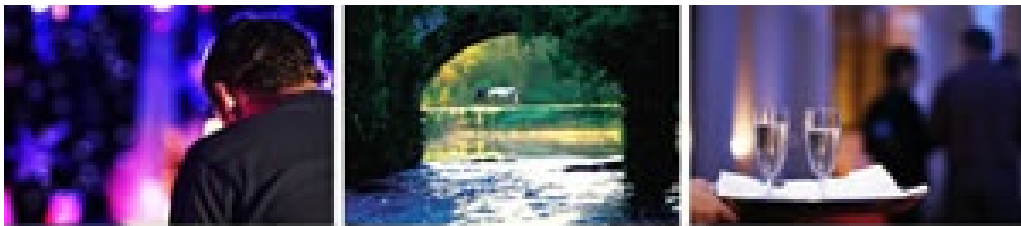




ovation

SWITZERLAND

Making *it* Happen



Specially prepared by for dU, CSR ideas

Country Description

SWITZERLAND

Switzerland is also known as "*Confoederatio Helvetica*", therefore the abbreviation **CH**. "Confoederatio" stands for "confederation", "Helvetica" derives from the Latin word "Helvetier", the name of the people who lived in the area which became later Switzerland. Switzerland is a federal state which consists of 23 cantons. The capital is Bern although Zurich is the largest city in the country. The Swiss flag consists of a white cross on a red back and this is due to a religious background. The cross represents the crucifix, Jesus was put on while the red represents his blood. Each arm of the cross has to be of the same size and must be 1/6 longer than wide. One of the key features of Switzerland is its cultural diversity. The ancestors of the people who live in this country today have their origins in different cultures. The most obvious result of this cultural variety is the fact, that - even if Switzerland is only a small country - there are as much as four different official languages: German (74%), French (20%), Italian (4%) and Romansh (1%) - the remaining 1% speaks other languages.



MONTREUX



Ideally located on the shores of lake Geneva, with the majestic Alps as backdrop, commonly known as the "Pearl of the Swiss Riviera", Montreux has welcomed travellers since the 18th century, when young British and Russian aristocrats visited Europe to complete their education. The attraction which existed then lives on today - rustic taverns and wine cellars in the old town, outdoor restaurants, night clubs, a casino, evening cruises on lake steamers, beautiful Belle Epoque buildings, places of interest and a picture-postcard view... Home to the internationally acclaimed Montreux Jazz Festival, the Golden Rose TV Festival and a number of other regular meetings, Montreux can be reached in 1h from Geneva airport.

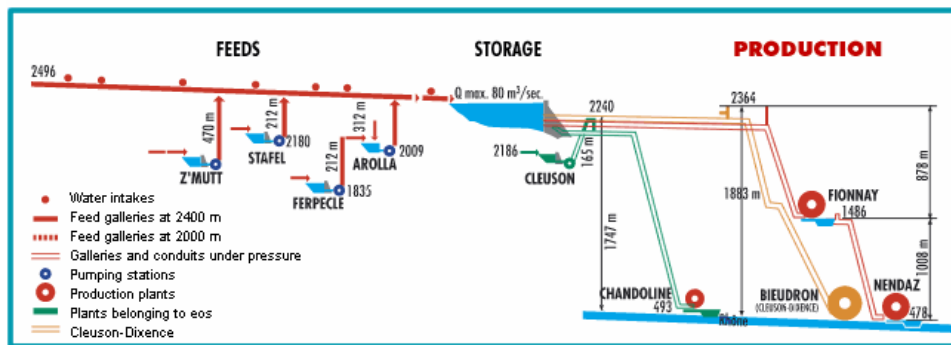
Activities

Dam Grand Dixence

Say Switzerland, say mountains, glaciers, snow and water. Located in the middle of Europe and surrounded by the highest peaks of Alps, Switzerland has given a huge contribution to the development of hydroelectric opportunities in Europe.



One of the most precious tool Switzerland is using to produce hydroelectricity is the dam “Grande Dixence”, which is actually the largest dam in the country and one of the largest in west of Europe.



