

Fribourg, March 15<sup>th</sup>, 2017

## **Fribourg Network Freiburg 2017 delves into the digital world**

**Having showcased innovation in 2016, Fribourg Network Freiburg, the canton's annual business magazine, investigates in 2017 how the canton's higher education institutions and businesses are faring in this era of industry 4.0, big data and cloud computing. Over 40 companies agreed to take part in this exploration of the digital world. The result is a fascinating and informative read. Alongside the print edition, the FNF eBook, which is available for PC, tablet and smartphone, offers a wealth of additional written and audiovisual content. All versions are offered in English, French, German and Mandarin.**

"I am delighted to see that the digital revolution is well under way in the canton of Fribourg", declared Olivier Curty, the new Cantonal Minister of Economic Affairs. The Fribourg economy reaps the benefits of global innovations like those by Phonak, national innovations like those by Datamed, and local innovations like those by Cisel. At the same time, the development of new intelligence has paved the way for the emergence of technologies that make life easier for companies, as the groundbreaking ideas and approaches of firms like Laurastar, Liip and ViDi Systems prove. The third section of FNF investigates how digitization is (re-)shaping society and human behavior.

For the second year in a row, Fribourg Network Freiburg will be available in Mandarin Chinese and promoted on Chinese social networks. The digital edition of FNF, which is available in four languages, was developed by local start-up Publiwide. Accessible from Apple or Android tablets and smartphones, it can be downloaded from the magazine's website: [www.fribourgnetwork.ch](http://www.fribourgnetwork.ch).

*Fribourg Network Freiburg* is an external communication tool of the canton of Fribourg and its investment promotion agency. Half of the 5,500 printed copies are destined for major companies, consultancies and law firms, as well as hotels throughout the canton. The remaining copies will be distributed to members of the national and international business communities, Swiss embassies and consulates, as well as multinational accounting firms and leading economic development agencies across Europe, America and Asia.

A special preview of the 2017 issue will take place on Monday, March 20<sup>th</sup> as part of an event marking the 100<sup>th</sup> anniversary of the Fribourg Chamber of Commerce and Industry.

INFORMATION:

**Fribourg Network Freiburg Association**

**Olivier Curty, President**

Cantonal Minister of Economic Affairs  
Landline: + 41 26 305 24 02

**Jean-Luc Mossier, Chair of the Editorial Committee**

Managing Director, Fribourg Development Agency  
Landline: +41 26 304 14 00; cell: +41 79 647 99 68

**Philippe Crausaz, Managing Editor**

Cell: + 41 79 230 26 29

**Frank-Olivier Baechler, Editor-in-Chief**

Cell: +41 79 468 21 73

**Christoph Aebischer, Project Coordinator (Fribourg Development Agency)**

Cell: +41 79 751 83 56

[www.fribourgnetwork.ch](http://www.fribourgnetwork.ch)