



On **September 20th, 2007**, Harsch Transports celebrated his 50th birthday at the Sablières Hall in Satigny (Geneva, Switzerland). More than 500 guests were present at this event.

When discovering the hall, everybody exclaimed a big wow! People could listen to some music and see magic tricks, they turned around the tables where beverages and snacks were served. Looking around, we could see a dark curtain, what is hidden behind it? Patience we have to wait for the ceremony master to look at it.

Finally, at 7.45 p.m., we are authorized to get a little further, there is another surprise!

The environment: a large room all in black and gold decorated, settees with profusion of cushions and in the back a huge stage with a music stand, two big screens, a piano.....and all around different buffets that transport us in Asia, in the Middle East,.....normal for a company well known in the world of international moves and in the relocation sector.

What happened on this stage?

Philippe Cohen, the artist from Geneva, set up ceremony master for this event, introduced the speakers who were to open the evening.

- First of all, Pierre-François Unger, senior member of the Council of State in charge of the Economy and Health agreed to express himself despite a busy timetable. With a few hearty words, he paid tribute to Harsch Transports and to his extent within the Swiss economy and particularly within Geneva and Zurich.
- Then Bertrand Harsch thanks everybody and recalls the company's evolution since its creation in 1957 by his parents, Irene and Henri Harsch to whom he paid tribute and reminds that without them nothing would have been possible.



- Jacques Hainard, Director of the Ethnographic Museum of Geneva, recalls with eloquence the importance of packing and transport for the ethnographic items. An appointment is practically taken between the MEG and Harsch Transports for a move carried by elephants!
- Eric Lim, FIDI's President and manager of an International Transports' company came specially from Singapore to say the important place that Harsch Transports takes in the worldwide international moves. He remitted to his CEO a trophy "FIDI 50 years".
- It's Marc Nobs, Maire of Carouge, who closed the speeches in positioning Harsch Transports into the industrial tissues of Geneva where it implanted itself in 1973 and where it continues to grow to the point that it's going to double its surfaces. The works are imminent.



Philippe Cohen, great humorist, took up the torch and gave the start for the show to begin: a duo pianist/cellist “Teatro del chiodo” with their sketches “Smoking Chopin”. Sophie Avigdor, charming acrobat, who do not hesitate to take benefit of the huge height of the ceiling to hang up her large scarves in which she wrap herself up making some nice arabesques and, of course, the irresistible improvisations of Philippe Cohen who cause great mirth. To see the delighted expressions on the face of the guests, everybody had fun.

There was equally the diffusion of a slide show, nicely humoristic, about the Harsch’s collaborators realized by Frédéric Roman, the publicist of Harsch Transports and Robin Harsch. Yes, Robin, the son of the CEO, the young film maker of “Federer et moi” presented in 2006 in Locarno and to the Winterthur festival where it received the price of the Swiss court-métrage. We were able to see it on June 2007 on TV on the TSR channel (if you want to get it, write to info@sagaproduction.ch).

Between two bursts of laughter, the guests went to taste the delicious specialities each one more tempting that the others.

Then the most courageous found themselves on the dance floor where they could move on their favourite dances.

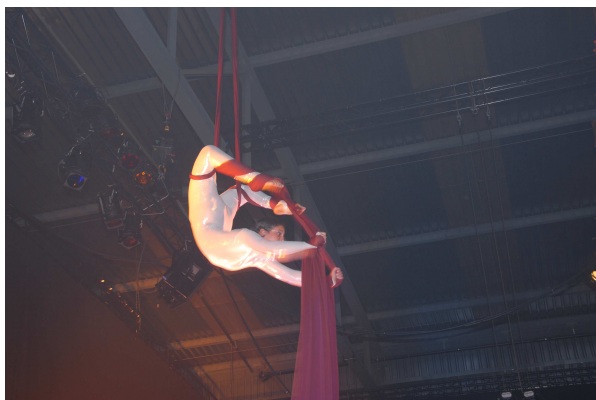
The evening of September 20, 2007 will be long remembered as a great time!

Thanks to all our partners:

Philippe Cohen

Grégory Roloff of Events Concept www.eventsconcept.com

Mövenpick, service traiteur



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