**Regierungsrat Christian Amsler Englische Rede Diplomfeier Master of International Packaging Institute IPI**

**Zunfthotel Rüden, Mittwoch, 31. Oktober 2013 16:00 Uhr**

Dear Parents, Students, Staff and Friends of the Master of Engineering in Packaging Technology

First of all, let me deliver my most important message to you from the government of the canton of Schaffhausen. In the name of the governing council I would like to say you, that it is a great honour to have you all here and that I can personaly congratulate you for your Master Title.

The International Packaging Institute IPI is recognised throughout the industry as a leading Competence Centre for packaging and was established by leading international corporations in the packaging industry, partnered by highly respected universities, and in close cooperation with industry associations and a unique pool of experts. IPI is also supported by the state of Schaffhausen and the Swiss Federal Government.

We are very proud in Schaffhausen to have this Master of Engineering in Packaging Technology. This well fitted Master is a part-time, modular study program which focuses on current practice and developments in the modern packaging industry of our days . It is precisely the focus on all the relevant aspects of packaging technology which makes the Master of Engineering in Packaging Technology unique.

So, for me as the minister of education it is a very interesting thing, that the design of your Masters program is based on modern teaching and learning strategies and includes e-learning modules, project work, team tasks, case-studies, workshops, company visits and more.

The program uses a three-phase approach through-out. Consideration of relevant theory is followed by observations of best practices, which is then followed by case-studies and tasks.

The IPI Scientific Board with it’s experts from universities and the industry ensures the quality and actuality of the program.

Well the slogan " Step up your packaging career!" (as I read on a Flyer) fits well in this case and is more than true. Well done, Ladies and Gentleman!

Packaging is a dynamic and innovative industry. Being one step ahead of your competitors requires short innovation cycles, targeted R&D activities and total control of the packaging processes. Packaging must be in compliance with laws and regulations. A sound planning of all product and process innovations is therefore indispensible.

Dear Students, I am so pleased that the IPI Staff has asked me to say a few short words at your graduating class of the IPI Master 2013.

To the Masters staff of teachers and professors, administrators, other supporters, including from the government as well as many volunteers, including the parents and familys here today, I say congratulations! Setting up the conditions for students to learn and to come to the target is no easy task.

To the students: my congratulations to you for completing a key milestone in your lives. It underscores the dedication that you have shown to your own development. We are confident that this will open up new opportunities for you.

The achievement for which you are being honored and recognized today is no small fete. Certainly you have learned a number of facts and skills about Packaging Technic and Industries, but most importantly, you have learned the value of knowledge and how to obtain it. This, as you know, will continue for the rest of your lives. By earning your Master Diploma, you have chosen the path of enhancing your experience in learning. You have made a very good choice, ladies and gentlemen!

I would like to talk about **Leadership** and **Diversity**.

**First**, leadership: As you continue your working life or move into another path, I ask that you think about how you can take up the responsibility as leaders in your new ventures in the Packaging Industry. I ask that you reflect upon what kind of leader you can become, with the inherent expectation that you will indeed be a leader in whatever you do. I am talking about working with others to make a contribution - to make a difference. Leadership is certainly maintaining focus on what is important, staying true to your values and understanding that **how** you achieve the objective is just as important as the result itself. Your leadership style is of your own choosing. Not everyone can be charismatic or needs to speak to large groups of people. In the end, leadership is about invoking positive behaviors of those around you in a constructive manner.

**Secondly**, Diversity: As a member of the IPI Master student body, you have gotten to meet and know a number of students from all around the globe. You have learned to be tolerant of the beliefs of those from other cultures and you have learned to be tolerant of ideas that may not exactly match your own. This can be quite testing if there are conflicts with your core values, but on the whole, it has more to do with us all embracing the diversity of culture and thought as a good thing. It is important for you to have opinions and, as well, to keep an open mind to the opinions of others.

Let me also say some words about Schaffhausen, the small piece of paradies at the border of the Rhine.

