A Word from the Ambassador

Dear fellow citizens and friends of Switzerland in Korea

We were glad getting so many positive reactions by our readers on the first edition of the Newsletter in March. This shows a clear interest by our Swiss community and the Friends of Switzerland in Korea to be in direct and regular communication with the Swiss Embassy and to get the information on the various activities.

The closer cooperation between Swiss Companies in Korea and the Embassy of Switzerland is also reflected by the very positive reaction we received by the Swiss Companies towards our new initiative of the launching of a Swiss Cultural Fund to promote Swiss Cultural activities in Korea.

I am pleased to highlight four major topics which all reflect the excellent and profound Swiss - Korean bilateral relations:

- On June 5th the Swiss Federal Council gave its approval for a Swiss participation in the 2012 World Exhibition in Yeosu.
- The recent conclusion of discussions between the Korean and Swiss authorities which will open up the export of Swiss pork meat and pork related product to Korea.
- On June 16th the First Switzerland - Korea Joint Committee Meeting on Cooperation in Science and Technology took place in Berne successfully.
- and most importantly, the planned visit in Korea on October 9th of an official Swiss economic delegation headed by Federal Councilor Doris Leuthard, Vice President of the Swiss Confederation and Head of the Federal Department of Economic Affairs.

Yours
Thomas Kupfer

Switzerland will be part of Yeosu World Exhibition 2012

The Federal Council recently gave its approval for a Swiss participation in the 2012 World Exhibition which will take place in Yeosu (South Korea).

With this decision Switzerland shows its recognition of the growing importance of South Korea in Asia and in the World. It is also a sign that South Korea is a valued partner of Switzerland.

The Swiss participation will give a good opportunity to the general public in Korea to get better acquainted with our country.
Congressman Lee Hahn-Koo, new President of the Korea - Switzerland Parliamentarians’ Friendship Association

Mr. Lee Hahn-Koo, Member (GNP) of the National Assembly has been nominated as the President of Korea - Switzerland Parliamentarians’ Friendship Association. Congressman Mr. Lee is designated Chairman of the Special Committee on Ethics and he was chairman until the end of May the Special Committee on Budget and Accounts.

Ambassador Kupfer met with President Lee on June 16th to discuss the possible future activities of the Korea - Swiss Parliamentarians’ Friendship Association.

First Switzerland - Korea Joint Committee Meeting on Cooperation in Science & Technology

In the framework of the bilateral Science & Technology cooperation between Switzerland and Korea, a first Joint Committee Meeting between the Swiss State Secretariat for Education and Research (SBF/SER) and the Ministry of Education, Science and Technology was held in Bern on the June 16th, 2009.

On the basis of the S&T agreement of May 2008, the two countries have agreed at the Joint Committee Meeting to an action plan under which Switzerland and Korea define their implementation strategy and guidelines for S&T cooperative activities for the period 2009-2011. Both heads of delegation (Mr. Dell'Ambrogio, State Secretary of SER and Mr. Lee Sang-Mok, Deputy Minister of MEST) expressed the importance of the meeting in Bern and the will of Switzerland and Korea to advance their S&T cooperation.

Economy

Swiss exports of pork meat to Korea

Switzerland will now be able to export pork meat and pork related products to Korea. This is the result of recent discussions concluded between the Swiss and the Korean Government. This agreement will allow a few Swiss slaughter houses, meat packaging and processing plants – which have passed a strict Korean hygiene inspection – to penetrate the Korean pork market.

Annual General Meeting of the Swiss - Korean Business Council

Ambassador Thomas Kupfer and his wife hosted May 21st at their residence the annual General Assembly of SKBC. Its Chairman, Mr. Urs Flückiger, President of Roche Korea, welcomed nearly 50 members and guests to this event that was highlighted by the intervention of guest speaker Urs Schöttli, foreign correspondent in Tokyo for the famous Swiss newspaper NZZ. Mr. Schöttli shared in a captivating and witty speech his assessment on the new Asian reality with specific views on China, Japan, India and Korea.

C40 Cities Climate Summit

At the 3rd C40 Large Cities Climate Summit in Seoul on May 19-20, opened by former President Bill Clinton, 80 mega cities and big cities (from Switzerland the City of Basel) discussed their activities in the fight against climate change. Swiss Ambassador Thomas Kupfer presented in the Final Panel the commitment of the Swiss Government in climate change mitigation and the need to strengthen the role of the mega cities in this endeavour.
Swiss News

Swisscom eyes on Korea’s telecommunication technology

A delegation from Swisscom, the leading broadband operator in Switzerland, visited Korea from March 22 to 24, 2009. The delegation was led by Mr. Patrice Haldemann, Head of Access Roll Out of Swisscom network infrastructure.

