

Swiss News

of the Embassy of Switzerland in the Republic of Korea

July 2012

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A word from the Ambassador

Dear Swiss compatriots in Korea, dear Friends, dear Readers

This is my last Swiss News to you. My spouse Fiorella and I will conclude at the beginning of August our 4 years assignment to the Republic of Korea. It was a wonderful, very interesting and challenging time. We got the chance to discover Korea, its history, country, culture, economy and politics, and foremost we got the chance to know the Korean people. These daily and exiting contacts here with Koreans or Swiss living and working in Korea or Switzerland were the essence of my work as a bridge builder between Switzerland and Korea.



My most sincere thanks go to all of you for your trust and your friendly cooperation.

These past months have been again full of significant Swiss activities in Korea. After the important visit of our Foreign Minister and Federal Councillor Didier Burkhalter in March (see our April Swiss News) we look now back to the completion of the thrilling program "Swiss Weeks in Seoul" and to the very successful opening of the Swiss Pavilion at the Expo 2012 Yeosu. Under the theme: "The Source. It's in your hands" the Pavilion presents to its visitors a unique and interactive Swiss experience. I am proud to say that our Swiss Pavilion is considered by the Expo Organizer, the Media and most importantly by the visitors themselves as one of the Expo highlights. Congratulations to the Swiss Pavilion team! The Expo and the Swiss Pavilion can still be visited until August 12. We also celebrated on May 21 the official Swiss Nation Day in Yeosu with the President of the Swiss Parliament, Mr. Hansjörg Walter, who headed the important official delegation from Switzerland. A large group of special guests from Seoul joined the event.

I am particularly glad that we could present on this occasion the book "50 Years Diplomatic Relations Switzerland - Korea", published by the Swiss Embassy, an extensive overview of 50 years of growing friendship and cooperation. The publication, written in English and Korean, tells through testimonials of Korean and Swiss personalities the story of the relations between our two countries and people over the last half century. A digital version of the book for the Internet will be online soon.

My work at the Embassy was only possible thanks to the great team I could count on during the past 4 years. I want therefore here publicly to thank all the Embassy staff for their excellent support and their endless efforts to promote Swiss-Korean cooperation.

To my successor, Ambassador Jörg Al. Reding and his family, who arrive from Singapore at the end of August, my very best wishes. I am sure they will enjoy Korea as much as we did.

At the beginning of August, my spouse Fiorella and I are heading after 4 great years in Korea to our next destination, Singapore. An uncountable number of unforgettable memories of this special place that is Korea will accompany us forever.

We hope to see many of you once more at our Swiss National Day celebrations on August 1 to say personally goodbye.

Thomas Kupfer
Ambassador of Switzerland



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Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

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50 Years / 수교 50주년

Korea.

Switzerland.

Swiss Pavilion at the Expo 2012 Yeosu



To celebrate Switzerland's participation in the Expo 2012 Yeosu, the Swiss Pavilion highlights the country's continuous efforts toward protecting its clean water. This comes at a meaningful period as Switzerland and Korea start celebrating 50 years of diplomatic relations. Events were designed to reflect the Swiss Pavilion's theme, "The Source. It's in your hands," underscoring the importance of water for Switzerland, its universal value and everyone's responsibility to protect it. The visitors of the pavilion take an emotional journey through a Swiss mountain. The unusual and original way in which the theme of the Swiss pavilion is treated has received many praises from media making it one of the more popular nation pavilions to visit in Yeosu Expo.

Commemoration book "50 Years Switzerland-Korea" presented at the Swiss Nation Day in Expo Yeosu



During the official ceremony of the Swiss Nation Day at the Swiss Pavilion in Expo 2012 Yeosu on May 21, the Embassy presented the book "50 Years Switzerland-Korea" that commemorates half a century of diplomatic relations between the two countries. The first copy was handed over by Ambassador Thomas Kupfer to the Guest of Honor of the Swiss Day, Mr. Hansjörg Walter President of the Swiss Parliament.

