

Media release, 10th November 2024

Prix Suisse 2024 to Büne Huber from Patent Ochsner and keynote interview with Professor Dr. Yuval Noah Harari

- **Prix Suisse is an annual award presented by the non-profit organisation Initiative Switzerland to individuals who have made outstanding contributions to Switzerland. This year the award goes to Büne Huber in the domain of culture for his outstanding achievements as a musician, painter and artist. The award was presented by Federal Councillor Beat Jans.**
- **In the keynote interview, Professor Dr. Yuval Noah Harari, world-famous bestselling author, visionary and historian, talks about the far-reaching effects of artificial intelligence on society, the economy and politics.**
- **Philipp Hildebrand, Vice Chairman of BlackRock, and Professor Dr. Yuval Noah Harari exchanged views in the Fireside Chat about the election of Donald Trump as the new US president and the geopolitical consequences.**

Bern, 10th November 2024 - The award ceremony took place on Saturday, 9th November, with 400 invited guests from the worlds of business, science, politics, sports and culture in the Kursaal Bern. Büne Huber received the Prix Suisse 2024 in the domain of culture for his outstanding achievements as bandleader of Patent Ochsner, musician, painter and artist.

«As the frontman of Patent Ochsner, Büne Huber has shaped the Swiss music scene for decades and has had a lasting influence with numerous hits. His tireless commitment and authentic style make him a true icon of Swiss culture. We are honoured to present Büne Huber with this year's Prix Suisse», says Stefan Linder, Head of Initiative Switzerland. Since 2021, the non-profit organisation Initiative Switzerland has awarded the Prix Suisse annually to a personality who has made outstanding contributions to Switzerland. The first winner in the domain of business was the entrepreneur and politician Peter Spuhler. A year later, it went to Martine Clozel, doctor and scientist, and last year to exceptional sportsman Marco Odermatt. For this year's winner the Prix Suisse is more than just a personal award: «It also recognises Switzerland's vibrant art and music scene, which promotes creativity and connects people», says Büne Huber.

Interview with Professor Dr. Yuval Noah Harari

The well-known works of historian Dr. Yuval Noah Harari have fundamentally changed our understanding of the past, present and future. Harari has sold over 45 million books worldwide, which have been translated into 65 languages. His most popular works include «A Brief History of Mankind», «Homo Deus: A History of Tomorrow» and «21 Lessons for the 21st Century». His recently published book «Nexus» sheds light on the development and influence of information networks on humanity, from the Stone Age to artificial intelligence. He shows how different societies and political systems have used information to achieve their goals.

«It is a great honor for us to welcome Professor Yuval Noah Harari as a guest of this year's Prix Suisse. His ability to present complex topics in a comprehensible way makes him one of the most influential thinkers of our time», says Stefan Linder. In his keynote interview with Sandra Studer, Harari discussed the impact of artificial intelligence on society, the economy and politics.

Fireside chat with Philipp Hildebrand and Professor Yuval Noah Harari

Philipp Hildebrand has been Vice Chairman and a member of the Global Executive Committee of BlackRock since 2012. He was previously Chairman of the Governing Board of the Swiss National Bank (SNB). During an exciting Fireside Chat with Professor Dr. Yuval Noah Harari, they discussed the election of the new US President Donald Trump and the consequences for global politics and society, particularly for Europe and Switzerland.

Projects Initiative Switzerland

During the gala evening, three projects were presented that represent Switzerland's innovation and are supported by Initiative Switzerland. In selecting the projects, the focus is on forward-looking ideas, innovations, new technologies and consistent, good implementation in reality.

The *One Young World* project is an international platform for young leaders to jointly develop solutions to global challenges. At the *One Young World Switzerland Congress* in Zurich in 2024, participants discussed the values and role of the new generation in modern organisations. Initiative Switzerland supports *One Young World* as a Gold Partner and promotes young Swiss talents on their way to actively shaping our future.

The *True Story Award* and the accompanying *True Story Festival* is another project supported by Initiative Switzerland. They promote media freedom and quality journalism, and the award has developed into an internationally recognised journalism prize. Every year, over 1000 entries from more than 100 countries are rated by an international jury, and the festival in Bern provides a platform for exchange and discussion between global journalists and the Swiss public. Thanks to the commitment of Initiative Switzerland, the prize is becoming increasingly global and sends out a strong signal in favour of freedom of expression and media literacy.

Gender medicine investigates gender-specific differences in diagnosis and treatment. The first Chair of Gender Medicine was established in Zurich in 2024. Together with the University Medical Center Zurich, the Initiative Switzerland presents the *Swiss Gender Medicine Symposium* as an advocacy partner. A symposium in October 2025 will connect all five university hospitals in Switzerland at a national level. The kick-off event on 30 October 2024 in Zurich marked the first milestone for the symposium.

Prix Suisse

Every year, Initiative Switzerland honours a notable figure with the "Prix Suisse". The recipients are individuals who have made outstanding contributions to Switzerland in recent years, exemplifying courage, innovation and creativity. The Prix Suisse is awarded alternately in the fields of business, science, sports, and culture.

In 2021, entrepreneur and politician **Peter Spuhler** was the first to receive the award in the business category. The following year, in 2022, the award was presented to **Martine Clozel**, a distinguished doctor and scientist. Most recently, in November 2023, exceptional athlete **Marco Odermatt** was honoured for his achievements in sports.

About Initiative Switzerland

As a private promotion agency, Initiative Switzerland supports innovative ideas and projects in all parts of the country and language regions of Switzerland with a specific focus on competitiveness and prosperity in Switzerland. Through its activities and projects, it would like to help Switzerland secure its leading global position and innovative strength over the long term. Initiative Switzerland is financed by F.G. Pfister Holding AG and the dividends generated by the holding company. The annual «Prix Suisse» honours a prominent person who has made outstanding contributions to Switzerland and demonstrated courage, creativity and innovation.

Initiative Switzerland is headed by Stefan Linder, who was co-founder, CEO and delegate of the Swiss Economic Forum.

www.initiative-schweiz.org

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