



PSI Colloquium

Auf der Schwelle zum Zeitalter der erneuerbaren Energie stellt sich die Frage nach der Rolle der Schweiz in dieser explosiven Zeit des Umbruchs



Nicolas G. Hayek Swatch Group, Switzerland

DATE: Friday, March 5, 2010
COFFEE: 11.00 a.m.
SEMINAR: 11:15 a.m.
PLACE: WHGA/001

Nicolas G. Hayek, born in 1928, is the co-founder and Chairman and Delegate of the Board of Directors of the Swatch Group, with Headquarters in Biel-Bienne (Switzerland). N.G. Hayek played a decisive role in the recovery of the Swatch Group. The strategies he developed in the early 1980s led to the success of the entire Swiss watch industry and regained its leading position worldwide since 1984.

Amongst others, he created the « Swatchmobil » Smart car in collaboration with Mercedes-Benz, he was Co-founder and co-chairman of the Board, until 1998, of MCC Ltd., the production company of the Smart. Under his direction, the Hayek Engineering company was responsible project leader of the construction of « Smartville », the production plant of the Smart car in Hambach (France).

In Fall 2007, Mr. Hayek initiated and founded a new company: The Swatch Group Ltd. and Hayek Engineering, are joining forces with Groupe E, with the international bank *Deutsche Bank*, with the Swiss institutes of technology, and other interested parties to establish a holding company – Belenos Clean Power Ltd. - for the development and production of clean, renewable energy systems. The Biel-based company is presently working on the project.

The aim of this special agreement between The Swatch Group Ltd. and Groupe E is to develop, produce and market energy production systems based on hydrogen and fuel cells. The goal is to provide the population with electricity for both residential and transport purposes. This will allow considerable progress to be made in producing entirely clean energy, with the aim of saving the environment and providing a substitute for CO₂ emissions. The two companies have extensive expertise in this area.

Nicolas G. Hayek is also the founder, Chairman of the Board and C.E.O. of Hayek Engineering Inc. Its headquarters are in Zurich. The Hayek company (founded in 1963) employs some 250 highly qualified professionals experienced in a variety of sectors, such as iron and steel, automotive industry, watches, IC production, telecommunication systems and other advanced technologies, etc., where they undertake projects in engineering, strategic planning, project-management, optimization and feasibility studies, sales and marketing, as well as consulting in the field of organization and systems. Hayek Engineering is presently active with numerous projects in Switzerland and abroad.

Awards and Distinctions

Various institutions and governments awarded Mr. Hayek the following distinctions, among them

- 1984: « Troubleshooter of year » by the Swiss Media
- 1993: Entrepreneur of the decade, Branco-Weiss foundation
- 1996: Doctor honoris causa of Law and Economics of the University of Neuchatel (Switzerland), as a sign of gratitude for maintaining and creating new jobs and production centers in Switzerland and for his achievements regarding the Swatch brand
- 1998: Doctor honoris causa of the Faculty of « Beni Culturali » of the University of Bologna (Italy), especially for his achievements at the Swatch Group, for his contribution in maintaining and creating new jobs also in Europe, and for the achievements with respect to the Swatch brand
- 2003: « Officier dans l'Ordre National de la Légion d'Honneur », conferred by the Republic of France
- 2004: Honorary Citizen of the Town of Biel/Bienne, for his outstanding achievements for the economy of the town and the whole region
- 2007: Swiss Lifetime Award, Swiss Award Academy, for his achievements and the stimulus he brought to the watch industry
- 2008: Nomination as Honorary Citizen of its hometown Meisterschwanden

Committees, Working Groups and Memberships

Mr. Hayek, consultant to many European governments, was or is active in the many committees and working groups, e.g.

- 1995: Member of his Council for Research, Technology and Innovation for the future of Germany and Europe.
- 1996: President of the « Groupe de réflexion » of France, an Innovation Council for the future economical strategies of France, nominated by the Government of France.
- 2004: Member of the High Level Group for the future of Manufacturing « Manufuture HLG » of the European Commission.