Water accumulated by the Grande Dixence dam is, according to energy needs, routed to the three production plants situated down below. Fionnay, Nendaz et Bieudron are underground. These power stations represent an overall power of 2,000 MW and they produce about 2 billion kWh. Once having passed through the turbines, the water is returned to the Rhone.

The Cleuson-Dixence complementary facility, built between 1993 and 1998, comprises a new water collector drilled in the Grande-Dixence dam, a 15,8 kilometer supply gallery, a reinforced shaft 4.3 km long and the Bieudron plant.

The visit at the dam will last approx 1h (max 40 guests per visit)

The BFM – former waterpower plant of Geneva

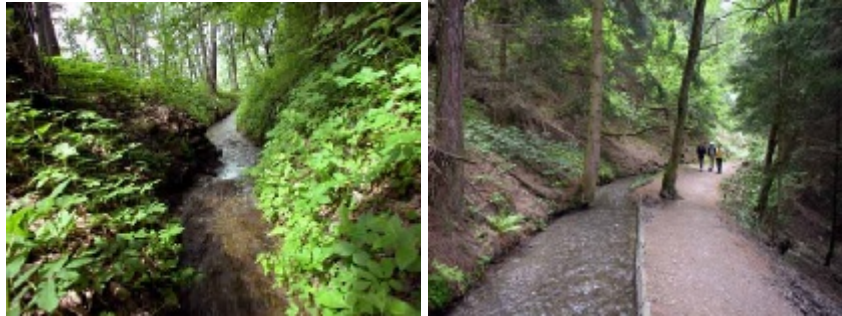
This former electrical plant was built in 1886 on an island on the Rhône river to supply the Geneva households with drinking water, the industries with hydraulic power (specialised in gold cutting) and to regulate the level of the lake. During the night the overflow of unused water pressure, was pumped back to the lake. This is how Geneva's symbol was born : the water jet ! The abandoned factory with high ceilings and windows was totally refurbished in 1995 and now houses a top calibre auditorium and a fabulous multi-purpose space which can be dressed and lit in any way to suit your event to a "T". The architect deliberately left 2 turbines in the foyer area to illustrate the building's past.



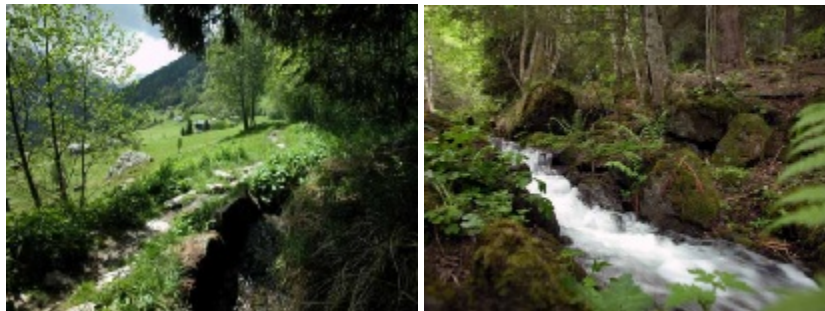
Switzerland, the environmentally minded country

What is a Bisse? What is it used for? The Bisses are an important piece of the history and culture of an entire civilisation. Dug into the ground, carved into or suspended from the rock face, like scars loaded with memories, they symbolise the people of Wallis' combat to have control over water.

Our Bisses represent the oldest work of art in the rural genius of Switzerland.



The bisses were born from the peasants' determination to escape the consequences of drought and instead, the water was collected from rivers, primarily the Printze, and artificially diverted to water their crops.



The paths that run alongside these Bisses have the advantage of being slightly inclined, passing through very varied locations and always providing surprising detours through the valleys, villages and mountains. Hence the reasons why these little trails, without any traffic, constitute very pleasant walks and allow you to discover one of the most picturesque aspects of this famous region of Switzerland

The Bisses are negotiable from Spring to Autumn and are also accessible to children, their parents as well as their grandparents. Wallis enjoys the largest network in Europe and the Bisses are terraced at an altitude of between 800m and 2,200m.

