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## Media Release

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### **WOW! When Fribourg Shines Bright**

*Luxury, excellence, and prestige take center stage in the 2025 edition of fribourg.swiss, the official magazine of the Fribourg Development Agency (FDA). Covering fine watchmaking, cellular cosmetics, design, and gastronomy, this issue highlights the wide range of exceptional expertise that shapes the identity and international appeal of the canton. The launch took place at the Richemont Campus in Villars-sur-Glâne, a particularly emblematic site historically linked to this theme.*

The canton of Fribourg also knows how to surprise. Behind its rather modest appearance lies an economic fabric where attention to detail, mastery of craft, and the pursuit of quality go hand in hand with innovation and creativity.

*“Fribourg is making its mark in the high-end segment. This evolution is no coincidence: it is built on a diversified economy and a culture of excellence that attracts both talent and companies. It opens promising perspectives for our canton, in Switzerland and internationally,”* emphasized Olivier Curty, State Councillor for the Ministry of Economic Affairs. The 2025 edition of *fribourg.swiss* shines a spotlight on these dynamics and showcases a high-end universe that contributes to the canton’s growing reputation.

First published in 2001 under the name *Fribourg Network Freiburg*, the magazine adopts a new name and logo on the occasion of its 25th anniversary edition. This change strengthens its international visibility and affirms the canton’s positioning in the world of excellence.

*“Fribourg is a land of values, but also a land of value: tangible, built over time, and carried forward by the discreet ambition of its players. This is not a fabricated image, but a reality that deserves recognition,”* noted Jerry Krattiger, Managing Director of the FDA.

### **From Cartier to Rolex, via Cellcosmet and Gainerie Moderne**

Among the flagship topics, watchmaking takes pride of place with four emblematic stories: Cartier, established in Villars-sur-Glâne for over 50 years; Rolex, building a 100,000 m<sup>2</sup> manufacturing site in Bulle; Mauron Musy, an independent brand innovating with its patented nO-Ring® system; and Mestel, a Fribourg-based specialist in high-end watch straps.

In cosmetics, Cellap Laboratoire and Margy’s represent scientific rigor and refinement, while Gainerie Moderne showcases Fribourg’s expertise in luxury packaging. Craftsmen such as Bruno Yerly and Chalet Schuway also elevate woodwork for an international clientele.

The magazine also highlights the region's gourmet strengths, with a special focus on chocolate—another flagship of Fribourg's excellence—and on gastronomy, led by chefs such as Romain Paillereau (Les Trois Tours). Textiles and fashion complete this panorama, confirming the canton's creative vitality and the wealth of its know-how. Across all these fields, Fribourg combines tradition with ambition.

### **The Richemont Campus hosts the launch**

The 25th edition of *fribourg.swiss* was unveiled on Friday, September 26, 2025, at the Richemont Campus in Villars-sur-Glâne. After the welcome remarks by Jerry Krattiger (FDA), a dialogue brought together Edgar Vandel (Site Director) and Olivier Curty (State Councillor).

Philippe Vignon (Glion Institute of Higher Education) then shared his insights on luxury industry trends, followed by a panel discussion on strategies for excellence with Alia Adi (Maison Amarella), Tancrede Amacker (Cellap Laboratoire), Suzanne Lévesque (Richemont International), and Mikèle Landry (Glion Institute of Higher Education).

The event concluded with the distribution of the 2025 edition of the magazine.

Replay of the launch: <https://www.youtube.com/live/J8WOSRKPxkQ>

### ***fribourg.swiss* – The canton's economic and international showcase**

As the official magazine of the Fribourg Development Agency (FDA), *fribourg.swiss* was first launched in 2001 under the name *Fribourg Network Freiburg* and is rebranded in 2025 with a clearer, more international identity.

The annual publication highlights the canton's expertise through its companies, academic institutions (university and universities of applied sciences), innovation sites, and centers of competence. In recent years, it has focused on strategic topics for the canton such as bioeconomy, Industry 4.0, technology transfer, construction, and life sciences.

*fribourg.swiss* is available in digital format (English, French and German) and in print (English only, 2,000 copies). It is distributed to international business communities, Swiss embassies and consulates abroad, as well as leading economic promotion agencies and fiduciaries in Europe, the Americas, and Asia.

The 2025 edition of *fribourg.swiss* is available as of September 26, 2025.

[www.fribourg.swiss](http://www.fribourg.swiss)

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