



## PRESS RELEASE

### **Publication in Vietnamese of “*Swiss Made: the untold story behind Switzerland’s success*” by R. James Breiding**

**The launching event of the Vietnamese edition of “*Swiss Made: the untold story behind Switzerland’s success*” will take place at the Swiss Ambassador’s residence on Tuesday, December 10<sup>th</sup>, 2013. At the event, two keynote speakers will discuss the main takeaways of the book for Vietnam and Vietnamese entrepreneurs. Additionally, Alpha Books will explain the interest of translating the book into Vietnamese. Furthermore, the managers of six Swiss companies active in Vietnam will share with the public their “secret potion” to remain global top leaders in their respective sectors, despite a fierce economic competition worldwide.**

Why has Switzerland – a tiny, landlocked country with few natural advantages – become so successful for so long at so many things? In banking, pharmaceuticals, machinery, even textiles, Swiss companies rank alongside the biggest and most powerful global competitors. How did they get there? Can the Swiss continue to perform in a hyper-competitive global economy?

R. James Breiding, an American investment advisor and former correspondent from Switzerland for the magazine *the Economist*, tries to solve this enigma in his book *Swiss Made: the untold story behind Switzerland’s success*. Structured as a collection of concrete case studies, *Swiss Made* offers to the reader the insight of a careful beholder, who has had the chance to get into the kitchen and to grasp a precious insight on the secret cooking recipes of the restaurant’s chef.

The recent world economic slowdown and the current gloomy economic outlook make the international competition fiercer than ever before both in Vietnam and in Switzerland. In this context, both Vietnamese and Swiss decision-makers struggle to understand whether the advantages of economic openness compensate for the backlashes of increased international competition.

At the launching event, two keynote speakers – Vu Khoan, former Deputy Prime Minister of Vietnam and Le Dang Doanh, former Director of the Central Institute for Economic Management (CIEM) – will discuss about the hints that *Swiss Made* offers on how the question of international competitiveness has been addressed in Switzerland.

Entrepreneurs in Vietnam, like in every other country worldwide, are always eager to know about the experience of their peers. *Swiss Made* is a compendium of several different best practices; it uncovers confidential procedures and unveils strategic visions that can be conducive to remain – or to become – a successful business company.

At the launching event, six leading Swiss companies from different sectors (ABB, Group8, Nestlé, Jardine-Schindler, Swiss Re and Sika) will hold a short intervention about their personal “secret potion” on how they intend to remain successful in the forthcoming years.

Thanks to the efforts of Alpha Books, two different Vietnamese versions of *Swiss Made* are now available: a hard-cover edition for entrepreneurs, decision-makers and academics willing to gain an insight about the Swiss private sector, and a paperback edition for students, the potential entrepreneurs and decision-makers of tomorrow.

The publication of the Vietnamese edition of *Swiss Made* was possible thanks to the support of ABB, DKSH, Holcim, Jardine-Schindler, Nestlé, Novartis, Roche, SGS, Sika, Swiss Re and Syngenta.

For further information, please contact:

Gregorio Bernasconi  
Embassy of Switzerland in Vietnam  
Hanoi Central Office Building, 15th Floor  
44B Ly Thuong Kiet St, Hanoi  
Tel.: +84 4 3 934 65 89  
[gregorio.bernasconi@eda.admin.ch](mailto:gregorio.bernasconi@eda.admin.ch)

Nguyen Thi Viet Ha  
Alpha Books, JSC  
Public Relations Manager  
176 Thai Ha St., Dong Da, Hanoi  
Tel.: +84 4 3773 89 28  
[ha.nguyen@alphabooks.vn](mailto:ha.nguyen@alphabooks.vn)