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## A word from the Ambassador

Dear fellow Citizens, dear Friends of Switzerland, dear Readers

Spring has arrived and thus another season of celebrations of the beauty of nature. I just returned from the apricot blossom festival in Gwangyang, next to Yeosu. I grew up in a small town in Switzerland, Cham next to Zug, and my daily bicycle run passed through fruit-tree farms, and especially cherries (remember Zuger-Kirsch, excellent to digest Fondue or Raclette!). Thus after the last four years in constantly hot Singapore, I enjoy to celebrate the signs of spring in Korea.



With the new season also the arrival of Swiss nationals on visits and delegations from Switzerland goes into a higher gear. We had these days the visit of Nobel laureate Prof. Kurt Wüthrich, who for the last ten years has spent each year about one month in Korea at the Yonsei University. That project comes to an end this year in September. But others will continue and with the visit of our Minister for Science and Research, Federal Councillor Johann Schneider-Ammann from July 7th-10th we expect a substantive enhancement in this field for the future. Two new staff members at the Embassy are working towards this objective (Mr. Christian Schneider and Mrs. Ji Hyun Lim) and will be well prepared to follow up this important visit. Anyone seeking further information about the visit of the Minister or about the focus of our cooperation in research and innovation can contact our new colleagues ([christian.schneider@eda.admin.ch](mailto:christian.schneider@eda.admin.ch); [Jihyun.Lim@eda.admin.ch](mailto:Jihyun.Lim@eda.admin.ch)) or follow us on Twitter account of the Science & Technology Office ([https://twitter.com/Swiss\\_STO\\_Korea](https://twitter.com/Swiss_STO_Korea)).

2013 is another year of anniversaries celebrations: With the arrival of the Breitling Jet Team from Switzerland for the Gyeongido Ansan Air Show 2013 we will conclude the 50-Years anniversary of our bilateral diplomatic relations with Korea and start the 60-Years anniversary of Switzerland's participation on the Neutral Nations Supervisory Commissions NNSC for the maintenance of the Armistice Agreement. Each and every day over the last 60 years Swiss army officers were present in Panmunjeom. We expect a high level presence from the Swiss Defence Ministry end of July and a large delegation of NNSC-Veterans beginning of October.

Also on the private economy side a celebration is coming up: The Swiss Korean Business Council (SKBC) will celebrate in April its 20th anniversary and will publish documentation for that occasion. Anyone interested to follow these activities should consult the website of the SKBC on <http://www.skbcckorea.org/>.

This is Korea, we shall continue with our Korean friends to: discuss any relevant matters to enhance our bilateral relations, maintain peace in this region, decide swiftly and implement it with determination. In science and research we see great potential for projects to translate into innovative products and services bringing onboard the private sector with the overall objective to increase the welfare of the people in Korea and Switzerland.

I wish you a good spring.

**Joerg Al. Reding**  
*Swiss Ambassador*





## Courtesy visit to Seoul Metropolitan Mayor



Ambassador Joerg Al. Reding paid a courtesy visit to Seoul Metropolitan Mayor Mr. Park Won Soon on March 4th.

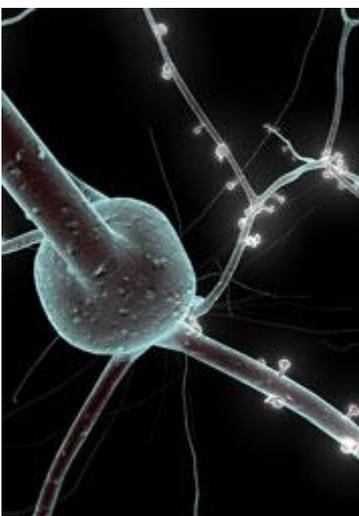
In a very relaxed atmosphere Mayor Park and Ambassador Reding exchanged their experiences and memories of their respective stays in Korea and Switzerland. They also explored ways to deepen the relations between Seoul Metropolitan Government and Switzerland.

