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Media Release

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## **The Startup Mindset: What Startups Can Teach Us**

*For the second edition of its flagship publication under the fribourg.swiss brand, the Fribourg Development Agency (FDA) has chosen "The Startup Mindset" as its central theme. The magazine will be officially launched on September 23, 2026, at the Marly Innovation Center.*

How does an idea become a growing business? Why do some organizations continue to innovate decade after decade? What can startups teach SMEs, large companies and public institutions? And how does Fribourg's innovation ecosystem help turn ideas into successful ventures? These questions will shape the 2026 edition of fribourg.swiss as well as the launch event taking place on September 23.

From startups and established SMEs to investors, universities, applied research institutes and business support organizations, this year's edition highlights the people and organizations that help foster, develop and promote Fribourg's excellence.

*"An entrepreneurial mindset is not exclusive to startups. It is above all a way of embracing change, recognizing opportunities and turning ideas into concrete achievements. That is the mindset we wanted to explore in this edition,"* says Jerry Krattiger, Managing Director of the Fribourg Development Agency.

### **A Gathering Dedicated to Entrepreneurial Thinking**

The official launch of the 2026 edition of fribourg.swiss will take place on September 23 at the Hôtel des Innovations, located within the Marly Innovation Center (MIC), one of the canton's five innovation sites. The event will bring together entrepreneurs, investors, researchers and representatives from the business, academic and public sectors to discuss "The Startup Mindset."

The program will include a presentation by Marc Pauchard, Strategic Adviser in Innovation, Research & Ecosystem Development, who chaired the international innovation network Eureka over the past year, as well as a panel discussion featuring several figures from entrepreneurship, investment and business support.

Introduced in 2025 to replace Fribourg Network Freiburg, fribourg.swiss is the canton of Fribourg's economic promotion platform, showcasing the region's strengths to Swiss and international audiences. Through its annual magazine, website, newsletter and social media channels, it highlights the companies, educational institutions, research institutes, innovation centers and other organizations that contribute to the region's economic vitality. For more information:

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

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Ministry of Economic Affairs and Vocational Training **MEAVT**  
Direction de l'économie, de l'emploi et de la formation professionnelle **DEEF**  
Volkswirtschafts- und Berufsbildungsdirektion **VWBD**

### **Bank CIC (Switzerland) Joins the fribourg.swiss Initiative**

Bank CIC (Switzerland) Ltd. becomes the new principal partner of fribourg.swiss. Active in Switzerland for more than 150 years and present in the canton of Fribourg since 2008, the bank supports businesses in their growth and development while maintaining close ties with the regional economy. *"The canton of Fribourg is home to an exceptionally diverse and dynamic business community. We are proud to support a publication that showcases the companies, expertise and initiatives driving the region's continued development,"* says Noam Rey, Head of Sales for the Jura Plateau region (Neuchâtel and Fribourg). For more information: [www.cic.ch](http://www.cic.ch).

#### **Information**

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