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A word from the Ambassador

Dear fellow Citizens, dear Friends of Switzerland, dear Readers

We had a number of prominent visitors over the last month, which clearly indicates that Korea is now on the map in Switzerland as a top destination for international politics, business and innovations, culture, science and research. Among others Federal Councillor Johann Schneider Amman, who will be - according to the normal rotation - in two years President of the Swiss Confederation, CEOs of Swiss research institutions, underlying the interest of Switzerland to cooperate more closely in these fields. Some weeks later the head of the Swiss army, André Blattmann, arrived with a small team in the frame of the 60 years anniversary of the Armistice agreement.



In September we had the visit of the director of the Federal office for Civil Protection, Mr. Willi Scholl, upon an invitation from his Korean counterparts; this was an excellent occasion for the Embassy to follow up on certain issues from our crisis exercise at the end March and beginning of April when North Korea launched its aggressive rhetoric towards the South. I can assure my fellow Swiss that I had during and after those days extensive contacts on the highest level with the Korean Government, the UN Command and other Embassies about the lessons learnt and it is well established that the Swiss Embassy belonged to the foreign representative offices with a most advanced preparedness plans. We hope that such threats and situations belong to the past and that the Government's policy of trust building bears its fruits for peace and security. An important delegation of veterans of Swiss officers who served over the last sixty years in the Neutral Nations Supervisory Committee in the frame of the Armistice agreement visited Seoul at the end of September and they were accompanied by the Swiss Member of Parliament Mr. Christian Wasserfallen, who is President of the Swiss-Korean parliamentarian group in Bern.

Other events and visits are outlined in this newsletter.

Two new diplomats started their term at the Swiss Embassy this August: Mr. Nicolas Descoeurdes replaced Mr. Daniel Cavegn (now in Abuja/Nigeria) and also functions as my deputy, and Mrs. Doris Wälchli Giraud succeeds Mr. Raoul Imbach (now in Manila) and is especially in charge of culture, information and the media.

With my kind regards

Jörg Al. Reding
Swiss Ambassador



▶ At the Blue House, April 17th, 2013





Visit of Federal Councillor Schneider-Ammann



From July 7th.-10th., Federal Councillor Johann Schneider-Ammann headed a scientific delegation of top-representatives of Swiss universities and research institutes for a 4-day visit to Korea. Among the delegation was the State Secretary of Education, Research and Innovation, the Presidents of ETH Zürich and EPF, the University of Geneva and the CEO's of EMPA (Swiss Federal Laboratories for Materials Science and Technology) and the CSEM (Swiss Center for Electronics and Microtechnology) the Swiss National Science Foundation (SNSF) and the Commission for Technology and Innovation (CTI).

The goal of the mission was to increase Swiss-Korean collaboration in science and technology and to improve the knowledge of Koreans about the Swiss excellence in education, research and innovation. Federal Councillor Schneider-Ammann had meetings with the Korean Ministers of Education and Science, IT and Future Planning and with the Ministry of Trade, Industry and Energy. The delegation visited Seoul National University, the Korean Advanced Institute for Science & Technology (KAIST) in Daejeon, Sungkyunkwan University Science Campus in Suwon and Yonsei University in Songdo/Incheon. Federal Councillor Schneider-Ammann also visited the Demilitarized Zone where he gave Major General Urs Gerber, a copy of the original "Bundesratsbeschluss" to establish the Swiss contingent to the NNSC, exactly on the 60th anniversary of the "Beschluss".

Visit of the Director of the Swiss Federal Office for Civil Protection



From September 9th-11th, Mr. Willi Scholl and Deputy Director Christoph Flury visited their counterparts in Korea at the National Emergency Management Agency, the National 119 Rescue Service and the Seoul Emergency Operation Center. They were received by the Vice Minister of Security and Public Administration, Dr. Lee Gyeong-og, as well as several authorities of the Seoul Metropolitan Administration.



Visit of a delegation on the occasion of the 60th Anniversary of the Neutral Nations Supervisory Commission (NNSC) in Korea



From September 28th to October 5th, a delegation including Mr Christian Wasserfallen, Swiss National Council Member and Mayor-General Jean-Marc Halter, Chief Armed Forces Joint Staff, and a group of NNSC veterans came to Korea to commemorate the 60 years anniversary of the Armistice Agreement.

