



Indiana University of Pennsylvania  
EBERLY COLLEGE OF BUSINESS AND INFORMATION TECHNOLOGY



*Fifth Annual International Symposium*  
*Europe: Business, Economy and Culture*  
*August 6 to 12, 2014*



*Fifth Annual International Symposium  
Europe: Business, Economy and Culture, August 6 to 12, 2014*

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|--|--|
| <b>Day One<br/>August 6<br/>Wednesday</b>  | <b>BANGALORE –ZURICH-PARIS</b><br><br><ul style="list-style-type: none"> <li>• Seine River Cruise</li> <li>• Discussion based on the articles</li> </ul>   |
| <b>Day Two<br/>August 7<br/>Thursday</b>   | <b>PARIS</b><br><br><ul style="list-style-type: none"> <li>• City tour of Paris, Notre-Dame Cathedral, Bastille Square, Latin Quarter, St. Germain- Champs-Elysees, Arch of Triumph, Eiffel Tower , Concorde Square, Madeleine Church, Opera Square , Place des Pyramides</li> <li>• Visit Louvre Museum- Largest museum and a historical monument.</li> </ul> |
| <b>Day Three<br/>August 8<br/>Friday</b>   | <b>PARIS</b><br><br><ul style="list-style-type: none"> <li>• Visit Disneyland- Entertainment resort in Marne-la-vallee</li> </ul>  |
| <b>Day Four<br/>August 9<br/>Saturday</b>  | <b>PARIS - GENEVA</b><br><br><ul style="list-style-type: none"> <li>• Visit Patek Philippe Museum- Home to the creation of Geneva-based firm of master watchmakers.</li> <li>• Symposium with Industry experts and Alumni</li> </ul>   |
| <b>Day Five<br/>August 10<br/>Sunday</b>   | <b>GENEVA-ENGELBERG</b><br><br><ul style="list-style-type: none"> <li>• City tour of Geneva which includes Jet d' Eau - United Nations Building – The Floral Clock – The English Gardens – International Red Cross Building.</li> <li>• Wine tasting tour</li> </ul>   |
| <b>Day Six<br/>August 11<br/>Monday</b>    | <b>ENGELBERG</b><br><br><ul style="list-style-type: none"> <li>• Visit Jungfrau: Top of Europe</li> <li>• Orientation of Lucerne</li> </ul>  |
| <b>Day Seven<br/>August 12<br/>Tuesday</b> | <b>ENGELBERG-ZURICH</b><br><br><ul style="list-style-type: none"> <li>• Excursion to Schaffhausen: Rhine falls</li> </ul> <b>ENGELBERG – JFK OR BANGALORE</b>  |



## **Hotels**

### **Paris**

**August 6 to 9, 2014**

Hotel Ibis Paris la Villette

Address and Telephone:

Cité des Sciences,

31 – 35 Quai de l’Oise 75019 Paris

Tél.: +33 1 40 38 04 04 Fax : +33 1 40 38 58 01

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### **Geneva**

**August 9 to 10, 2014**

Best Western Hôtel Chavannes-de-Bogis

Address and Telephone:

Les Champs blancs

1279 Chavannes-de-Bogis /Suisse

Tél. +41 22 960 81 85

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### **Engelberg**

**August 10 to 12, 2014**

Hotel Crystal

Address and Telephone:

Dorfstrasse 45

6390 Engelberg

Tel: +41 41 637 21 22 Fax: +41 41 637 29 79

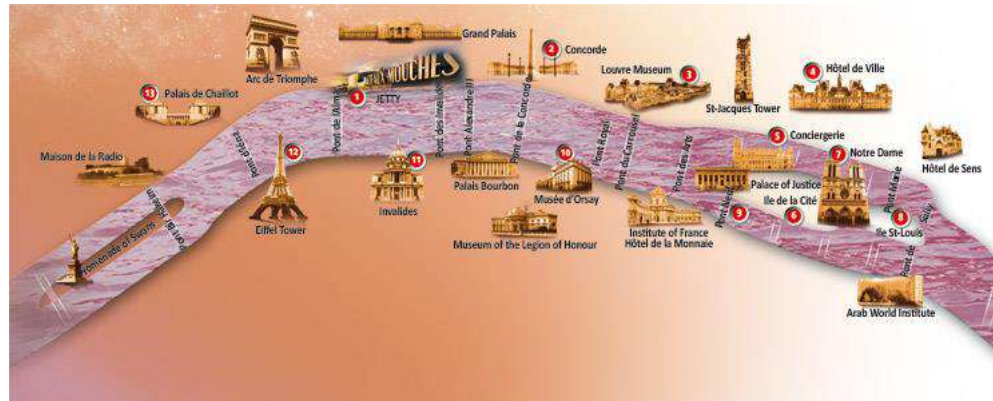
| Approximate Temperature |                           | 6 August, 2014  |   |
|-------------------------|---------------------------|---|---|
| Zurich                  | Paris                     | Wednesday   |   |
| Hi- 25C° - 77F          | Hi- 21C° 69F              | Zurich to Paris                                       |   |
| Low-14C° - 57F          | Low-10C° - 50F            |   |   |
| Time                    | Activities                | Important Instructions (if any)                       | Dress Code  |
| 6:15 AM                 | <i>Arrive into Zurich</i> | Freshen-up at the airport<br>breakfast at the airport | Sneakers and<br>comfortable clothing<br>recommended for all<br>sight-seeing |
| 08:00 AM                | Depart to Paris.          |   |   |
| 12:00 PM                | Lunch on the way to Paris |   |   |
| 16:00 PM                | Hotel check-in            |   |   |
| 18:00 PM                | Seine River Cruise        |   |   |
| 19:30 PM                | Dinner                    |   |   |

## River Seine

At the end of the war, Jean Bruel, who loved Paris, wanted to allow the Parisians to be able to enjoy themselves again and lead a carefree existence. He knew that Paris appeared to be even more beautiful when it was seen from the River Seine. Up until then, it had been used as a thorough-fare to transport goods and people (by river boat). He designed and built really modern and avant-garde boats, including 9 cruise boats and 5 boat restaurants. They are encased in glass and bathed in light and represent the company's the current fleet.

