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# SWITZER AND IN the UK

# Switzerland comes to Harrods

What do Harrods and Switzerland have in common? Both stand for quality, so they are a perfect match for a month-long promotion of all that is best about Switzerland. Harrods' discerning customers will appreciate what is being showcased: Switzerland's high-quality food, grown and produced in pristine environments; its long tradition of hospitality – especially to British visitors; its unsurpassed public transport system – the only way to reach many of the country's most beautiful mountain landscapes; its world-class spas with many different types of treatment; and watches that have become legendary for their precision and design quality.

Bright red Swiss flags will give Harrods a new take on painting the town red, enlivening window and floor displays. The 20 windows on Brompton Road will have some surprises and cover the themes of summer sports, Swiss cities, gastronomy, watchmaking, artisan crafts, a Swiss model railway and the scenic delights of the Glacier Express

Three of the windows will be interactive, one of them featuring the famous 'Switzerball' created by English artist Charles Morgan – a wall of invention and movement that encapsulates a country and enthralls spectators of all ages.

During the launch weekend of 31 March – 3 April a wooden chalet in Hans Crescent will offer samples of cheese, chocolate and Jura coffee to the sound of Swiss music. These and other foods will be available in the Food Hall throughout the promotion and used in the restaurants to produce Swiss snacks and dishes.

Also during the launch weekend, visitors to Harrods will be handed discount vouchers for the Food Hall, flyers for a competition to win a luxury holiday in Switzerland, and partners' brochures.

Marcelline Kuonen, director of Switzerland Tourism said that people tend to think of Switzerland as a winter destination, so one of the aims of the promotion is to encourage people to think of Switzerland as a summer destination and encourage visits to cities as well. Alpine trips are so different in summer.

A 1/4 million print-run of a Harrods mini-magazine will feature 44 pages of editorial and advertorial, to be distributed instore, sent to Harrods cardholders and inserted in The Times and Daily Telegraph on the first weekend in April.

After Easter, Harrods windows will be changed for the Royal Wedding, so it will be well worthwhile making two trips to see both displays.



#### Shock at closure of Consulate General

The Swiss Confederation is adapting its representation in Scotland as part of a global strategy that focuses on a number of activities in new emerging markets. Consul General Reto Renggli will return to Switzerland at the end of April after four years, bequeathing a strong legacy of Scottish-Swiss dialogue in the fields of politics, science, education and culture. He will be replaced by a new Honorary Consul General who will be named in due course. The Embassy of Switzerland in the UK remains committed to a strong and active presence in Scotland, to consolidating the excellent cooperation with the Scottish Government and ensuring high visibility of Swiss culture, expertise and innovation.

Freddie Wyser, President of FOSSUK says: "You may already be aware of the sad news regarding the closure of the Consulate General of Switzerland in Edinburgh.

This will take place on 31 March 2011.

I am sure I can speak for all in expressing our dismay and utter total amazement at the decision by the Authorities in Berne. The reason given is that they felt it would be more productive to open Consulates in emerging countries such as China and India. It is a sad day as our Consulate has only been open since 2006. As we all know, the work undertaken by both Bruno Widrig and Reto Renggli with regard to having representation in Scotland was immense not only in promoting Swiss interest but also cultural exchanges between the two countries."

"An Honorary Consul will be appointed in the near future. The name has not been announced yet but I am sure we, the Swiss Club here in Edinburgh as other Swiss living in Scotland will welcome him/her graciously."

#### **Welcome for Swiss high flyers**



Ambassador Anton Thalmann visits Cardiff Bay for a reception to mark the launch of a new air route between Cardiff and Zurich. Turn to Page 4.

#### Music in a special school



Swiss Charity creates the Jonas Foundation - a project designed to help and encourage troubled children through the use of music. See Page 6.

#### **FOSSUK AGM to be held in York**



Time to explore and enjoy the historic and cultura beauty of the city of York which is this year's venue for the FOSSUK AGM. Turn to Page 8.



