

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 49 (2022)
Heft: 2

Werbung

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: 17.04.2026

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

I don't think that I ever made a salad, a soup or a stew without Maggi. I have always carried Maggi with me on my travels, if it was through the wet tropical rainforests of Papua New Guinea or the bush here in Australia. Maggi is still being sold in big bottles in many Asian grocery stores.

BEAT ODERMATT, ADELAIDE, AUSTRALIA

A very interesting article and a great story about industry. It is often remarkable to note that concepts like marketing, influencers and a number of the others mentioned already existed. What changed is that in between, marketing has been conceptualised and is now almost a science. Thank you for this effort.

FRANCOIS MONTANDON, ORVAULT, FRANCE

We need to thank Julius Maggi for the contribution he made to eating habits around the world. A remarkable story.

ÖNDER ERDOGAN, ÇORUM, TURKEY

My children and grandchildren love Maggi too. I keep a large bottle in the kitchen cupboard, so that I can continue replenishing my smaller bottle.

HULDA SHURTLEFF-NYDEGGER, HOWELL MI, USA

In the shadow of the Gotthard tunnel

Without doubt, that was one of the best articles that I have read to date. Many thanks!

THOMAS LAUPER, BAGUIO, PHILIPPINES

After the breakthrough of the railway tunnel, one of the Italian construction workers decided to go all the way to the German-speaking side. He ended up in the Muota Valley, where he eventually got married and created an extra branch on our family tree. It is thanks to him and the tunnel that I am alive.

PETER OCHSNER, NAIROBI, KENYA

“SWISS REVIEW” – THE APP IS JUST THREE CLICKS AWAY!



Get “Swiss Review” free as an app! It's really easy:

1. Open the store on your smartphone or tablet.
2. Enter the search term “Swiss Review”.
3. Tap on install – all done!



Consular services
anywhere, conveniently
on your mobile devices

Guichet en ligne DFAE
 Online-Schalter EDA
 Sportello online DFAE
 Online desk FDFA

www.fdfa.admin.ch
Vienna (2022)

Study in Switzerland? Even without a Swiss Matura!

EXAMPREP

Preparation courses for the entrance examination

ETH // ECUS // University of Zurich // Passerelle // Gymi

www.examprep.ch // info@examprep.ch // +41 44 720 06 67

IMPRINT:
“Swiss Review”, the magazine for the Swiss Abroad, is in its 48th year of publication and is published in German, French, English and Spanish in 14 regional editions. It has a total circulation of 431,000, including 253,000 electronic copies. Regional news appears four times a year. The ordering parties

are fully responsible for the content of advertisements and promotional inserts. This content does not necessarily represent the opinion of either the editorial office or the publisher.
EDITORS: Marc Lettau (MUL), Editor-in-Chief; Stéphane Herzog (SH); Theodora Peter (TP); Susanne Wenger (SWE); Consular Directorate, Innovation

and Partnerships, responsible for the “Notes from the Federal Palace” section.
EDITORIAL ASSISTANT: Sandra Krebs
TRANSLATION: SwissGlobal Language Services AG; LAYOUT: Joseph Haas, Zürich; PRINT: Vogt-Schild Druck AG, 4552 Derendingen
POSTAL ADDRESS: Publisher, editorial

office, advertising: Organisation of the Swiss Abroad, Alpenstrasse 26, 3006 Berne, Tel.: +41313566110.
Account: IBAN CH97 0079 0016 1294 4609 8 / KBBECH22
Email: revue@swisscommunity.org

COPY DEADLINE for this edition:
9 February 2022

All Swiss Abroad who are registered with a Swiss representation receive the magazine free of charge. Anyone else can subscribe to the magazine for an annual fee (Switzerland: CHF 30 / abroad: CHF 50). Subscribers are sent the magazine direct from Berne.
www.revue.ch

CHANGES TO DELIVERY: Please advise your local embassy or consulate. The editorial team cannot accept your address and administrative data.

