

Switzerland in the foreign media: 2nd quarter of 2025

US trade policy: media coverage extends to Switzerland

«Of all the countries that expected to be immune to President Trump's tariffs, Switzerland was at the top of the list»
(*The New York Times*, USA)

In the wake of US trade tariffs, foreign media outlets also reported extensively on the implications for Switzerland. After the tariffs were announced at the beginning of April, several reports noted that the levy on Switzerland was particularly severe and focused on the possible repercussions for the export-driven Swiss economy. Some of the media commentary from neighbouring countries included criticism that Switzerland had been pre-emptively distancing itself from the EU in order to avoid US tariffs. The Swiss approach – with pharmaceutical company Roche subsequently announcing plans to invest billions in the US – was billed as opportunistic in some quarters. However, there was a positive response to diplomatic efforts on the Swiss side, which included a telephone call between President of the Swiss Confederation Karin Keller-Sutter and President Trump. Overall, the media highlighted the economic ramifications for Switzerland on the one hand and Bern's pragmatic, problem-solving approach on the other.¹



On 9 April, US President Donald Trump announced a levy of 31% for Switzerland on his tariff board. (© *Handelsblatt*)

Proposals on banking regulations attract media interest

Numerous foreign media outlets, and financial and economic websites in particular, reported factually and at length on the Federal Council's proposed tightening of banking regulations and the implications of this for UBS. The government's plan to increase capital requirements was viewed as a determined effort to prevent a systemically important bank from collapsing again. Several articles underlined that the recommendations have been criticised by UBS and could yet be watered down by parliament.

«Nach dem Untergang der Credit Suisse zieht die Schweizer Regierung in der Bankenregulierung die Zügel an»
(*FAZ*, Germany)



Images representing UBS and Credit Suisse accompanied articles on the proposed tightening of banking regulations. (© *CNBC*)

Blatten landslide makes international headlines

«Ennesimo segnale di fragilità delle Alpi davanti alla crisi del clima»
(*Repubblica*, Italy)

The landslide that hit Blatten (canton of Valais) attracted a great deal of media attention worldwide. Most reports focused on the destruction of the village by the landslide and the flood risk caused by the blocking of the River Lonza, as well as the political response and issues surrounding reconstruction. Numerous articles also analysed the effects of climate change in the Alps, such as melting glaciers, thawing permafrost, and the geological risks associated with these phenomena in the mountains. Frequent reference was made to Switzerland in relation to addressing the global challenges posed by the climate crisis.



Pictures of Blatten (VS) were seen around the world. A landslide devastated the village following the collapse of a glacier. (© *The Japan Times*)

Eurovision Song Contest 2025: Basel puts on a great show

The 2025 Eurovision Song Contest in Basel met with a huge media response abroad. Attention centred on the participating acts and their performances. The controversy and protests surrounding Israel's participation also generated a certain amount of coverage, without the authorities and organisers drawing particular criticism for their response. The hosts received a lot of praise for their organisation of the event, their hospitality and their charming presentation of Switzerland.

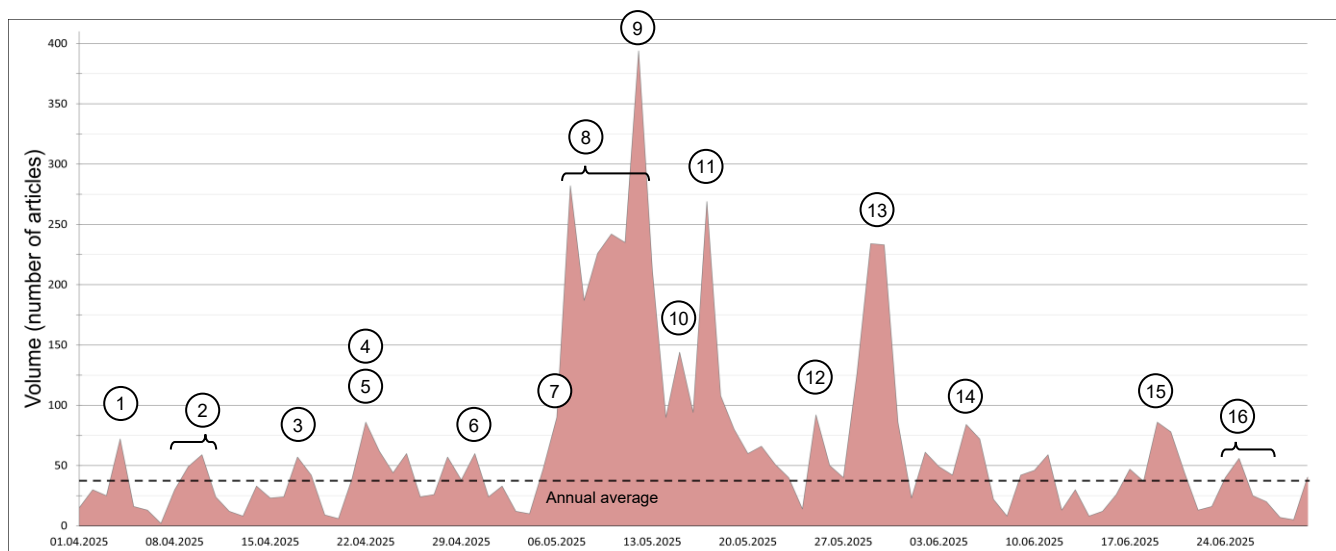
«Magnificent country. Magnificent entertainment.»
(*The Times*, UK)