Switzerland in the UK has its own Internet site continually bringing you up to the minute news of the latest events as well as major stories from the most recent issues and links to other interesting sites in both the UK and Switzerland. To access it go to: <a href="https://www.swissreview.co.uk">www.swissreview.co.uk</a>

News about any forthcoming events that will be of interest to our readers should be emailed to andrewlittlejohn81@gmail.com





# Switzerland's favourite appliances. Now available for your British kitchen

After 100 years designing outstanding products loved by residents in Switzerland, we are delighted that UK consumers can now enjoy the same benefits of owning V-ZUG in their British homes.

V-ZUG UK is now fully established, with a growing national display network and full service support, offering a complete range of V-ZUG premium appliances.

Our new UK showroom and training centre is open in Newport Pagnell, with a full working display of the V-ZUG UK 2010 collection.

For more information on V-ZUG in the UK, or to book a visit to our showroom, please call 0843 389 5759 or email infouk@vzug.co.uk.

READERS OF SWISS REVIEW RECEIVE A 10% DISCOUNT WITH THIS ADVERTISEMENT



# New editor for the regional pages

The FOSSUK Committee is very pleased to inform you that Andrew Littlejohn has been appointed as the new Editor for the Review's Regional Pages.

Andrew is a freelance journalist with many years experience working for the BBC, swissinfo.ch and Austria's national broadcaster, ORF. His background is in 'live' radio production, presenting and feature-making. In Austria, Andrew was responsible

for the output of children's and youth programmes, before moving into magazine and news production.

During his time at the BBC, he produced many of Radio 4's flagship programmes and worked extensively on the network's daily and weekly output. Andrew contributes audio and print reports on a regular basis for the English department of swissinfo.ch, an entity of the

Swiss Public Broadcasting Corporation.

Training and development have always played a central role throughout Andrew's career. He has spent time in Kathmandu training groups of radio producers and presenters to conduct live phone-in talk shows focusing on Nepal's peace and political reform process.

He also teamed up with young journalists from developing nations to report from the UN Climate Change Conference in Poznan, Poland. Working for the NGO Panos London, which promotes media projects for marginalized communities, he has worked closely with reporters in Africa and South-east Asia to help raise their level of feature-making skills.

With his wide-ranging and colourful background, Andrew seems best equipped to create lively and exciting regional pages for the Swiss Review here in the UK. We hope his enthusiasm and fresh approach will catch on and motivate our readers to participate and enter into dialogue with him. Look out for the June issue of the Swiss Review!

Margrit Lyster For the Editorial Committee



# How to contact the editor

Reports of Swiss society activities, news, coming events, correspondence, articles and advertising for the 'Switzerland in the UK' section of the Swiss Review, should go to the editor:

Tel: 020 7372 3519 Email: andrewlittlejohn81@gmail.com

• The Swiss Review, with its 'Switzerland in the UK' supplement, is published five times a year (four with the UK supplement) – in January, March, June, September and November. The deadline for the next issue, to be be published in June 2011, is May 2.

#### Watch which websites you visit



Roll up, roll up, to www.replicaswisswatch.com. An Omega Speedmaster for just \$219.00, a Tag Heuer Carrera for \$267.00, or a Rolex for...

Click on the image on the screen and you find out exactly what it will cost you. In the tick of a bent Breguet, the website switches to a page stating: "Fraud! A new hobby of yours?"

The website was created by the Federation of the Swiss Watch Industry. The group is doing its best to clamp down on fakes by shaming people into buying the real thing.

In the scare section of the site it goes on to detail the penalties for buying hooky watches – up to \$1 m fines and five years in prison (with your photo taken in an orange jumpsuit.)

If that wasn't bad enough, there's even a picture of someone with a rash on their wrist. Dangerous things, those dodgy watches.





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#### **Burgers of Marlow Ltd**

The Causeway ■ Marlow ■ Buckinghamshire SL7 1NF ■ Tel 01628 483389 www.burgersofmarlow.co.uk The Deputy First Minister, Ieuan Wyn Jones, who is also the Minister for Economy and Transport, Switzerland to the United Kingdom, at the commemorating the launch of a new air route between Cardiff to Zurich, as well recognising

have welcomed representatives from Helvetic Airways who will soon be providing a new and and look forward to welcoming many new tourists and businesses to our shores each

"We have worked hard in recent years to create a strong bond between our two nations

'We are proud to announce the direct air link between Zurich to Cardiff. We hope this will

"We are looking forward to welcoming Welsh customers to show them the high Swiss standard, comfort and quality of the service on board of our aircraft."