## Regional Consular Meeting in Seoul



H.E. Helen Budliger (7th from right), Director of the Resources of the Swiss Foreign Affairs Ministry, headed the Swiss delegation of consular specialists for the first Regional Consular meeting that took place in Korea. From March 12th to 14th the participants of the Swiss Embassies in Japan and Korea were updated on the new policies and projects of the Swiss Government. The fruitful exchanges smoothed concerns about the future and gave constructive views on specific topics.

## New CERN of brain research - Switzerland receives the biggest EU research funding in history



Switzerland is excited that on February 28th, the European Union chose EPFL (the Swiss Federal Institute of Technology in Lausanne) as the host of "The Human Brain Project" one of the two new European Union FET Flagship projects. The Human Brain Project will last for ten years(2013-2023) and cost 1.19 billion €, which is the biggest sum of research fund ever granted to a single research project. EPFL will lead a consortium of more than 80 European and international universities (e.g. USA, Japan).

The goal of the Human Brain Project is to bring together all existing knowledge about the human brain and to reconstruct the brain, piece by piece, in supercomputer-based models and simulations. The HBP will then apply the gained knowledge in future medicinal and ICT applications. In brief, the HBP will become the CERN of brain research.

Further information/media documents:

<https://documents.epfl.ch/groups/h/hb/hbp-mediabox/www>

Youtube introduction: <http://www.youtube.com/watch?v=JqMpGrM5ECo>



## Special Olympics Winter Games in Pyeongchang, Korea



Switzerland sent a delegation of about 40 athletes to the Special Olympics, World Winter Games, PyeongChang 2013 that was held in Pyeongchang between January 29th and February 6th. The athletes were cheered at their arrival by Swiss representatives of the International German School in Seoul and a representative of the Embassy. After a moving opening ceremony attended by Ambassador Reding the “Special Olympics Switzerland” competitors started under the motto “Together we can” 8 days of races and returned to Switzerland with many Gold, Silver and Bronze medals.

Congratulations to all the athletes and their trainers.

## Promoting the Swiss Direct Democracy



Dr. Daniel Cavegn, Deputy Head of Mission, held on March 25th a presentation on the Swiss system of direct democracy to a Korean NGO active in promoting the ideas of direct democracy in Korea. The presentation was followed by an intensive discussion demonstrating the high interest of this specialized audience. This presentation was in line with our activities in this field, in particular also with our support to the Second Global Forum on Modern Direct Democracy held in Seoul in 2009 (for further information see: [www.iri-europe.org](http://www.iri-europe.org)).

## Swiss Tourism “Living Traditions” Event



Traditions in Switzerland are an important part of everyday life. It also represents a real treat for tourists visiting Switzerland and inspired Swiss Tourism to make “Living Traditions” its 2013 worldwide theme to attract more tourists to our country.

On March 12th CEO’s of bigger travel agencies and representatives of the Korean tourist scene discovered Switzerland Living Traditions during an evening full of surprises. Director of Swiss Tourism in Seoul, Mrs. Kim Jean and representatives of many Swiss touristic destinations animated the evening and answered questions during a typical Swiss dinner while mingling with the guests.



## WEF (World Economic Forum) Dinner and Swiss Location Promotion at the Swiss Ambassador's Residence



On January 16th, Ambassador Reding hosted a formal dinner at his residence for a high-ranking group of Korean guests. The group consisted of Korean CEO's and other delegates for the World Economic Forum (WEF) 2013 in Davos, Switzerland. After a short introduction by the Ambassador and a brief presentation on Switzerland as a business location given by Mr. C. Mazzucchelli, Head of the Swiss Business Hub Korea, a lively debate about the WEF Forum, bilateral economic ties between Switzerland and Korea and potential for prospective collaboration, took place.

