

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 67 (2001)  
**Heft:** [2]

**Vorwort:** Editorial  
**Autor:** Rust, Rinaldo

#### **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:** 04.02.2026

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

## Editorial..

What is globalisation, one of my Grandchildren asked the other day. Look it up in my dictionary, was my reply. But it proved a fruitless search as this word was obviously not needed some 20 years ago when I purchased my International Webster New Encyclopedic Dictionary.

So begs the question ; what brought globalisation about in our time and is it really as modern as we think it is. I think Globalisation has been with us in many forms for a long time, if we think of the World Postal Union with it's headquarters in Switzerland, or the World Radio Short-wave Service with Swiss Radio International being part thereof. A more recent and more obvious- Globalisation has occurred in recent times with the information technology of the World Wide Web called Internet.

World wide transport by intercontinental shipping with containers suitable for steamship, lorry and railway wagons brought about true commercial globalisation. Most of us of the older generation of Swiss immigrants to New Zealand can remember watching the tedious and time consuming loading and unloading of large ships on our journey from Europe. I well remember watching with trepidation the way our humble belongings packed in wooden crates and cabin trunks were loaded on the wharf of Naples in 1956. A lot of today's consumer goods from abroad have seen the inside of a container on the way to us in New Zealand.

According to information available it was the American *Malcom McLean* (the owner of a transport business) who had the idea of shipping goods in containers, as he was about to buy a packet of cigarettes from a

vending machine. It was him who started the US interstate trafficking of goods by containers.

During the late 60's and early 70's containerisation as we know it today began on a world wide scale and ever since that time the transport of goods of all manner around the world (globally) has become faster and cheaper.

Thankfully the world's Transport Union has managed to standardise the humble steel container with a width of 8 feet or 2,438 meters.

Today's trend is for ever larger (longer) containers. Modern ships can travel so much faster.

The Swiss newspaper 'Tagesanzeiger' tells it's readers, that the Swiss commercial shipping company 'Norasia' is planning to increase their ships potential speed from 24 knots (45 km/h) to 30 knots (55 km/h). The idea of larger and faster ships is of course a commercial consideration due to a healthy competition among shipping companies. Importantly it is the refrigerated container that allows goods from New Zealand to be transported all over the world.

According to statistics the use of containers worldwide has grown ten-fold since 1974 and it is envisaged that the same will happen again within the next ten years. As this trend comes about, the global transport of seasonal goods becomes so fast and relatively cheap that we can eat most specialities all year round. Appealing as this may be, it is a 'two-edged-sword', since we deny ourselves the pleasure of anticipation to receive goods in 'due time'.

Let's hope that globalisation and containerisation in today's world of liberalised trade will bring a better and fairer distribution of goods to and from the world's poorer nations, so that the trend of 'the richer getting richer' and 'the poorer getting poorer' has an end.

## SWISS SOCIETY OF NEW ZEALAND

**PATRON:** Mrs Sylvie Matteucci-Keller, Ambassador of Switzerland

**PRESIDENT/TREASURER:** Beatrice Leuenberger, 44 Montgomery Crescent, Hamilton, Ph.(07) 843-7971 Fax (07) 843-7941 [bea.leun.rachel@xtra.co.nz](mailto:bea.leun.rachel@xtra.co.nz)

**VICE PRESIDENT:** Bert Flühler, 1 Bettina Rd. Hamilton, Ph. (07) 855-4308

**SECRETARY:** Ruth Waldvogel, 89 Crosby Rd. Hamilton, Ph/Fax (07)855-3417

**RIFLEMASTER:** Peter Rust, 4202 Pepepe Rd. Naike, RD 2, Huntly 07 8266711

## DELEGATES TO THE SWISS ABROAD CONFERENCE IN SWITZERLAND

**DELEGATE:** Heinz Leuenberger, 33 Russell Terrace, Putaruru, Ph/Fax (07) 883-8537

**DEPUTY DELEGATE:** Marie-Therese Melville-Schöpfer, P.O Box 79-294, Royal Heights, Auckland 1230, Ph. (09) 833-4029

## COORDINATOR IN NZ FOR THE SWISS ABROAD YOUTH EXCHANGE SCHEME

Mrs. NICOLE HELSDON, 58A MARELLEN DR, RED BEACH, OREWA, Ph.09 426-0927

**EDITOR:** RINALDO RUST, 242 TE PAHU RD. R.D.5.

HAMILTON, PH/FAX (07) 871-9946 E-MAIL: [RINALDORUST@XTRA.CO.NZ](mailto:RINALDORUST@XTRA.CO.NZ)

## CLUB REPRESENTATIVES

### AUCKLAND

**SECRETARY:** Trudi Fill, 51 Clifton Rd, Herne Bay, P.O Box 40152, Glenfield, Auckland, Ph/fax (09) 3764923, e-mail: [weidfill@win.co.nz](mailto:weidfill@win.co.nz)

### HAMILTON

**SECRETARY:** Anita Zuber, P.O. Box 11-026 Hamilton, Ph. (07) 8562414

### TARANAKI

**SECRETARY:** Doreen Schuler, Palmer Rd. Kaponga, Ph. (06) 764-6533

### WELLINGTON

**SECRETARY:** Trudi Brühlmann, 1 Marine Drive, Mahina Bay, Eastbourne, Wellington, Ph. 04 562 8019

**EMBASSY OF SWITZERLAND:** Panama House, 22 Panama St. Wellington,

Ph. (04) 472-1593 or (04) 472-1594 Fax (04) 499-6302

**HONORARY CONSUL:** Peter Deutschle, P.O. Box 90-209, Auckland Mail Centre

Ph./Fax (09) 366-0403. Email: [deutschle@clear.net.nz](mailto:deutschle@clear.net.nz)

Please support  
our advertisers  
and  
let them know  
you saw the  
advertisement  
in HELVETIA