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84th Congress of the Swiss Abroad. A congress with a cultural influence

Between 18 and 20 August, the Congress Centre Basle will host the 84th Congress of the Swiss Abroad. Since Basle enjoys a long tradition of close links between culture and business, the OSA has chosen the following enduring theme for this year's congress: Partnership between business and culture.

"Look, then talk" is the motto for this year's congress which is largely dedicated to the discovery of those locations to which Basle owes its international fame: its museums and its industry. The two have always been inextricably linked on the banks of the Rhine. The major pharmaceutical companies, thanks to which Basle's industry is thriving, soon recognised that their prestige also depended on support of the numerous institutions in this stronghold of European culture. The promotion of culture led to the establishment of such renowned institutions we know today as the Museum of Art, the Tinguely Museum, the Beyeler Foundation Art Museum and the Schaulager, where artists can exhibit their works in buildings designed by star architects like Herzog & De Meuron or Renzo Piano. What was the patrons' aim, though? Spurred on by their weighty shareholders, these companies could think of no better

way of creating a profile for themselves at home and on the international stage. But did they achieve their goal? And how did the cultural realm benefit from this backing? Congress organisers and delegates, in particular, will be able to answer these questions by forming their own opinions through the various activities. This way Swiss Abroad can also gain some idea of the important position held by the Swiss business sector – after all, Switzerland boasts the highest number of multinationals in relation to its size. Can the cultural milieu therefore consider itself fortunate?

A rich and enriching programme

The congress kicks off on Friday 18 August, with the meeting of the Council for the Swiss Abroad in the town hall between 9 am and 12 pm. The session will continue after lunch until 5 pm. The evening will then be dedicated to the official opening of the congress in the Congress Centre, with the performance of the musical tale "Mountains Don't Move". Saturday morning will see the congress plenary session, and in the afternoon a choice of locations such as the Schaulager, the Beyeler Foundation Art Museum, the Museum of Culture, the Museum of Art and the Museum of Antiquities is on the agenda. The evening will be reserved entirely for the banquet at the Messe Basle banqueting hall. In keeping with the theme of the congress,

Sunday will be given over to museum visits. So delegates can look forward to a variety of opportunities to experience for themselves the symbiotic relationship between business and culture in Basle.

For further information on the 84th Congress of the Swiss Abroad go to www.aso.ch.

<http://www.letemps.ch/>
monde

In conjunction with its collaboration with the OSA on this project, Le Temps is offering a free 3-month subscription to its online edition under the following link:

[http://www.letemps.ch/
cadeau/revuesuisse](http://www.letemps.ch/cadeau/revuesuisse)

Foundation for Young Swiss Abroad Summer Camps 2006

We are offering young Swiss children living abroad, aged 8 to 14, the chance to attend our two-week holiday camps between 1 July and 26 August 2006.

There are still a few spaces available for our summer camps. Each camp welcomes 30 to 50 children every year from all over the world.

The parental contribution of CHF 800 covers all costs of the stay.

The Foundation for Young Swiss Abroad would like to give all Swiss children abroad the chance to benefit from this opportunity. For this reason we have set up a fund for contribution reductions. An application form can be requested when registering.

Detailed information on the individual holiday camps and the registration form can be found at www.aso.ch (heading FYSA). Applications will be processed in order of receipt. Please register your child as early as possible. If you have any questions, please contact us at:

Foundation for Young Swiss Abroad, Alpenstrasse 26
PO Box, CH-3000 Berne 6
Tel: +41 31 356 61 16
Fax: +41 31 356 61 01
E-mail: sjas@aso.ch

Portraits of the Fifth Switzerland

Throughout the year, the Saturday edition of the daily newspaper Le Temps will be devoting a full page to 52 portraits of Swiss Abroad. An opportunity to find out more about the extraordinary personalities that make up the Fifth Switzerland. The OSA has contributed to this project by providing Le Temps journalists with useful background information for their articles. You can find the portraits (in French and English) at:

84TH CONGRESS OF THE SWISS ABROAD, BASLE

Please send me documentation on the 84th Congress of the Swiss Abroad (Please complete in block capitals)

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Please return completed coupons, to reach us no later than 30 May 2006, to: Organisation of the Swiss Abroad, Congress, Alpenstrasse 26, Postfach, CH-3000 Berne 6, e-mail: congress@aso.ch. For organisational reasons, the deadlines have been shortened this year. As a result, the deadline for registration for the congress of the Swiss Abroad is the end of June. The registration form is included with the congress documentation which you can order using the above coupon. You can also order congress documentation by e-mailing congress@aso.ch. Please remember to include your full postal address.