

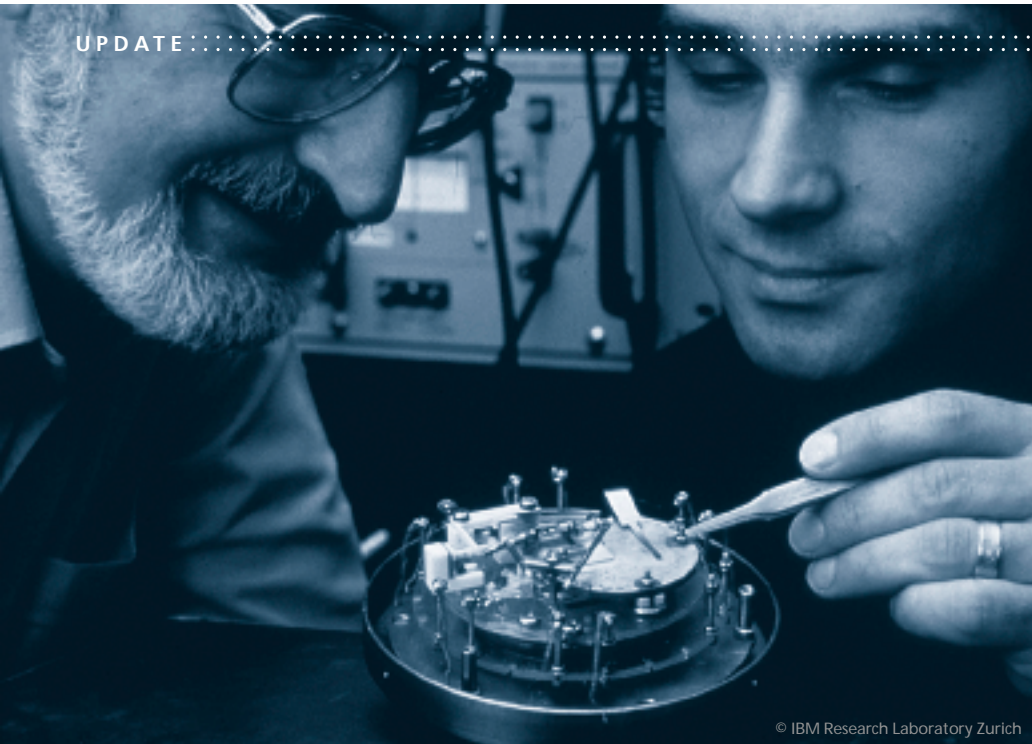


Greater Zurich Area
Expanding business horizons

insight

Newsletter from the
Greater Zurich Area AG
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UPDATE



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EDITORIAL



Dear Reader

Recruiting new employees world-wide or relocating workplaces to the Greater Zurich Area, personal environment at the new location is especially import for the staff and their families. How soon will they be comfortable in the new environment? How great are the cultural differences?

Hans Hofmann, Human Resources Manager at IBM Zurich Research Laboratory knows the needs of his employees who come from over 25 countries. Please read his experiences in the adjacent interview.

Zimmer has moved its European headquarters to Winterthur, after the takeover of the medical technology company Centerpulse. Richard Fritschi, President of Zimmer's headquarters for Europe and Australasia, explains the reasons for the planned expansion in the Greater Zurich Area in this newsletter.

We would also be happy to support you in evaluating a new location for your company in the Greater Zurich Area.

We look forward to hearing from you soon!

Sonja Wollkopf
Chief Operating Officer

IBM Researchers Feel Comfortable in Zurich

For seven years Hans Hofmann has been in charge of Human Resources at the European branch of IBM Research, located in Rüschlikon near Zurich. During this period the Zurich Research Laboratory has grown from 170 to over 330 employees, including 260 researchers. In addition to an attractive research position, applicants from other countries are always keenly interested in the quality of life at their new place of work.

Hans Hofmann, what are the most common questions people ask about their new workplace?

Hans Hofmann: Recently I have noticed more questions about the cultural environment. Also, candidates usually want to know about employment opportunities for their partners. We work on this together – considering that the results of the bilateral treaties with the European Union means that partners from the EU and EFTA no longer have any problems with jobs. Other questions relate to topics like child care, international schools, coping with a new

language environment and opportunities for making friends here. Every applicant receives comprehensive documentation about the Greater Zurich Area.

How do you help foreign employees become established in the Greater Zurich Area?

H.H.: New employees receive active assistance from a member of my staff, Anouschka van Loon, with things like personal advice, assistance in finding accommodation or making personal contact with the nearby international schools. Because our re-

search laboratory is so international, the new employees quickly feel at home here. In addition, we attach importance to ensuring that partners settle in well. We run in-house German courses for employees and their partners. We also have a hobby club with sporting, cultural and social activities to help them settle into their new environment.

What things do employees particularly appreciate about living here?

H.H.: When they arrive here for the first time our employees really appreciate the beautiful landscape and wonderful location. They also rate the public transport system very highly, with its rapid links to the city, as well as the wide variety of leisure and cultural activities. Young people particularly appreciate Zurich's lively night life in addition to its established cultural events. Also, the multicultural character of our Research Laboratory and of Zurich in general help people integrate quickly.

Are there any negative aspects?

H.H.: The biggest hurdle – one that sometimes causes new employees difficulties at first – is establishing close contacts with the Swiss, who tend to be perceived as somewhat reserved.

The IBM Zurich Research Laboratory has already produced four Nobel Prize winners. What was the role of the location in these achievements?

H.H.: Our collaboration with the Swiss Federal Institute of Technology (ETH Zurich) is particularly important in our research. One aspect of this collaboration are our joint institutes and research projects, while some of our staff also give lectures at the ETH. In fact, two of our Nobel Prize winners worked at the ETH before coming to us.

Are there any foreign employees at the research laboratory who don't want to leave?

H.H.: Just recently I spoke to a US researcher and his wife. They have been here six years and don't want to go back to the USA, even though there are professional opportunities for him there. We have a very low staff turnover among our researchers. This is because both the working environment at the IBM Zurich Research Laboratory and the residential location are so attractive and international.



Hans Hofmann
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IBM Zurich Research Laboratory

IBM has been conducting research in the Greater Zurich Area since 1956. Its Research Laboratory in Rüschlikon near Zurich is one of eight research laboratories around the world, and the only one in Europe. Currently some 330 employees from 27 countries work there. Of these, 260 are engaged in research, including 60 guest scientists, students and doctoral candidates.

The field of research ranges from scientific fundamentals, particularly in the area of physics, to developing new computer systems and software, and planning novel "on demand" business models.

The IBM Zurich Research Laboratory recruits worldwide with a special focus on researchers in Europe. The laboratory aims to hire researchers from the top 10% of their discipline. About half of the 70 newly-hired researchers per year – some of them temporary – come from outside Switzerland and have to move into the Greater Zurich Area.

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