



# AMERICAN INTERNATIONAL CLUB OF GENEVA

*Welcoming All Nationalities in the Lac Léman Region*

## Winter 2018 e-Newsletter

### Calendar

#### AIC/ACA Symposium

#### REMOVING THE ONEROUS GLOBAL INCOME TAX ON AMERICANS

**ABROAD: Residence Based Taxation:  
Washington Update**

**Wednesday, January 17**

**6:00pm-8:00pm**

**Ritz Carlton—Hotel de la Paix**

**Quai du Mont-Blanc 11, Geneva 1211**

Given the sweeping new revisions to the U.S. tax rates enacted in December 2017, U.S. tax expert Patrick Gleason will lead a timely discussion on how the new tax rates will directly affect foreigners working abroad. Don't miss it!

Cocktails to be served. Cash Bar.  
Registration fee is 20 CHF for AIC/ACA members. 35 CHF for non-members.

#### Speakers Luncheon with WWF

**Director General Marco Lambertini**

**Wednesday, February 28**

**11:45am-2pm**

**Hotel Metropole, Geneva**

Director General Marco Lambertini will speak about the WWF's world-wide conservation efforts and his vision of a more sustainable future.

The fee is 70 CHF for Members and 140 CHF fee for Non-Members. , and 60 CHF for children 12 and under.

To register for these events or to view a complete list of AIC events and activities, visit: [www.amclub.ch](http://www.amclub.ch)

### Speakers Luncheons



**On December 4, Dr. Serge Dal Busco, Conseiller d'Etat of Geneva in charge of Finance (above) and a Diverse Panel of Experts Discussed the Latest Swiss Corporate Tax Reform Initiatives in a Spirited Exchange at the Swiss Metropole.**

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### Content Highlights

- ◆ **Upcoming Speakers Luncheons February-March 2018**
- ◆ **AIC Releases New Digital-Only Edition of the 2017 Lifestyle Magazine, Pg. 2**
- ◆ **AIC CEO Forum Recap, Pg. 4**
- ◆ **Thanksgiving Celebration — A Night to Remember, Pg. 5**
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### Do You Want to Volunteer at an Upcoming AIC Event?

One of the AIC's most important assets is the willingness of its members to provide their valuable time by volunteering to assist with AIC-sponsored events and activities. From the 4th of July and Thanksgiving to our renowned Speakers Luncheons, many opportunities exist to broaden your AIC experience by volunteering at various AIC events throughout the year.

For more information on how you can volunteer for a future AIC event, please visit our website for a schedule of upcoming activities. You can write to us via e-mail at: [admin@amclub.ch](mailto:admin@amclub.ch) or call by phone: 022 310 0015