During their short stay in Korea aimed at studying and better understanding the country’s impressive development in fiber to the home (FTTH) technology, the office of the Science & Technology Counselor at the Embassy arranged various meetings for the Swisscom delegation with interlocutors from Korea Communication Commission (KCC), the ETRI institute in Daejeon and Dongtan U-City project representatives.

Visiting Syngenta Korea

On May 20th Ambassador Thomas Kupfer visited the headquarters of Syngenta Korea as well as their Investigation Center at Chinchon, accompanied by Syngenta Korea President Yong-hwan Kim. Syngenta is a market leader worldwide as in Korea for crop protection and agro productivity.

Ambassador by Merk Korea

Swiss Ambassador attended on March 25th a dinner hosted by Merk Korea CEO, Mr. Jürgen König and ex Ambassador H.C. Hyun in honour of visiting Head of Merk, Mr. John Baumhauer. Merk Pharmaceutical division, Serono, has its headquarters in Geneva.

Culture & Education

Swiss Cultural Fund

In May, the Embassy launched the creation of a Swiss Cultural Fund that would allow the Embassy to increase its activities towards the promotion of the image of Switzerland and of Swiss companies in Korea through cultural events. The first wave of responses by the Swiss Companies in Korea has been very encouraging and we hope that many more of the companies approached will join this fund. For more information please contact the Cultural Section of the Embassy.

Tel. 02-739– 9511 ext.757 (in the morning) or by e-mail: suna.kim@eda.admin.ch

Swiss Participation in Nine Dragon Heads 2009

The 14th International Environment Art Symposium “Nine Dragon Heads 2009” took place in April 2009. Swiss artists Susanne Muller and Daniela de Maddalena participated in this artists’ workshop. The 2010 edition is planned to take place in Switzerland.

Hansville: A Swiss Village in the heart of the Youngju-si in Gyeongsangbuk-do.

The Swiss chalets construction company Valmis and its French and Finish partners have been active in the construction of Swiss Style chalets in Youngju City. Cultural Counselor Raoul Imbach participated on May 1st at an Opera concert organised in this charming “Swiss village” to celebrate the 30th anniversary of their Korean partner Daewon Construction Co.
International German School Seoul / Swiss Student Fund

On May 20th the International German School celebrated with a big concert evening by the students the inauguration of the new auditorium which was largely financed by a final donation of the dissolved Swiss Student Fund. This fund, initiated in 1989, and sponsored by Swiss companies, had given for over 20 years active support to the different international schools in Seoul frequented by Swiss students.

In presence of German Ambassador Norbert Baas, Swiss Ambassador Thomas Kupfer, President of the School Board Michael Hennig, former members of the Board of Swiss Student Fund, Gret Junker and Daniel Nyffenegger, a commemorative plaque was inaugurated in the auditorium.

Swiss Embassy promotes higher education in Switzerland

The Embassy held a booth - for the second year in the row - at two major Education fairs in Seoul in an effort to increase the awareness of Korean students towards Switzerland as an alternative for higher studies abroad. The Swiss Booth promoted Swiss universities and Swiss higher learning establishment on March 21st and 22nd at the “Korea Student Fair Spring 2009” in COEX as well as on May 15th at the “Study and Research in Europe 2009” at the Yonsei-University. Switzerland is an interesting alternative to the traditional Anglo-Saxon countries that deserves to be better known by Korean students.

Alumni reunion

Through the years the Swiss hotel industry has formed many Korean students in all hotel fields. César Ritz Colleges Switzerland being one of the first hotel schools to serve the Korean market has a long standing tradition of organising a yearly alumni reunion where former students from all walks of life gather and share their experiences in life since graduating from the school. This year reunion was held on March 23rd at the Grand Intercontinental Hotel in Gangnam in Presence of César Ritz President Martin Kissleff and Swiss Counselor Raoul Imbach.

Swiss Community’s News

Farewell to Hans & Gret Junker

It is with much regrets that we say farewell to Hans & Gret Junker which will leave Korea at the end of June to return to Switzerland after living 38 years in Korea. We want to thank them for their devoted support to the Swiss community during all these years and wish them the best of luck and happiness for the future.

Swiss living in Busan

For his first visit in Busan, Ambassador Thomas Kupfer met with the Swiss community on April 18th at a dinner offered by the Honorary Consul of Switzerland, Mr. Soo-Hun Kang, and specially prepared by Swiss Executive Chef Martin Müller of the Busan Westin Chosun Hotel.

