

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1968)

Heft: 1546

Rubrik: News from the colony

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](#)

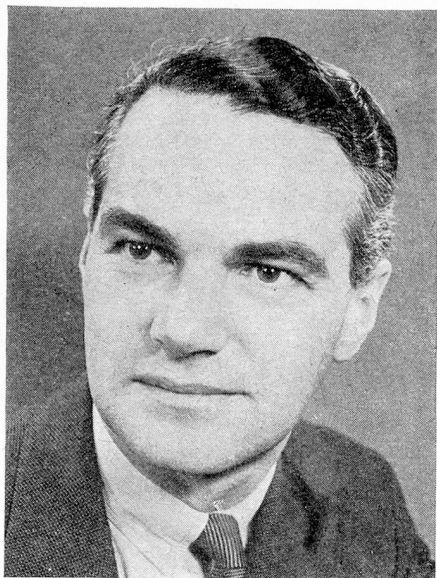
Terms of use

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: 07.07.2025

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

NEWS FROM THE COLONY



FAREWELL TO THE SWISS AMBASSADOR AND MADAME LONG

On 30th October 1947 GATT (General Agreement on Tariffs and Trade) came into being. Twenty years later, at the 24th Plenary Session in Geneva, the Swiss Minister for Economy, Federal Councillor Schaffner, called it one of the most successful organisations in the world. Its aims: to liberalise world trade. The man who has done much to bring about success, Mr. Eric Wyndham White, has retired as Director-General. At their meeting in November, the Ministers elected Monsieur Olivier Long as his successor. Federal Councillor Schaffner had declared on behalf of Switzerland to put him at the disposal of GATT, for Switzerland was not only neutral, but also ready when the world appealed to her.

The many voices in favour of a Swiss candidature were, no doubt, a great compliment to Switzerland. As many as three names had been mentioned, Ambassadors Jolles and Long and Ambassador Weitnauer who had achieved results for Switzerland in the Kennedy Round, which were unique in the economic history of the Confederation. When Monsieur Long was elected, the choice fell on one of the most outstanding "civil servants" and one of the architects of 7FTA, and at the time of his appointment Ambassador in London.

Whilst the Swiss community in the British Isles appreciate the great honour for Switzerland in general and Monsieur Long in particular, they are nevertheless deeply sorry to lose their Ambassador and Madame Long. Both have made a remarkable impact during the short time of their stay, and the appreciation of what they have achieved is as deep as the regret at what will now have to be left undone due to the unexpectedly brief time in London.

Monsieur Long was born at his place of origin, Petit-Veyrier (Geneva), in 1915. He studied in Paris, Geneva, London and Chicago. He finished his studies with a doctorate in law at the University of Paris and with one of *Sciences Politiques* at Geneva University. After some activities in private industry and later on the International

Red Cross Committee, Monsieur Long joined the Federal Political Department in 1946. Three years later, he was transferred to Washington. In 1953, he began his work in the Commercial Section of the EPD in Berne. After two years, the Federal Council appointed him Delegate for Trade Agreements and made him a Minister in 1957. From 1960 to 1966, Monsieur Long was head of the Swiss delegation with the European Free Trade Association in Geneva, prior to his appointment as Ambassador to the Court of St. James's in February 1967. Incidentally, Dr. Long is a Lecturer on European Integration in Geneva.

Madame Long is from Belgium, and she met her husband in London during the war. She herself is a graduate in economics and no mean professional partner to her economist husband. But she is also a graceful and generous hostess.

The Counsellor of the Swiss Embassy and Madame Denis Grandjean gave a farewell reception on 29th April, and a few days later, Monsieur and Madame Long left for Geneva, where the new Director-General took up his duties with GATT on 6th May. The tasks ahead are formidable. GATT is a forum in which world trade can develop. In Europe there is EFTA and the Common Market, in South America AFTA, and there are analogous tendencies in Africa. This might indocate commercial regionalism. Federal Councillor Schaffner warned the last GATT Conference not to become involved with regional interests, but to keep alert and intact in order to go on building up the international trade community. To make co-operation possible between the various regional groups, to deal with the vast problem of the developing countries and with the difficulties and many facets of the agricultural sector — an enormous programme. The man who will be at the head of the organisation is not to be envied. Modestly, he said that he would do his best. To judge from his past record, that will amount to a great deal, and we wish Monsieur Long courage and strength to tackle the formidable assignation. To him and Madame Long and their three children we wish continued good health and happiness in their new sphere of activity. MM

BIRTHDAYS

It is only recently that we learned that Mr. Emile Hardmeier, of 36 Sidegate Avenue, Ipswich, Suffolk, celebrated his 80th birthday on 3rd March. For many years, Mr. Hardmeier was in business in London. He was best known in the Swiss Mercantile Society which he joined in 1920. He did valuable work as member of the Education Committee (1926 to 1936), of which he was Chairman in 1933 and 1934. From 1931 until 1944, he was a member of the Council, and he was elected Honorary Member of the Society in 1945. Belatedly, but sincerely, we send him congratulations and best wishes.

We have also heard that Mrs. J. Uden celebrated her 80th birthday on 6th May, and Mr. L. J. Faivre was 75 on 24th April. Apologies for the delay!

Mrs. F. G. Sommer will have her birthday on 15th May, and Mr. G. Friberg will be 77 on the same day. Mr. W. Schedler will be 64 on 25th May.

To all these and any other readers whose birthdays will fall within the next fortnight, we wish many happy returns.