Switzerland a location for doing business in Europe was the theme of another gathering that took place on November 21st at the Residence for a selected number of high-profile decision makers from Korean companies. This event highlighted the favorable investment environment in Switzerland and its numerous advantages for Korean companies.

## Grindelwald visits Korea



A delegation of the authorities of a famous Bernese Alpine valley came to experience Korea on the invitation of the International Winter Festival Symposium. During the courtesy visit to the Embassy on January 8th, Mr. Emanuel Schläppi, the Mayor of Grindelwald, presented Ambassador Reding with a rock from the most visited Swiss mountain by Korean, the Jungfrau Mountain. Grindelwald has seen an increase of Korean visitors and hopes to see this trend continue.

▶ *Ambassador Reding holding a rock of the Jungfrau Mountain given as a gift by Grindelwald President Schläppi*

## Science & Technology Office Strengthened - New Senior Innovation Officer



The Embassy is pleased to inform you of the expansion of our Science & Technology Office. Ms Ji-Hyun Lim our new Senior Innovation Officer, will second Mr. Christian Schneider in promoting Swiss innovation in Korea through increased collaboration between government agencies of both countries. In addition, Ms Lim will actively facilitate bilateral industrial research links between Swiss and Korean businesses and universities/research institutes.

Ms. Lim is a graduate of the University of Hanyang and worked at International R&D Cooperation team at KIAT (the Korean Institute for the Advancement of Technology) before joining the Embassy. We wish Ms. Lim a good start!

Contact details: Ji-Hyun Lim's, tel.+82 2 739 9511(ext. 711), jihyun.lim@eda.admin.ch



## New Twitter account of the Science & Technology Office



The twitter account of the Swiss Science & Technology Office at the Embassy updates about latest developments in Science, Technology and Higher Education both in Korea and Switzerland in order to bring the S&T communities of both countries closer.

Please visit and tell your friends who might be interested.

[https://twitter.com/Swiss\\_STO\\_Korea](https://twitter.com/Swiss_STO_Korea)

## Swiss Korean KORANET Project on Low Emissions Building Kick-Off



Sungkyunkwan University (SKKU), one of the Korean universities, is collaborating with the Zurich University of Applied Sciences (ZHAW) on a KORANET project. The project was chosen as part of the KORANET Call on Green Technologies and includes other European partners. It allows for the seed-funding of future larger scale scientific collaboration. The Swiss National Science Foundation also contributes to KORANET funding.

<http://www.koranet.eu/>

## Swiss Education Fair 2013



The Swiss Education Fair 2013 was held on February 16, 2013 in the Ferrum Tower at Jung-Gu in Seoul. After having organized the first Swiss Education Fair Seoul in February 2012, the second edition presented 14 high profile Swiss Education Schools (incl. hotel schools, boarding schools & business schools) and their academic programs to Korean visitors. The fair allowed Korean parents and students to get firsthand information from representatives of each individual school. The Swiss Business Hub Korea was pleased to welcome so many Koreans who strive to experience a premium education in Switzerland.

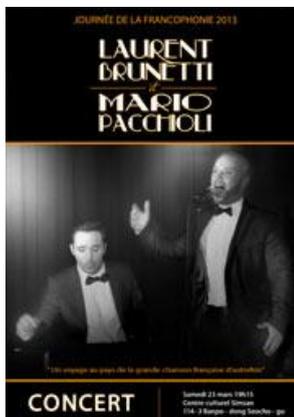
<http://www.sefseoul.or.kr>

## Swiss Business Hub Korea: Upcoming Activities

The Swiss Business Hub Korea is planning several activities this year. Among others, there will be a Swiss investor seminar for Korean companies planning to expand their activities in Europe and the visit to Korea of a group of Swiss companies active in the medical technology sector. Two further trade delegations (groups of Swiss SME's) are expected to visit Korea 2013. More about these activities in the next Swiss News!