Gstaad & Gruyeres

Short coach transfer to Montreux train station : guests will take the private chartered MOB Panoramic Express train for a 90 minute voyage through this most pleasant alpine region to Gstaad. A drink could be served during the train journey. This is a wonderful way of discovering mountain and lake view which could not be seen otherwise

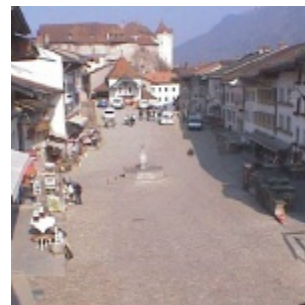


Gstaad was one of the first Swiss mountain resort discovered by the international rich and famous who invariably get together for Christmas and other holidays in this world-renowned resort (celebrities like Litz Taylor, Julie Andrews and Roger Moore own a chalet here).

Upon arrival at the station in Gstaad, an alpenhorn blower could greet your guests and horse carriages could be organised for a short orientation tour of the village.



Continue your discovering journey by coach onto Gruyères, one of the most photogenic sights in Switzerland and home of the meringues and Swiss caramel. Gruyères is a perfectly preserved old castle-village, isolated on its crag but within easy reach of Montreux.



The Chillon Castle

Take the scenic highway from the Montreux, the *Pearl of the Swiss Riviera* to discover the medieval Chillon Castle. Built in the 13th century on Roman foundations. It was the residence of the Counts of Savoy throughout the Middle Ages. Many prominent figures in history stayed there: emperors, popes, princes etc. Attracted by a historical episode relating Bonivard's imprisonment in the 16th century, Byron wrote his famous poem « The Prisoner of Chillon ». Chillon castle is one of the most recognised historical buildings in Switzerland and one of the most visited in Europe.



Cookery lesson at the Hotel Management School (limited N° of participant)

The famous hotel management school will welcome you in his “classy” atmosphere! A unique “gastronomic” experience to share with few other selected people !



Someone said “Only the best is good enough” ...so look for it with your chefs !



Chocolate School (limited N° of participant)

Each person will participate at the lesson : follow the steps of your chocolate master and discover how some simple seeds turn into the most worldwide know ingredients !



The lesson will last approx 1h30:

- THEORY term : learning what's chocolate is, from where comes from, history, etc
- PRATIC term : how chocolate is made, how to add ingredients, tasting, etc.

After the chocolate master activity, transfer back to the hotel and time to relax

The Castle Of Chillon



An extraordinary medieval fort set in a lovely scenic location. Such is the castle of Chillon as it stands today. No Swiss historic monument is better known throughout the world. It has become a symbol of our country, representative of its beauty, the harmony of its shape and the visible strength and stability it exudes.

Built on the water's edge, Chillon is unique with one side a fortress facing the ancient road to Italy, the other a princely residence facing Lake Geneva.

The origins of the castle go back a long way in the past. The first written reference was made in 1160, although it is known that the rock on which the castle was built had been inhabited in antiquity. Over the centuries, Chillon went through tumultuous times and

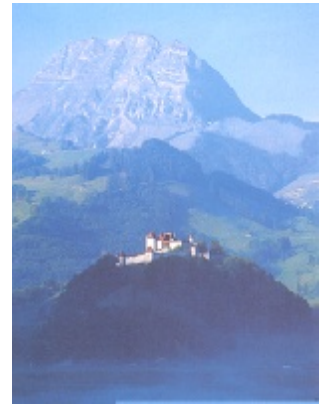
golden era. Passing from Savoy hands to the Bernese to finally belong to the Vaud Canton in 1798.

In the 19th century, the castle of Chillon attained fame through many narratives told by writers and poets such as Jean-Jacques Rousseau, Shelly, Victor Hugo, Alexandre Dumas and most of all Byron.