Today, we are proud to say that Schaffhausen is an international business location. It is an achievement of all the parties involved that many international and well known companies are located here.  But we all have to work hard to stay attractive and to become even more competitive on an international level.

Schaffhausen was mainly known as a location with traditional industrial production sites. Then, the structural change to be the business location for sophisticated high tech firms and innovative service and production companies started. And it is still ongoing. In order to create more jobs and to keep this structural development going, we need both, the established companies of all sizes and new, innovative companies from abroad. The main goal is to open up and diversify the whole area, that the local economy is no longer dependent on a few sectors and companies as this was happening until the nineties.

I'am also between the education the Minister of culture and sports! We are also a cultural center. We have the Hallen für neue Kunst with modern art works from Richard Long, Joseph Beuys or Mario Merz. 2014 we celebrate again the International Johann Sebastian Bach Festival, in may we spent some nice Jazzmusicdays on the Schaffhauser Jazzfestival and in summer in the month of august we will have the fantastic "Stars in Town" Musicfestival of popular music in the center of the old town with famous acts from all over the world.

Next to the targets set on business development, the Canton of Schaffhausen has to become more attractive for young families. In order to support this concept we have launched in cooperation with the economic promotion the image campaign called ‘Schaffhausen - a small piece of paradise’.

Schaffhausen is definitely a highly attractive place of living.  So, take a view from the Munot, and you will know why and you will understand, why I say that.

Currently, we can observe a boom in the local real estate market and interesting projects which is a result by a strong demand in new houses or office buildings.

Besides being an attractive place of living, a well developed infrastructure is important. Schools like the International School of Schaffhausen are important location factors. Moreover, well developed traffic connections are necessary.

I ask you: What for associations did you have, before you have come to us in this area of Switzerland. Did you think to wine?

Winegrowing belongs to the canton of Schaffhausen just like the Rhine and can look back on a longstanding tradition. The largest connected wine growing area in German-speaking Switzerland is located in the Schaffhausen - Klettgau. In all the canton Schaffhausen there are about 1250 acres (500 hectares) vineyards. May be, that's why many people of Schaffhausen like to talk about vineyards, the grapes and about the wine.

However: Schaffhausen is in the north of Switzerland, but it is also in the south of Germany and therefore in a good zone especially for red and white wine.

The  wine producers have named the region Schaffhausen "Blauburgunderland" after the Pinot-Noir grape. They put all their energy, know-how and love in the care and production of this fine and exclusive grape sort. And every year wines of Schaffhausen get top rankings at important wine awards. Our Schaffhauser winemakers can be proud about their excellent products. So do we!

A focus is also a better connection to the economic area of Zurich. At this point we started last year with the rail service to Zurich every half hour.

Well, Schaffhausen lays in the absolutly center of Europe. We are close to the airport of Zurich, witch is a important flying Hub for the international air traffic.

Now, we have already end of octobre! There’s a lot to like about the autumn: walking through the confetti of red and gold leaves, taking in the fresh, cool air and sensing the warmth of the sun. And if the weather turns wet, you will find shelter and hot food. There’s a huge number of paths and hiking trails over the Randen – that’s the range of hills behind Schaffhausen. Don’t worry if you’re not familiar with the area, just follow the yellow signs which highlight the routes as well as places of interest, viewing platforms and restaurants. From those platforms you can enjoy the fantastic panorama which stretches to the Swiss Alps and across the Black Forest.

Dear Students, the path forward in your lives and careers will be filled with many choices and decisions to be made about possible alterna-tives. What you have accomplished to date is quite important, but really a important next step in your journey. And please proceed with confidence to your next steps. The societies of the world need you – to do good works, to be responsible and caring, to improve the standard of living, to be good citizens and good managers in Packaging Industries.

We all, - including my colleagues of the schaffhausen government, congratulate you for what you have accomplished here at the IPI Master in Schaffhausen and also for what you will achieve in the future.

We are very proud of you and wish you well.

All the Best!