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Issue 7 | August 2012 | Karachi

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Message from
the Ambassador of Switzerland
to Pakistan

It gives me pleasure to address you through the 7th edition of Swiss Business Council's (SBC) news magazine, coinciding with the 721st Anniversary of Switzerland. I am confident this publication will provide some useful information about my country and its bilateral economic and diplomatic relations with Pakistan as well as glimpses on the activities of its member companies.

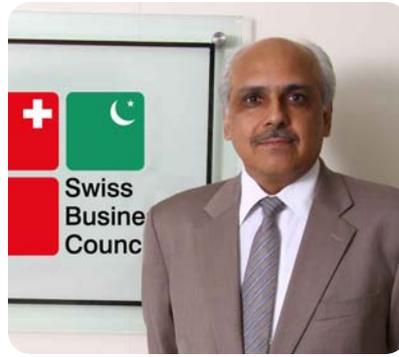
Located at the crossroads of Europe, Switzerland shares its borders with France, Germany, Austria, Liechtenstein and Italy. It has a population of 7.9 millions spread over an area of 41,285 square kilometers. Switzerland is a vibrant democracy and one of the most competitive country in the world, ranking top positions in international surveys for many years. The 3 official languages German, French & Italian are the mother tongues of 64%, 20% and 7% of the population respectively. The English language is widely used and spoken in business and professional circles.

About 8 million tourists visited Switzerland in 2011 and enjoyed a safe environment, beautiful landscapes, excellent transportation infrastructure and world class facilities.

Over 160 foreign countries are represented in Switzerland through diplomatic and consular representations as well as Permanent Missions to the office of the United Nations in Geneva. My country is proud having played a central role in numerous international initiatives on environmental issues and is bidding for the establishment of the Green Climate Fund in Geneva. The city is also home to the Human Rights Council and many International Organizations and NGO's.

Switzerland's economy is globally integrated, capitalizing on its open trade regime. The economy of Switzerland is one of the world's most productive and competitive

Continued on page 3 ▶



Message from
the President

Dear Reader,

I am pleased on the release of this 7th edition of Swiss Business Council's (SBC) biannual periodical, embodied with some interesting information and news about its member companies. The contents of this magazine will further provide you a glimpse of the Swiss-Pak bilateral activities besides a pictorial view of the social and cultural events held in connection with the 721st National Day of the Swiss Confederation commemorated on 17th and 18th July 2012 in Karachi and Islamabad respectively.

The SBC in Pakistan has been formed under the patronage of the Embassy of Switzerland in Islamabad and the Consulate General of Switzerland in Karachi. Since its inception in May 2008, SBC is playing an important role in facilitating the business community of Pakistan and Switzerland to further enhance and strengthen the bilateral economic relations. SBC is a most convincing proof that the Swiss-Pakistani Business community has utmost confidence in the future of Pakistan's economy and I invite the local business community to join hands with SBC in demonstrating the viability of this economy to foreign investors.

SBC endeavors at creating the prerequisite relationships required to further improve the bilateral trade and economic relations between Switzerland and Pakistan. SBC has a strong team with each member adding value, thus guarantying the sustainability of SBC as a dynamic organization.

Pakistan is a semi industrialized developing country with an immense appetite for all sorts of consumer and industrial services and products. Despite the fact that we label Pakistan's economy as lethargic, shopping malls are crowded, roads are congested, restaurants are full, hotel occupancy is on a record high and multinationals are soaring.

Continued on page 3 ▶



Message from
the Consul General of
Switzerland in Karachi

Dear Reader,

August 1st is the National Day of Switzerland and I am very pleased to welcome you to this SBC magazine that has been published on this occasion. The Swiss National Day commemorates an event that took place almost 721 years ago. Indeed, "in the first days of August" 1291, representatives of the areas of Uri, Schwyz and Unterwalden swore an oath of confederation, and agreed to act together in order to protect their freedom from outside aggressors and external threats. The resulting treaty is still in existence and is regarded as one of the founding documents of the Swiss Confederation.