The Compagnie des Bateaux Mouches® was created in 1949 and since then it has become a name which is known throughout the world! Jean Bruel was ingenious, creative and had sensed that the end of the Second World War would mark the beginning of a new concept of travelling, leisure activities and international meetings. It was by buying one of the last steam boats, a relic from the 1900 Universal Exhibition, and by launching a communication operation whose fictional hero was Jean-Sébastien Mouche, the supposed founder of the Bateaux-Mouches®, that Jean Bruel created the most famous cruise line on the River Seine: the Compagnie des Bateaux-Mouches.

Jean Bruel loved Paris and wanted to transform the City of Light into a perfect place and promote it through its most beautiful avenue: the River Seine. This concept has won over more than a million passengers since its creation. It is within this unique structure that his daughter, Charlotte Bruel Matovic, and Radé Matovic perpetuate this wonderful adventure.



## FRANCE – FRENCH REPUBLIC

### General information

- Anthem: The Marseillaise
- Motto: Liberty, Equality, Fraternity
- National holiday: July 14th (Bastille day)

### Geography

- Area: 260,711 mi<sup>2</sup>, (209,970 mi<sup>2</sup> Metropolitan France)
- Capital: Paris
- Main cities: Bordeaux, Lille, Lyon, Marseille, Nice, Nantes, Strasbourg, Toulon, Toulouse

### Political system

- 5th Republic since 1958 - Presidential election every 5 years
- President: François Hollande (since May 6th 2012)
- Legislature: Parliament
- Senate (Upper house) - National Assembly (Lower house)

### Economic sectors

- Services sector employs 70% of the French population
- Leading tourist destination in the world
- Global leader in the production of wines and spirits

### Economy

- GDP: 2.69 trillion dollars (5th worldwide rank) (2012)
- GDP: per capita: \$41,141 (2012)
- Currency: Euro (since 2002)

### Population

- 65,350,000 inhabitants (2012)
- Fertility rate: 2.08 (2011) (one of the higher rates among the European countries)
- Density: 114 inhab/km<sup>2</sup>

Flag:



Country coat of arms:



Maps:



France today is one of the most modern countries in the world and is a leader among European nations. It plays an influential global role as a permanent member of the United Nations Security Council, NATO, the G-8, the G-20, the EU and other multilateral organizations. France rejoined NATO's integrated military command structure in 2009, reversing de Gaulle's 1966 decision to take French forces out of NATO.

Over the past 500 years, France has been a major power with strong cultural, economic, military and political influence in Europe and around the world. During the 17<sup>th</sup> and 18<sup>th</sup> centuries, France colonized great parts of North America and Southeast Asia. During the 19<sup>th</sup> and early 20<sup>th</sup> centuries, France built the second largest colonial empire of the time, including large portions of North, West and Central Africa, Southeast Asia, and many Caribbean and Pacific Islands.

Since 1958, it has constructed a hybrid presidential-parliamentary governing system resistant to the instabilities experienced in earlier more purely parliamentary administrations. France was transitioning from an economy that has featured extensive government ownership and intervention to one that relies more on market mechanisms but is in the midst of a euro-zone crisis. The government has partially or fully privatized many large companies, banks, and insurers, and has ceded stakes in such leading firms as Air France, France Telecom, Renault, and Thales. It maintains a strong presence in some sectors, particularly power, public transport, and defense industries.

In recent decades, its reconciliation and cooperation with Germany have proved central to the economic integration of Europe, including the introduction of a common exchange currency, the euro, in January 1999. France has several overseas territories and islands. Metropolitan France extends from the Mediterranean Sea to the English Channel and the North Sea, and from the Rhine to the Atlantic Ocean. It is often referred to as The Hexagon because of the geometric shape of its territory. It is the largest country in Western Europe and the third-largest in Europe as a whole, and it possesses the second-largest exclusive economic zone in the world, covering 11,035,000 km<sup>2</sup> (4,260,000 sq mi), just behind that of the United States (11,351,000 km<sup>2</sup> / 4,383,000 sq mi). In the early 21<sup>st</sup> century, five French overseas entities – French Guiana, Guadeloupe, Martinique, Mayotte, and Reunion – became French regions and were made part of France proper.