## Francophonie 2013



As every year the “Day of the Francophonie” was celebrated in Korea for Koreans and foreigners fond of the French language. The official ceremony took place on March 23rd at the Simsan Culture Center in Seocho-Gu, Seoul.

The highlight of the day was the concert of the Swiss Duo Laurent Brunetti & Mario Pacchioli who delighted an audience of some 700 persons with a choice of “Evergreens” of the “Chanson française”.

The Swiss duo is on an Asia Tour that took them to Singapore and Korea. Another 2 concerts are scheduled in Songdo and Deajeon.

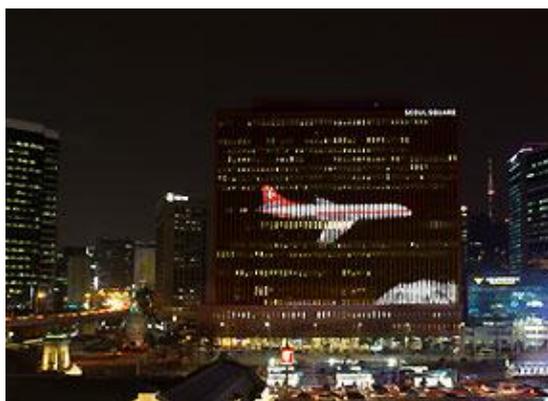
## Switzerland at the Festival Bo:m 2013



The Swiss theater “Disable Theater” will be one of the main attraction of this year’s Festival Bo:m. It will be the Asian Premiere of this well known Swiss Theater HORA under the direction of famous theater Director Jérôme Bel.

The actors of this comedy are all actors with intellectual disabilities. Their theater piece has received praises throughout Europe. (More info. in our events calendar)

## 2012 Seoulsquare Media Canvas Swiss Media Art Exhibition



4 of the best young Swiss Media artists: Ursula Scherrer, Fabian Chiquet, Camille Scherrer, Yves Netzhammer came to Seoul to prepare and opened the 2012 Seoulsquare Media Canvas Swiss Media Art Exhibition. Their artworks were shown to the hundreds of thousands of pedestrians passing by for three nights a week from December 5th 2012 until January 31st 2013 on the giant LED Canvas facade of the Seoulsquare building.

The exhibition was possible thanks to the Swiss Foundation for Culture Pro Helvetia, Swiss Cultural Fund Korea, the Embassy and Gana Art.



