

AN EVENING FOR SPECIAL
PERSONALITIES

GALA DINNER
PRIX SUISSE 2024

NOVEMBER, 9, KURSAAL BERN

- INITIATIVE SCHWEIZ
- INITIATIVE SUISSE
- INIZIATIVA SVIZZERA
- INITIATIVE SWITZERLAND





GRAND GALA DINNER WITH AWARD CEREMONY AND FIRESIDE CHAT

The big gala dinner with award ceremony of the „Prix Suisse“ is a closed event and is not open to the public. Personally invited are 400 guests from business, science, politics, administration, culture and sports.

The well-known presenter Sandra Studer will guide you and your companion through a varied and unforgettable evening full of highlights and the finest culinary delights. Look forward to an exciting program and the winner of the Prix Suisse 2024 in the field of culture

INITIATIVE SWITZERLAND & PRIX SUISSE

The Initiative Switzerland is a non-profit organization that is fully committed to Switzerland. The financial resources and the foundation were laid by the entrepreneur Fritz Gottlieb Pfister. With courage, innovative strength and responsible entrepreneurship, he built up Möbel Pfister, the leading Swiss furniture store.

With Initiative Schweiz, we support innovative ideas and projects in all parts and language regions of Switzerland as a private funding agency. In this way, we specifically promote competitiveness and prosperity in our country. Initiative Switzerland and the „Prix Suisse“ are headed by Stefan Linder, co-founder and long-time CEO and delegate of the Swiss Economic Forum.





OVERVIEW

- Date:** Saturday, November 9, 2024
- Time:** 5 pm - 1am
- Venue:** Kursaal Bern
- Guests:** 200 handpicked guests with company from economy, politics, society, administration, culture science and sports
- Host:** Initiative Switzerland
www.initiative-schweiz.org/en
- Registration:** Online via our registration platform on:
registration.initiative-schweiz.org/
(the login can be found on your invitational letter)
- Contact:** Stefan Linder, Chairman Initiative Schweiz
info@initiative-schweiz.org/Phone: 058 521 45 38



DER PRIX SUISSE ZEICHNET
PERSÖNLICHKEITEN MIT
MUT, INNOVATIONSGEIST
UND KREATIVITÄT AUS.

IN INITIATIVE SCHWEIZ
IN INITIATIVE SUISSE
IN INITIATIVE SVIZZERA
IN INITIATIVE SVITZERLAND

IMPEGNATI IN
SVIZZERA.

ENGASCHAMENT
PER LA SVIZRA.

IN INITIATIVE SCHWEIZ
IN INITIATIVE SUISSE
IN INITIATIVE SVIZZERA
IN INITIATIVE SVITZERLAND



PROGRAM

- 5.00 pm** Welcome | Check-in | Networking-Apéro
- 6.15 pm** Welcome address
- Showblock |
- Fireside Chat
- Dinner
- Projects: Initiative Switzerland
- Prix Suisse 2024 | Award-Ceremony
- 10.45 pm** Dessert and cheese buffet
- Networking and exchange at the bars and lounges





CULINARY

We will once again spoil you with culinary delights at the grand gala dinner. Let us surprise you and enjoy a fine traditional Swiss meal with matching wines.



For the already legendary cheese and dessert buffet, the team of cheese connoisseurs from Jumi and the world champion pâtis-sier Rolf Mürner will once again be on hand with his tempting creations. Our barista team and the bartender crew will provide a great offer in the networking zone. Celebrate with us the winner of the Prix Suisse together with his team and round off the evening with good conversation.



Moderation

SANDRA STUDER

Sandra Studer became one of the most popular presenters on Swiss television with programs such as „Swiss Award“, „Takito“, „Sports Awards“ and „Darf ich bitten?“. She also frequently appears on stage as a singer and actress in musical productions.

Sandra Studer studied German and musicology at the University of Zurich („I'm one of the funny few percent who quit just before graduating“) and started working at SRF in 1991. Whether in entertainment or cultural formats - she loves music, people and languages! That also makes her the ideal cast for our gala evening.



Fireside Chat/Food for thought

YUVAL NOAH HARARI

Professor Yuval Noah Harari is a world-renowned historian, best-selling author and visionary whose work has revolutionized the way we think about our past, present and future.

Harari has sold more than 45 million books worldwide, translated into 65 languages. In them he sheds light on the great questions of humanity, from the evolution of human societies to the ethical and political dilemmas of the 21st century. His work is not only academic, but also extremely relevant to anyone who wants to understand the world of tomorrow. Harari's ability to present complex topics in an understandable and engaging way has made him one of the most sought-after thinkers of our time. We are pleased to welcome Yuval Noah Harari to the Prix Suisse 2024.



Assessment of US elections

PHILIPP HILDEBRAND

Philipp Hildebrand has been Vice Chairman of BlackRock and a member of the Global Executive Committee since 2012.

