

## Media release

Fribourg, 14 March 2018

### **LIVE. LEARN. LOVE.**

## **The 2018 edition of Fribourg Network Freiburg explores what makes the canton of Fribourg great**

**In contrast to the 2017 edition on the digital economy and technology, Fribourg Network Freiburg this year turns the spotlight on quality of life. Rather than relying on trite marketing clichés, the magazine lets businesspeople and others who have grown up in the canton or have made it their adopted home do the talking and explain why they have chosen to study, work or live here. 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 Chinese. Eight videos to accompany the 2018 edition have also been posted today on the FNF website.**

The launch of the 2018 edition of Fribourg Network Freiburg was held today in the kitchen of Frédéric Kondratowicz, the renowned Franco-Swiss chef who is still under the charm of his adopted home even after more than 30 years living and working here. According to Cantonal Minister of Economic Affairs, Olivier Curty, who also attended the launch, “Quality of life is certainly one of the key reasons why the canton of Fribourg is such an attractive proposition for firms.”

The latest edition of the business magazine is divided into three sections. The first showcases companies and institutions that are helping to improve our quality of life. In the second section, entitled “Fribourg as seen by...”, a dozen locals, members of the business community, expats as well as the legendary ice-hockey player Slava Bykov, reveal what they love most about the canton. The final section looks at the unique environment that enables the canton to offer a high quality of life.

### **Eight videos showcasing the quality of life on offer in the canton**

Alongside the print edition, eight one-minute video clips are available to watch on the FNF website (<http://2018.fribourgnetwork.ch/en/videos>). Commissioned by Fribourgissima Image Fribourg and the Fribourg Development Agency, each video looks at the various features of the canton that contribute to making it such a great place to live, learn, love and work.

For the third year in a row, Fribourg Network Freiburg will be available in Mandarin Chinese. The digital edition of FNF is available in four languages. Accessible on Apple or Android tablets and smartphones, it can be downloaded from the magazine’s website: [www.fribourgnetwork.ch](http://www.fribourgnetwork.ch).

FNF is an external communication tool of the canton of Fribourg and its investment promotion agency. Half of the 5,000 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 2018 issue will take place on Monday, 19 March as part of the Fribourg Chamber of Commerce and Industry's spring reception.

INFORMATION:

**Fribourg Network Fribourg 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  
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)