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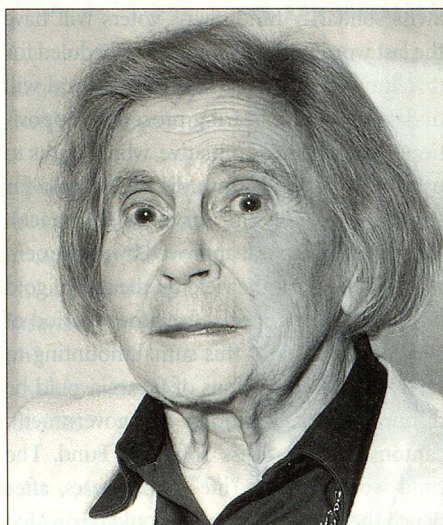
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Raymonde Berthoud is "Swiss Abroad of the Year"


Raymonde Berthoud (82) of Budapest has won the Swiss Abroad prize and been awarded the sum of CHF 10,000 as "Swiss Abroad of the Year". The jury included ex-Federal Councillor Adolf Ogi, Guido Schommer (General Secretary of the Swiss FDP), Georg Stucky (President of the Organisation for the Swiss Abroad) and Franz von Däniken (Secretary of State at the Federal Office for Foreign Affairs). The aim of the Swiss Abroad prize is to support the interests of Swiss Abroad and promote their recognition.

In 1940, at the age of 20, Raymonde Berthoud left her parental home in Neuchâtel to study piano at the Academy of Music in Budapest. Through her music she also became acquainted with a young organist. They fell in love and became engaged, but her fiancé fell seriously ill and died. Despite her personal grief and the difficult political



situation, the young woman remained in Hungary. She began working to alleviate the suffering which war brought and, together with the Swiss consul Carl Lutz, to protect

the Jewish population. She came home to Switzerland only in 1945, but returned to Budapest two years later and has remained there ever since.

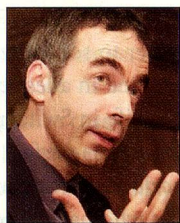
For more than fifty years Raymonde Berthoud has worked selflessly and under the most difficult conditions to help Swiss and disadvantaged groups in Hungary. After the fall of communism she reinstated the Swiss Association in Hungary and is now its Honorary President. Her many humanitarian services have been honoured in Hungary in recent years: besides the City of Budapest Service Cross, Raymonde Berthoud has also been awarded the Hungarian Republic's Cross of Honour. Raymond Berthoud's services have now been officially honoured for the first time in Switzerland with the Swiss Abroad prize awarded by the international chapter of the Swiss FDP. 

PEOPLE

Franziska Rochat-Moser (36) is dead. She sustained fatal injuries in an avalanche while ski touring. The Bernese runner won the New York marathon in 1997 and set a new Swiss record in 1999 when she ran the Boston marathon in 2 hours 25 minutes and 51 seconds. Last year Switzerland's most successful female runner retired from athletics.

Another year for **Ogi**. Ex-Federal Councillor Adolf Ogi's mandate as UN special delegate for "Sport in the service of development and peace" was extended until 28 February 2003. The mandate is paid for by Switzerland and not by the UN.

The International Committee of the Red Cross (ICRC) has appointed **Angelo Gnaedinger** (51) as its new General Director. He will succeed Paul Grossrieder at the beginning of July. After joining the ICRC Gnaedinger completed missions in the Middle East and Africa before taking up various functions within the Department of Operations in Geneva.




Pius Knüsel (45) is the new director of the Swiss cultural foundation Pro Helvetia. The former head of global cultural sponsoring at major bank Credit Suisse succeeds Bernard Cathomas, who was director of the 60-year-old Pro Helvetia foundation between 1998 and 2001 and took over the helm at Radio e Televisiun Rumantscha last September.

Filippo Leutenegger is no longer editor-in-chief of Swiss Television DRS. The reason given for his departure were irreconcilable differences on important strategic issues and fundamental differences of opinion on management principles. Leutenegger is now CEO of Jean Frey AG.

Michel Ritter (53) of Fribourg is the new head of the Centre culturel suisse Paris (CCSP). The exhibition organiser succeeds radio journalist Daniel Jeannet, who took over the office eleven years ago from theatre director Werner Düggelein. Since 1990 Ritter has been managing the FRI-ART centre for contemporary art in Fribourg.

Thomas Hengartner (41) has won the German Thomas Hengartner Leibniz prize. Hengartner is professor of folklore at the University of Hamburg and, among other things, has written about religious communities in the Emmental, the history of smoking, and everyday aspects of various technologies such as telephony. The Leibniz prize is awarded annually to several scientists in different disciplines.