**We look forward to seeing you soon. We appreciate your support!**

## AIC Executive Committee

Ron Banks, President

Paige Holt, Vice-President & Editor-in-Chief,  
*AIC Lifestyle Magazine*

Michael Parmly, Vice-President & 4th of  
July Committee Chair

Ed Schneider, Vice-President & AIC-TV, Co-  
Chair, Speakers Committee

Mary Bernasconi, Civic Concerns Chair

Patrizia Carlevaro, AIC Business Leaders  
Forum Chair

Edward P. Flaherty, Club Development  
Chair

Edward Karr, Nominating Committee Chair

Mark Mason, Sports Chair

Francis Pribula, Speakers Committee

Robert Race, Cultural & Thanksgiving Chair

Giorgio Ferraro, Speakers Committee  
Co-Chair

Phillip Sundquist, Secretary & Membership  
Chair

Giovanni Urso, Treasurer

Nhat Vuong, Social Media Chair

Jean-Claude Peterschmitt, Speakers  
Committee

Jean-Luc Chopard, Geneva Government  
Liaison

Thomas Pierce, U.S. Mission Liaison

Carlo Lamprecht, Honorary Vice President

Kevin Crowley, Membership Committee

Roy Ryan, Club Development Committee

Charles Upchurch, Business Development  
Chair

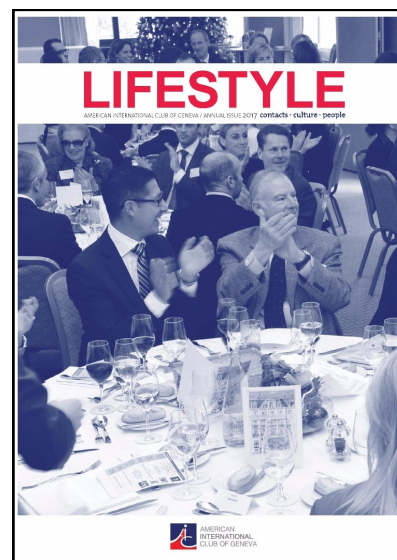
Ruth Dyson, Office Manager

## AIC Publishes New Digital Version of Its Lifestyle Magazine!

The Club announces the publication and release of its flagship magazine, the **AIC 2017 Lifestyle Magazine**. In order to bring the **Magazine** to the broadest audience of Members and Non-Members alike, the 2017 edition is available in a full-color, digital-only PDF version.

The Lifestyle Magazine will prove an excellent resource for understanding the broad spectrum of activities undertaken by the Club in the past year.

To receive your copy of the AIC 2017 Lifestyle Magazine, visit the AIC website and download your copy today. Please feel free to pass it on to friends, prospective members, and anyone you feel will benefit from the invaluable information it offers.



**The new, full-color, digital only version of the AIC 2017 Lifestyle Magazine. Now available at: [www.amclub.ch](http://www.amclub.ch)**

## Upcoming Speaker's Luncheon

### MANAGING A CITY AIRPORT

**How to Find the Right Balance between Demands and Constraints**

**A Presentation by Andre Schneider, Chief Executive Officer, Geneva Airport**

**Monday, February 26, 2018 11:45am-1:45pm**

**Mandarin Oriental Hotel Geneva**

**Registration: 120 CHF for Members, 150 CHF for Non-Members**

On September 1, 2016, André joined Genève Aéroport as its new CEO. André is also the Chairman of World Climate Ltd, the world's leading media and events platform to accelerate the development of the global green economy; Chairman of equal-salary, providing a certification of equal compensation for women and men; and Vice-Chairman of Global Infrastructure Basel, the sustainable infrastructure forum and summit.

In his previous positions with IBM and the World Economic Forum, he was instrumental in creating the world's leading global multi-stakeholder platform and later expanded this concept around the world, with a special emphasis on China and the Middle East. Today, he is CEO of the Geneva Airport and a leading global authority on developing projects and thought leadership in many important issues around sustainable development, including renewable energies, sustainable competitiveness, sustainable mobility, sustainable infrastructure grading and financing and social banking.

**Co-Sponsored by The Swiss-American Chamber of Commerce.**

**Registration is made directly via the Swiss-American Chamber of Commerce via the AIC Website.**

## Speakers Luncheons

### AIC PANEL HOSTS INFORMATIVE DEBATE ON GENEVA'S ONGOING TAX REFORM INITIATIVES

Last years' vote to reject the Corporate Tax Reform III initiative created a void in Switzerland and Geneva's corporate tax reform program, and left the country and the canton non-compliant with international requirements set by the Organization of Economic Cooperation and Development (OECD). The initiative aimed mainly to replace the special tax accords with Swiss-based multinationals and the higher local business corporate tax rate, with a single competitive cantonal tax rate.

The ramifications of that vote were the principal topic of debate by a panel of Swiss tax experts led by **Dr. Serge dal Busco**, Conseiller d'Etat of Geneva in



charge of Finance (above right), **Professor Xavier Oberson**, a renowned international tax expert, and **Mr. Massimo di Cesare**, Group Head of Tax at Richemont International SA. The session was moderated by AIC Speakers Committee **Giorgio Ferrero** (group photo, left).

Dr. Dal Busco offered reassurances that the canton will move as quickly as possible to maintain the 13.49% level of taxation previously proposed in August 2016. He stated that this level was needed to maintain competitiveness and even attract future businesses. He added that PF 17 would be a "more balanced proposal" after removing contested issues such as the disputed notional interest deduction (NID) measure and other elements.

Professor Oberson addressed the issue of Switzerland's non-compliance with the OECD's international tax guidelines, which will now be delayed beyond the initial OECD deadline of January 2019, as well as noting contentious points of the NP17 Initiative.

Richemont International's Massimo di Cesare offered views from his position as head of tax for a multinational corporation. His "business first, tax after" philosophy stressed that the company first addresses such issues as operating costs, challenges from international competitors, the local availability of talent and the issue of Swiss taxes in an international environment.

