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Promoting South African exports to Switzerland

In a former hospital building in Cape Town, the African Art Factory hosts some 17 entrepreneurs that develop new and trendy handicraft products. As a trade house, the African Art Factory (www.africanartfactory.co.za) focuses on local and international buyers of arts & craft. Its cooperation with the Swiss Import Promotion Programme (SIPPO, www.sippo.ch), an initiative funded by the Swiss government to boost exports from emerging markets, is therefore a welcome support to reach new customers in Europe.

Since 2004, SIPPO has been working with the African Art Factory to adapt to the demand of the European market in terms of quality, design and packaging. A participation at a leading trade fair for arts and crafts in Europe also brought market exposure and valuable insight into export potential.

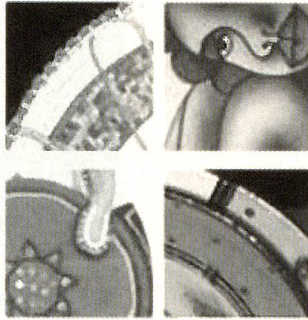
The recent conclusion of a free trade agreement between the Southern African Customs Union (SACU) and the European Free Trade Association (EFTA) improves framework conditions for trade between the two regions. SIPPO's activities are therefore an important contribution to implement this agreement. In general, the SIPPO programme wants to make a contribution to create sustainable jobs and fight poverty through improved access to export markets for competitive small and medium-sized companies from emerging markets.

In the beginning of 2006, SIPPO experts visited South Africa to identify suitable companies in the leather and furniture industry as well as in the area of organic products. In all three sectors, a number of South African companies have the potential to successfully tap into the lucrative European market. As an

example, the Swiss market for fresh organic produce alone is estimated over 500 mio USD annually.

SIPPO will assist private sector companies with advice on design, marketing, certification, quality management, etc. Through a subsidized participation in specialized European trade fairs and match making programmes, SIPPO facilitates contacts with potential importers in the EU and in Switzerland. In the South African leather sector, for example, SIPPO has identified six companies that could participate at SIPPO promotion platforms such as the Offenbach Leather Fair in September 2006 or in targeted promotion activities for corporate leather goods in Switzerland.

In South Africa, SIPPO is working closely with the Trade and Investment Network Switzerland Southern Africa (TINSSA).



Staff changes at the Swiss Embassy in Pretoria

After four years in South Africa, Deputy Head of Mission, Mrs. Marianne Gramm, is due to leave at the end of July 2006. She will serve as Deputy Head of Mission at the Swiss Embassy in Tokyo/Japan.

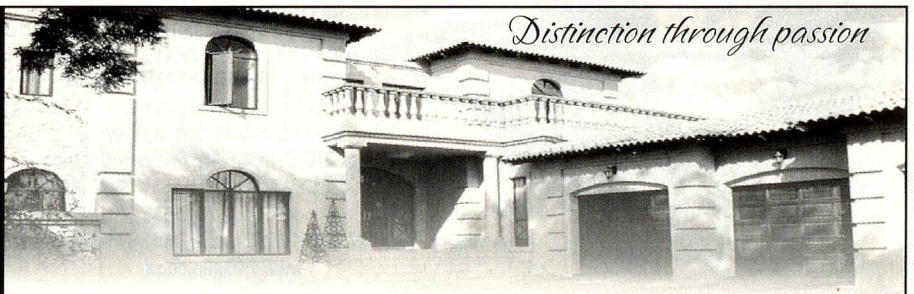
The Economic Counsellor, Mr. Markus Leitner, will be transferred from South Africa to Chile in June 2006, where he will take up his new position as Deputy Head of Mission at the Swiss Embassy in Santiago de Chile.

The new Deputy Head of Mission at the Swiss Embassy in Pretoria, Mr. Markus Dutly, currently Deputy Head of Protocol in Berne, will arrive mid-July 2006.

SWISS CULTURAL EVENTS in Southern Africa

Date	Time	Venue	Projects	Description	City
5.7.06	15h00	New Music Indaba – Beethoven Room (NAF – Grahamstown)	LUCAS NIGGLI Percussion Profile	Percussionist in Residence at the Centre for Jazz and Popular Music (DBN) followed by performance at NAF	Durban Grahamstown
1.7.06	20h00	Baseline (JHB)	STEAMBOAT		Johannesburg
2./4.7.06	21h30	New Music Indaba – Beethoven Room (NAF)			Grahamstown
6.7.06	20h00	Centro Cultural Franco-Moçambicano (MZ)			Maputo
7.7.06	10h00	Workshop CCFM (MZ)	PHILLIP GASSER and BRUNO TREMBLAY	Artists in Residence	Johannesburg
June–Aug 06		The Drill Hall			
29.6.–8.7.06	24hr	Grahamstown Pharmacy High Street	RainbowNotion	Fotobot at the National Arts Festival	Grahamstown

