

# New look for the "Swiss review"

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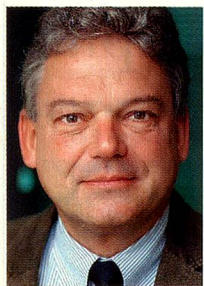
## NEW LOOK FOR THE "SWISS REVIEW"

**O**NE YEAR AFTER ITS 30TH BIRTHDAY – i.e. in its prime of life – the "Swiss Review" has been given a brand new look. The idea behind the new design, featuring a new logo on a larger-scale front page, modern graphics on the inside pages and a contemporary layout, is to make the "Swiss Review" a little more modern, attractive, and reader-friendly. We hope that our many readers around the world will find the work of Franz Herzog, a Zurich publication designer, to their taste. For a number of years Herzog was responsible for the visual identity of the well-known cultural magazine "Du", and is now a freelancer with his own workshop.

The only change to the content of the "Swiss Review" is that the articles will be more abundant thanks to new sections. The main task continues to be providing Swiss Abroad with a picture of Switzerland and Swiss affairs that is as varied, differentiated, representative and up-to-date as possible, and furnishing them with the political information they need to exercise their political rights.

As a publication with a circulation of 380,000, no less than four language versions and 20 regional supplements, issued free of charge by the Confederation, the "Swiss Review" is unique in the world. But contrary to what some politicians believe, it is not the Federal Council that is responsible for the content of the "Swiss Review" but the Organisation for the Swiss Abroad (OSA). Moreover, the OSA is also responsible for the editorial guidelines on which the "Swiss Review" editorial team bases its work.

The main topic of this issue of the "Swiss Review" is the Swiss army, which only a few years ago could deploy half a million soldiers in the event of a crisis but has now shrunk to only 220,000, and has lost its traditional concept of the enemy. In other words, our army is suffering from a severe identity crisis of the kind that would have been unthinkable only a few years ago. Who would have thought back then that the Federal Assembly could reject a proposal by the Federal Council to purchase transport planes for the army?



Heinz Eckert

By contrast, the Swiss watch industry has no such problems. On the contrary, the luxury watch industry is booming, as Nicolas Hayek Sen. confirms in an interview with the "Swiss Review". The man behind Swatch is, however, unhappy with politicians, many of whom he believes have no concept of business. Hayek also criticises the lack of entrepreneurship. Anyone who thinks that shedding jobs is the only way to increase profit is not an entrepreneur, says the saviour of the Swiss watch industry.

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Serge Roetheli, another exceptional Swiss, is also apparently in fine form. How else could he have run around the world in five years? He clocked up a total of more than 40,000 kilometers accompanied only by his wife on a motorcycle. This epic achievement was prompted by a desire to do something for children in need in all corners of the globe. The Roethelis' experiences will be published in a book in September.

HEINZ ECKERT, EDITOR-IN-CHIEF

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Cover Photo: The changing face of the Swiss army: Communications recruit Patrick Eggenschwiler. Photo: Julian Salinas

**IMPRESSUM:** "Swiss Review", the magazine for the Swiss Abroad, is in its 32nd year of publication and is published in German, French, English and Spanish in 20 regional editions. It has a total circulation of over 380 000. Regional news appears four times a year.

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