▶ Mr. Hansjoerg Walter, President of the Swiss Parliament (right) with Mr. Benno Bättig, Secretary General of the Ministry of Foreign Affairs (left)



The 200 pages publication gives a comprehensive overview of our bilateral relations in politics, economy, education, science & innovation, environment, culture, tourism etc. The book produced and published by the Swiss Embassy is sponsored by Presence Switzerland (Swiss Ministry of Foreign Affairs) and the Swiss Cultural Fund Korea. A digital version for the Internet will be online soon.

Swiss Weeks in Seoul - a multifaceted program to experience Switzerland



Under the auspices of Presence Switzerland and the Swiss Embassy, a series of events known as Swiss Weeks in Seoul ran as a pre-program to the Expo pavilion and also as the start of the 50th anniversary commemorations of diplomatic relations between Switzerland and the Republic of Korea from February until May 2012. Primarily addressing tomorrow's opinion leaders and decision makers, the interactive programs offered an opportunity for Koreans to experience Switzerland in an interesting way. Swiss Weeks in Seoul featured various events in Swiss art, culture, design, sustainability and innovation, with the intention of introducing the diversity and less commonly known facets of Switzerland.



The *Design Prize Switzerland 2011 exhibition* officially kicked off its 2012 worldwide tour. It was held at the Sejong Center from March 22 until April 1 and at KT&G SangsangMadang from April 5 until May 6. Aimed at promoting Swiss design to international society and encouraging international dialogue and exchange with the Swiss design industry, the Design Prize Switzerland was originally initiated by the Design Center Langenthal in 1991. As nominees for the most important design prize in Switzerland, participants presented industrial, textile and media/communications design products proven to be innovative and commercially viable.



On April 3, 2012, the School of Management and Law of the Zurich University of Applied Sciences (ZHAW) and Sungkyunkwan University (SKKU) co-hosted a symposium combining lectures by leading Swiss and Korean experts under the title *Drivers of Green Innovation and Entrepreneurship: Korean and Swiss Initiatives in the New World of Business*. The event was an interactive platform where students participated in group discussions and idea competition to educate and inspire next-generation leaders in green innovation and develop a vision of sustainable entrepreneurship.



The last program of Swiss Weeks in Seoul was the *Swiss-Korean Innovation Night* held on April 18, 2012. Curated by Lift, one of the top three conferences in Europe on innovation and digital technologies, this was a pioneering and fun gathering of Swiss innovators and their Korean peers. Mostly involving up-and-coming leaders, artists, researchers and young professionals, the event gave an opportunity to explore prototypes and experience exclusive demos of state-of-the-art projects. All projects were presented in a unique set-up and project creators introduced their work through live interviews.

▶ *Mind-controlled Robot by José del R. Millán (EPFL)*

St. Moritz (Switzerland) wins bid for 2017 World Alpine Skiing Championships



▶ From left: Urs Lehmann, President of Swiss Ski; Hugo Wetzel, Chairman of the Candidacy Committee; Marc Berthod, Member of Swiss Ski Team; Marc Grütter; Dominique Gisin, Member of Swiss Ski Team; Lea Grütter; Andri Schmellentin, Marketing; Arthur Hächler, Former Chairman EBU Sports Group; Matthias Remund, Director Federal Office for Sport

On May 29 at the Korean ski Resort High1 took place the presentation of the candidacies for the World Championships in Alpine skiing 2017 in front of the FIS committee. Switzerland participated to this bid with the candidacy of the city of St. Moritz. In a pleasant and successful presentation, the two children of our consul Roland Grütter, Lea (10 years) and Marc (15 years) moderated the presentation and introduced representatives from St.Moritz, the sports ambassadors and champion ski racers Dominique Gisin and Marc Berthod, the chairman of the bidding Committee Hugo Wetzel and Urs Lehmann, Director of Swiss Ski. The 12 minutes presentation "Live the Future" from the representatives of St. Moritz, was strongly applauded.

On May 31 the FIS Committee announced St. Moritz, Switzerland as the winner of the bid for the 2017 Alpine Ski Championship.