## Switzerland on Media

### Press Interviews and Articles

14.10.2012	The Korea Times	New Swiss envoy focuses on trade <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=104&amp;oid=040&amp;aid=0000133206">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=104&amp;oid=040&amp;aid=0000133206</a>
Nov. 2012	Luxury	주한 스위스 대사, 요르그 알 레딩 스위스퍼펙션 이수진 대표와 만나다 <a href="http://www.design.co.kr/section/news_detail.html?info_id=61434">http://www.design.co.kr/section/news_detail.html?info_id=61434</a>
08.02.2013	Yonhap News	李대통령, 스위스에 수교 50 주년 축하 서신 <a href="http://www.yonhapnews.co.kr/politics/2013/02/08/0501000000AKR2013020815950001.HTML">http://www.yonhapnews.co.kr/politics/2013/02/08/0501000000AKR2013020815950001.HTML</a>
08.02.2013	The Korea Herald	Switzerland lauds creativity in 50-year partnership <a href="http://www.koreaherald.com/view.php?ud=20130207001036">http://www.koreaherald.com/view.php?ud=20130207001036</a>
08.02.2013	The Korea Herald	Book reviews 50 years of Korean-Swiss ties <a href="http://www.koreaherald.com/view.php?ud=20130207001035">http://www.koreaherald.com/view.php?ud=20130207001035</a>
11.02.2013	Yonhap News	외교관계 수립 50 주년 맞은 한·스위스 <a href="http://www.yonhapnews.co.kr/politics/2013/02/11/0503000000AKR20130211031500009.HTML">http://www.yonhapnews.co.kr/politics/2013/02/11/0503000000AKR20130211031500009.HTML</a>
Feb.2013	Arts & Culture	요르그 알 레딩(Reding) 주한 스위스 대사 <a href="http://www.artsculture.com/bbs/board.php?bo_table=news2&amp;wr_id=63">http://www.artsculture.com/bbs/board.php?bo_table=news2&amp;wr_id=63</a>
15.02.2013	Yonhap News	(Yonhap Interview) No rethinking aid to N. Korea despite nuke test: Swiss ambassador <a href="http://english.yonhapnews.co.kr/news/2013/02/15/0200000000AEN20130215005200315.HTML">http://english.yonhapnews.co.kr/news/2013/02/15/0200000000AEN20130215005200315.HTML</a>
15.02.2013	Yonhap News	주한스위스대사 "핵실험에도 北 인도적 지원 계속" <a href="http://app.yonhapnews.co.kr/YNA/Basic/article/new_search/YIBW_showSearchArticle_New.aspx?searchpart=article&amp;searchtext=%ec%8a%a4%ec%9c%84%ec%8a%a4%eb%8c%80%ec%82%ac&amp;contents_id=AKR20130215183500043">http://app.yonhapnews.co.kr/YNA/Basic/article/new_search/YIBW_showSearchArticle_New.aspx?searchpart=article&amp;searchtext=%ec%8a%a4%ec%9c%84%ec%8a%a4%eb%8c%80%ec%82%ac&amp;contents_id=AKR20130215183500043</a>
18.02.2013	Weekly Chosun	"스위스 한국 기업 위한 최적의 연구개발 기지" 한-스위스 수교 50 주년, 요르그 알 레딩 주한 스위스 대사 <a href="http://weekly.chosun.com/client/news/viw.asp?nNewsNumb=002244100020&amp;ctcd=C05">http://weekly.chosun.com/client/news/viw.asp?nNewsNumb=002244100020&amp;ctcd=C05</a>
20.02.2013	Asia Today	스위스대사 "청년 실업과 중소기업 육성, 스위스가 도움될 것" <a href="http://www.asiatoday.co.kr/news/view.asp?seq=771062">http://www.asiatoday.co.kr/news/view.asp?seq=771062</a>
27.02.2013	Joongang Daily	Switzerland looking for technological connections <a href="http://koreajoongangdaily.joinsmsn.com/news/article/Article.aspx?aid=2967724">http://koreajoongangdaily.joinsmsn.com/news/article/Article.aspx?aid=2967724</a>

### Special Reports

01.01.2013	Chosun Ilbo	청년실업, 돌파구 있다...실업과의 전쟁에서 이긴 스위스를 가다 <a href="http://news.chosun.com/site/data/html_dir/2013/01/01/2013010100095.html">http://news.chosun.com/site/data/html_dir/2013/01/01/2013010100095.html</a>
24.01.2013	Financial News	과학강국' 스위스의 원동력 로잔공대를 가다 <a href="http://www.fnnews.com/view?ra=Sent0901m_View&amp;corp=fnnews&amp;arcid=201301240100222120012578&amp;cDateYear=2013&amp;cDateMonth=01&amp;cDateDay=24">http://www.fnnews.com/view?ra=Sent0901m_View&amp;corp=fnnews&amp;arcid=201301240100222120012578&amp;cDateYear=2013&amp;cDateMonth=01&amp;cDateDay=24</a>
31.01.2013	Seoul Shinmun	강소국 스위스의 원동력, 로잔공대를 가다 <a href="http://www.seoul.co.kr/news/newsView.php?id=20130126001001">http://www.seoul.co.kr/news/newsView.php?id=20130126001001</a>
14.02.2013	Kookmin Ilbo	노벨과학상 수상 불가능한 기초과학 강국 스위스에서 해법 모색... '과학스페셜' <a href="http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=0006897700&amp;cp=nv">http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=0006897700&amp;cp=nv</a>
15.02.2013	Hankook Ilbo	[World View] 총기악몽 미국, 스위스에 배워라 "기억해! 총은 나라 지키는 도구야" <a href="http://news.hankooki.com/lpage/world/201302/h2013021521001722450.htm">http://news.hankooki.com/lpage/world/201302/h2013021521001722450.htm</a>
19.02.2013	Hankook Ilbo	[무너진 허리, 멈춰 선 성장] <중> '중소·중견기업 천국' 독일·스위스 <a href="http://news.hankooki.com/lpage/economy/201302/h2013021902314521500.htm">http://news.hankooki.com/lpage/economy/201302/h2013021902314521500.htm</a>
26.02.2013	Weekly Kyunghyang	[세계]스위스는 집안의 총을 함부로 뽑지 않는다 <a href="http://newsmaker.khan.co.kr/khnm.html?mode=view&amp;code=117&amp;artid=201302191045251&amp;pt=nv">http://newsmaker.khan.co.kr/khnm.html?mode=view&amp;code=117&amp;artid=201302191045251&amp;pt=nv</a>

