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# "Swiss Review" goes online!

*The Internet can take an old format and make it easier, faster and more attractive.*

*"Swiss Review" is the latest publication to appear in a new e-look, but naturally there is no need to do without your printed version.*

**THE HOME PAGE** of "Swiss Review" publisher, the Organisation for the Swiss Abroad (OSA), features the new Internet version of the magazine. The task has taken longer than many readers would have liked due to the complexity of the new home page. But hopefully the range of goodies you will find there – including weather reports or your favourite Swiss music – will make up for the long wait.

### **Venerable old lady**

At the grand old age of 82 (until December 1980 the magazine was published under the title "Schweizer Echo"/"Echo Suisse"), it is hardly surprising that the "Swiss Review" has undergone various changes over the years, principally in terms of frequency of publication, subscription conditions, language versions and, obviously, graphic presentation. But it has always remained true to its mission to act as a link between Swiss Abroad and their home country. The five members of the editorial team in Berne still carry on this tradition with great enthusiasm.

But even an old lady like the "Swiss Review" eventually has to move with the times. Due to the fact that our magazine is published in five languages and includes over twenty different regional supplements, production is a lengthy process. Added to this, the distances which "Swiss Review" has to cover to reach its readers are sometimes enormous. In short, the printed edition no longer meets current requirements. To supplement the printed version, the OSA (the publisher of "Swiss Review") has decided to post a regularly updated version of our mag-

azine on the Internet. This way, the different regions will also be able to publish their news "just in time".

### **Limited funds**

Needless to say, even the on-line edition of "Swiss Review" has to be limited in scope. It, too, is unable to compete with the bigger news platforms due to the limited funds available. This new home page has been made possible thanks to financial support from the Federal Department of Foreign Affairs' Service for the Swiss Abroad. Despite these greatly appreciated contributions and substantial regular assistance from the government for the printed edition, both the electronic and the printed "Swiss Review" remains an independent publication. Its autonomy is statutorily guaranteed, granting

the editorial team complete freedom of expression.

Whenever the "Swiss Review" reports on political issues, it endeavours to do so objectively. Personal opinions (commentaries or editorials) are designated as such and accompanied by the author's name. A committee monitors the editorial work and regularly verifies the political balance of "Swiss Review".

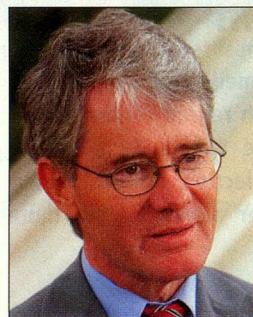
The "Swiss Review" aims to act as your bridge to the home country, bringing news from Switzerland into your home six times a year without either embellishing or clouding the issues. And if it succeeds in strengthening your ties with your home country in a constructive manner, then it has achieved its most important objective.

*Gabrielle Keller* 

# A motivated team

*The "Swiss Review" is published by the Organisation for the Swiss Abroad (OSA), an independent organisation which is recognised as the advocate of the interests of the Fifth Switzerland.*

For 16 years the office of Director of the OSA has been held by



Rudolf Wyder

"Information is the core business of the Organisation for the Swiss Abroad. The 'Swiss Review' is and remains our flagship. It is one of the most widely circulated publications in the country. Thanks to the government's support, our magazine finds its way to all Swiss Abroad households."

The 5-strong editorial team in Berne has a special affinity with the Fifth Switzerland.

Gabrielle Keller, editor-in-chief, has spent almost half her life as a Swiss Abroad and has been working in journalism for over twenty years. Since June 2001 she has been responsible for the "Swiss Review": "I have grown very close to Swiss Abroad and greatly enjoy working for them."

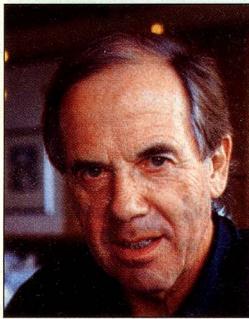


Gabrielle Keller



Isabelle  
Eichenberger

In addition to her work on the editorial team for "Swiss Review", she has worked as a journalist with swissinfo/Schweizer Radio International for a number of years: "I am fascinated by the history of our compatriots abroad, most of whom remain very conscious of their roots."



Rolf Ribi

As the first editor of the "Gazzetta Svizzera" he lived in Rome between 1966 and 1970, where he taught at the commercial high school of the Swiss School. Many years after his return to Switzerland, he is still in charge of the "Gazzetta".

From Issue 01/2004 the editorial team will be joined by



Charly Veuthey

"Lots of my friends live abroad. For someone who lives in Switzerland, their perception of our country is very enriching. The 'Swiss Review' offers me the opportunity to examine my country in depth." Charly Veuthey is an author and journalist.



Pablo Crivelli

files his last report from the Houses of Parliament in this issue. He is also an editor for the Italian-speaking team of the Swiss Press Agency (SDA) and has recently become a father.



Gabriela  
Brodbeck

is responsible for the official section of the "Swiss Review". She works as a scientific assistant for the Federal Department of Foreign Affairs' Service for the Swiss Abroad (SSA). "The SSA is not only an important point of contact for Swiss Abroad interests; it also addresses coordination issues and collaborates on matters of legislation in order to advocate the interests of Swiss Abroad."

Parliamentary correspondent of the "St. Galler Tagblatt" since the end of 2000, he was in charge of the "Swiss Review" editorial team between August 1992 and the end of December 1998: "I have long been interested in the Swiss Abroad: I wrote my thesis and dissertation on emigration to Ghana after World War II."

Behind the scenes is our hard-working editorial secretary



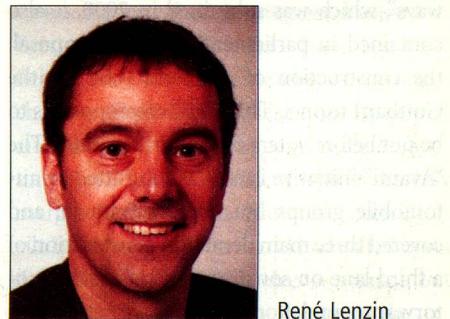
Franziska Fink

who takes care of readers' interests. "The wide range of responses repeatedly reminds me that our service is important. These links with all corners of the globe are highly rewarding and informative."



René Lenzin

From January 2004 parliamentary proceedings will be reported by



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Translated from German.

## From Berne to St. Gallen

For more than three decades the "Swiss Review" was produced by Buri Druck AG in Berne-Wabern. The company was responsible for the layout, printing and dispatching. When Buri Druck AG closed down, Benteli Hallwag AG was awarded the contract. However, this was only a temporary measure since by law (WTO), an invitation to tender must be issued for a contract of this magnitude. As of January 2004, the "Swiss Review" will be produced by the Zollikofer AG printing works in St. Gallen. With more than 270 employees and annual revenues of over CHF 72 million, Zollikofer is one of the most important graphic companies in Switzerland. We look forward to a fruitful working relationship with this company and trust our readers will understand should any delays result from this complex handover.

gk