France's leaders remain committed to a capitalism in which they maintain social equity by means of laws, tax policies, and social spending that reduce income disparity and the impact of free markets on public health and welfare. France's real GDP contracted 2.6% in 2009, but recovered somewhat in 2010 and 2011. The unemployment rate increased from 7.4% in 2008 to 9.3% in 2010 and 9.1% in 2011. Lower-than-expected growth and increased unemployment have cut government revenues and increased borrowing costs, contributing to a deterioration of France's public finances. The government budget deficit rose sharply from 3.4% of GDP in 2008 to 7.5% of GDP in 2009 before improving to 5.8% of GDP in 2011, while France's public debt rose from 68% of GDP to 86% over the same period. Under President SARKOZY, Paris implemented austerity measures that eliminated tax credits and froze most government spending in an effort to bring the budget deficit under the 3% euro-zone ceiling by 2013 and to highlight France's commitment to fiscal discipline at a time of intense financial market scrutiny of euro-zone debt levels. Socialist Francois HOLLANDE won the May 2012 presidential election, after advocating pro-growth economic policies,



as well as measures such as forcing banks to separate their traditional deposit taking and lending activities from more speculative businesses, increasing taxes on bank profits, introducing a new top bracket on income taxes for people earning over \$1.3 million a year, and hiring an additional 60,000 civil servants during his five-year term of office.

France has its main ideals expressed in the Declaration of the Rights of Man and of the Citizen. The French Republic is defined as indivisible, secular, democratic and social by its constitution. France enjoys a high standard of living as well as a high public education level, and has also one of the world's longest life expectancies. France has been listed as the world's "best overall health care" provider by the World Health Organization. It is the most visited country in the world, receiving 82 million foreign tourists annually.

France has the world's fourth largest nominal military budget, the third largest military in NATO and EU's largest army. France also possesses the third largest nuclear weapons stockpile in the world – with around 300 active warheads as of 25 May 2010 – and the world's second largest diplomatic corps (second only to that of the United States). France is a founding member of the United Nations, one of the five permanent members of the UN Security Council, and a member of the Francophonie, the G8, G20, NATO, OECD, WTO, and the Latin Union. It is also a founding and leading member state of the European Union and the largest EU state by area. In 2011, France was listed 20<sup>th</sup> on the Human Development Index and 24<sup>th</sup> on the Corruption Perceptions Index (2010).

## ***PARIS***

Paris is the capital and largest city of France. It is situated on the river Seine, in northern France, at the heart of the Île-de-France region (or Paris Region). As of January 2009 the city of Paris, within its administrative limits (the 20 arrondissements) largely unchanged since 1860, has an estimated population of 2,234,105 and a metropolitan population of 12,161,542, and is one of the most populated metropolitan areas in Europe. Paris was the largest city in the Western world for about 1,000 years, prior to the 19<sup>th</sup> century, and may have been the largest in the entire world between the 16<sup>th</sup> and 19<sup>th</sup> centuries.

Paris is today one of the world's leading business and cultural centers, and its influences in politics, education, entertainment, media, fashion, science, and the arts all contribute to its status as one of the world's major global cities. It hosts the headquarters of many international organizations such as UNESCO, the OECD, the International Chamber of Commerce or the European Space Agency. Paris is considered one of the greenest and most liveable cities in Europe. It is also one of the most expensive.

Paris and the Paris Region, with US\$759.9 billion in 2010, produce more than a quarter of the gross domestic product of France. According to 2008 estimates, the Paris agglomeration is Europe's biggest or second biggest city economy and the sixth largest in the world. The Paris region is the first in Europe in terms of research and development capability and expenditure and through its 17 universities and 55 grandes écoles has the highest concentration of higher education students in the European Union. With about 42 million tourists annually in the city and its suburbs, Paris is the most visited city in the world. The city and its region contain 3,800 historical monuments and four UNESCO World Heritage Sites.

Flag :



City coat of arms :



Map :



| <b>Approximate Temperature</b><br><b>Paris</b><br>Hi- 23C° - 74F<br>Low-16C° - 61F | <b>7 August, 2014</b><br><b>Thursday</b><br><b>Paris</b>  |  |  |
|--|---|--|--|
| <b>Time</b>  | <b>Activities</b>   | <b>Important Instructions (if any)</b> | <b>Dress Code</b>  |
| 08:00 AM   | <i>Breakfast at the hotel</i>   | Assemble in the lobby by 8:00 AM       | Sneakers and comfortable clothing recommended for all sight-seeing |
| 09:30 AM   | Half day City tour of Paris with guide<br><br>Eiffel tower Second level View the Notre-Dame Cathedral Hotel de Ville- Bastille Square Sorbonne - Latin Quarter - St-Germain-des-Pres Champs-Elysées- Arch of Triumph- Eiffel Tower - Invalides - Concorde Square- Madeleine Church- Opera Square –Place des Pyramides |  |  |
| 13:30 PM   | <i>Lunch at the hotel</i>   |  |  |
| 14:30 PM   | Louvre Museum   |  |  |
| 18:45PM  | Dinner  |  |  |
| Transfer back to hotel. Overnight in Paris.  |   |  |  |

## Louvre Museum

The Louvre Museum or simply the Louvre—is one of the world’s largest museums, the most visited art museum in the world and a historic monument. A central landmark of Paris, France, it is located on the Right Bank of the Seine in the 1<sup>st</sup> arrondissement (district). Nearly 35,000 objects from prehistory to the 19<sup>th</sup> century are exhibited over an area of 60,600 square meters (652,300 square feet).