He was previously Chairman of the Governing Board of the Swiss National Bank (SNB). In this role, he was also a member of the Board of Directors of the Bank for International Settlements (BIS) and represented Switzerland on the Board of Governors of the International Monetary Fund (IMF) and on the Financial Stability Board (FSB), of which he was elected Vice Chairman by the G20 heads of state and government in 2011.

Philipp Hildebrand is a member of the Group of Thirty, President of the Zurich Art Society and Trustee of the British Museum, as well as an Honorary Fellow of Lincoln College, Oxford. This year, France awarded him the Order of Merit Chevalier de la Légion d'honneur.



Federal Councillor

BEAT JANS

He has been Head of the Federal Department of Justice and Police FDJP since January 1, 2024

Beat Jans was born in 1964 and grew up in Riehen in the canton of Basel-Stadt. He successfully completed his apprenticeship as a farmer, obtained a degree in agricultural engineering at the Technical Center for Tropical Agriculture and later a degree in environmental sciences at ETH Zurich. He was a National Councillor from 2010 to 2020 and Vice President of the SP Switzerland from 2015 to 2020. From 2021 to 2023, he was President of the Government of the Canton of Basel-Stadt. Beat Jans is married and has two daughters.

Federal Councillor Beat Jans will present the Prix Suisse 2024 in the field of culture to the artist Büne Huber from Patent Ochsner.



PREMI SCHWEIZ
PREMI SUISSE
PREMI SVIZZERA
PREMI SVIZRA

2024

PRIX SUISSE 2024

On this evening, the „Prix Suisse“ will be awarded for the third time. The winners of the annual award are personalities who have made outstanding contributions to Switzerland in recent years. Courage, innovative spirit and creativity are what set them apart.

These people are among the top personalities in their field by international standards. They are role models for today's and future generations. Their work contributes significantly to the success and positive image of Switzerland.

The jury of the Swiss Initiative has nominated Büne Huber for the Prix Suisse 2024. At a festive ceremony, he will be honored for his outstanding achievements and great merits as a musician, painter and artist. The award will be presented by Federal Councilor Beat Jans.



Award winner 2024 | Culture

BÜNE HUBER | PATENT OCHSNER

Musician, painter, artist and frontman of the legendary band

Come leader del Patent Ochsner, Büne Huber ha ridefinito i confini della musica.

As a songwriter, composer, painter and creative mind behind numerous hits, he has left a lasting mark on the Swiss music scene. His tireless commitment to art and his authentic style have made him an icon, known throughout Switzerland and beyond its borders. Patent Ochsner is considered the most influential and important band

in the country and is characterized by its diverse musical influences, ranging from rock to folk to experimental sounds. Their unique style and haunting lyrics have had a lasting impact on the Swiss musical landscape. The cult band received the „Swiss Music Award“ for their life's work and were the first band in Switzerland to be honored with an MTV Unplugged.





ECONOMY



SCIENCE



SPORT

The Prix Suisse is awarded in four categories. Business, Science, Sport and Culture. Each year, an outstanding personality is honored with the Prix Suisse. This year, the Prix Suisse in the culture category will be awarded to Büne Huber of Patent Ochsner. Next year, we will start the new series again with the business category. Next year's Prix Suisse event and award ceremony will take place on Saturday, November 8, 2025.





DRESS CODE

For the grand gala dinner and award ceremony of the Prix Suisse, „Black-Tie“ is requested for gentlemen and at least „Festive attire“ (evening dress) for ladies. If you have any questions, please contact Sandra Kamber.
sk@initiative-schweiz.org

For more information about the event, please visit our website at the following link:
www.initiative-schweiz.org/en/ps2024

CULINARY

Enjoy a good meal and be surprised by the cuisine.
You can tell us about any allergies or intolerances in the registration form.

GENERAL INFORMATION

Registration

You can register or deregister online with the personal QR code or registration code on your invitation letter you can quickly and easily make the registration including hotel booking, accompanying person and other details on the computer or with the smartphone (mobile).

Tickets

The exclusive event can only be attended by personal invitation from Initiative Switzerland. The invitations are personal and cannot be transferred.

VIP Shuttle Service

VIP shuttles are available for our guests between the city hotels and the Kursaal. You will receive further information directly upon check-in at the hotel.



Hotel reservations

We have reserved a contingent of rooms at the Kursaal Swissôtel Bern, Bellevue Palace and Schweizerhof. The desired rooms can be booked directly at registration or through our secretary.

Getting there and parking

The Kursaal Bern and the proposed hotels can be reached very easily by public transportation. For those who prefer to arrive by car, several parking garages are available in Bern and in the immediate vicinity of the hotels..

Protective measures

Appropriate protective measures will be applied for the event in accordance with the regional health department and in compliance with FOPH guidance, if necessary.

Questions and special requests

Project leader Sandra Kamber will be happy to make herself available to you if you have any questions or special requests.

sk@initiative-schweiz.org

058 521 45 45



■ ■ PREIS SCHWEIZ
■ ■ PRIX SUISSE
■ ■ PREMIO SVIZZERA
■ ■ PREMI SVIZRA

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