



JCC Goes to the Sochi Winter Olympics Rosa Khutor and Sochi/Adler, Russian Federation February 11, 2014

With three gold medals— Dominique Gisin and Tina Maze in womens down-hill , and Iouri Podlachikov and in snowboard half-pipe — it was a good week for Switzerland at the Sochi Winter Olympics, and a great time to visit. The excitement was keenly felt by the delegation of representatives from culture, business, academia and science initiated and headed by Frederik Paulsen, Honorary Consul of Russia and Chairman, Ferring Pharmaceuticals. Dorit Sallis, Managing Director, JCC participated in this short but fascinating trip that was implemented by The Consulate of the Russian Federation in Lausanne together with the Location Switzerland team based at the House of Switzerland in Sochi.

The delegation first drove up to Rosa Khutor, one of the mountain clusters where snowboarding and freestyle competitions are held, and stopped in at the Swissôtel, one of several new 5-star hotels at the resort. It then headed down to the the Olympic Park at Sochi/Adler on the shores of the Black Sea.



First stop was the House of Switzerland, the Swiss guest centre that occupies one of the most strategic positions in the park with a direct view of the olympic flame. The wooden structure embodies innovative Swiss technology in its design, construction with recycled materials and harnessing of alternative energies.

The House has a restaurant with Swiss delicacies, Swiss TV's operations center, an area to showcase sponsors products and a room for the athletes and their families. After a delicious meal and tour of the House of Switzerland, the group attended the pairs figure skating at the Iceberg Skating Palace.



Guests from all over the world visit the House of Switzerland to taste typical Swiss dishes such as bratwurst and raclette, and to relax from the hectic olympic schedule. The House, which opened a week ago, is always full. At sunset, an alphorn player on the roof sends poignant notes of the Swiss Alps across the Olympic Park.



The cable-car up to the Novi Khutor Resort in the Caucasus Mountains.



Hotels at the Novi Khutor Resort.



Ambassador Pierre Helg, Embassy of Switzerland in Russia, & Dorit Sallis, Managing Director, JCC.



The Olympic Park with the olympic flame.



L to R: Urs Bühler, Director, Bellevue Palace Bern, Dr. Bertrand Piccard, Solar Impulse and Christopher Mouravieff-Apostol, Pictet Wealth Management.



The House of Switzerland in the Olympic Park. Note the alphorn player on the roof.



Pairs figure skating competition on February 11, 2014 .