The museum is housed in the Louvre Palace which began as a fortress built in the late 12<sup>th</sup> century under Philip II. Remnants of the fortress are visible in the basement of the museum. The building was extended many times to form the present Louvre Palace. In 1682, Louis XIV chose the Palace of Versailles for his household, leaving the Louvre primarily as a place to display the royal collection, including, from 1692, a collection of antique sculpture. In 1692, the building was occupied by the *Académie des Inscriptions et Belles Lettres* and the *Académie Royale de Peinture et de Sculpture*, which in 1699 held the first of a series of salons. The Académie remained at the Louvre for 100 years. During the French Revolution, the National Assembly decreed that the Louvre should be used as a museum, to display the nation’s masterpieces.

The museum opened on 10 August 1793 with an exhibition of 537 paintings, the majority of the works being royal and confiscated church property. Because of structural problems with the building, the museum was closed in 1796 until 1801. The size of the collection increased under Napoleon and the museum was renamed the Musée Napoléon. After the defeat of Napoleon at Waterloo, many works seized by his armies were returned to their original owners. The collection was further increased during the reigns of Louis XVIII and Charles X, and during the Second French Empire the museum gained 20,000 pieces. Holdings have grown steadily through donations and gifts since the Third Republic.

As of 2008, the collection is divided among eight curatorial departments: Egyptian Antiquities; Near Eastern Antiquities; Greek, Etruscan, and Roman Antiquities; Islamic Art; Sculpture; Decorative Arts; Paintings; Prints and Drawings.



## Notre Dame de Paris

Our Lady of Paris, also known as Notre Dame Cathedral or simply Notre Dame, It is the cathedral of the Catholic Archdiocese of Paris: that is, it is the church that contains the cathedra (official chair) of the Archbishop of Paris, currently André Vingt-Trois. The cathedral treasury houses a reliquary with the purported Crown of Thorns.

Notre Dame de Paris is widely considered one of the finest examples of French Gothic architecture in France and in Europe, and the naturalism of its sculptures and stained glass are in contrast with earlier Romanesque architecture. The first period of construction from 1163 into 1240s coincided with the musical experiments of the Notre Dame school.

The cathedral suffered desecration during the radical phase of the French Revolution in the 1790s, when much of its religious imagery was damaged or destroyed. An extensive restoration supervised by Eugène Viollet-le-Duc removed remaining decoration, returning the cathedral to an 'original' gothic state.



## Eiffel tower

The Eiffel Tower, nickname the iron lady is an iron lattice tower located on the Champ de Mars in Paris, named after the engineer Gustave Eiffel, whose company designed and built the tower. Erected in 1889 as the entrance arch to the 1889 World's Fair, it has become both a global cultural icon of France and one of the most recognizable structures in the world. The tower is the tallest building in Paris and the most-visited paid monument in the world; 7.1 million people ascended it in 2011. The third level observatory's upper platform is at 279.11 m the highest accessible to public in the European Union and the highest in Europe as long as the one of Ostankino Tower, at 360 m, will remain closed as a result of the fire of August 2000. The tower received its 250 Millionth visitor in 2010.

The tower stands 320 meters (1,050 ft.) tall, about the same height as an 81-story building. During its construction, the Eiffel Tower surpassed the Washington Monument to assume the title of the tallest man-made structure in the world, a title it held for 41 years, until the Chrysler Building in New York City was built in 1930. However, because of the addition, in 1957, of the antenna atop the Eiffel Tower, it is now taller than the Chrysler Building. Not including broadcast antennas, it is the second-tallest structure in France, after the Millau Viaduct.

The tower has three levels for visitors. Tickets can be purchased to ascend, by stairs or lift, to the first and second levels. The walk from ground level to the first level is over 300 steps, as is the walk from the first to the second level. The third and highest level is accessible only by lift – stairs exist but they are not usually open for public use. Both the first and second levels feature restaurants.

The tower has become the most prominent symbol of both Paris and France, often in the establishing shot of films set in the city.



## Champs Élysées and Arc de Triomphe



The Avenue des Champs-Élysées is a street in Paris, France. With its cinemas, cafés, luxury specialty shops and clipped horse-chestnut trees, the Avenue des Champs-Élysées is one of the most famous streets and one of the most expensive strips of real estate in the world. Several French monuments are also on the street, including the Arc de Triomphe and the Place de la Concorde. The name is French for Elysian Fields, the place of the blessed dead in Greek mythology. The Avenue des Champs-Élysées is known as “The most beautiful avenue in the world”.

The Arc de Triomphe is one of the most famous monuments in Paris. It stands in the centre of the Place Charles de Gaulle (originally named Place de l'Étoile), at the western end of the Champs-Élysées. There is a smaller arch, the Arc de Triomphe du Carrousel, which stands west of the Louvre. The Triumphal Arch honors those who fought and died for France in the French Revolutionary and the Napoleonic Wars, with the names of all French victories and generals inscribed on its inner and outer surfaces. Beneath its vault lies the Tomb of the Unknown Soldier from World War I.



The Arc de Triomphe is the linchpin of the historic axis— a sequence of monuments and grand thoroughfares on a route which goes from the courtyard of the Louvre, to the Grande Arche de la Defense. The monument was designed by Jean Chalgrin in 1806, and its iconographic program pitted heroically nude French youths against bearded Germanic warriors in chain mail. It set the tone for public monuments, with triumphant patriotic messages.

