overseas. It was the immersion in American culture

– the 'can do' attitude – that made a real difference. It suited his character, helped him to channel his fiercely competitive spirit and allowed him to set long-term goals without losing sight of the ultimate prize. Maybe the Italo-Swiss Ernesto Bertarelli had always had this American spirit. Nevertheless, I am convinced that those years were decisive in forging his very American talent for huge visions and projects. Certainly for Alinghi, but also for Serono.

My dear friends,

for a new generation, taking over a family business is not always simple. Believe me, I know. But you have no choice. You have to deliver the goods. Besides, the family business is a success model. Especially in Switzerland where many successful companies are still in the hands of their founding families. In my view, one factor explains the success of this business model: the long-term view. You think in generations. In this respect, Serono was certainly a success. A thriving international company, with many good products in its portfolio. With Ernesto, the third generation took the helm.

However, the pharmaceutical industry is possibly one of the most challenging businesses in the game. In most businesses, R&D is rather straightforward. When you decide to pursue a new idea, you have quite a good idea where it might take you. Innovation in the pharmaceutical industry, on the other hand, often seems to be a kind of a lottery. The only way to better the odds is to hedge your bets, either by investing in more substances, or by buying out smaller companies that have promising projects in the pipeline, but no marketing power. That means in this business you need capital and scale to survive as an independent company.

Ernesto worked hard for a more diversified drugs portfolio, in particular developing the American research wing near Boston. He also made good use of the fantastic opportunities provided by the scientific community in Switzerland. Vying for the capital he needed to better the prospects of the company, Ernesto successfully took Serono to the New York Stock Exchange, raising its profile for the international investor community. In Geneva he not only built new corporate headquarters, - the fascinating building in which we are now standing – but also a new corporate spirit, which became very American. Serono became a kind of community with flat hierarchical structures and easy-going working relations, where initiative and ideas were welcome.

However, scaling the business enough to guarantee an independent future remained difficult. Therefore, after much hesitation, Ernesto and the Bertarelli family sold the company. I would say: tremendous timing. That is what you should expect from a good yachtsman. Anticipating and tacking when the winds are going to shift.

I will not go into what happened to Serono after the buyout. It's still a sore point for Geneva and even for Switzerland. Free enterprise is, as in the United States, one of the touchstones of our economic life. I am a staunch defender of this essential freedom, which has always guaranteed our prosperity. Nevertheless, the closing down of Serono's headquarters in Geneva by the new owners was a hard pill to swallow for a minister of economic affairs.

This was also exactly the time I called not the sportsman or businessman Ernesto Bertarelli, but the philanthropist. We discussed the issue of Serono leaving Geneva. He said he would call me back in a week, which he did. He told me then that he was up for a new project. Campus Biotech was born and quickly took shape.

Dear friends,

Now, here we are together in this beautiful building that Ernesto Bertarelli and his family bought back in a consortium with Hans-Jörg Wyss - another Swiss philanthropist who owes a lot to the United States. The EPFL and the University

of Geneva became the other partners of the Fondation Campus Biotech. The goal was not to offer the AmCham a magnificent and prestigious venue to hold this award ceremony today.

Some very serious scientific research is conducted around you. This is the home of the Human Brain Project, a European Commission Future and Emerging Technologies Flagship. There are many other fascinating projects in neurosciences and bioengineering, but also in digital health. We are still at the beginning, but this ecosystem of knowledge about ourselves, our minds and bodies, is growing.

The 'yes' of Ernesto Bertarelli and his family was the 'thumbs-up' we needed in order for the project to fly. What I felt once more during the discussions we had to make this happen, was Ernesto's ability to think big, to seize the moment and commit himself quickly and completely to the goal he has set himself.

Ladies and Gentlemen,

Martin Naville has already outlined what the Gallatin Award is all about. Some two hundred years ago Albert Gallatin said something very interesting:

"Government prohibitions do always more mischief than had been calculated; and it is not without much hesitation that a statesman should hazard to regulate the concerns of individuals, as if he could do it better than themselves."

Music to my ears!

Gallatin wrote this comment to Thomas Jefferson in 1807, when the US President was pondering an embargo on all exports towards a Europe in the turmoil of Napoleonic Wars. Gallatin's reflection resonates with us today, especially as we follow with some concern the actions and declarations of the new US administration.