The Neutral Nations Supervisory Commission in Korea (NNSC) is the oldest peacekeeping mission the Swiss Army was involved in. On July 7th, 1953 the Federal Council decided to authorize the Department of Defense to make preparations for sending armed Swiss military personnel to the two commissions NNRC (Neutral Nations Repatriation Commission in Korea) and NNSC (Neutral Nations Supervisory Commission in Korea). The NNRC terminated its work at the end of February 1954, as it had accomplished its mission of conducting and completing the exchange of prisoners. The NNSC still exists today, however, with an adapted range of duties within its mandate, and is supported by the Swiss Armed Forces with five unarmed officers in Panmunjom.

For some of veterans, this was a first visit to Korea since a very long time and they were astonished by how much Korea has transformed since they left the country. Aside NNSC's celebrating event in Panmunjom, they also enjoyed various culture scenes in Seoul.

Mr Christian Wasserfallen, Swiss National Council Member and Swiss President of Swiss-Korean Parliamentary Friendship Group in Korea



Mr Christian Wasserfallen, Member of the Swiss National Council and also Swiss President of Swiss-Korean Parliamentary Friendship Group, along with Ambassador Reding paid visit to the Korean National Assembly to meet his Korean counterpart, Mr Suh Byung-Soo, Korean President of the Friendship Group. Mr Suh showed the visitors the Rotunda (Plenary Hall) of the National Assembly's main building and introduced Korea's "paper-free digital" Plenary Hall by which Mr Wasserfallen was much impressed. Mr Suh also proposed Mr Wasserfallen and Ambassador Reding to briefly visit to a session at the Standing Committee on Strategy and Finance.

Afterwards, Mr Yoo Il-Ho, Mrs Park In-Sook and Mr Suh Yong-Kyo, all MPs joined for a luncheon hosted by Mr Suh at Sarangjae, the traditional guesthouse in the National Assembly compound. During the luncheon, they discussed their current policy interests especially in the areas of budget and education.



Closer bilateral collaboration in research and innovation: CTI/KIAT, SNSF/NRF



During the visit of Federal Councilor Schneider-Ammann and the Swiss scientific delegation to Korea, two Swiss and Korean government agencies decided to work more closely together:

- The Swiss National Science Foundation (SNSF) and the Korean National Research Foundation (NRF) signed on July 9th a MoU to establish a formal relationship and to co-finance short-visits for Swiss and Korean researchers to the other country.
- The Swiss Commission for Technology and Innovation (CTI) and the Korean Institute for the Advancement of Technology (KIAT) also signed on July 8th a MoU to work more closely together in industrial innovation. Common workshops and Korean visits to Switzerland are planned and CTI and KIAT are currently working on setting up a bilateral program in industrial innovation.

Swiss and Korean Universities to exchange more students and open offices: EPFL-KAIST, UNIGE-Yonsei University



Two Swiss universities have recently deepened their relationship with Korean counterparts, signing new collaboration MoUs:

- EPFL, the Swiss Federal Institute of Technology in Lausanne, signed on July 9th a comprehensive MoU to work closely with the Korean Advanced Institute of Science & Technology (KAIST) in Life Science and also in IT. There will be more student exchanges and research collaboration and a first group of EPFL professors will visit KAIST in October 2013.
- The University of Geneva and Yonsei University signed on July 10th a framework collaboration agreement, the first of its kind for Yonsei University. Yonsei University will open an office in Geneva and the University of Geneva will open an office in Seoul. Both universities will establish common research funds and collaborate in the area of global environmental governance and ageing.



Switzerland Global Enterprise



Since spring 2013, the former Osec appears exclusively under the new name "Switzerland Global Enterprise". The re-branding is designed to convey performance and purpose to customers with an even greater effectiveness via a uniform, self-explanatory presence.

