Winner or game changer?

We are looking for the best. Participate and become a part of the largest entrepreneurial network in the world.

The better the question. The better the answer. The better the world works.
EY has sought out an Entrepreneur Of The Year for 23 years to date. In addition to recognition, both in Switzerland and internationally, participants can gain membership in the largest entrepreneurial network in the world. Over 50,000 entrepreneurs are part of this network today, and that number grows by approximately 1,200 more every year. Do you have what it takes to become an Entrepreneur Of The Year in 2020? Participate and find out!
There are many successful companies. But only a few have what it takes to change the world. EY has been searching for just such entrepreneurs for over 20 years and in more than 60 countries, looking for the best of the best. Together, they form the largest and most prestigious entrepreneurial network in the world: EY Entrepreneur Of The Year™.

We want to inspire you to participate in the competition. This is your first step towards the world’s most sought-after award for entrepreneurial achievements. Over the following pages, you can find out what advantages you have, how to apply and what criteria you must fulfill.

Participating is worthwhile because even as a nominee, you automatically become part of a network of entrepreneurs that provides you with contacts around the globe, opens up new markets and offers specialized information that will help you and your company move forward.

You too can join this unique community by participating in the 2020 competition. We would also be pleased if you could forward the documents to your business friends. We welcome every success story.

Stefan Rösch-Rütsche
Country Managing Partner
EY Switzerland and Liechtenstein

Dr. Sascha Stahl
Program Director
EY Entrepreneur Of The Year™ Switzerland

Program Manager
Brigitte Keller, brigitte.keller@ch.ey.com, +41 58 286 36 78
Berne or Beijing?

Entrepreneur Of The Year is represented in over 60 countries, from Argentina to Zimbabwe.
A unique competition that offers so much more

Entrepreneur Of The Year is the world’s largest and most prestigious award for entrepreneurial achievements. It is a locally-based program with a global impact.

**International** Through Entrepreneur Of The Year, EY has been committed to specifically recognizing the achievements of entrepreneurs since 1986. The program, which was launched in the US, has now spread to over 60 countries.

**Federal** For the last 23 years, up to 50 entrepreneurs have applied annually for Switzerland’s most valuable award, which is also highly acclaimed internationally.

**Competition** An independent jury selects three finalists in each of four categories. The winners are then chosen from among these finalists. Finally, all the nominated and award-winning Swiss entrepreneurs celebrate together at the closing gala.

**Network** The network that arose from this competition, and that you join simply by being nominated, is second to none. The networking of entrepreneurs, owners and founders concentrates energy with the potential to change our world.

The award recognizes the ‘passion for success’ that is so immensely important for us as entrepreneurs and that also urges new generations of successful entrepreneurs to drive the world forward.

Prof. Dr. Andrea Pfeifer
AC Immune SA
Entrepreneur Of The Year 2009
You recover more than you invest

Entrepreneurs are risk-takers. They weigh up and invest in promising options and have an optimistic mindset. With the Entrepreneur Of The Year, it’s a win-win situation for everyone that culminates in the gala on 30 October 2020 that you and your partner are cordially invited to attend.

1 award that represents a clear image boost for the award winners and finalists. The largest entrepreneurial competition in the world is highly acclaimed both nationally and internationally.

60 countries are part of the Entrepreneur Of The Year network. 50,000 entrepreneurs worldwide are members of this exclusive club.

10 jurors review your business competence and strategy completely free of charge. Make use of the one-on-one discussion time for valuable insights into how to optimize your strategy and promote innovation in your company.

10 events are held every year on average. Receive exclusive access to the numerous events that we organize in the EOY entrepreneurial network.

5 sponsors, together with EY and our program partner Credit Suisse, offer the winners attractive benefits that pay off. For more on this, see page 30.

1,000 opportunities are open to you to enhance your reputation thanks to diverse media presence and a video portrait that we issue free of charge for all finalists.

For us, entrepreneurship means fulfilling the dreams of our customers. Our team and our partner cooks really enjoy wowing employees and mixing up the office routine.
This network is more than the sum of its parts

As a member of the Entrepreneur Of The Year network, you enjoy many benefits: Whether it’s informative trips to promising markets, small informal round tables or a summer camp for the next generation of entrepreneurs, there’s something for everyone, above all the chance for in-depth personal exchange with other entrepreneurs.

In Switzerland

A variety of platforms are available for local networking:

- Alumni network for Swiss participants
- Entrepreneur Club for discussing topical business issues
- Family Business round tables on topics important to family businesses
- Exclusive trips for selected candidates in the Swiss competition
- Award night - the annual award ceremony for Switzerland’s top entrepreneurs
- Events on competency and know-how by and for entrepreneurs

Around the world

Entrepreneur Of The Year also offers a great deal on the international stage:

- Round tables for contestants from Switzerland, Germany, Austria and the Principality of Liechtenstein
- Annual study trips to markets of interest to entrepreneurs (2018 Dubai/Abu Dhabi; 2019 Singapore; 2020 Israel)
- Strategic Growth Forum® on topical business issues, future prospects and market opportunities in specific regions around the world
- EY NextGen Academy with workshops for the next generations

EY World Entrepreneur Of The Year™

The best entrepreneurs from over 60 countries meet in Monte Carlo for the World Entrepreneur Of The Year 2020. Each country chooses a representative to compete with the rest of the world from 4 to 7 June 2020 in Monte Carlo. Before the exclusive gala at the Salles des Étoiles, we offer the participants a first-class program of workshops, receptions, presentations and dinners. The invitation to this program is exclusive and non-transferable.
Entrepreneurship is a life full of passion. The ups and downs are inevitable, but they always offer opportunities for improvement. I never thought we would make it this far.