The Swiss government is committed to free trade. I think that all of you are no less convinced that ideas, goods and finance must be able to flow freely if we want to guarantee the prosperity of our countries and the world for future generations.

Flirting with protectionism, as is the case today in too many capitals, is certainly a bad idea. We should take to heart Gallatin's advice to Jefferson and do everything we can to uphold free trade. Along with scientific and technological progress, it remains the driving force behind economic growth. A distinction like the Gallatin Award therefore comes at a price for those who receive it.

Because in my view, dear Ernesto, the Gallatin Award does not first and foremost reward you for what you have already done for the friendship between our Sister Republics. It is a lot more about what you can and will do in the future. As a businessman, as a sportsman and as a philanthropist. Therefore, my dear Ernesto, you are presented with a fresh challenge. To uphold the spirit of liberty, trust and friendship,

which has always characterised the relationship between Switzerland and the United States.

Few are better equipped than you to play this role as a kind of unofficial envoy between our two countries, their business and scientific communities and their cultures. You have demonstrated this ability in the past and I am convinced that you will continue to demonstrate it in the future. I know: you are already working on it. Tomorrow, Harvard Medical School and EPFL will hold – here in Campus Biotech – the 2017 Symposium of the Bertarelli Program in Translational Neuroscience and Neuroengineering. A high-level scientific event we owe to you! Thank you for that! Be assured, you are not alone, doing everything. Our friendship with the United States is too important for that.

Everyone in this room, but also the Swiss government and the Swiss people are committed to doing everything what has

be done to preserve stable and trustful relations between our two countries.

Dear friends,

In recognizing Ernesto Bertarelli, the Swiss-American Chamber of Commerce has honoured a man and a family that has done a great deal for Switzerland and the United States.

Thank you for this. Thank you for this opportunity to come together and celebrate our friendship. Let us uphold the spirit of Albert Gallatin. The spirit of liberty and entrepreneurship. And thank you, Ernesto, and all your family, for being the reason for our celebration this evening.

My congratulations on receiving this award. You deserve it.

Award Acceptance Speech by Mr. Ernesto Bertarelli

I am truly humbled to receive this Award. It is one I shall always carry with me with the utmost pride, and I accept it on behalf of everyone who has helped me throughout so many years to help build relationships between the United States of America and Switzerland. For it has been truly a remarkable team effort.

I am very proud of my contribution to the bonds between our two nations. I speak from experience of each – I often say that in some ways I am a European by origin and an American by education. This Award therefore means more to me than I can say.

And I am only too well aware that I am walking on the shoulders of a number of the giants who have been previous recipients of the Award and who have played such an important role in the vital relationships that exist between the peoples of Switzerland and the United States.

Albert Gallatin, one of Geneva's greatest sons, of course represented that relationship in every way. To the task of building a new world, he brought what I believe to be the timeless Swiss skills of patient diplomacy over aggression, of prudence and good housekeeping, of enlightened internationalism and, as one of the founders of New York University, a great belief in the power of education and the energy of the young. His achievements stand as a permanent memorial to the ties that bind our nations.

And those ties – which date back almost two and a half centuries, so that in the 19th century we were called "sister republics" – are more relevant today than ever. Of course, we share so much in common as countries with strong federal structures and politics rooted in a love of freedom and a respect for the individual. It is not just historical ties we have – but very real economic and commercial ones that shape our destiny today. We should never take for granted the absolutely crucial economic and business links between our two countries, which are vital to both our destinies.

The United States is by far the most important direct foreign investor in Switzerland, and is our second most important export market world-wide. Bilateral trade with the USA was worth more than US\$ 100 billion in 2015. US companies have created 86,000 jobs in Switzerland.

In turn, Switzerland – despite our small geographical size – is the seventh largest direct foreign investor in the US, and there is now more than US\$ 224 billion in cumulative direct Swiss investment in the States. That investment and our exports – alongside the 500 Swiss companies doing business across every one of the fifty states in the US - have created over 725,000 American jobs. And we provide vital management platforms for US multinationals, increasing numbers of which are making their homes here in Switzerland.

Those crucial economic and trading bonds between us are all the more important, and more exciting, because of our shared commitment to the future as well.