Further aims of the new brand are to make better use of the synergies between the three government mandates: export promotion, import promotion and promoting Switzerland as a business location. Unifying the previous brands under one common domain allows S-GE to combine strengths and save costs. Similarly, the Swiss Business Hub in Korea, the local branch of S-GE within the Embassy of Switzerland, continues to unlock new potential for Swiss exports to Korea and strengthen Switzerland as a location for business.

Visit of Economic Mission for the Canton of Jura



The Swiss Business Hub Korea has organized an Economic Mission from the Canton of Jura from August 25th-31st. A high-level delegation consisting of 19 heads of mainly SME companies, accompanied by the Economy Minister from the Canton Jura, Mr. Michel Probst, had the chance to further explore the competitive business landscape of Korea. Mainly operating in the field of

micro-technology, precision mechanics and watch-making industry, the participating Swiss Entrepreneurs had an opportunity to collect up-to-date information about the Korean market, monitoring intercultural differences, technology screening as well as establishing prospective business relationships. The week-long program included a business seminar with KOTRA, visits to various Free Economic Zones (Incheon, Daegu & Busan) and Korean companies as well as a Dinner-Réception at the residence from the Ambassador of Switzerland.

Global Partnership Workshop – Korea-Swiss R&D Cooperation

Together with the Korea Institute for the Advancement of Technology (KIAT) as the host, the Embassy co-organized the first Korea-Swiss R&D Cooperation event on May 3rd. Ambassador Reding opened the workshop and special guest from Switzerland was Simon Gray, Head Marketing and Sales of the Swiss Center of Electronics and Microtechnology (CSEM), introducing CSEM's successes in R&D and their partnership with several Korean organizations. Furthermore, there were presentations from maxon motors AG, the Korea Electronics Technology Institute (KETI) and Merck about industrial research & development.



Global SME Competitiveness Seminar - Focus on Switzerland



On May 21st Schindler's Chairman Alfred Schindler was one of the main speakers of the Global SME Competitiveness Seminar, which was opened by Ambassador Reding and co-organized and sponsored by the Korean Academy of Strong Medium Enterprise (KASME), FleishmanHillard, the Embassy of Switzerland, the Small and Medium Business Administration (SMBA) and the Association of High Potential Enterprises of Korea.

The topic of the seminar was to introduce globally successful Swiss enterprises, such as Schindler, Mageba and Nagravision/Kudelski Group to Korean experts. Professor Christopher Tucci from EPFL gave the public an academic background on the successful Swiss innovation model while Korean experts from different associations and universities commented on successful SME policies for Korea.

Breitling Jet Team participation at Gyeonggi Ansan Air Show 2013



Switzerland was the guest of honor of the Gyeonggi Ansan Air Show 2013 from May 1st to 5th. The 50 years anniversary of bilateral relations between Switzerland and Korea was celebrated with the venue and shows of the Swiss Breitling Jet Team. Together with the Korean Black Eagles Jet Team they were the main feature of this excellent Air Show that attracted tens of thousands of Korean and foreign visitors. Switzerland also provided cultural entertainment with performances of The Incheon Alpinrose Children Yodel Choir and Raoul & the Xpats band. A dinner attended by Ambassador Reding in honor of the Breitling and Black Eagles jet Teams was offered by Gyeonggi Governor, Mr. Kim Moon-soo

At the Air Show Switzerland Tourism held an information booth. Answering questions of the visitors and distributing promotion materials. Musical entertainment was also offered to the by-passers on the inauguration day with the actuation of the Incheon Alpinrose Children Yodel Group.



Sisterhood of Zermatt and Buncheon



On May 23rd, 2013 Ambassador Reding, the representative from Switzerland Tourism Office in Korea, Ms. Jean Kim, and the CEO of KORAIL Mr. Chung Chang-Young, inaugurated a sister rail station between the Swiss town of Zermatt and its newly appointed Korean counterpart Buncheon. The station was constructed and decorated in a Swiss Chalet style and captivated all attending guests, in particular the local citizens who gathered in large to see their uniquely designed station. Buncheon Station is part of a recently launched route through the central inland region of Korea and runs through scenic valleys, rocks and gorges. After the official opening ceremony all attending dignitaries, invited guests and journalists set off for a walking-tour and had the chance to encounter local farmers who were delighted to meet the group. Locally produced delicacies were served to allay the hikers hunger and thirst and a tasty BBQ completed a beautiful day in the pristine nature of North Gyeongsang Province.