very pleased to be here today to celebrate a further strengthening of the ties between Switzerland and Wales. The new direct connection between Cardiff and Zurich will no doubt deepen the commercial, cultural and



Patrick Duffy, Managing Director, Cardiff Airport, Anton Thalmann, leuan Wyn Jones, Deputy First Minister and Bruno Jans, Managing Director, Helvetic Airways at the launch of the new service from Cardiff Airport

# A Welsh welcome for Swiss high flyers

this event, and are looking forward for the start

and convenient way to access one of Europe's most attractive destinations, and research conducted by the airport and the airline demonstrated that Zurich is one of the most sought after business destinations from Wales. We're hoping the new route will be a success



# Isabelle de Montet: The sky's the limit

"Aviation has always been a great Passion of mine" said Isabelle de Montet, the daughter of Rolette de Montet-Guerin, who lives in Cardiff, when Ruth Thomas-Lehmann asked her What got her interested in becoming a Pilot. "It was sparked by her father's love for flying and by his achievements as a fighter pilot in the RAF."

Isabelle joined the Air Training Corps and at the age of 13 the RAF awarded Isabelle both the Sixth Form College and Flying Scholarships in 1998 so that she could complete her Private Pilot's Licence at the age of 17. Her career, however, took a very different turn when she was refused by the RAF in 1999 on the grounds that her arms

were 5mm too short for service.

While this was devastating for her, she wasted no time and immediately applied for the British Airways sponsored pilot training scheme. She was accepted and began her training in Michigan, USA in January 2000.

Isabelle started her training with flying Cessnas 172 and ended up flying Boeings 757 and 767 for British Airways. At the young age of 24 she became an instructor.

But Isabelle still had higher goals. She wanted to be part of the huge advancements being made in the development of civilian airliners, as well as military aircraft. Despite not being in the flight test industry and having no

company sponsorship, she was able to successfully complete a Fixed Wing Flight Test Diploma Course at the Empire Test Pilot School, MoD Boscombe Down as the first private, self sponsored pilot to graduate.

Since November 2010, FR
Aviation/Cobham, employs Isabelle in a
multi role post: as a training captain
and examiner on the Dassault Falcon
20, but also as a Category 2 test pilot.
This year Isabelle will be 30 years old
and although she has already achieved
a great deal, she already has another
goal: "I would ideally like to work for an
aircraft manufacturer in their flight test
department. This should be possible in
the not too distant future."



#### Eduard's farewell at Mansion House Concert

For the third year, a concert aimed to provide a platform for Swiss, German or Austrian musicians, living or studying in Cardiff was held at the Mansion House in Cardiff. It was attended by the Lord Mayor and Lady Mayoress of Cardiff and Eduard Krall, is visiting Wales for the last time before leaving London after four years at the Swiss Embassy.

The concert is organised by the Swiss Consulate in Cardiff in association with the Cardiff Swiss and the German Society in Cardiff.

Geneva born Rolette de Montet-Guerin, a former violinist at the Welsh National Opera, played works by Handel, Hindemann and Mozart. Rolette will be accompanied by Welsh pianist, Simon Shewring.

The Lord Mayor sponsored the venue and raised £500 for his chosen charity which is LATCH Wales, a charity which cares for children with cancer.



From left to right: Anne Campbell, High Sheriff of South Glamorgan, Eduard Krall, Consul General, Embassy of Switzerland, Councillor Keith Hyde, Rt Hon Lorld Mayor of Cardiff and Ruth Thomas-Lehmann, Honorary Consul of Switzerland in Wales

# SkyWork's expansion plans strengthen Bern links

Notwithstanding statements elsewhere, the summer charter was completed successfully.

SkyWork realised 100% of all announced flights in 2010. Despite some minor technical problems, all of SkyWork's passengers arrived at their destinations safely and without incurring additional costs.

Last year, SkyWork carried a total of 28,312 passengers, of whom 3% were affected by delays due to acts of God, e.g. technical issues or the Icelandic ash cloud.

CEO, Tomislav Lang comments: "The expansion and reinforcement of our fleet in spring 2011 will usher in the future we promised together with Bern Airport. As a result we will be able to increase the flights we offer from Bern by more than 70%, compared to 2010.