# Swiss News

of the Embassy of Switzerland in the Republic of Korea

March 2013



## Events Calendar

08.03.- 01.04.2013	Art Exhibition of Robert Estermann, «Pièce Unique» Venue: Corner Art Space (070-7779-8860) <a href="http://cornerartspace.wordpress.com/">http://cornerartspace.wordpress.com/</a>
05.04. 2013 19:30	Concert of Korean and Japanese Musicians from Switzerland (제 6 회 젊은 음악가 교류 콘서트 from Switzerland) Venue: Kumho Art Hall <a href="http://www.jpfr.or.kr/">http://www.jpfr.or.kr/</a>
06. & 07.04.2013 15:00	Festival Bom 2013 With Jérôme Bel & Theater HORA "Disabled Theater" Venue: Sogang University, Marry Hall, <a href="http://maryhall.sogang.ac.kr">http://maryhall.sogang.ac.kr</a> <a href="http://www.festivalbom.org/">http://www.festivalbom.org/</a>
11.&12.04.2013 19:30	Spring Festival 2013 With Jérôme Bel & Theater HORA "Disabled Theater" Venue: Daejeon Arts & Culture Center <a href="http://www.djac.or.kr/html/kr/performance/performance_010101.html?year=2013&amp;mon=04&amp;linkid=&amp;site_dvs_cd=kr&amp;menu_dvs_cd=010101">http://www.djac.or.kr/html/kr/performance/performance_010101.html?year=2013&amp;mon=04&amp;linkid=&amp;site_dvs_cd=kr&amp;menu_dvs_cd=010101</a>
04.2013	Junior Ambassador "Smart Switzerland, Smart Culture Festival" <a href="http://juniorambassador.eduhulla.co.kr/">http://juniorambassador.eduhulla.co.kr/</a>
26.04.2013	Special Film Screening - "The End of Time" of Peter Mettler
01.-05.05.2013	Gyeonggi Ansan Air Show 2013 with Participation of the Breitling Jet Team from Switzerland <a href="http://www.skyexpo.or.kr">http://www.skyexpo.or.kr</a>

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



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](mailto:seo.vertretung@eda.admin.ch) / fax: 0082 2 737 9392 / [www.eda.admin.ch/seoul](http://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](mailto:Seo.sbh-korea@eda.admin.ch) / fax: 0082 2 737 9392 / [www.osec.ch](http://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](mailto:info@skbckorea.org)  
[www.skbckorea.org](http://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](mailto:swiss@myswitzerland.co.kr)  
[www.MySwitzerland.co.kr](http://www.MySwitzerland.co.kr)



Schweizerische Eidgenossenschaft  
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Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

[www.swissworld.org](http://www.swissworld.org)



50 Years / 수교 50주년

Korea.