Michelle Hunziker, Hazel Brugger and Sandra Studer hosting the Eurovision Song Contest grand final in Basel. (© *El Pais*)

¹ Please note: The present analysis covers the period from April to June 2025. It does not take into account media reactions to the United States' decision on July 31, 2025, to impose a 39 percent tariff on imports originating from Switzerland.

Quantitative trends in foreign media coverage related to Switzerland










Changes in the volume and tone of foreign media coverage related to Switzerland (volume = number of articles per day in the leading media analysed, 01.04.2025 – 30.06.2025). A spike can correspond to multiple events. The numbered events have been selected on the basis of their volume and significance.

(1) & (2) US trade policy: coverage on the implications for Switzerland of planned trade tariffs (3) Bad weather hits southern Switzerland (4) US trade policy: coverage on the implications for Switzerland of planned trade tariffs (5) Klaus Schwab resigns as chair of the WEF Board of Trustees (6) Swiss under-23 fencing team spark controversy (7) UBS/CS: settlement of US tax probe (8) US trade policy: announcement, and hosting in Geneva, of talks between the US and China (9) Eurovision Song Contest in Basel: first semi-final (10) Eurovision Song Contest in Basel: second semi-final (11) Eurovision Song Contest in Basel: grand final (12) Ski touring accident in Valais (13) Landslide in Blatten, Valais (14) Federal Council submits banking regulation proposals (15) SNB cuts key interest rate (16) Coverage on the impact of climate change in the Swiss Alps

Focus: Switzerland's good offices in the current geopolitical context

In the current geopolitical context, Switzerland's good offices – which involve helping to resolve international conflict through facilitation and mediation, exercising protecting power mandates, or taking on the role of host state – have been the subject of increased foreign media coverage. The most recent examples are Switzerland's protecting power mandate for the US in Iran, under which it acts as a diplomatic intermediary between the two countries, as well as Geneva's role in hosting high-level trade talks between the US and China. With regard to Switzerland's role as a host state, some media outlets noted that the country was praised by negotiators for establishing a conducive setting for talks. The media also picked up on Switzerland repeating its offer to host peace talks between Ukraine and Russia – and drawing a mixed reaction from the Russian media. Although Switzerland mainly attracted attention for its role as host as opposed to its work as an active intermediary, its diplomatic efforts were continually recognised in the foreign media. At the same time, reports noted that International Geneva's global significance may be coming under pressure, for example as a result of geopolitical shifts and increased competition from other intermediaries.

Switzerland's current protecting power mandates

1979	Switzerland has been acting as protecting power for Iran in Egypt since 1979	 → 
1980	Switzerland has been acting as protecting power for the US in Iran since 1980	 → 
2009	Switzerland has been acting as protecting power for Russia in Georgia and for Georgia in Russia since 2009	 ↔ 
2019	Switzerland has been acting as protecting power for Iran in Canada since 2019	 → 
2024	Switzerland has been acting as protecting power for Mexico in Ecuador and for Ecuador in Mexico since 2024	 ↔ 
2024	Switzerland has been acting as protecting power for Ecuador in Venezuela since December 2024	 → 

Monitoring the image of Switzerland in the foreign media covers all the reporting on Swiss-related topics in the leading media of 23 countries – Argentina, Australia, Austria, Brazil, China, France, Germany, India, Israel, Italy, the Netherlands, Japan, Poland, Portugal, Russia, Serbia, South Africa, South Korea, Spain, Turkey, the UK and the US – as well as in the leading pan-Arab and EU media. Contact: FDFA, Presence Switzerland, Monitoring and Analysis, Bundesgasse 32, 3003 Bern, tel. +41 58 462 34 63, prs@eda.admin.ch, <https://www.eda.admin.ch/presenzschweiz>