The fleet expansion in April this year will guarantee both our new and old partners, and our passengers, an even greater level of reliability than in 2010."
SkyWork will continue with expansion despite competition so extending the route network and

the existing flights schedule will strengthen Bern's links with the major European cities, creating more convenient travel options for passengers from Switzerland and, in particular, our loyal Bern customers.

Previously, to get to Great Britain's capital city you had to fly from one of the other Swiss airports – now in response to our customers' demands we are introducing the summer flight plan for 2011. As of March 27, our passengers can avail of the new connection to London City Airport six times a week. This unique offer will attract both city break travellers and business travellers alike.

London is the first new destination that SkyWork is offering for this coming summer.

#### Jonas Foundation project: Music in a special school

The Jonas Foundation project is based in a residential special school for children with social, emotional and behavioural difficulties in Kent, south of London.

Children come to this school . when it has not been possible for them to continue in mainstream schooling. In most cases they have been excluded because of violent or disruptive behaviour, and some pupils have been excluded from several schools in succession. But no children are sent here against their will - this is not a young offenders' institution. In fact they all seem relieved to come back to school after a holiday spent at their home or foster home - this is not a place to ask, "Did you have a good holiday?'

Here Christine Sigwart-Sartorius tells of the origins of the Jonas Foundation:

"In the nineties, a bunch of children started singing at the French Protestant Church London accompanying church services and celebrations with their music. It did not take long before they were called "Les Rossignols de Soho".

The lively songs and little musicals brought the Rossignols de Soho to various parts of to Germany, Switzerland and Sweden.

As the years passed and the number of children was growing, instrumental music has been introduced, as well.

What had started as a youth



club, bringing children from expatriate families together with Inner City children, developed a few years later into a Music School, the Swiss Church Music School, at the Swiss Church London.

About 40 youngsters could learn an instrument but singing and performing musicals was still at the heart of the School.

The Swiss Community has been very supportive. Who had not been wondering about the radiant, happy faces, singing at the Swiss Church under the beautiful Bible verse "Je ne mettrai point dehors celui qui vient a moi".

Bridging youngsters from different origins and backgrounds, offering an opportunity to share, perform and laugh together is only one aspect of the School.

In the course of a solid music education, building up a discipline, learning to work

together towards a goal: the concerts and tours; gaining in self-esteem as progress becomes evident, are just as important.

In 2003, a Swiss Charity was created, the Jonas Foundation, opening opportunities to more children around the world.

While the activities take up different forms: Music with youngsters in a secured institution (England), Art for Integration with handicapped children, (Armenia and Switzerland), Drama as a means towards non-violence (Ramallah) and many more, the object remains the same – to work towards peace by bringing youngsters together, whatever their origin, religion, or socioeconomic background.

Although Christian in orientation, the activities of the foundation are open to children of any religion.

#### Switzerland leads Europe in rankings

Switzerland is the most innovative country in Europe, outstripping all members of the European Union, according to a new survey carried out by the EU's own Innovation Union Scoreboard.

The IUS describes Switzerland as Europe's "overall innovation leader" with an exceptional performance in intellectual property assets and a broad range of economic effects indicators. Switzerland's growth performance in innovation is also above the EU rate, at 3.8% over the past five years, the IUS said.

The IUS surveys innovation rates in all 27 EU member states along with Croatia, Iceland, the Former Yugoslav Republic of Macedonia, Norway, Serbia, Switzerland and Turkey.

# Sophie Hunger is coming to London

Swiss folk-blues-pop singer and rising star Sophie Hunger returns to London to promote her new album "1983".

Sophie's new album moves away from purely acoustic tracks and enigmatic lyrics in favour of more forceful delivery.

She sings in Swiss German, German, French and English, holding her own no matter which language she expresses herself in.

Sophie Hunger was born in 1983 in Berne and spent a large part of her childhood in London and Bonn.

## Jeffrey Long bids a fond farewell after 23 wonderful years

The sad death of our editor, Derek Meakin and the appointment of a successor marks the end of an era.

The close knit team of Derek, Erika Farwell (Meier) and myself worked successfully together to make sure that the UK pages of the Swiss Review were produced on time and were self financing. What readers may not be aware is that the UK production costs have had to be funded in the UK and these are met by advertising revenue.