The monument stands 50 meters (164 ft.) in height, 45 m (148 ft.) wide and 22 m (72 ft.) deep. The large vault is 29.19 m (95.8 ft.) high and 14.62 m (48.0 ft.) wide. The small vault is 18.68 m (61.3 ft.) high and 8.44 m (27.7 ft.) wide. It was the largest triumphal arch in existence until the construction of the Arch of Triumph in Pyongyang, in 1982. Its design was inspired by the Roman Arch of Titus. The Arc de Triomphe is so colossal that three weeks after the Paris victory parade in 1919, (marking the end of hostilities in World War I) Charles Godefroy flew his Nieuport biplane through it, with the event captured on newsreel.

| <b>Approximate Temperature</b><br><b>Paris</b><br>Hi- 24C° - 75F<br>Low-16C° - 61F | <b>8 August, 2014</b><br><b>Friday</b><br><b>Paris</b> |  |  |
|--|--|--|--|
| <b>Time</b>  | <b>Activities</b>                                      | <b>Important Instructions (if any)</b> | <b>Dress Code</b>  |
| 7:00 AM to 7:30 AM   | <i>Breakfast at the hotel</i>                          | Assemble in the lobby by 7:45 AM       | Sneakers and comfortable clothing recommended for all sight-seeing |
| 08:00 AM   | Disney Land  |  |  |
| <i>Lunch on your own</i>   |  |  |  |
| 19:00 PM   | Dinner   |  |  |
| Transfer back to hotel. Overnight in Paris   |  |  |  |



## **DISNEYLAND PARIS**

Disneyland Paris, originally Euro Disney Resort, is an entertainment resort in Marne-la-Vallée, a new town located 32 km (20 mi) east of the centre of Paris and is the most visited attraction in all of France and Europe. It is owned and operated by Euro Disney S.C.A., a publicly traded company in which The Walt Disney Company owns a minority stake. The resort covers 4,800 acres and encompasses two theme parks, several resort hotels, a shopping, dining, and entertainment complex, and a golf course, in addition to several additional recreational and entertainment venues. Disneyland Park is the original theme park of the complex, opening with the resort on 12 April 1992. A second theme park, Walt Disney Studios Park opened in 2002.

The resort is the second Disney park to open outside the United States, following Tokyo Disney Resort, and the first to be owned and operated by Disney (through Euro Disney S.C.A.). The resort was designed specifically to follow the model established by Walt Disney World in Florida.

Disneyland Paris consists of two parks, Disneyland Park and Walt Disney Studios Park, and a shopping district, Disney Village. Disneyland Park is the park everybody has heard of and expects, and Walt Disney Studios Park has a more general movie making theme - but it's still very Disney. The Village is comprised of stores and restaurants.

Disney's theme parks are famous for their "Audio-Animatronics," attention to detail, service mentality, crowds, and high prices.

The best times to visit Disneyland Paris is on weekdays outside public holidays and school vacations. The least-visited times seem to be September-October and May-June. Considering the French weather, June is likely the safest bet



## Geneva

### General information

- Anthem: The Swiss Psalm
- Motto: One for all, all for one
- National holiday: August 1st (Anniversary of Federal Charter of 1291)

### Geography

- Area: 15.93 km<sup>2</sup>
- Country: Switzerland

### Economy

- GDP: \$104,636 in 2010
- Currency: swiss Franc

### Population

- 184,538 inhabitants (2009)
- Density: 12,261 /km<sup>2</sup>

Flag:



Coat of Arms:



Map:



## Geneva

Geneva is the second most populous city in Switzerland (after Zürich) and is the most populous city of Romandy, the French-speaking part of Switzerland. Situated where the Rhône exits Lake Geneva, it is the capital of the Republic and Canton of Geneva. Geneva is a global city, a financial center, and worldwide center for diplomacy due to the presence of numerous international organizations, including the headquarters of many of the agencies of the United Nations and the Red Cross. Geneva is the city that hosts the highest number of international organisations in the world. It is also the place where the Geneva Conventions were signed, which chiefly concern the treatment of wartime non-combatants and prisoners of war.

The official language of Geneva, in both the city and canton is French, the main language used in Romandie. As a result of immigration flows in the 1960s and 1980s, Italian, Portuguese and Spanish are also spoken by a considerable proportion of the population. English is also quite common due to the high number of anglophone expatriates and foreigners working in international institutions and in the bank sector. Lack of proficiency in French of English-speaking expatriates (even after years spent in Geneva) is an increasing concern.

Geneva was ranked as the world's ninth most important financial centre for competitiveness by the Global Financial Centres Index, ahead of Frankfurt, and third in Europe behind London and Zurich. The city has an area of 15.93 km<sup>2</sup> (6.2 sq mi), while the area of the canton is 282 km<sup>2</sup> (108.9 sq mi), including the two small enclaves of Celigny in Vaud. The part of the lake that is attached to Geneva has an area of 38 km<sup>2</sup> (14.7 sq mi) and is sometimes referred to as Petit lac (small lake)

The climate of Geneva is temperate, oceanic, winters are mild, usually with light frosts at night and thawing conditions during the day. Summers are pleasantly warm. Precipitation is adequate and is relatively well-distributed throughout the year, although autumn is slightly wetter than the other seasons. Ice storms near Lac Lemán are quite normal in the winter. In the summer many people enjoy swimming in the lake, and frequently patronise public beaches such as Genève Plage and the Bains des Paquis. Geneva, in certain years, receives snow in the colder months of the year. The nearby mountains are subject to substantial snowfall and are usually suitable for skiing.

The city is served by the Geneva Cointrin International Airport. It is connected by Geneva Airport railway station (French: Gare de Genève-Aéroport) with both the Swiss Federal Railways network and the French SNCF network, including to Paris, Lyon, Marseille and Montpellier bytgv. Geneva is connected to the motorway systems of both Switzerland (A1 motorway) and France.