The 2002 Konstanz Art Prize goes to Swiss artist **Hans Ruedi Fricker**. Worth 7,600 euros, the prize is awarded every two years. Born in Zurich in 1947 and now living in Trogen/AR, the artist was honoured primarily for his "mail-art". For this "art as communication" Fricker uses the postal service to send his messages, so that his work can go directly to the recipient without intervening museum or gallery exhibitions. 

Text: Patricia Messerli

Photos: Keystone

Translated from the German by N. Chisholm

SNIPPETS

MORE CONSULAR PROTECTION CASES:

In 2001 the Federal Department for Foreign Affairs (EDA) came to the aid of 1000 Swiss in need abroad. The occupation of the Swissôtel in Istanbul, the cave accident in Goumois, the attack on the WTC in New York, and above all a large number of difficult individual cases led to a further increase in consular protection cases from 911 in 2000 to 1024 in 2001. The EDA has also found that expectations of the consular protection services provided by external representations have grown. The number of enquiries on the fate of relatives abroad has also risen sharply, as well as enquiries on the safety of travel destinations.

JEAN FREY AG SOLD:

Jean Frey AG, whose publications include "Weltwoche", "Beobachter" and "Bilanz", has been sold to swissfirst Bank by the Basle Media Group. The Swiss investment and private bank acquired the shares of Jean Frey AG including all subsidiaries and is aiming to place them with a group of private and institutional Swiss investors. Initially the plan was to sell Jean Frey to Ringier, but the negotiations fell through.

MORE RESIDENTS:

The number of permanent residents of Switzerland increased by approximately 54,500 persons in 2001 to reach a total of 7,258,500 by the end of the year. At 0.8%, the growth rate was higher than the previous year (0.6%). The number of permanent foreign residents reached 1.45 million at the end of 2001, representing an increase of 34,700 persons or 2.4% over the previous year.

MORE SENIOR CITIZENS:


According to the Federal Office of Statistics, the percentage of persons aged 65 and older increased from 14.6% in 1990 to 15.5% in 2001, while in the same period the percentage of persons under age 20 decreased from 23.4% to 22.9% and of persons aged between 20 and 39 from 31.2% to 28.6%. Declining fertility and rising life expectancy are the main causes of this trend.

END OF THE BÜLACH GLASS JAR FACTORY:

Glassware manufacturer Vetropack closed down its glass factory in Bülach at the end of February. The unprofitable Swiss production operations are to be concentrated on the factory in St-Prez/VD. The Bülach factory owed a large part of its past success to the preserving jars with rubber ring and wire clip which can still be found in almost every Swiss kitchen.



The new logo of the Swiss airline, designed by Tyler Brul .


"SWISS" AIRLINE: The new Swiss airline is to be called "Swiss" if Crossair AG gets its way. The logo shows the name "Swiss" followed by the words schweiz, suisse, svizzera, svizra. "Swiss" is the logo of the new Swiss intercontinental airline. The actual registered name, however, is "Swiss Air Lines Ltd.". The new logo was devised by Canadian brand designer Tyler Brul . 

Eleven medals at Salt Lake City



Gold for ski jumper Simon Ammann.

The Swiss Olympic team won eleven medals, including three gold, at the Olympic Winter Games in Salt Lake City. The event that stays in most Swiss minds is the double Olympic victory of ski jumper

Simon Ammann. The 20-year-old from Toggenburg literally soared past the competition on the standard and big hills. Philipp Schoch from the Zurich Oberland won a surprise gold in the snowboard slalom. Two Swiss teams mounted the podium for the two-man bob: Christian Reich and Steve Anderhub won silver, while Martin Annen and Beat Hefti won bronze. Swiss curling also stood up well to international competition: the women's team with skip Luzia Eb  ther overcame their initial disappointment at losing the final to Great Britain, and celebrated their silver. The men's curling team from Bienne lost the semi-final at the last stone but came away with a bronze medal. Another complete surprise was the bronze medal in the women's 4x5 km cross-country ski relay, with Andrea Huber, Laurence Rochat, Brigitte Albrecht Loretan and Natascia Leonardi Cortesi. The Olympics proved a disappointment for the men's and women's Swiss ski teams: only Sonja Nef won a bronze in the giant slalom and saved the Swiss ski nation from a total debacle. 

Point of View

A brand is more than a logo. It is an attitude. The brand shows who we are, what we do, what our traditions are, and where we are going.

Tyler Brul , brand designer