It was in 1988 when I was asked if I would take on the

Hot off the press... the Swiss Ambassador Anton Thalmann sees the proof copy Swiss in the UK with Jeffrey Long

responsibility of the UK Pages and ensure they were produced on time and now on my retirement after 23 years I recall a few changes.

In the early days the 'Review' was less colourful, fewer pages 20 compared with 32 today, not quite so big, 25mm shorter. Lisa Hall-Zeller was editor followed by Nick Miller, Dr. David Ditchburn, Aileen Foletti and finally Derek Meakin with me filling in for these last two issues. Everyone contributed their own style and expertise. The UK pages were green until issue 2/1992 when they reverted to white and the 'Review' was slightly enlarged to

For some years Switzerland Tourism provided a treasurer, last one being Roland Minder, followed by Valeria Ossola and Erika Farwell for the last 12 years.

In 1995 an appeal had to be made in the in the UK pages because there was insufficient income to fund future editions. Fortunately donations and help from the Service of the Swiss Abroad saved the day.

When we needed a new advertising manager there were no volunteers so I took on the additional responsibility and have generated sufficient income ever since.

I would like to thank everyone I've worked with over the years, individuals, committees and last but certainly not least – the advertisers.

It's been a wonderful, worthwhile and eye opening experience. God bless you all.

Finally I'd like to express my grateful thanks to Julian Marshall from Adroit Designs & Print for all his efforts over the years in designing the supplement pages. Julian had worked with Derek Meakin for many years and was one of the original designers of the magazine Swiss Observer back in the late 70's.

Please give the new editor, Andrew Littlejohn all the support you can.

# Swiss Business reception was a winner

The festively decorated Swiss Embassy in London was the setting for this year's Christmas Reception hosted for the sixth time running by the Swiss Business Hub UK in cooperation with the London Chapter of the British-Swiss Chamber of Commerce.

More than 160 guests braved the bitter cold on the evening of 6 December 2010 to attend the event, making it the best attended Christmas reception to date.

The guests consisted of other London-based trade & investment promotion professionals as well as representatives of Swiss companies, UK public sector contacts and intermediaries from British firms. Also the event was used as a Pool of Experts GetTogether and a dozen members of the Pool of Experts attended.

Mr Anton Thalmann, the Swiss Ambassador, opened proceedings with an entertaining speech welcoming everyone to the Embassy. He also thanked Gregor Koncilja of Swiss International Air Lines for his hard work over the past year as Chairman of the London Chapter of the BSCC.

Thorsten Terweiden, Head of the Swiss Business Hub UK, also delivered a speech, in which he gave an overview of the past activities of the Swiss Business Hub UK. Moreover he provided an outlook on the projects for the year ahead. He also explained that one of the main aims for 2011 will be to trigger exports from Swiss companies active in the cleantech sector by developing activities together with the export platform Cleantech.

Artemisia Distribution SARL, the makers of La Clandestine
Absinthe, added an edgy air to the evening with their special cocktails, the perfect complement to the

delicious canapés organised by the Swiss Business Hub. This year's prize draw included six bottles of wine offered by Julius Bär – who also generously sponsored the evening – and two return tickets to Switzerland provided by Swiss International Air Lines Ltd, and the lucky winners left with some welcome Christmas presents.

As usual, the guests enjoyed the warm atmosphere and took advantage of the excellent opportunity to network and make new contacts in a relaxed and festive environment.



Ambassador Anton Thalmann presents a gift to Gregor Koncilja



Thorsten Terweiden, Head of SBH UK states that the Swiss Business Hub UK means business.

The UK market offers great The UK mander opportunities for Swiss companies with its innovative, high quality and highly competitive products as well as services. Researching those opportunities and identifying potential partners can be time consuming and costly. This is where the Swiss Business Hub UK can assist Swiss SMEs. We possess a large network of external partners and have got extensive knowledge of different industry sectors. The Hub can provide cost-effective solutions and is able to offer an immediate service. Our work was recognised by many different Swiss SMEs over the years and the work of the Hub has contributed to their successes.