Public transport by bus, trolleybus or tram is provided by Transports Publics Genevois (TPG). In addition to an extensive coverage of the city centre, the network covers most of the municipalities of the Canton, with a few lines extending into France. Public transport by boat is provided by the Mouettes Genevoises, which link the two banks of the lake within the city

| Approximate Temperature |                                      | 9 August, 2014                         |  |
|-------------------------|--------------------------------------|--|--|
| Paris                   | Geneva                               | Saturday                               |  |
| Hi- 28C° - 82F          | Hi- 27C° - 80.6F                     | Paris – Geneva                         |  |
| Low-19C° - 66F          | Low-12C° -53.6F                      |  |  |
| Time                    | Activities                           | Important Instructions (if any)        | Dress Code   |
| 7:00 AM to 7:30 AM      | <b><i>Breakfast at the hotel</i></b> | Assemble in the lobby by 7:30AM        | Sneakers and comfortable clothing recommended for all sight-seeing |
| 7:30 AM                 | Checkout from the hotel              |  |  |
| 7:45 AM                 | Transfer to Geneva                   |  |  |
| 14:00 PM                | Lunch at Indian Restaurant           |  |  |
| 15:00 PM                | Visit Patek Philippe Museum          |  |  |
| 17:00 PM                | Hotel Check In                       | Freshen up and get ready for symposium | Smart Formals  |
| 18:30 PM                | <b><i>Symposium</i></b>              |  |  |
| 19:30 PM                | Dinner and overnight in Geneva.      |  |  |

## **Patek Philippe Museum**



The Patek Philippe Museum is located in the heart of the Plainpalais district. Set up in 2001, it showcases the most prestigious creations of the brand's master watchmakers. Visitors can also admire an extraordinary collection of watches, musical automata and enamel miniatures from the 16th to the 19th centuries, created in Geneva, Switzerland and Europe. The museum also houses a library entirely dedicated to horology and its related subjects.

The building which today houses the Patek Philippe Museum has a long and interesting history dedicated to watchmaking and its related crafts. Most probably designed by the talented architect Mr William Henssler in 1919, it has witnessed gem-cutting under the name Heller & Son, the production of jewellery by the firms Ponti Gennari and Piaget, and the manufacture of watch-cases and bracelets since 1975 by Les Ateliers Reunis for Patek Philippe.

### **Participating Guests, Speakers and Alumni**

#### **Faculty and Administration**

- Dr. Prashanth Bharadwaj
- Dr. Cyndy Strittmatter
- Ms. Divyashree Ravishankar

#### **Alumni and Speakers**

- Daniel Friedrich: Nestle, S.A.
- Susan Friedrich: Alumna
- Leena Jain: PwC PricewaterhouseCooper
- Rakshit Mehta: Euro Alliance, S.A.
- Charlotte Georgeault: Alumna
- Mr. Sunil: Global Sustain Manager for Marketing and Sales
- Prof. Ruby Khurdi: AGBS University, Switzerland

| Approximate Temperature<br>Geneva                      Engelberg |  | <b>10 August, 2014</b>           |  |
|--|--|----------------------------------|--|
| Hi- 27C°- 80.6F      Hi- 24C°-75.2F                              |  | <b>Sunday</b>                    |  |
| Low-13C°- 55.4F    Low-13C°-55.4F                                |  | <b>Geneva – Engelberg</b>        |  |
| Time   | Activities   | Important Instructions (if any)  | Dress Code   |
| 7:30 AM  | <i>Breakfast at the hotel</i>  | Assemble in the lobby by 8:00 AM | Sneakers and comfortable clothing recommended for all sight-seeing |
| 8:30 AM  | <i>Check-out</i>   |                                  |  |
| 09:15 AM   | Half day City tour of Geneva<br>Jet d' Eau, The United Nations building, the floral clock, the English gardens and the International Red Cross building. |                                  |  |
| 13:00 PM   | Lunch at Indian Restaurant   |                                  |  |
| 15:30 PM   | Depart for Engelberg   |                                  |  |
| 18:30 PM   | Hotel check-in   |                                  |  |
| 19:30 PM   | Dinner at local restaurant<br>Overnight in Engelberg   |                                  |  |

## Jet d' Eau



The lakeshore's star attraction is the water jet, dazzling visitors as it shoots 140 metres into the sky. It is best seen from the *Bains des Pâquis*, this incredible 'beach' in the city centre where Geneva's smart set meets for a swim, a sauna or to eat a fondue! Another exceptional vantage point: a boat cruise on the lake, offering a unique view of the MontBlanc!

## UN Building

The United Nations Office at Geneva (UNOG) is the second-largest of the four major office sites of the United Nations. It is located in the Palais des Nations building constructed for the League of Nations between 1929 and 1938 at Geneva in Switzerland, and expanded in the early 1950s and late 1960s.



## English gardens



When you tire of the cosmopolitan flurry of the city, head a few blocks east of Old Town to the *Jardin Anglais*, or English Garden. This pretty little park is a great place to escape the hustle and bustle of central Geneva, and the panoramas of Lake Geneva are spectacular. However, the main reason to make a stop at the garden is to see the Flower Clock. This massive functioning clock which pays homage to Geneva's most lucrative craft is made from more than 6,000 different types of flowers and measures a whopping 16.4 feet in diameter. The design changes every year and, according to experts, each new look is just as beautiful as the last.