Switzerland and Pakistan have a long and strong history of collaboration and are enjoying cordial and friendly relations. Since my arrival here two years ago, I have observed many natural similarities between our two countries. We have different cultural and linguistic groups, we are both proud people, unwilling to let others dictate to us their views on the way we conduct our business, we are hospitable people and of course we both have beautiful and majestic mountains. About four to five thousand Pakistanis are living in Switzerland and have formed the "Swiss Pakistan Society" to further develop the existing cordial relation between Switzerland and Pakistan. Besides this, a number of Pakistani technocrats, bureaucrats, scientists and diplomats are working at International Organizations in Geneva. It is worth mentioning that a road in Geneva is named after Pakistani Nobel Laureate in Physics, Scientist Mohammad Abdus Salam.

Since the establishment of diplomatic ties in 1949, relations between our two countries have evolved from humanitarian assistance to a combination of development cooperation and an expanded horizon of increased trade and investment. In the economic sector,

Continued on page 3 ▶

Message from the Ambassador of Switzerland to Pakistan

▶ *Continued from page 2*

economies, thanks to its policy of monetary stability, political constancy and an attractive investment environment. Its qualified labor force and highly innovative entrepreneurship make it to one of the leaders in high-tech industries.

Among the main pillars of Switzerland's foreign policy are the promotion of peace and security, the strengthening of international law in general and human rights in particular, environmental sustainability and neutrality. These fundamental principles reflect the Swiss commitment to undertake social, economic, and humanitarian activities that contribute to world peace and stability.

Since 1966, the Swiss Agency for Development and Cooperation (SDC) has been actively pursuing development programs in Pakistan. Over the years, SDC has invested more than USD 700 million in the country through its development programs. Besides directly implemented programs, SDC is also supporting International Organizations such as ICRC, WFP, UN-Habitat with funds and seconded staff. SDC is also at the forefront to provide rescue and relief operations during earthquake in 2005 and during floods in 2010. The Swiss Government also provided 10 Alouette-III Helicopters to National Disaster Management Authority to cope with such emergency situations in the future. SDC's present program has a primary focus on Khyber Pakhtunkhwa and FATA. The program aims to uplift the local community which was badly affected by conflicts and disasters through better water management and rebuilding basic rural infrastructure. In April this year, Swiss mountain experts were the first to arrive to assist in search and rescue operations following the Siachen avalanche which hit a Pakistani military base, trapping 140 soldiers and civilian contractors under deep snow.

These are a few examples illustrating the close and cordial Switzerland-Pakistan relationship. I am confident that our relations will continue to flourish in the future and bring the people of our two countries even closer.

I would also like to avail this opportunity to acknowledge the untiring efforts being made by the President and the Managing Committee of the Swiss Business Council in further strengthening the economic ties between our two countries and wish them success in their future endeavors.

Christoph Bubb

Message from the President

▶ *Continued from page 2*

Indeed, Pakistan is an extremely resilient country - the more you strike it the harder it strikes back.

The SBC news magazine has become a useful means for our member companies to promote their products, services and above all to uphold the positive image of Pakistan. I would like to thank the members for their valued support provided through the news-articles and advertisements published herein.

I would also like to take this opportunity to warmly welcome M/s. Hilti Pakistan (Pvt.) Ltd, M/s. Philip Morris (Pakistan) Ltd, M/s. Tex Line Associates Pakistan (S) Pte Ltd, M/s. S. Ejazuddin & Co, M/s. Rays Technologies, M/s. MAQ International and M/s. TML Pvt. Ltd. who have recently acquired the membership of SBC.

In conclusion I would like to extend my sincere thanks to H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan, Mr. Didier Boschung, Consul General of Switzerland in Karachi, my respected predecessors, Managing Committee and members of the SBC for their continuous support and their trust bestowed upon me.

