

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 34 (2007)  
**Heft:** 2

## **Inhaltsverzeichnis**

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 12.01.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## Brussels and Berne lock horns over taxation

**S**WITZERLAND EXERTS A MAGNETIC INFLUENCE on rich individuals and powerful companies. According to a survey by the State Secretariat for Economic Affairs (SECO), no fewer than 500 foreign firms a year settle in Switzerland, including household names like Google, Ebay, Kraft Foods and Albany. They are attracted by not only the low corporation taxes levied in Switzerland but also the excellent infrastructure and good supply of qualified personnel. Together these companies pay CHF 3 billion a year in taxes into state coffers. Countless multimillionaires and billionaires also want to come and live in Switzerland and thus benefit from flat-rate taxation.

French singer Johnny Hallyday recently created quite a stir in his native country, where his fiscally-motivated move to Gstaad was seen as a betrayal of his homeland. The ageing rock star is in good company. English pop star James Blunt and many other showbiz personalities also officially live in Switzerland. A Greek shipping magnate is building a chalet in Gstaad for CHF 100 million, while other billionaires invest a stately CHF 20, 30 or 40 million in their luxury alpine accommodation. The boom may be good for the local building industry, but it's bad news for the locals, who can hardly afford flats in Verbier, St. Moritz and Gstaad any more. Restaurant employees, for example, can't possibly pay CHF 2500 a month for a small, two-and-a-half room flat, so they have no choice but to leave the luxury resorts and move into the valleys. And the wealth gap between the well off and those on more modest incomes is growing ever wider.

The unseemly rivalry between the cantons over rich taxpayers doesn't only ruffle the feathers of eurocrats in Brussels; it also annoys many Swiss people. Sixty-six percent of those polled in a representative online survey by Perspektive Schweiz wanted the cantons to be prevented from competing for people earning more than CHF 300,000.

The European Commission is particularly unhappy with the tax breaks used to lure foreign holding and other companies to Switzerland. The EU claims that such fiscal practices distort competition and contravene the free trade agreement signed by Switzerland and the EU in 1972. The European Commission thinks that tax privileges of this kind constitute a breach of the spirit of the bilateral relations between Switzerland and the EU.



Heinz Eckert

Switzerland has reacted to the allegations with unusual vehemence, categorically rejecting negotiations on the issue, and reminding its critics that it is free to set its own fiscal policies. Indeed, Finance Minister Hans-Rudolf Merz argues against making any concessions whatsoever to the EU since this would erode Swiss sovereignty. Merz says there is no room for manoeuvre on the matter and points to the sometimes substantial differences in taxation in the various EU Member States. This has prompted Economiesuisse and all the popular parties in Switzerland to condemn the demands from Brussels as legally untenable, economically and financially damaging, and politically incorrect, while nearly all the media have rallied round the federal councillor, urging him to remain firm and unyielding in the face of pressure from the EU. An editorial in NZZ newspaper bore the headline "EU acts in bad taste". The tax row has therefore created a rare show of solidarity in Switzerland and cost the EU much of the sympathy it enjoyed in many quarters.

So are Switzerland and the EU heading for their first major spat? Only time will tell what moves the two sides will make given their differing interests. After all, the issue is about not only a lot of money, but also the sovereignty of the cantons themselves.

HEINZ ECKERT, EDITOR-IN-CHIEF

5  
Mailbag

5  
Books: The Historical Dictionary of Switzerland

7  
Images: Village photographer Arnold Zwahlen

8  
"Swissness": Are the Swiss red-and-white to the core?

11  
Politics: Referendum on a unified health insurance fund

12  
New National Bank and National Park coins

## Regional news



Irrepressible:  
Ferdie Kübler

13  
Ferdie Kübler – a legendary cyclist

14  
Notes from parliament

16  
Knorr began its global conquest 100 years ago

18  
Which is the "real" raclette cheese?

20  
OSA news

23  
News in brief

Cover photo: "Swissness" is cool: Among the sea of flags outside the UN offices in Geneva. Photo: Keystone

**IMPRINT:** "Swiss Review", the magazine for the Swiss abroad, is in its 34rd year of publication and is published in German, French, Italian, English and Spanish in 21 regional editions. It has a total circulation of over 390 000. Regional news appears four times a year.

■ **EDITORS:** Heinz Eckert (EC), Editor-in-Chief; Rolf Ribi (RR), Alain Wey (AW), Gabriela Brodbeck (BDK), responsible for DFA information pages, Service for the Swiss Abroad, DFA, CH-3003 Berne. René Lenzin (RL), reporting from Parliament. Translation: CLS Communication AG ■ **POSTAL ADDRESS:** Publisher, editorial office, advertising: Organisation of the Swiss Abroad, Alpenstrasse 26, CH-3006 Berne, Tel.: +41 31 356 61 10, Fax: +41 31 356 61 01, Postal account (Swiss National Giro): 30-6768-9. Internet: www.revue.ch ■ **E-MAIL:** revue@aso.ch ■ **PRINT:** Zollikofer AG, CH-9001 St. Gallen. ■ **CHANGE OF ADDRESS:** Please advise your local embassy or consulate. Do not write to Berne. Single copy: CHF 5 ■