TRADITIONAL SWITZERLAND

This morning, head to Gruyères, a fortified medieval hill top town and its castle famous for the fine cheese that bears its name. A single street of late gothic houses with overhanging roofs, Gruyères is dominated its prestigious castle: 19 Counts reigned here from the 11th to the 16th century. Only the 13th century dungeon remains of the feudal castle. In 1593, the living quarters, destroyed by fire, were reconstructed in a comfortable Savoyard style. The beautiful Chapel of St-John is also sheltered within the castle's walls, with stained-glass windows of the 15th century. The castle belongs to and is maintained by the State since 1938. Gruyères is located 1H30 away from Geneva. Subject to getting the authorisation from the local authorities, stands throughout the village will be set up and guests will have the freedom to discover typical Swiss traditions such as Fondue tasting, meringues (typical from Gruyères), cow bell ringing, flag throwing, yoddlng, cow milking, Swiss wine tasting....etc.



Traditional lunch in Gruyères before heading back to Geneva

THE BEACH PARTY

Geneva is surrounded by France and the Alps. This morning Leave for Lac d'Annecy. Located 1 hour from Geneva. Lake d'Annecy is well known for being the purest lake in Europe and is quite dramatic as it is surrounded by the Alps.

Subject to getting authorizations, enjoy a private area of one of the local beaches and select a series of activities specially put together. All activities are supervised by qualified instructors. Guests can choose two to three activities during the day. Activities water skiing, canoes, pedalos, Volley ball, pétanque, canyoning, mountain walks....etc

Please note that all guests would need to have a valid visa entry into France

Throughout the day, bar is available and a stand up beach buffet can be enjoyed in the restaurant next to the beach or on the beach itself.



Coach transfer back to the hotel

Ovation Global DMC

Ovation Switzerland is part of the Ovation Global DMC network, a wholly owned, fully aligned organization offering expert destination management services at locations around the world.

We connect you to people and places so you can express your message creatively, unambiguously and seamlessly all around the world. We intimately know the places, venues and locations that match your creative and practical requirements.. We have been doing this for many years now and, in the process, we've gained an understanding of where you're coming from – ie, we know that your event has to deliver on objectives that are very specific to you. For this reason we tend not to present commoditised solutions but work with you, from first principles, to deliver an event customised to your precise needs.

All Ovation offices share a common mission "People and relationships are the DNA of Ovation. Through our openness, passion and expertise we develop your vision and make it happen!" "Making it Happen" is, in fact, the defining attitude of Ovation and is expressed in the speed, promptness and accuracy of our communications and responses, in our creative and dynamic capabilities and in our in-depth knowledge of and extensive expertise in our respective destinations. Ovation offices work with a variety of customers from agencies and PCOs requiring destination support for their corporate or association customers to corporations with in-house incentive and meeting planning departments needing on-site services. We work on a single destination basis or, indeed, on a consolidated basis over multiple destinations.

Currently employing over 100 professionals globally, Ovation generates over €10m annually in gross margin. The thought-leader in destination management, Ovation draws on the experience of an expert global team operating high touch incentive, corporate meeting and association congress programmes for over 20 years.

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Making it Happen

Testimonials

BAXTER

I wanted to send you a long overdue email regarding Baxter's experience with Ovation during ISTH 2007. Baxter manages many congresses and meetings around the globe, and the level of service provided by Severine was exceptional. Her attention to detail, high degree of professionalism and terrific client service skills made the on-site logistics for Baxter a great experience. On behalf of the Baxter delegation, thank you!

PROCTER & GAMBLE

This is to THANK YOU AGAIN!! You did a FANTASTIC JOB !!!!
The location was perfect and ALL THE PEOPLE who worked with you were also PERFECT!!!
Always smiling and looking to help!!!! Positive people like YOU!!!!
You really have a great team and I look forward to having the opportunity to collaborate with you again!!
Merci!!!

L'OREAL

Chère équipe Ovation,
Now that the Tournée Collection is finished I want to take the opportunity to thank you. This was my first Collection as well as my first Tournée and I really enjoyed it - and this is also thanks to you. You did a great job (and much more than just your job) and made this Tournée become an event our hairdressers and everybody from LP will speak about for a long time.
Thanks a lot !