

MICE Supporting Program – Fall in Zurich

In November 2016, 20 students from 10 different countries took part in a week-long workshop at the Swiss Federal Institute of Technology (ETH) in Zurich. The workshop, “Women in Engineering and Technologies”, was hosted by the Electrical Engineering Students’ European Association (EESTEC) and ran for four intensive and highly successful days. To bring the week to a close, Zürich Tourism’s Convention Bureau organized for us a day full of excitement, entertainment and fun, which I would like to report on below.

The day kicked off at Zurich Main Train Station, and the mood of the group was cheerful and relaxed. We were all excited and curious about what the day would bring. So it was a great surprise to be picked up by a fleet of eTukTuks. In groups of four, sitting in our tuk-tuks, we went on a sightseeing tour of the former industrial quarter of Zürich-West, which is constantly transforming itself into a modern and urban trendy district with a host of bars, clubs and boutiques. We encountered a quarter that completely broke with our ideas and expectations of the banking and luxury city of Zurich. In the course of a digital scavenger hunt, we explored Zürich-West on foot and learned in an entertaining way all kinds of things about the place that at one time was an industrial district.

Our journey continued to the Haus zum Rüden guild house, where, in a magnificent historical room with tables decked with white linen cloths, we were treated to an original culinary specialty, “Zürcher Geschnetzeltes”. This veal dish is usually served with rösti – a grated potato cake similar to hash browns. It was a first for many of us, and we all thought it was delicious. But there was more “Swissness” to come – for “dessert” we learnt the typical Swiss custom of yodeling with a simple but catchy song. We found that tremendous fun and our yodeling skills exceeded all expectations – days later, I was still hearing the melody being hummed here and there or someone having another go at yodeling. During the subsequent guided tour in beautiful weather, we did then experience the classic historical Zurich.

Incidentally, I highly recommend this city tour, “Zurich Old Town on Foot”, to anyone who visits Zurich! After many fascinating and informative tales about the city, a “Luxemburgerli” tasting session was awaiting us at the tradition-steeped Confiserie Sprüngli, in its central location at Paradeplatz. This was another highlight for us all, for although we had heard a lot about the light and airy specialty, we had never actually tried it. Now, however, we know why trying a Luxemburgerli at least once is an absolute must when you come to Zurich – these Zurich-style macaroons are simply delectable.

The last port of call on our impressive day program was the Münsterhof – a beautiful square set amidst the Fraumünster Church, with its famous Chagall stained-glass windows, and historical guild houses. In front of the Zunfthaus zur Waag is a fountain which – believe it or not – has a separate tap for white wine! This last surprise in our eventful day was a resounding success – we were all able to fill our

Social Programs, Zürich, Switzerland.

glasses at this amazing fountain and over an aperitif discuss all the things that we had experienced throughout the day.

What a day we spent in Zurich! Surprising, intensive, multifaceted and exciting. With beautiful sunshine, mouthwatering food and fun activities, the day will remain in our memories for a long time to come. The feedback from the participants also underscore these impressions:

“I’ll never forget the day we spent with Zürich Tourism, it was really amazing.”

“Yodeling!”

“I loved it!”

“Simply WOW!”

“A fantastic idea! I keep telling everyone at home about all the great experiences we had on that day.”

“So fancy!”

Contact

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