Swiss National Day reception at the Ambassador's Residence



On July 31st the Swiss community and some friends of Switzerland gathered at the invitation of Ambassador Reding to celebrate our National Day for one last time in his old Residence, as the building will soon be demolished to make way for a brand new construction. The participants enjoyed some traditional Yodel songs by Yodel Lady Haesuk Shin and a Swiss buffet in company of special guest Susanne Ruoff, Group Chief Executive Officer of Swiss Post and her family who were visiting Korea.

Visit of Markus Freitag at the Swiss Embassy



FREITAG bags are made from used truck tarps and other recycled materials since 1983. Over 150 persons work at the FREITAG factory in downtown Zurich, Switzerland. On the occasion of the release of the Korean translation of the book «FREITAG – Out of the Bag» (in German «FREITAG – Ein Taschenbuch»), Markus Freitag visited Seoul from September 2nd to 5th and was received by Ambassador Reding.



Tage der deutschen Sprache 2013



In collaboration with the German and Austrian Embassies, two Swiss events were hosted by the Goethe Institute of Seoul to commemorate the days of the German language 2013.

Writer's afternoon

On September 7, Swiss author Rolf Lappert read passages from his novel "Swimming home". Rolf Lappert was born in Zurich in 1958. After graduating from secondary school, he trained as a graphic designer and began to write at age 20. In addition to his activities as an author, in the late 1980s he opened a jazz club in Aarburg together with a friend; from 1996-2004 he wrote screenplays. 1995 he won the Schiller Prize Die Gesänge der Verlierer [The Songs of the Losers], in 2008 the Swiss Book Prize for Nach Hause Schwimmen [Swimming home] and in 2012 the Oldenburg Children's Book Prize for Pampa Blues.



Swiss film

On September 11, the critically acclaimed film "heimatklänge" was shown. Against a background of powerful alpine vistas and modern city landscapes, „heimatklänge“ enters the wondrous sonic world of three exceptional Swiss vocal artists: Erika Stucky, Noldi Alder and Christian Zehnder.

PASCH Festival at the Kyunggi Girls' High School in Seoul: Mr. Kim and sister lotus flower



One hundred Korean students worked under the guidance of the German theater educator Heinz-D. Haun to stage a theatrical performance for the 50th anniversary of the Korean-German labor recruitment for nurses and miners. 50 years ago, Germany and Korea signed an agreement for the deployment of Korean nurses and miners. Between 1963 and 1976, more than 18,000 young Korean men and women went to Germany to work as mining workers or as nurses in German hospitals. This important chapter of German-Korean history was the theme of this year's festival PASCH. An entertaining and varied production with great music from the 60's, Korean traditional music, German folk songs, singing and dancing made the performance a special experience.



Busan International Film Festival, October 3th–12th



The Busan International Film Festival has been held every year since 1996. This year, three Swiss productions will be shown in Busan: *The Laundry Room* (Floriane Devigne and Frédéric Florey), *Father's Garden– The Love of My Parents* (Peter Liechti) and *Dreamland* (Petra Volpe). All films will be evaluated by an international jury who will select the winners of a series of awards.

Ambassador Reding hosted a luncheon with the participation of filmmakers Petra Volpe and Floriane Devigne as well as Selina Willemse from Swissfilms and the festival director of BIFF Mr. Lee Yongkwan.

Swiss Participation at the 7th Gyeonggi International Ceramic Biennale



The Gyeonggi International Ceramic Biennale (GICB) has led the international ceramic culture, in a similarly long period of time to the history of Korean ceramics, since its first founding in 2001, the 1st Gyeonggi International Ceramic Biennale. Since then the Gyeonggi Province has become the Mecca of international ceramic development, a body that motivates the world through a single medium. The event contributes to setting a new paradigm in the development of the world's contemporary ceramics as the world's grandest international ceramic biennale. Through this single medium it communicates with ceramists, specialists, art-lovers and others, uniting many through cultural and artistic exchanges.

