

## Press release

### **Neidhart + Schön Group Publishing Partner of the Executive MScom Program**

*Lugano, May 27, 2009 – The Neidhart + Schön Group builds its partnership with the post-graduate program Executive Master of Science in Communications Management at the USI Università della Svizzera italiana in Lugano. The Publishing Group will long-term support the MScom Program by sponsoring the printing of the material for different MScom Events as well as the MScom 10<sup>th</sup> anniversary.*

“As of 2008, Neidhart + Schön Group has supported the MScom Program with its MScom Excellence-in-communications Lecture” says Joëlle Loos, Head of Marketing and Communication of the Group, “and this turned out to be very enriching for both sides. While the manufacturing process has been professionalized by the competences and printing solutions of the Neidhart + Schön Group, the MScom Events have opened for us a very valuable networking platform, with the possibility to intensify the contacts with clients strictly related to the communication world.”

The new Publishing Partnership will extend the support of Neidhart + Schön Group to the MScom Geneva Communications Forum as well as to the MScom 10<sup>th</sup> anniversary celebration that will take place in Lugano on November 13-14, 2009, and organized together with the MScom Alumni Association.

#### **About the MScom Program at USI Università della Svizzera italiana**

The Executive Master of Science in Communications Management (MScom) is a part-time, postgraduate program for experienced communications professionals. Courses are conducted in English over a 21-month period. Classes are held every other month for seven consecutive days. Based at USI Università della Svizzera italiana in Lugano, Switzerland, the MScom Program cooperates with the UCLA Anderson School of Management, Los Angeles, one of the leading business schools in the US. An international faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its multinational orientation.

#### **About the Neidhart + Schön Group**

The Neidhart + Schön Group, based in Zurich, combines under the same roof the expertise of three different companies specialized in offset printing and digital communications solutions. This innovative group concentrates its ability on the production of demanding and complex photo and product catalogues, financial publications as well as Corporate Identity solutions. For its renowned clients in Switzerland as well as abroad, Neidhart + Schön Group ensures modern infrastructures both for offset and digital print, both aligned with the highest ecological standards and guidelines. The company also optimized its manufacturing processes with leading efforts, professional IT assistance and a web based production system like ns»publish».

Contact:

Università della Svizzera italiana  
Executive MScom Program  
Nina Volles Bird, Managing Director  
Phone +41 (0)58 666 46 02  
E-Mail [nina.volles@lu.unisi.ch](mailto:nina.volles@lu.unisi.ch)  
Website [www.mscom.unisi.ch](http://www.mscom.unisi.ch)

Neidhart + Schön Group AG  
Dr. oec. HSG Joëlle Loos  
Marketing + Kommunikation  
Dorfstrasse 29  
CH-8037 Zürich  
Tel. +41 (0)44 446 82 90  
E-Mail [joelle.loos@nsgroup.ch](mailto:joelle.loos@nsgroup.ch)  
Website [www.nsgroup.ch](http://www.nsgroup.ch)