House Concert at the Swiss Residence



On June 27 Ambassador Thomas Kupfer and his spouse Fiorella Montefiori invited 40 VIP guests to an evening of Swiss classical Music at the Swiss Residence. Two classical formations, Swiss Pianist Giotto Toniolo and his wife Sonya Bach for a four hands piano concert and Flutists Philipp Jundt of Switzerland and Hyunim Yoon accompanied by Misha Kim at the piano interpreted various short and lively classical pieces for the pleasure of the guests.

New Executive Director of Swiss Business Hub Korea



Claudio Mazzucchelli has been assigned as Executive Director to lead the Swiss Business Hub Korea. It is his second professional stint in the Land of Morning Calm after being dispatched here from 1984-1987. Prior to his arrival in Korea, Mr. Mazzucchelli was based in Beijing where he headed the team of the Swiss Business Hub in China. He has an extensive know-how and hands-on experience in trade & investment related issues. He and his team aim to further boost bilateral economic ties between Switzerland and Korea and are looking forward to assist Swiss as well as Korean companies in their expansion plans.

Two renowned Swiss companies launch their new products in Korea

Bystronic Korea Ltd - a Swiss company active in the production of laser cutting machines, waterjet cutting as well as bending machines - organized on June 15 in its premises in Ansong an event to present to its valuable clients the latest machine using state of the art technology in the laser cutting. This event was attended by Mr. Daniel Cavegn, Deputy Head of Mission and members of the Swiss Business Hub Korea. As underlined by Mr. Cavegn in his speech, Bystronic success in Korea proves once more that the quality and the reliability of Swiss high-tech products is highly appreciated in this country.

On June 21, Phonak Korea, a subsidiary of the globally operating Swiss Medtech corporation held a special press-conference in Seoul.

The event supported by the Swiss Business Hub Korea was opened by its Executive Director, Mr. Claudio Mazzucchelli. About 30 local media representatives attended the press-conference. Its main goal was to show the company's corporate social responsibility in the Korean market. Phonak announced the launch of a new brand called "D:learn" which shall offer hearing impaired Koreans the opportunity to get access to a professional medical network where hearing aid devices can be ordered at special rates.

Embassy goes to Yeosu!



For the annual Embassy outing on June 20 the whole staff of the Swiss Embassy in Seoul had selected the "Expo 2012 Yeosu, Korea" as their destination. After a warm welcome by Olivier Roos, Director of the Swiss Pavilion the group received a guided tour of our pavilion and then went on to visit other corporate and country pavilions of the Expo. Perfect weather, excellent spirit and fascinating visits contributed to make this outing a success.

Swiss News

July 2012

Events Calendar

12.05.- 12.08.2012	Swiss Pavilion at the Expo 2012 in Yeosu www.swisspavilion.or.kr
19.07.- 09.16.2012	Exhibition of Swiss Artist Pipilotti Rist “ Spear to Heaven ” at Leeum Samsung Museum of Art, Black Box http://leeum.samsungfoundation.org
26.07.- 26.08.2012	Cine-Vacances at Seoul 2012 (시네 바캉스 서울) with Swiss Participation - Dans La Ville Blanch (Alain Tanner / 1982) http://www.cinematheque.seoul.kr
01.08.2012	Swiss National Day 2012
08.08.2012 19:30	Music Performance of Ensemble “ Magic Flute & Friends ” with Swiss Flutist Philipp Jundt At Youngsan Art Hall (영산아트홀), Yeouido-dong Click here for more information. http://www.youngsanarthall.com/sub03/schedule_view.php?no=3020&cate=1&year=2012&month=8
23.-29.08.2012	Seoul International Youth Film Festival 2012 (서울국제청소년 영화제) Swiss Films - The Children from the Napf (Alice Schmid / 2011 / Asien Premiere) - He was a Giant with Brown Eyes (Eileen Hofer / 2012 / Asien Premier) Short Swiss Films - The Puzzle (Neal Hartman / 2011 / World Premiere) - Julia and the Fright (Anja Sidler / 2011 / Asian Premiere) Talks with Swiss Film Maker , Mrs. Eileen Hofer http://www.siyff.com

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50 Years / 수교 50주년

Korea.

Switzerland.