Swiss artist Maude Schneider from St. Imier, independent ceramist since 2004, has won the Hot Rookie prize at the 2013 Gyeonggi International Ceramics Biennale (September 28th – November 17th). Her ceramic installations denounce social realities with elegance; parody and sarcasm are her preferred expressions.

Concert of Erik Truffaz Quartet at the 10th Jarasum International Jazz Festival, October 3rd



Erik Truffaz has covered a lot of ground - both literally and metaphorically - since releasing his first album on the Blue Note label in 1997. Over the course of a single decade -and after selling a total of 400,000 albums - the trumpeter's life has been a blur of planes, trains and automobiles transporting him from concert to concert on his never-ending world tours. This naturally led him to new artistic landscapes and fruitful encounters. The Erik Truffaz Quartet is above all a collective, a sound, a group dynamic. Starting in 1997 the group was Marcello Giuliani on bass, Marc Erbetta on drums, and Patrick Muller on keyboards.



New colleagues at the Embassy



We have the pleasure to welcome two new colleagues at the Swiss Embassy.

Mr. Nicolas Descoedres has arrived in July in replacement of Mr. Daniel Cavegn who left for Abuja in Nigeria. Mr. Descoedres, Counselor and Deputy Head of Mission, previously had worked in Berne at the Political Division, Sectoral Foreign Policies Division, as the Head of the Financial Affairs Section.

Mrs. Doris Wälchli Giraud arrived in August in replacement of Mr. Raoul Imbach who left for Manila, Philippines. Mrs. Wälchli Giraud, First Secretary, will be in charge of country promotion and cultural affairs. She previously had worked in Berne as the Deputy Regional Coordinator at the Political Directorate, Americas Division.

20 Years at the Embassy



Our gardener and driver, Mr. Kim Chung-Hwan, celebrated on April 1st his 20 years of loyal services at the Swiss Embassy. We congratulate him and wish him many more years with us.



Switzerland on Media

Press Interviews and Articles

14.08.2013	Korea.net	[Interview] Switzerland's competitiveness comes from openness: Swiss ambassador http://www.korea.net/NewsFocus/Society/view?articleId=111371
07.07.2013	Yonhap News Agency	한·스위스 장관 과학기술 협력방안 논의 http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=100&oid=001&aid=0006357208
08.02.2013	Korea Herald	Korea, Switzerland to cooperate on creative economy http://khnews.kheraldm.com/view.php?ud=20130708000836&md=20130711004320_AT
08.07.2013	Korea Herald	박근혜 정부, 세계 1 위 혁신 국가 스위스와 창조 경제 협력 http://khnews.kheraldm.com/view.php?ud=20130708000948&md=20130711201330_AT
09.07.2013	Joongdo Ilbo	스위스, 대전 과학연구 벤치마킹 http://www.joongdo.co.kr/jsp/article/article_view.jsp?pg=201307090312
09.07.2013	Aju Business News	韓·스위스, 中企 기술혁신 지원 맞손 http://www.ajunews.com/kor/view.jsp?newsId=20130709000355
09.07.2013	Korea Economic Daily	요한 슈나이어 담판 "한국 창조경제, 스위스의 정책 목표와 같아" http://www.hankyung.com/news/app/newsview.php?aid=2013070929801
10.07.2013	Chosun Biz	"컴퓨터도 못따라가는 뇌...인류 미래 바꾼다" http://biz.chosun.com/site/data/html_dir/2013/07/10/2013071002222.html
14.07.2013	Maeil Business	"매년 '실패의 날' 모여 창업실패 경험 나눕니다" http://news.mk.co.kr/newsRead.php?year=2013&no=583050
14.07.2013	Maeil Business	실패 두려워 않는 문화 만드는게 중요...창업지원, 조건 안달아 - 에레 레브레 스위스 로잔공대 이노그랜트 총괄 http://news.mk.co.kr/newsRead.php?year=2013&no=583051
15.07.2013	Maeil Business	로잔공대·IMPRS "세계 학생들과 머리 맞대라"...융합형 창의인재 키워 http://news.mk.co.kr/newsRead.php?year=2013&no=587588
15.07.2013	Digital Times	[월요 초대석] "세계에 없던 이공계교육 혁신모델 첫 시도" http://www.dt.co.kr/contents.html?article_no=2013071502011276650004
29.07.2013	Seoul Shinmun	[한국형 창조경제 성공으로 가는 길] <1 부> ④ 창조경제 중심에 '대학'이 있다 - 스위스·네덜란드의 응용과학대 http://www.seoul.co.kr/news/newsView.php?id=20130729004008
29.07.2013	Seoul Shinmun	[한국형 창조경제 성공으로 가는 길] <1 부> ④ 창조경제 중심에 '대학'이 있다-스위스·네덜란드 공대 르포 http://www.seoul.co.kr/news/newsView.php?id=20130729005005
29.07.2014	Seoul Shinmun	[한국형 창조경제 성공으로 가는 길] "대학은 학생을 사회에 공헌할 수준까지 키워줘야" - 라헬 빌란트 취리히연방공과대 교학처장 인터뷰 http://www.seoul.co.kr/news/newsView.php?id=20130729005008
12.08.2013	Yonhap Agency	스위스 로카르노영화제 관객 '복적'...작년 기록 갱신했다 http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=106&oid=001&aid=0006424728
02.09.2013	Sports Seoul	부산국제코미디페스티벌 스위스 코미디페스티벌과 업무협약 http://news.sportsseoul.com/read/entertain/1232313.htm
07.09.2013	KBS	[월드 리포트] 스위스 대학의 '창조교육' http://news.kbs.co.kr/news/NewsView.do?SEARCH_NEWS_CODE=2720213&ref=S
13.09.2013	Chosun Ilbo	서울대 첫 외국인 보직교수... 스위스 출신의 버나드 에거 http://news.chosun.com/site/data/html_dir/2013/09/13/2013091300044.html
02.10.2013	Asia Economy	스위스, 인적자원 경쟁력 '1 위'..한국은 23 위 http://view.asiae.co.kr/news/view.htm?idxno=2013100209095160815