Guests enjoying the convivial atmosphere at the Christmas reception

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#### Switzerland in the UK

#### Glaziers Hall chosen for Swiss Olympic presence

The public face of Switzerland at the 2012 Olympic Games in London will be Glaziers Hall, an historic venue in the heart of the City directly by the River Thames. Glaziers Hall is an established London venue in an accessible location, and its excellent transport links make it an ideal base for the Swiss Olympic presence. Its proximity to the popular Borough Market should entice additional visitors to take a stroll around the House of Switzerland.

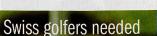
In addition to Glaziers Hall. the neighbouring "Mug House" bar and Southwark Cathedral's Millennium Courtyard space and public restaurant 'The Refectory' will also form an integral part of the House of Switzerland. The total space offers a number of versatile and flexible sites for exhibitions, conferences, a VIP lounge, restaurant and bar, working spaces for media and lounge areas for athletes as well as fans. An outside public area will be used for cultural events. performances and medal ceremonies of Swiss athletes.

#### York is the destination for FOSSUK AGM 2011

It is with great pleasure that the FOSSUK Committee invites you to this year's AGM held in the World Class Heritage City of York on 18-19 June.

We have chosen this special city not only for our annual get together in the presence of His Excellency the Swiss Ambassador, Anton Thalmann but also to meet up again with our friends from all over the United Kingdom together with our guests from Switzerland. We will have time to explore and enjoy some of the wealth and beauty of this cultural gem of a city.

Delegates arriving on Friday will meet for an informal dinner at a venue yet to be chosen. Saturday morning will start with a tour of the Minster – guided by David Wardill from the Yorkshire Swiss Club who is highly qualified to introduce us to this architectural masterpiece. The FOSSUK AGM is set for early Saturday afternoon. Duties duly completed we will prepare for a reception generously



Friendly mixed group of all standards play twice a year – Spring and Trophy Day in Autumn. Come and join us – you'll be given a warm welcome. Details from Jeffrey Long, 19. Heather Court, Bingley BD18 4BA. Tel: 01274 560 780.



Historic York will be the setting for FOSSUK 2011

sponsored by His Excellency the Ambassador, followed by dinner.

The venue for the evening is Bedern Hall, a 14th century building situated in the heart of York. Originally part of the College of the Vicars Choral, the Hall has historic links with York Minster. There we will not only be able to enjoy each others company in a more relaxed way but also what from all account Sounds like a culinary "trouvaille".

On Sunday morning a guided Tour of the City will help us make up for Saturday evening's excesses. The tour will end at the award winning Castle Museum – one of Europe's top rated museums, with authentic streets and a whole lot more.

After the lunch break it will be time to start saying our goodbyes. It is our hope that you will depart from York with a colorful surplus of memories and impressions.

The Best Western Monkbar Hotel, is the AGM Hotel where we have reserved a number of rooms for our Delegates and where on Saturday the AGM will take place.

The Visitor's Bureau 'Visit york' has an assortment of accommodation on

their lists and is most helpful in guiding you towards the sort of accommodation you might be looking for. They have however warned us that single Saturday night stays in June is almost impossible to find.

The Committee hopes that you are tempted by this and that we will see you in York.

For more information contact Freddie Wyser at fwyser@aol.com or Margrit Lyster at margrit.lyster@btinternet.com.

#### Swiss team will be out for revenge

The Swiss national football team will travel to London for the EURO 2012 qualifying match against England at London's Wembley Stadium. Can they turn around the 3-1 defeat from the teams' last encounter in Basel in September? Tune in or turn up to find out on 4 June.

### SWISS NATIONAL DAY LONDON

A date not to miss!

#### Saturday 23 July 2011

The Swiss Community in London will celebrate the Swiss National Day at the University College London.

Watch this space for more details in the next issue of the Swiss Review or on

#### www.swissnationalday.co.uk

c/o Embassy of Switzerland 16 – 18 Montagu Place London W1H 2BQ

#### Manchester Swiss Club dates for your diary

April: Friday 15th: AGM at Prestbury Village Hall. May/June: An outing and lunch in Buxton – tbc.

July: Saturday 30th: National Day at the Brookdale Club Bramhall Information about each individual event will be sent out approximately one month in advance. If you require any further information, please

contact theglausers@btinternet.com or tel: 0161 456 9262

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For further information please contact the Swiss Church office on 020 7836 1418, email: families@swisschurchlondon.org.uk