Dr. Ahmad Faraz

Message from the Consul General of Switzerland in Karachi

▶ *Continued from page 2*

the Swiss Business Council (SBC) in Karachi has been formed under the Patronage of the Embassy and the Consulate General of Switzerland. Since its inception in May 2008, SBC - with a business to business approach - has undertaken several successful initiatives to further promote the bilateral trade and investment between Pakistan and Switzerland.

Presently, twenty-one Swiss based companies are operating in Pakistan, namely: ABB, Bühler, Credit Agricole, Clariant, Fracht, Gate Gourmet, Habib Bank AG Zürich, Habib Metropolitan Bank, Hilti, Nestle, Nexus Telecom, Novartis, Parazelsus, Phillip Morris, Polygal Habib Gums, Roche, SGS, SICPA Inks, Sika, Swiss International Air Lines and Syngenta. Thanks to their investments, Switzerland ranks as the 5th largest investor in terms of foreign direct investment in this country. Most of the Swiss companies operating in Pakistan have long-term investment plans and are continuously investing here. Furthermore, they are renowned for providing added value to the market through top quality products and services, transfer of know-how, creation of jobs and ultimately for their strong commitment to the social responsibilities.

The Swiss economy in view of the global economic slowdown, recession in many EU countries and strong Swiss franc, is performing better than it had been anticipated. Thanks to the good economic performance over the second half of the year, the Federal Government's Expert Group is raising its growth forecast for 2012 from the previous 0.8% to the new figure of 1.4%.

The trade between Pakistan and Switzerland since 2008 has been slowed down but I am pleased to mention that the exports from Pakistan to Switzerland are increasing up year-over-year basis. It is my honor and my pleasant duty to further develop and to deepen the existing close bilateral ties between our countries, thus continuing the efforts of all my esteemed predecessors.

I would like to take this opportunity to assure the Managing Committee and members of the SBC my fullest support and wish them all the best for their endeavors.

Didier Boschung

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News from the Swiss Business Council (SBC)



SBC welcomes New MD of Nestle

The President and Managing Committee of the Swiss Business Council hosted a business-luncheon at Karachi to welcome the New Managing Director of Nestle Pakistan, Mr. Magdi Batato.



Member SBC and MD Nestle Pakistan.



SBC held its fiftieth (50th) MC Meeting

The Managing Committee of the SBC held its 50th Managing Committee meeting in March-2012. Successfully scoring a half century of meetings witnesses the dedication of its Board of Directors.



MC meeting in progress

SBC visits Nestle's Head Office in Lahore and its Farm and Training Centre in Sukheki Village

A thirteen (13) member delegation visited the Nestle's head-office in Lahore and later proceeded to its Farm and Training Center in Sukheki Village.



Dr. Japie Conradie of Nestle briefing on dairy development project.

SBC Delegation spends an Evening at Lahore

Mr. Farhat Ali, Founder President and Director of SBC hosted a dinner reception at his residence in Lahore to welcome the SBC delegation.



Dr. Ahmad Faraz, President-SBC (Left) & Mr. Aslam Pervez-Ex-Officio Member-SBC (Centre) while interacting with one of the guest.



Mr. K.M. Iqbal (Centre) & Mr. Farhat Ali (Right) with one of the guest (Left).

SBC visits Punjab Board of Investment & Trade (PBIT)

The President, Managing Committee and Members of SBC called on Dr. Miftah Ismail, Vice Chairman, PBIT.



SBC Delegation to the Lahore Chamber of Commerce & Industry (LCCI) for Strengthening Bilateral Trade Ties



The President, Managing Committee and Members of SBC visited the LCCI for the promotion of bilateral trade and economic relations between Pakistan and Switzerland.

The President during the meeting stated that the very objective of the SBC was to develop, facilitate and monitor the trade and business relationship between Pakistan and Switzerland. Its primary intent is to strengthen business to business

relations between the both-countries, encouraging links and cooperation in political, economic, cultural and educational sectors.