## International Red Cross Building

The International Committee of the Red Cross (ICRC) is part of the International Red Cross and Red Crescent Movement along with the International Federation of Red Cross and Red Crescent Societies (IFRC) and 189 National Societies. It is the oldest and most honoured organization within the Movement and one of the most widely recognized organizations in the world, having won three Nobel Peace Prizes in 1917, 1944, and 1963.



| <b>Approximate Temperature Engelberg</b><br><b>Hi- 18C° - 64.4F</b><br><b>Low-09C° - 48.2F</b> | <b>11 August, 2014</b><br><b>Monday</b><br><b>Engelberg</b>   |  |  |
|--|---|--|--|
| <b>Time</b>  | <b>Activities</b>   | <b>Important Instructions (if any)</b> | <b>Dress Code</b>  |
| 7:30 AM  | <i><b>Breakfast at the hotel</b></i>  | Assemble in the lobby by 8:00 AM       | Sneakers and comfortable clothing recommended for all sight-seeing |
| 08:30 AM   | Excursion to the Jungfrau, the “top of Europe”  |  |  |
| 12:00 PM   | Lunch at Indian restaurant on Jungfrau  |  |  |
| 16:00 PM   | Orientation tour of Lucerne<br>Lion Monument and the Kapell Brucke wooden bridge with the octagonal Water Tower |  |  |
| 18:30 PM   | Dinner  |  |  |
| Transfer to the hotel  |   |  |  |



## LUCERNE



A city in north-central Switzerland, in the German-speaking portion of that country. Lucerne is the capital of the canton of Lucerne and the capital of the district of the same name. With a population of about 76,200 people, Lucerne is the most populous city in central Switzerland, and a nexus of transportation, telecommunications, and government of this region. The city's urban area consists of 17 cities and towns located in three different cantons with an overall population of about 250,000 people.

## JUNG-FRAU (TOP OF EUROPE)



The Jungfrau is one of the main summits of the Bernese Alps, located between the southern canton of Bern and the northern canton of Valais, halfway between Interlaken and Fiesch. The Jungfrau forms a massive wall overlooking the Bernese Oberland and the Swiss Plateau, one of the most distinctive sights of the Swiss Alps. The Jungfrau is part of the Jungfrau-Aletsch area, which was declared a World Heritage Site in 2001.

Elevation: 4,158 m

First ascent: August 3, 1811

Prominence: 687 m

Mountain range: Alps, Bernese Alps

## Chapel bridge (Wooden Bridge)



The oldest wooden bridge in Switzerland dating back to the middle of the 14<sup>th</sup> century (first written record in 1367). Perhaps even more important, only very few covered wooden bridges do have old paintings under their roofs. Chapel Bridge and Water Tower mark the upper end of the medieval bridgehead city of Lucerne where the waters of Lake Lucerne flow into River Reuss. Originally Chapel Bridge and Water Tower were parts of the oldest medieval city ramparts of Lucerne. The northern bridgehead of Chapel Bridge once lead directly into St. Peter's Chapel.

Originally Chapel Bridge had an extension leading from its northern bridgehead to Hofkirche, the oldest church of Lucerne associated to a Benedictine monastery. But this second part of the bridge was replaced by a lakeside avenue and promenade in 1834.

## Octagonal water tower

The octagonal 140 ft (43 m) tall **Wasserturm**, which literally translates to "water tower". However, the tower is not a water tower in the usual sense, but the name comes from the fact that the tower is standing in the water. The tower predated the bridge by about 30 years.



## Lion monument



The Lion Monument (German: Löwendenkmal), or the Lion of Lucerne, is a sculpture in Lucerne, Switzerland, designed by Bertel Thorvaldsen and hewn in 1820–21 by Lukas Ahorn. It commemorates the Swiss Guards who were massacred in 1792 during the French Revolution, when revolutionaries stormed the Tuileries Palace in Paris, France. Mark Twain praised the sculpture of a mortally-wounded lion as "the most mournful and moving piece of stone in the world."

| <b>Approximate Temperature</b><br><b>Depart Zurich</b><br><b>Hi- 23C°- 74F</b><br><b>Low-15C°- 59F</b> | <b>12 August, 2014</b><br><b>Tuesday</b><br><b>Zurich – Newark</b> |  |  |
|--|--|--|--|
| <b>Time</b>  | <b>Activities</b>  | <b>Important Instructions (if any)</b> | <b>Dress Code</b>  |
| 7:30 AM  | <i>Breakfast at the hotel</i>                                      | Assemble in the lobby by 8:00 AM       | Sneakers and comfortable clothing recommended for all sight-seeing |
| 08:00 AM   | Check-out of the hotel. Transfer to Zurich                         |  |  |
| 10:00 AM   | City tour of Zurich (Excursion to Schaffhausen)                    |  |  |
| 14:00 PM   | Lunch at Indian restaurant   |  |  |
| 15:00 PM   | Transfer to the Zurich airport                                     |  |  |

# ZURICH

## General information

- Anthem: The third stanza of *Lied der Deutschen*
- Motto: Unity and justice and freedom
- National holiday: August 1st (Anniversary of Federal Charter of 1291)

## Geography

- Area: 87.88 km<sup>2</sup>
- Country: Switzerland

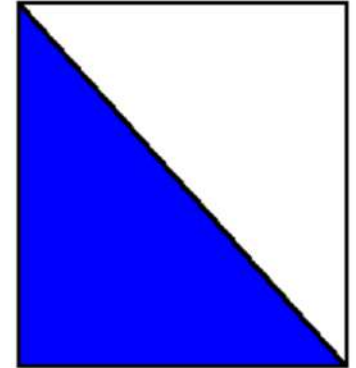
## Economy

- GDP: \$92,553 in 2010
- Currency: Euro (since 2002)

## Population

- 383,708 inhabitants (2013)
- Density: 4,176 /km<sup>2</sup>

Flag:



Country coat of arms:



Maps:



## Zurich

A first development towards its later, Germanic form is attested as early as the 6th century with the form Ziurichi. From the 10th century onward, the name has more or less clearly been established as Zürich.

