

# President's Message

## Happy 1<sup>st</sup> Anniversary of Swiss Arbitration!

By the time you will receive this (and definitely by the time you get around to reading it), Swiss Arbitration will be just about one year old. It was actually conceived in the fall of 2020, but branding and IT projects take their gestation time. It was on 1 June 2021 when Swiss Arbitration saw the light of day after a few frantic months of labour. It marked the beginning of a new phase in arbitration, as we know it in Switzerland, as it brought together an entire jurisdiction on one arbitration platform. A global first, Swiss Arbitration has just been shortlisted as “Best Innovation” for the 2022 GAR Awards.

Well, as all parents know (read: “learn the hard way”), the real work starts once the baby is delivered. Life is different. It is surely more labour-intensive in the short run, yet rewarding and with hope that it will get even better in the long run. Same here.

Starting with the obvious: rebranding. The new branding expresses what Swiss Arbitration stands for: a combination of innovation, Switzerland's long arbitration history and our service to business. Last summer you received the first two ASA Special Series editions in the new Swiss Arbitration branding. Now it is the turn of the ASA Bulletin. Probably for the first time ever, the various publication formats of ASA will all come in the same style and with harmonized colour coding. Take it as the outward sign of the internal cohesion.

Brand implementation will continue. The Swiss Arbitration Hub, the ASA Profiles, and the Arbitration Toolbox by ASA will be next in line. The ASA Board defined the full integration of these three products into the Swiss Arbitration website as a major project for the current year. All three products are unique and fully deserve to be branded flagships of Swiss Arbitration. In fact, the Arbitration Toolbox by ASA has also just been shortlisted as “Best Innovation” for the 2022 GAR Awards, which makes ASA the only player that is shortlisted twice in this category this year.

Of course, the Swiss Arbitration branding is not just about colour coding, it is about the software coding as a whole. Soon you will find a modernized Swiss Arbitration Hub fully integrated into [swissarbitration.org](http://swissarbitration.org) and more helpful than ever in organising arbitration hearings in Switzerland. The Board is also working on making the unique ASA Profiles even more user-focused, while avoiding content that is more pretentious than informative and maybe even jeopardizing confidentiality of arbitration. The ASA Profiles will remain a sober Swiss database. Finally, the Arbitration Toolbox will be better integrated into the Swiss Arbitration website. It was also released just last year,

but its gestation period is measured in years rather than months and is currently a stand-alone IT application.

There will also be changes behind the scene. ASA, together with the Swiss Arbitration Centre, is modernizing its IT systems and optimizing the synergies with the Geneva Chamber of Commerce, Industry and Services (CCIG) and the Zurich Chamber of Commerce (ZHK). The cooperation between ASA and the Swiss Arbitration Academy is running smoothly with increasing synergies.

With the covid-19 pandemic finally abating, as it currently seems, there will be more opportunities to present Swiss Arbitration to users globally face-to-face. The newly established Swiss Arbitration Marketing Committee has its work cut out. You will hear from them in various ways sooner rather than later.

Actually, there is also a broader marketing committee at large, and that is all of you! Do spread the news about Swiss Arbitration and about the benefits of ASA membership! We have seen a rising number of applications over the last year, particularly from abroad. We take it as a sign that ASA is on the right track. You can help us increasing the impact.

Proud parents do not complain about the heavy work involved in parenting. Neither do we! One year on, it is time for all of us to lay down the tools for a moment and raise a glass to celebrate the first anniversary of Swiss Arbitration!

FELIX DASSER

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## **SAVE THE DATE**

**ASA Conference and General Assembly**

16 September 2022, Bern

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For more information see [www.swissarbitration.org](http://www.swissarbitration.org)