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Zusammenarbeit in the Sunshine

John Mkhumbu, a dental therapist at Mosvold hospital in northern KwaZulu-Natal, Nasiefa Essop-Mohamed, a kindergarten teacher in Cape Town, Thembi Motaung, a call-centre agent in Randburg, and Eunice Owabe, who runs a theatrical casting agency in Johannesburg have never met. But they have a lot in common: they are all young South Africans from disadvantaged communities; they are all making careers for themselves in fields they never even thought about before; and they are all graduates of vocational training programmes funded by the Swiss-South African Co-operation Initiative (SSACI).

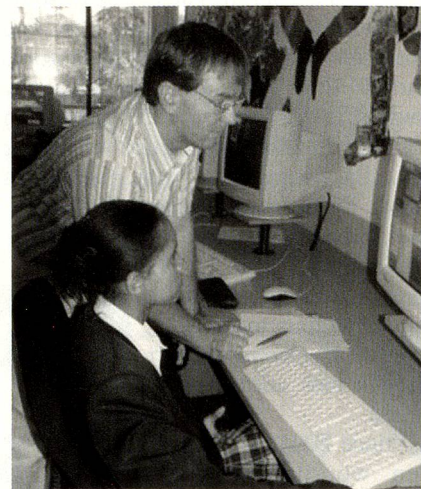
Founded in 2001, SSACI is a public-private partnership in development, the first of its kind, between the Swiss Agency for Development and Cooperation (SDC) and Swiss companies trading in South Africa. It promotes social and economic development in South Africa by supporting skills development projects that open up work opportunities for young South Africans. By March 2010, through SSACI, Swiss companies and the Swiss government will together have spent a total of over R90'000'000 on skills training and job creation for South African youths. This partnership in development between the public and the private sectors is expressed in SSACI's slogan, "Masibambisane" Zulu for "Let's co-operate".

In a keynote address at the launch of SSACI's second phase of operations on 5 April 2006, Swiss Ambassador Viktor Christen said that Switzerland could play a valuable role in helping South Africa develop the skills of its people in order to grow its economy. He noted that SSACI's training programme is distinguished by its emphasis on measurable outcomes. By the end of 2005, SSACI projects had resulted in:

- 3'448 youths enrolled for skills training
- a 92% pass rate
- 85% of graduates placed in skilled employment
- 309 viable new enterprises created
- 241 existing youth-owned businesses given business advice to help grow their turnover and profitability
- 840 entirely new jobs created
- several new nationally accredited skills training courses developed

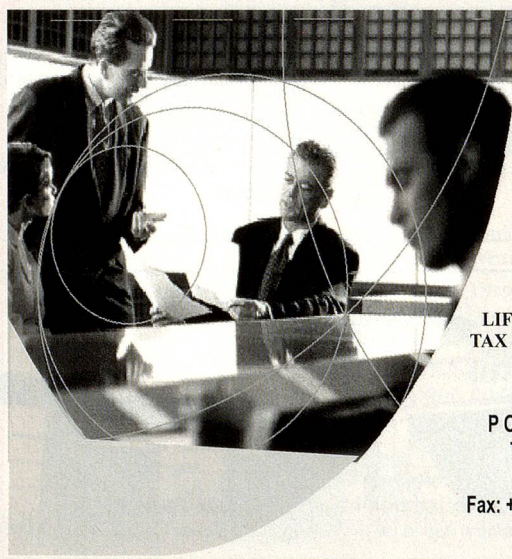
SSACI's corporate sponsors include ABB, Bühler, Ciba, Clariant, Credit Suisse, Hilti, Holcim, Nestlé, Novartis, Schindler, Swiss International Airlines, Swiss Re and UBS.

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ASO NEWS

The meeting of the Auslandschweizerrat was held in the "Nationalratssaal" on the 1st April 2006. The main subjects were:

1. Political participation of the Swiss Abroad.
2. AHV/IV the voluntary old age insurance.

Should anyone like to know more about the two subjects, please contact me directly (rolfbschudel@rolfbschudel.ch).

The next ASO Congress will be held in Basel, from 18 to 20 August 2006. Economics and Culture are the topics in Basel. Guest speaker will be Bundesrat Christoph Blocher.

It would be good to see as many of you in Basel.