SIWA Price for the Swiss Stand

Mrs. Fiorella Kupfer Montefiori received on April 15th in the name of the Swiss charity group the reward for the highest donation of the 2008 SIWA diplomatic Bazaar. The proceeds from the sales of Swiss products reached a total of KRW 10 millions which will be donated by the SIWA group to various charity organizations.

Jasstournament 2009

The 2009 Jasstournament which took place at Restaurant Bärlin on Saturday, March 28th saw the victory of Mario Mürner. Martin Müller and Daniel Nyffenegger took second and third place of this friendly tournament.
Embassy’s News

Embassy Excursion 2009

For its yearly outing on May 12th the Embassy’s staff chose to visit the World Ceramic Biennale 2009 at Gwangju City, one of the 3 locations of the festival. Thanks to a very efficient organization by the Gyeonggi Provincial Government the Embassy members enjoyed very interesting visits and were given the chance to create their own Ceramic masterpieces.

Changes in the Embassy’s Staff

Mr. Philipp Stalder, Deputy Head of Mission, after 4 ½ years at the Embassy, will return in July to Switzerland with his wife Susana and their 3 girls to take up his new function at the Federal Department of Foreign Affairs in Bern. His replacement, Mr. Daniel Cavegn, will arrive from Bern in July, accompanied by his wife Thi Thu Hà and their children.

Mr. Jérôme Charbonnet, Head of the Chancery, has been transferred with his family to Ryad. His replacement, Mr. Roland Grütter, has arrived in Seoul on May 25th and will be joined by his wife Gabriela and their children.

Swine Flu awareness

Under the Swiss government webpage:
you will find relevant information and caution measures aimed at limiting virus threads such as the recent swine flue virus.

“swissinfo”

Are you interested in Switzerland? Do you want to be kept up-to-date with what’s making headlines in Switzerland? You need look no further than www.swissinfo.ch.

swissinfo.ch is a nine-language multimedia news and information platform on the internet – from Switzerland, about Switzerland. swissinfo.ch is geared to the needs of Swiss people living abroad and to an international audience with an interest in our country.

Politics, business, culture, science and technology, society and sport are all presented in up-to-the minute news, analyses, background reports and articles - in words and pictures, audio and video. Multimedia “dossiers” and “specials” also allow relevant topics to be dealt with in greater detail. swissinfo.ch offers the Swiss expatriates who are entered on Swiss electoral rolls dossiers on referenda and elections that are written in Switzerland’s national languages, thereby allowing them to exercise their democratic rights. swissinfo.ch examines the Swiss position on key international events and developments - as well as the international perspective on Switzerland. With its variety of interactive offers of online surveys, user feedback, rating options, blogs, upload options and a range of newsletters, swissinfo.ch promotes exchange between users and contact with them at the personal level.
www.swissinfo.ch: Swiss news, world wide

“Swiss Review”

Published in five languages and with a print run of 408,000, “Swiss Review” reaches all Swiss citizens registered abroad. The journal keeps the community of the Swiss abroad updated on current Swiss political, economic, cultural and social affairs. It also informs our fellow-citizens abroad about their political rights and obligations. “Swiss Review” provides multi-faceted, objective and differentiated information and conveys a picture of present-day Switzerland. “Swiss Review” is also available online at www.revue.ch.
Events Calender

11.06.-30.08.2009  |  Exhibition ‘Toolbox of Jean Tinguely’ in Gyeongnam Art Museum
24.-26.07.2009  |  Electronic Music Basler Duo: Daniel Buess and Christoph Bösch at the Seoul National University
31.07.2009  |  1st August Swiss National Day Celebration
01.08.2009  |  Maestro Charles Dutoit conducts the Concert of the Lindenbaum Music Festival Orchestra at Sejong Center of Performing Arts
08.-11.10.2009  |  Swiss Cultural Festival organised by the Swiss Embassy
08.-09.10.2009  |  Dance Groupe ‘Compagnie Gille Jobin’ participates in the Seoul International Dance Festival 2009
09.-29.10.2009  |  Exhibition ‘From Pyramids to Spacecrafts’

Contact

Embassy of Switzerland
32-10, Songwol-dong, Jongno-gu, Seoul, 110-101, Republic of Korea
tel.: 0082 2 739 9511/12/13/14  fax: 0082 2 737 9392
e-mail: seo.vertretung@eda.admin.ch
internet: www.eda.admin.ch/seoul

Partners

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

Swiss-Korean Business Council (SKBC)
154-1, Seorin-dong, Jongno-gu, Seoul 110-110, Republic of Korea
tel: 0082 2 3451 3611  fax: 0082 2 561 7201
e-mail: skbckorea@hotmail.com
internet: www.skbckorea.org