

Fribourg, 15 March 2019

Fribourg Network whets the appetite

The 2019 edition of Fribourg Network Freiburg serves up a taste of the canton's thriving agrofood sector. National and international readers can choose from an exciting à la carte menu, which includes profiles of over 40 companies, as well as a few surprises. In addition to the print editions in English, French, German and Mandarin Chinese, the canton's annual business magazine has its own website, which has undergone a complete redesign. It is now a fitting showcase website for the Fribourg economy, offering an array of great multimedia content, which will be continually updated throughout 2019.

So, what are the ingredients for economic growth? Olivier Curty, Cantonal Minister of Economic Affairs, quotes a few numbers. "Every year, the agrofood sector in the canton of Fribourg exports more than 130,000 tons of goods, worth close to CHF 400 million. Thanks to its quality agricultural production, coupled with the presence of national and international processing facilities, and our renowned institutions providing cutting-edge education, research and innovation, the canton has emerged as a major player in the Swiss agrofood sector."

Fribourg Network Freiburg is available in four languages and actively promoted on social networks. The 2019 edition will be available from 19 March on the website www.fribourgnetwork.ch, and is desktop, tablet and smartphone-compatible.

FNF is an external communication tool of the canton of Fribourg and its development agency. Half of the 4,500 printed copies are destined for local companies, consultancies and law firms, and hotels throughout the canton. The second half will be distributed to members of the national and international business communities, Swiss embassies and consulates, as well as multinational accounting firms and leading economic agencies across Europe, America and Asia.

A special preview of the 2019 issue will take place on Monday, 18 March as part of the Fribourg Chamber of Commerce and Industry's spring reception.

INFORMATION:

Association for a promotional business magazine for the canton of Fribourg

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The Plastics Innovation Competence Center (PICC)

The official launch of the 2019 edition of FNF took place in the laboratories of the Plastics Innovation Competence Center (PICC). The research and innovation center, which is based at the blueFACTORY in downtown Fribourg, is a joint venture created and run by the Fribourg School of Engineering and Architecture (HEIA-FR) and the Swiss Plastics Cluster.

The PICC offers its industrial partners R&D services that leverage the latest scientific and technological advances to develop commercially viable and sustainable solutions.

Its expertise is wide-ranging: polymer chemistry, delivery of finished products, characterization of material properties, processing, product design and optimization, not to mention data analytics specifically for the plastics industry.

What sets PICC apart from other R&D centers is that it is a one-stop shop with the necessary in-house capabilities to address even the most complex technological problems that its industry partners face. The PICC's multidisciplinary team is well-equipped to rise to short and long-term challenges and respond to the specific needs of its partners swiftly and effectively.

<https://picc.center>