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## Media Release

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### The FDA Launches **fribourg.swiss**, a Brand That Speaks to the World

*A new milestone in the canton's economic outreach strategy: the Fribourg Development Agency (FDA) is adopting a brand that is clearer, more accessible, and better suited to external audiences. From now on, **fribourg.swiss** replaces "Fribourg Network Freiburg" as the flagship identity to promote Fribourg's economic dynamism in Switzerland and beyond.*

Today, the FDA unveils its new external communication brand, aimed at showcasing Fribourg's economy outside the canton and across international borders: **fribourg.swiss**. Replacing "Fribourg Network Freiburg," this new identity reflects a more direct, accessible, and impactful positioning for the agency's target audiences.

Short, instantly understandable, and supported by the official ".swiss" domain, the new name immediately positions Fribourg within the realm of Swiss excellence. It now appears across all channels targeting external audiences: the official magazine, an English-language LinkedIn account, and both a trilingual newsletter and website, the latter bearing the exact same name as the brand – [www.fribourg.swiss](http://www.fribourg.swiss). The FDA brand, meanwhile, remains the reference for institutional communication in French and German (LinkedIn), as well as across trilingual platforms such as the website and newsletter.

### A "Strategic Showcase"

*"With **fribourg.swiss**, we have a strategic showcase of Fribourg's economic excellence to the outside world,"* says Jerry Krattiger, Managing Director of the Fribourg Development Agency. Designed as a complement to the "Fribourg – Land of Values" positioning, this new brand highlights the companies, research institutes, educational institutions, and centers of expertise operating in the canton.

The topics covered – bioeconomy, Industry 4.0, technology transfer, construction, life sciences, and more – reflect the strength and diversity of Fribourg's economic fabric. Content is shared both locally and internationally, through Swiss embassies, consulates, and economic development agencies, as well as professional networks across Europe, the Americas, and Asia.

The goal is twofold: to raise Fribourg's profile beyond its borders, while also strengthening internal recognition and shared awareness of its economic assets.

## **2025 Edition – A Special Anniversary Under the Banner of Prestige**

For the 25th edition of its official magazine, the FDA will celebrate Fribourg's excellence with a special issue titled *Fribourg WOW! Luxury, Excellence, Prestige*. This anniversary edition will spotlight a selection of outstanding actors in high-end expertise, active in fields such as watchmaking, cosmetics, gastronomy, and education, among others. The official launch of the magazine will take place on September 26, 2025, at the premises of a leading Fribourg-based luxury brand.

### **Information**

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