A spirited Q&A session followed with an active dialogue between the audience and panelists. As the date for the next tax reform vote approaches, this debate is bound to heat up even further.

#### INNOVATION AND TECHNOLOGY IN SWITZERLAND

**A Presentation by Patrick Aebischer, President Emeritus, Swiss Federal Institute of Technology (EPFL)**

**Tuesday, March 6, 2018 11:45am-1:45pm**

**Hotel Metropole Geneva**

**Registration: 70 CHF for Members, 140 CHF for Non-Members**

Patrick Aebischer exemplifies Swiss innovation and leadership. Under his presidency, the EPFL became one of the top-40 ranked universities worldwide. He participated in renowned projects such as Alinghi (winning the Americas Cup), Solar Impulse (circle the world in a solar plane) or Swiss Living Challenge (winning the US competition for solar-powered houses). His neuroscience research has led to the creation of a number of companies. He is a mainstay in the Swiss corporate community, sitting on the boards of Nestlé, Logitech, Lonza Group, among others, and chairs the Novartis Venture fund.

Dr. Aebischer will provide unique insights on Swiss innovation and technology, and share with us what the future may hold. This is an event not to be missed !!

## 2017 CEO FORUM WITH JAMES POOLEY

### DATA: The Most Important Business Asset We Mostly Ignore

“Every company is a technology company because businesses are all about data and we have grown to rely on it.” So began James Pooley to a elite group of CEOs gathered at the AIC CEO Forum, graciously hosted at the resplendent offices of Rothschild Banque Privee. He told the highly-attentive audience that “while we think and worry about data because its breaches are in the headlines, the positive side is the potential for data to be the future of business in ways which we have not yet even thought about.”

Recognized as one of the world’s foremost intellectual property experts, Pooley (pictured, right) is a prolific author of books and guides on trade secrets and patents. His 35 year career has focused on being a lead trial counsel and strategic advisor in Silicon Valley and has included extensive public service, such as 5 years leading the international patent system at the World Intellectual Property Organization in Geneva.



Dr. Pooley’s talk highlighted the growth in importance of data saying “40 years ago, software and data made up only 17% of industrial assets. By 2015, these intangible assets had reached 84% of all industrial assets”. But he stressed that information is a vulnerable asset. Despite our best cybersecurity efforts, hackers continue to find a way to access our data. Open innovation and talented resources are key drivers in a successful business but they are also key causes in the loss of trade secrecy. And, the current era of social media has brought with it even graver threats to data security.

Trade secrecy law requires that businesses take reasonable steps to protect information. That means we have to determine the value of the information while accepting that it degrades over time and that all secrets will eventually become known; we have to understand the risks to this information in terms of identifying the threats and their probabilities; and we have to put in place preventive measures.

Dr. Pooley’s recurring recommendation to the AIC CEO Forum was to always manage to the risk, not the rules!



Lorenzo Stoll, Head of Swiss for the Geneva Region (left) and CEO Forum Speaker James Pooley talking shop before his presentation at the Rothschild Banque Privee on Nov. 16



AIC VP and Speakers Committee Co-Chair Ed Schneider and Past AIC Treasurer Fabrice Pasquier of Credit Agricole strike a pose prior to the 2017 CEO Forum presentation



## THANKSGIVING 2017— A Night to Remember

### AIC Thanksgiving 2017 Event – A Night of Food, Fun, and Goodwill

This year's AIC Thanksgiving 2017 celebration at Geneva's Hotel InterContinental was a night of food, fun, music, and some intense, friendly wagering for a good cause.

The "family-style" buffet format was something new, but it proved a hit as each table (and each guest) had an opportunity to serve themselves a scrumptious traditional Thanksgiving dinner at their own pace and preference. More than 140 guests, including a mix of regulars and new faces, children, and special guests attended.

The renowned Albert Mark Band made it a memorable musical evening which began during the pre-dinner apero and followed that up with 70s music and dancing to midnight.

AIC Executive Committee Member Ed Karr emceed a spirited Live Auction and an exciting prize drawing, too. The night also featured a Silent Auction of 30 additional prizes. Anouk Foundation co-director Vanessa von Richter was on hand for the event, making a brief introduction to the Foundation which offers complimentary arts and crafts programming to seriously ill patients of all ages.