Dr. Jurgi Camblong
Sophia Genetics SA
Entrepreneur Of The Year 2017

Generous Swiss companies

EY will invite the Swiss winners, along with one guest each, to the exclusive Strategic Growth Forum© in Palm Springs from 11 to 15 November 2020. According to Forbes, this is one of the most important platforms for entrepreneurship.

As a bank at the cutting edge of entrepreneurship, Credit Suisse has supported Entrepreneur Of The Year as its program partner since 2005 in fields ranging from the search for candidates and varied events to the closing gala. Credit Suisse will present the winners with an exclusive gift at the gala evening.

If you work hard, you should be safe and well on the road. AMAG provides the award winners with a luxury range car for a whole year.

A place for entrepreneurs to really lean back and relax: The winners enjoy an exclusive stay at the Locarno film festival courtesy of die Mobiliar.

Watchmaker H. Moser & Cie. presents all the winners with an exclusive watch from its collection. Time is an entrepreneur’s most valuable commodity, after all.

SWISS presents every winner and a guest of their choice with a relaxed business class trip to the best business event in the world: the Strategic Growth Forum© in Palm Springs.
Participating in the competition is easy, but by contrast, the selection process is much more difficult.
What do you need to win?

**Categories**
Swiss entrepreneurs compete in the following categories:
- Trade/Services
- Industry/High-Tech/Life Sciences
- Emerging Entrepreneur*
- Family Business**

**Conditions of participation**
Entrepreneurs have the chance to win an award if they
1. are responsible for their own business,
2. play an active role in the company and are largely responsible for the company’s development in the past few years and
3. hold significant shares in the company.

The company
4. is based in Switzerland and generates a significant proportion of its value here,
5. has existed for at least 8 years,
6. generated revenue of at least 10 million Swiss francs in the past fiscal year and
7. employs at least 40 employees.

**Special conditions**
* Candidates for the category Emerging Entrepreneur have at least 10 employees and generate a minimum of 1 million Swiss francs in annual revenue. The company has existed for at least 2 years.

** A company is only evaluated as a Family Business if at least three generations of family members are or were actively involved in running the business.

“The award is a major acknowledgement of the work you have put in and at the same time a great incentive to continue to do your best every day.”

Peter Spuhler
Stadler Rail Management AG
Entrepreneur Of The Year 1999
You take the first step, and we do the rest

We accept applications until 15 April 2020.

We transmit your documents and our impressions to the jury. The jury independently discusses, argues the merits of, rejects and decides on contestants. You should schedule some free time in August in case the jury wants to meet you in person.

We organize an unforgettable gala evening for all participants. To attend the gala, you travel to the SwissTech Convention Center at the EPFL in Lausanne on 30 October 2020. Together, we witness the jury’s decision on the Entrepreneur Of The Year 2020. Upon your admission to the competition, you become a member of the international network of entrepreneurs.

You fill out the nomination sheet, either offline with the attached form or online at www.ey.com/ch/eoy. Filling it out takes at most 60 minutes:

We contact you and ask to conduct an interview with you. This takes approximately 90 minutes.
Clear rules, even for disruptors

Criteria
- All decisions are based on the same criteria worldwide:
  - Entrepreneurial spirit
  - Business development and value creation
  - Strategic orientation
  - National and global impact
  - Innovativeness and sustainability
  - Personnel management and exemplary function

Rules
- We stand for a fair competition, in the most concrete way possible. This is why the same rules apply to all participants of Entrepreneur Of The Year:
  1. Contestants guarantee that the information they provide is complete and true. Incorrect information will disqualify contestants from the competition.
  2. Questions not answered or incompletely answered in the nomination sheet, in particular regarding company figures and shareholders, will be scored with zero points and will affect the overall rating.
  3. By participating in the competition, the entrepreneur authorizes the use of his or her name, company name, company logo, company and personal profile, as well as of photographs and video and audio recordings without financial compensation.
  4. Only the jury and EY have access to the information submitted, which will be kept strictly confidential.
  5. The jury may, at its discretion, determine and allocate categories and obtain further information about contestants.
  6. An entrepreneur may enter the competition no more than three times.
Independent, incorruptible, trustworthy

Credibility is crucial to the success of any competition. The Entrepreneur Of The Year is underpinned by clear rules, binding criteria and a qualified jury that is completely independent.