What we, like the US, have in abundance is a yearning to push the boundaries of knowledge and science; an entrepreneurial spirit; a world-wide reputation for innovation and excellence. But as we are a small nation, those qualities are worth little without access to global markets, to industries of scale and to international co-operation. In other words, we have to face outward to win the future, or we fail.

And we back these words with investment. No other country invests as much in research and development in the United States as Switzerland, supporting 25,000 R&D related jobs in America and driving partnerships and collaboration between our academic institutions. My Father and I did this in the past with our own business, and my family continues that work now both with our business investment and the philanthropic work we support.

In the perplexing political times in which we live, with nationalism and isolationism on the march around the world, we forget at our peril the lesson that the Swiss and the Americans long ago learned: that progress – particularly in science, medicine and engineering – does not recognise national boundaries. To flourish, progress needs open borders, and the spur of international competition, collaboration and of effective knowledge transfer. This is why Switzerland and the USA fight side by side for the protection of intellectual property.

This is so obviously true in the field of medical research where so much is still to be discovered and where one scientific approach is never the sole answer to cure a disease. We need to continue to promote a global effort in medicine and benefit from collecting data from multiple institutions. So, we must continue to work together for more synergies and closer collaborations, to reach our very important mission – to improve the lives of all humanity.

We're not undertaking research for the sake of it. We are not just about expanding the reach of academia. We are about finding new therapies and cures to improve quality of life and extend life, and taking those therapies from the laboratory to patients in hospitals as quickly and safely as we can. That is a noble cause, and one we take with the utmost seriousness.

The thirst for discovery – the unsleeping energy for knowledge - is what has driven my family for three generations as we have sought to be a part of pushing the boundaries of science, but at the same time to underpin it with the practicalities and realities of business. This is especially relevant at a time when competition in the academic world is so fierce and the costs and complexity of research in life sciences is more punishing than ever.

That innovation and invention must always travel hand in hand with the spirit of enterprise and the discipline of commerce was the message my grandfather passed on to my father, Fabio Bertarelli (who brought our family to Switzerland), and that he then passed on to me. In turn, it is one of the most crucial things I want my children to know so that these values and traditions carry on down the future generations of my family.

It is these values, along with a sense of great responsibility to the community we love, which have helped make Campus Biotech a reality, and a part of our family's continuing journey.

It is also why our Campus has found such a welcome home in Geneva – a City which has always symbolised the partnership of advanced, life-transforming science and successful business and which ensures Switzerland remains at the global cutting-edge of scientific research.

This "Région Lémanique" is now home to a more remark-

able blend of institutional and private interests, science and business, established players and innovative start-ups than I believe you will find anywhere else in Europe. The British poet John Keats, who loved this City, said that Geneva is the window which opens up Switzerland to the world.

I agree and I am deeply proud that the new approach of Campus Biotech reflects this tradition. By bringing together all the drivers of change under one roof, being open to the world and working in concert with anyone who can help, it has become central to the network of global research initiatives. If commercial reality is one of the drivers for our vision, the other is to sponsor state of the art research in Academia and to ensure that we have the best team, the top talent and the brightest minds working for our future. At the end of the day it is always people which make progress a reality, and who ensure that research and invention is translated into tangible therapeutic solutions that change lives.

That is a lesson I have learned from sailing and from the America's Cup, where the team that you create and the individuals you forge into a group is crucial for success. The speed of your boat is always the translation of the quality of your people.

It is absolutely the same in business: get together the most talented team, empower them, give them the independence and freedom to dream, ensure they have the tools to deliver, learn from them and above all trust in them and you will succeed. At the end of the day, as I often say, it all comes down to trust. This is why I trust in a long-lasting friendly relationship between our two countries.

Distinguished guests, ladies and gentlemen I am humbled to receive this award, and I thank you from the bottom of my heart. It means so much to me, and to my family.

I am also deeply proud.

Proud of the role that Campus Biotech is playing in the future of neuroscience.

Proud of the indelible and enduring links we have with the United States of America that today's event symbolises.

Proud of all the dedicated people I work with, of whose talents I am in awe.

And above all I could not be more proud of my country which – thanks to its internationalist, global outlook, its pioneer spirit and its faith in the future – is leading the way in the next frontier of science. There could be no more rewarding, more exciting and more noble cause than that.