Key sponsors donating prizes were SWISS, Manor, Hotel Metropole, Bongenie & Grieder, Caran D'Ache, Escada, Firmenich, Kinloch, Lindegger Optics, Geneva Servette Hockey Club, the TPG, and the Hotel InterContinental's *Woods Restaurant*, among others.

The featured prizes included a 3-hour, executive coaching session with Visconti Partners, a diamond bracelet from Bucherer, two large prints by the Lausanne-based artist Julie Birenbaum, and, just-in-time-for-the-season, a ruby-red snow

toboggan from KM for-the-season, a ruby-red snow toboggan from KM Enterprises.

Corporate partners attending were: Harsch: The Art of Moving, PDP - Performance Development Partners, PricewaterhouseCoopers, SWISS, and Webster University.

Kudos to volunteers Laurel, Reina, Chris, plus the Kid's Room nanny and babysitter, for a job well done. Special kudos to Event Chair Robert Race for an excellent event, to Isabel Montagne and Jing Pillet for over-seeing an impressive Silent Auction, and to our President Ron Banks whose voice barely survived the week.

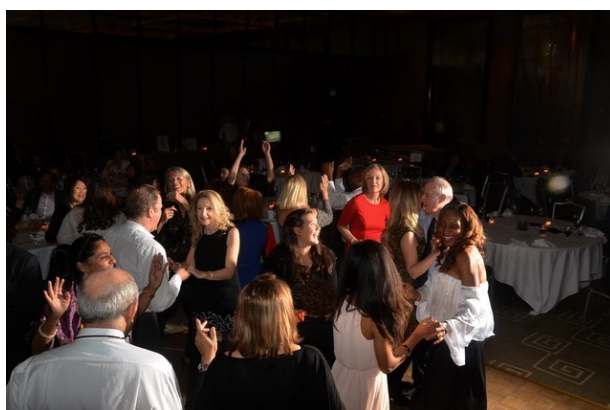
Once again we thank our many supporters from the corporate world, donors, our volunteers, and our honored guests. Everyone went home a winner!



**AIC Nominating Committee Chair Ed Karr Emcees the Charity Live Auction and Tombola Drawings at the 2017 Thanksgiving Celebration**



**AIC President Ron Banks, with wife Marcia, and special guest Vanessa von Richter, Co-Director of the Anouk Foundation, the featured charity at this year's Thanksgiving Event**



**Several happily-fed and sufficiently-oiled AIC Thanksgiving revelers burn up the dance floor to 1970s and 80s music during the post-dinner dance-off featuring music from our friends, the Albert Mark Band.**

## Calendar of Upcoming Events

Event	Date(s)	Time	Location
<b>January 2018</b>			
<b>REMOVING THE ONEROUS GLOBAL INCOME TAX ON AMERICANS ABROAD</b>	Wednesday, Jan. 17	6:00pm-8:00pm	The Ritz Carlton, Hotel de la Paix Quai du Mont Blanc, Geneva 1204
<b>February 2018</b>			
<b>Monthly Apero</b>	Thursday, Feb. 1	6:30pm-8pm	Bistrot23 23 Rue de Convoulnaire, Geneva 1207
<b>MANAGING A CITY AIRPORT How to Find the Right Balance between Demand and Constraints</b>	Monday, Feb. 26	11:45am-1:45pm	Mandarin Oriental Hotel Geneva 1 Quai Turretini, Geneva 1201
<b>MEET THE CEO Marco Lambertini, Director General World Wildlife Fund (WWF)</b>	Wednesday, Feb. 28	11:45am-2:00pm	Hotel Metropole Geneva Quai du General Guisan 34, Geneva 1204
<b>March 2018</b>			
<b>Monthly Apero</b>	Thursday, March 1	6:30pm-8:00pm	Bistrot23 23 Rue de Convoulnaire, 1207 Genève
<b>MEET THE CEO Patrick Aebrischer, President Emeritus Swiss Federal Institute of Innovation &amp; Technology</b>	Tuesday, March 6	11:45pm-2:00pm	Hotel Metropole Quai General Guisan 34, Geneva 1204

## 2018 Corporate Partners



**MONTALBA ARCHITECTS**