Events Calendar

08.03.-01.04.2013	Exhibition « ECM. Think of your ears as eyes » with Swiss artists Mayo Bucher and Jan Jedlicka Ara Art Center, Insa-dong More Information: http://ecmfestival.kr/exhibit/?page_id=696
28.09.-17.11.2013	7th Gyeonggi International Ceramic Biennale , "Community-with me, with you, with us" with Swiss artist Maude Schneider from St. Imier More information: http://www.kocof.org/
03.-12.10.2013	Busan International Film Festival 2013 with Swiss participation Dreamland by Petra Volpe Father's Garden – The love of my parents by Peter Liechti The Laundry Room by Floriane Devigne and Frederic Florey More Information: http://www.biff.kr/structure/eng/default.asp
06.11.-20.12.2013	SWISS POSITIONS + SWISS SCALES: Swiss Architecture and Sustainability , a Photography Exhibition Korea Foundation Cultural Center

Some of the above mentioned events are sponsored by Swiss Cultural Fund Korea



Contact | Embassy of Switzerland

32-10, Songwol-dong, Jongno-gu, Seoul, 110-101, Republic of Korea
tel: 0082 2 739 9511 / e-mail: seo.vertretung@eda.admin.ch / fax: 0082 2 737 9392 / www.eda.admin.ch/seoul

Swiss Business Hub Korea

c/o Embassy of Switzerland
tel: 0082 2 3704 4741 / e-mail: Seo.sbh-korea@eda.admin.ch / fax: 0082 2 737 9392 / www.osec.ch

Partners | Swiss-Korean Business Council (SKBC)

c/o Zimmermann & Kim
Hyeonyeon Bldg., 79-5, Chungdam-dong, Gangnam-gu
Seoul 135-954, Republic of Korea
tel: 0082 2 542 5982/ e-mail: info@skbckorea.org
www.skbckorea.org

Switzerland Tourism

13Fl., Dongbudadong Bldg., 103, Da-dong, Jung-gu, Seoul 110-180,
Republic of Korea
e-mail: swiss@myswitzerland.co.kr
www.MySwitzerland.co.kr



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50 Years / 수교 50주년

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