Rolf B. Schudel
ASO Delegate

Delegates of ASO Auslandschweizer-Organisation Organisation of the Swiss Abroad for Southern Africa

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Swiss Club Info & Forthcoming Events

JOHANNESBURG

Swiss Society Helvetia

31 Moerdyk Ave, Vorna Valley, Midrand
Tel/Fax 011 805 3039

Restaurant Tel 011 805 3040

swissclubjhb@whoswho.co.za

Our AGM was held on 7 April. The main issue was whether to keep the remaining facilities or sell the rest of the Club. It was decided that we keep the Club. In the near future it will be decided on how much should be spent on alterations and upgrading. We definitely need more activities and support from our members and their friends, therefore we will introduce monthly gatherings for a special Swiss meal, we also would like to introduce "Jassen" again. You can also book our skittling alleys for a casual game with friends or have a business party, not to forget our nice lapa for birthday parties etc. Please feel free to contact Debbie Lanz at 011 805 3093 (Office) or 011 805 3040 (Restaurant) for more information or a quotation. Pétanque at Rivonia Country Club – call Duncan 082 956 7864 or Lorinda 083 440 0327. Senior Swiss Circle meets every second Saturday of the month for lunch – call Andy Tischhauser 011 672 1753/ 082 719 3389. The Club's various societies hold regular meetings. Ask for your name to be placed on the mailing list of the Club newsletter.

PRETORIA

Swiss Embassy 012 452 0660

Swiss Society Alpina

Sonja Bosch, President

Tel 012 347 8310 Cell 082 558 8586

boschse@unisa.ac.za

Margrit Müller, Secretary

Tel 012 348 3979 Cell 082 819 4181

tembo-mueller@freemail.absa.co.za

Please diarise: 10 June: Fondue Evening. 29 July: Swiss National Day Celebration in the Fountains. 25 November: Christmas and Year End function. Please contact Marianne Balmelli (012 322 27 59) if you are interested in a Jass evening; and Margrit Müller (012 348 39 79/082 629 71 75) if you are interested in a shooting event of the Swiss Rifle Club. The report on the 83rd Auslandschweizer Congress, which our Auslandschweizererrat (ASR) Delegate, Gabor von Moricz attended in Interlaken in Sep 2005, may be requested from gabor@bonvoyage.co.za. The 84th Congress to be held in Basel from 18–20 August 2006, with the theme "The importance of culture and its promotion".

CAPE TOWN

Swiss Consulate General

Tel 021 418 3665

Swiss Social and Sports Club

Why not become a member of our club to keep updated on our events and receive our bi-monthly newsletter Nick Eppenberger has the details: eppen@mweb.co.za.

SWISS CLUB NATAL

Hanspeter Graber, Tel/Fax 031 568 2457

Cell 083 262 6107, hansg@saol.com

Family social programme: 5 August, 16h00–21h00: Swiss National Day celebration at Hammesdale shooting range, family gathering with braai, lampion procession, fireworks etc. 3 December, 12h00: Santa Claus Day at Hammesdale shooting range, family gathering with braai, games for children and Rütli Airgun shooting competition for old and

very young. Shooting programme: 1 July: St Gallen. 5 August, 12h00–15h30: Nachschieszen. 2 September: Interclub, 7 October: Städtewettkampf, last chance for Obligatorisch and Feldschieszen. 4 November: Handicap. 2 December: Team Shoot. Jass programme: Jass evening on every second Friday of the month, 18h30 for 19h00: Has turned out to be very popular at the Westville Bowling Club, and will be continued during 2006. Everybody most welcome. 8 December, 18h30 for 19h00: "Preis Jass" evening at the Westville Bowling Club with prizes for all participants proceeded by a Christmas Dinner.

SWISS CLUB EASTERN CAPE

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Tel (h) 041 583 2927 Fax (w) 041 368 6145

Cell 072 341 5355 rjucker@netactive.co.za

East London

Tel (w/h) 043 736 1020

Email sc-el@brumann.li

www.brumann.li/sc-el

Please diarise: 30 July: Swiss National Day celebration. The Swiss club East London offers free adverts on its website.

SWISS CLUB FAR NORTH

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Schweizer Club

Peter Hess, Tel +264 61 252 943

Cell +264 81 124 6890, phess@iafrica.com

24. Juni: Raclette in der Festhütte. 29. Juli: Unsere Bundesfeier ab 1300 Uhr mit Cervelat, vielen Salaten und Victors "Fasnachtschüechli".

LESOTHO

Heinz Schärer, PO Box 5, Morija 190

Tel +266 22 360 240 mpw@lesoff.co.za

As usual, the Swiss living in Lesotho and the neighbouring Free State will come together for the Swiss National Day celebrations. Please contact Annelies Suremann in Ladybrand (Tel. 05192-43038) for details regarding date and venue.

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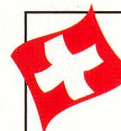
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Next deadline for adverts and

editorial (issue 5/2006):

Friday, 8 September 2006

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