The jury of Entrepreneur Of The Year inspects the documents of the candidates free of charge and independent of EY and the sponsors. It determines the allocation of categories and makes its decision based on the internationally stipulated assessment criteria. The jury subsequently makes visits to the entrepreneurs and their businesses.
Financiers or mentors?

Our partner and the sponsors are actively committed to promoting entrepreneurship in Switzerland.
The young entrepreneurs’ drive and aspirational mindset are impressive, and I am confident that our country will maintain its position at the top of the field in terms of quality and competitiveness.

Andreas Gerber
Head of SME Switzerland
Credit Suisse (Switzerland) AG

A tradition of innovation

We are proud to have Credit Suisse as a program partner at our side for the sixteenth time.

Credit Suisse, founded by the important Swiss entrepreneur Alfred Escher, has acted as the program partner of Entrepreneur Of The Year since 2005. This gathering of entrepreneurs from various industries is a perfect fit for a bank that accompanies entrepreneurs throughout the entire life cycle of their businesses.

Entrepreneurship and banking are tightly interlinked. When it comes to start-up capital, corporate loans or succession planning, Credit Suisse provides its services to companies as a reliable partner. Credit Suisse has been the major sponsor and supporter of Switzerland’s largest independent entrepreneurial network SVC – Swiss Venture Club since its foundation.

Swiss SMEs are characterized by an entrepreneurial spirit, hard work and the constant search for innovative solutions. With farsightedness and passion, our entrepreneurs make the Swiss brand a global leader. They also create jobs and prosperity within our country thanks to their tenacity, flexibility and willingness to take risks.

Credit Suisse also assists the nation’s businesses in difficult times and challenging markets. As a long-term partner and bank for entrepreneurs, Credit Suisse wishes all the entrepreneurs continued success.
Sponsors with entrepreneurial drive

Fulfilling all your mobility needs.
The AMAG Group and its approximately 6,500 employees (including over 700 trainees) are passionate about ensuring that people can travel in a personalized and sustainable manner. Today, the AMAG Group is a comprehensive mobility provider with an excellent position on the Swiss market. It imports and sells high-quality cars, allowing its customers to fulfill their wishes and needs with regard to mobility through its own leasing business and further services (e.g. car sharing and parking garages). Both car drivers and corporate customers put their trust in AMAG because of its always excellent service in addition to the quality and professional expertise it offers.

The most personal Swiss insurance.
There is one thing you can’t insure: the risk of lacking innovation. That is why die Mobiliar supports the Entrepreneur Of The Year competition. And it does so because it is convinced that Switzerland needs strong business leaders with the courage to innovate. The business location Switzerland is important to die Mobiliar with its independent general agencies at approximately 160 locations all over the country. That is why die Mobiliar supports Swiss SMEs and NGOs in actively shaping their future with its innovation platform “Mobiliar Forum Thun”. During a workshop over two and a half days, professionals guide participants in putting an innovative idea into practice using Design Thinking – free of charge for the participating organizations and with tangible results.

Simplicity and functionality, ingeniously combined.
The family business with its roots in Schaffhausen is proud of its products, its history rich in tradition and its employees who always challenge the norm. But what makes the watches of H. Moser & Cie. “very rare”, as the unconventional slogan promises? First of all, H. Moser & Cie. is an independent Swiss watchmaker. Secondly, all the clockwork mechanisms are produced in-house: Each watch is manufactured and finished by hand, which means that very few watches are produced. And thirdly, H. Moser & Cie. manufactures ingenious products. Its watches have unique features and their complications are both simple and innovative.

As the Swiss say, “Grüezi!” and welcome aboard!
Starting from Zurich and Geneva, SWISS serves all the important business destinations in Europe and abroad and also connects the whole world as a member of the Star Alliance. As of March 2020, Switzerland will be even closer to the rest of the world. The two important economic hubs Washington, D.C. and Osaka will be included in the transport network, and passengers will be able to travel in even greater comfort thanks to the new direct connections. SWISS will offer daily flights to the capital of the United States and five flights a week to Osaka. SWISS looks forward to further strengthening Switzerland as a business location and to offering airline passengers an even more attractive transport network.
<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>Name</th>
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<td>TRADE/SERVICES</td>
<td>Prof. Dr. Anton Gunzinger, Dr. h.c. Thomas Straumann</td>
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What was but a vision yesterday has become reality today. The radical departure from and upheaval of old structures makes high demands on entrepreneurs. Only with new strategies, the transformation of business models and an agile corporate culture can they be successful in the future. You can make the difference with your commitment every day. Are you an entrepreneur or an Entrepreneur Of The Year?
About the global EY organization The global EY organization is a leader in assurance, tax, transaction and advisory services. We leverage our experience, knowledge and services to help build trust and confidence in the capital markets and in economies all over the world. We are ideally equipped for this task – with well trained employees, strong teams, excellent services and outstanding client relations. Our global purpose is to drive progress and make a difference by building a better working world – for our people, for our clients and for our communities.

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GSA Agency
FL 2002
ED None

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