



HAGGIS, PIPES AND 21ST CENTURY BUSINESS PARTNER



"Fantastic!" "It really opened our eyes to the opportunities." and "I didn't know the Scots were so generous!" These were just some of the comments from the crowd of high-level guests at the inaugural event of Project Scotlink on Thursday 3d December.

Host for the evening Iain Martin launched the Project, which is designed to connect Switzerland and Scotland together in business, to the skirl of bagpipes and the aroma of fine malt whiskies (all from Piper Daniel Graf of Scot&Scotch), in Zurich's plush St. Gotthard Hotel. Iain, Project Scotlink Leader and better known as the MD of I.J. Martin & Co Ltd, Executive Coaches for Global Business Leaders, put on his GlobalScot badges for the night. An active member of this elite group of influential expatriate Scots, Iain and his fellow GlobalScots in Switzerland aim to help Scotland grow its economy through trade with like-minded Switzerland.

"We're not only descended from the Celts, like the Swiss" said Iain "Our economies are built on the same sectors -. Financial Services, Life Sciences, Tourism, Sustainable Energy and more. We have wonderful opportunities to do more business together." "What stops us" he went on "is ignorance - we just don't know enough about each other. Project Scotlink sets out to create essential awareness to break down the barriers."

"We know much more now and Scotland is firmly in our sights for the future" said SECO, whose Ambassador Monika Ruehl was Keynote Speaker for Switzerland. Anne MacColl, EMEA Director for Main Sponsor Scottish Development International, presented a compelling case for Scotland as a 'Twenty First Business Partner' in science and innovation. Personal testimony from four senior Scots, all top executives in Swiss multinationals, underlined the case for doing more business together.

'Doing Business with Scotland' showcased this northern nation's vibrant business scene and its innovative genius, in a traditional framework of Celtic hospitality, which was lovingly prepared by the hotel's Head Chef. Closing the evening, the true nature of Scottish generosity was amply displayed by contributors to the take-away gift bags and Business Card Draw. Popular winner of the first prize (two return tickets from Zurich to Edinburgh by BMI and two free nights in Scotland's best apartment hotel Knight's Residence), was our very own BSCC Photographer Howard Brundrett.

"The launch of Project Scotlink was a big success, judging by the positive comments around the room" said Iain Martin. "The energetic Scotlink Implementation Group will make sure that more awareness-creating events like this are planned in both Switzerland and Scotland."