Zürich was the Federal capital for 1839–40, and consequently the victory of the Conservative party there in 1839 caused a great stir throughout Switzerland. But when in 1845 the Radicals regained power at Zürich, which was again the Federal capital for 1845–46, Zürich took the lead in opposing the Sonderbund cantons. Following the Sonderbund war and the formation of the Swiss Federal State, Zürich voted in favour of the Federal constitutions of 1848 and of 1874. Extensive developments took place during the 19th century. From 1847, the Spanisch-Brötli-Bahn, the first railway on Swiss territory, connected Zürich with Baden, putting the Zürich Hauptbahnhof at the origin of the Swiss rail network. The present building of the Hauptbahnhof (the main railway station) dates to 1871. Zürich's Bahnhofstrasse was laid out in 1867, and the Zürich Stock Exchange was founded in 1877. Industrialisation led to migration into the cities and to rapid population growth, particularly in the suburbs of Zürich. The City Council constitutes the executive government of the City of Zürich and operates as a collegiate authority. It is composed of nine councillors, each presiding over a department. The president of the executive department acts as mayor. As of 2013, the Zürich City Council is made up of four representatives of the SP (Social Democratic Party, one of whom is the mayor), two members of the Green Party and one member each of FDP (Free Democratic Party), CVP (Christian Democratic Party) and AL (Alternative Left Party), giving the left parties a combined seven out of nine seats.<sup>[29]</sup> Zürich is situated at 408 m (1,339 ft) above sea level on the lower (northern) end of Lake Zürich (Zürichsee) about 30 kilometers (19 mi) north of the Alps, nestling between the wooded hills on the west and east side. The Old Town stretches on both sides of the Limmat river, which flows from the lake, running northwards at first and then gradually turning into a curve to the west.

The geographic (and historic) centre of the city is the Lindenhof, a small natural hill on the west bank of the Limmat, about 700 m (2,300 ft) north of where the river issues from Lake Zürich. Today the incorporated city stretches somewhat beyond the natural hydrographic confines of the hills and includes some districts to the northeast in the Glatt Valley and to the north in the Limmat Valley. The boundaries of the older city are easy to recognize by the Schanzengraben canal. The municipality of Zürich has an area of 91.88 km<sup>2</sup> (35.48 sq mi), of which 4.1 km<sup>2</sup> (1.6 sq mi) is made up of Lake Zürich. The area includes a section of the northern Swiss Plateau. The banks of the Limmat constitute the densest part of the city. The river is oriented in the southeast-northwest direction, with the flat valley floor having a width of two to three kilometres.

Zürich has, depending on the definition used, an oceanic or humid continental climate, with four distinct seasons. Decisive for the climate of Zürich are both the winds from westerly directions, which often result in precipitation and, on the other hand, the Bise (east or north-east wind), which is usually associated with high-pressure situations, but cooler weather phases with temperatures lower than the average. The Foehn wind, which plays an important role in the northern alpine valleys, has a limited impact on Zürich.

The annual mean temperature at the measuring station of the Federal Office of Meteorology and Climatology in Zürich (556 m [1,824 ft] above sea level on the slope of the Zürichberg, 150 m [490 ft] above the level of the city centre) is 9.4 °C (48.9 °F). The coldest month mean temperatures are measured in January with −0.5 °C (31.1 °F) and the warmest are measured in July with 17.6 °C (63.7 °F). On average there are 88 days in which the minimum temperature is below 0 °C (32 °F), and 26 days in which the maximum temperature is below 0 °C (32 °F). There are on average 30 summer days (above 25 °C [77 °F]) throughout the year, while hot days (with a temperature reaching 30 °C [86 °F]) are only three. The average high temperature in July are 24.2 °C (75.6 °F) and low temperature are 12.4 °C (54.3 °F). Spring and autumn are generally cool to mild.

## Rhine Falls



The Rhine Falls (Rheinfall in German) is the largest plain waterfall in Europe. The falls are located on the High Rhine between the municipalities of Neuhausen am Rheinfall and Laufen-Uhwiesen, near the town of Schaffhausen in northern Switzerland, between the cantons of Schaffhausen and Zürich. They are 150 m (450 ft) wide and 23 m (75 ft) high. In the winter months, the average water flow is 250 m<sup>3</sup>/s, while in the summer, the average water flow is 700 m<sup>3</sup>/s. The highest flow ever measured was 1,250 m<sup>3</sup>/s in 1965; and the lowest, 95 m<sup>3</sup>/s in 1921.

The falls cannot be climbed by fish, except by eels that are able to worm their way up over the rocks. Largest water falls in Europe.

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### **Pictures**

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