Dr. Ahmad Faraz said joint-ventures are an area where both the sides should focus on exploring the new avenues of cooperation between the two countries. He said that Switzerland is the fifth largest investor in Pakistan and its businessmen are willing to put their money in new ventures in Pakistan.



SBC hosted Networking Business-Luncheon at Avari, Lahore

The SBC hosted a networking business luncheon in collaboration with the Consulate General of Switzerland in Karachi at Avari, Lahore to get acquainted with operations of Swiss Multinationals and authorized agents of Swiss Companies based in Lahore.



SBC delegation with Mr. Nicolas Plattner, Deputy Head of Mission, Embassy of Switzerland in Islamabad, representatives and agents of Swiss Companies based in Lahore.

SBC extended its support to the All Pakistan Music Conference (APMC), Karachi's 9th Annual Festival

The SBC extended its support to APMC, Karachi's 9th Annual Festival, held at Arts Council, Karachi.

The event was resounding success and was highly appreciated by the audiences. It strengthened our resolve to work towards our objective of contributing to the development of humane society through culture.



President-SBC meets the President-Italian Development Council (IDC)



The President of SBC and Mr. Irfan Vazeer, President of IDC had a luncheon-meeting to discuss hurdles prevailing in attracting investments into the country.

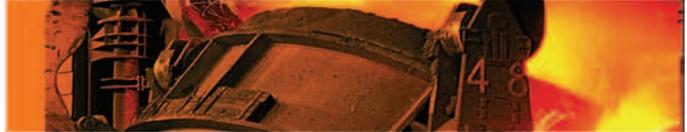
They discussed matters pertaining to mutual interests by emphasizing the

need to initiate a dialogue for exchange of information and collaboration between all business forums/councils in order to find ways and means to highlight and promote trade and investment opportunities that Pakistan offers to the foreign economies.

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News from the Embassy of Switzerland in Pakistan

721st Swiss National Day Celebrated



(L-R) H.E. Mr. Rodolfo J. Martin-Saravia, Ambassador of Argentine and Dean of Diplomatic Corps, Mrs. Regula Bubb, Wife of Swiss Ambassador; H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan, H.E. Mr. Makhdoom Amin Fahim, Federal Minister of Commerce and Guest of Honour; Mrs. Neelofar Makhdoom, H.E. Mr. Cameron Munter, US Ambassador to Pakistan, H.E. Sardar Muhammad Yaqoob Khan, President of Azad Jammu & Kashmir, Senator (R) Akram Zaki, Mr. Irshadullah Khan



Swiss chocolates were also handed out to guests on the eve.



A cake was cut jointly by H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan and H.E. Mr. Makhdoom Amin Fahim, Federal Minister of Commerce and Guest of Honour to mark the 721st National Day of Switzerland

Visit of H.E. the Ambassador Beat Bobs, Assistant State Secretary for Asia/Pacific, Special Representative for Afghanistan and Pakistan



Visit of the delegation lead by H.E. the Ambassador Beat Nobs, Assistant State Secretary for Asia/Pacific, Special Representative for Afghanistan and Pakistan to Headquarters XI Corps, Peshawar

H.E. the Ambassador Beat Nobs, Assistant State Secretary for Asia/Pacific, Special Representative for Afghanistan and Pakistan and the Senior Regional Coordinator and Deputy Special Representative for Afghanistan and Pakistan, Mr. Peter Nelson visited Pakistan in May 2012. The officials embarked on this week-long visit to conduct a political dialogue with their counterparts at the Ministry of Foreign Affairs in Islamabad. The Swiss officials also held meetings with other high level officials in Islamabad and Peshawar and met the Governor and the Chief Minister of the province of Khyber Pakhtunkhwa, the Corps Commander XI Corps and the Secretary States and Frontier Region (SAFRON). Moreover, they were briefed about Swiss Development Cooperation's (SDC) water projects in Charsadda and were guided through the Jalozai camp by the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA). Apart from meeting prominent members of the Pakistani intelligentsia, the guests were also appreciative of the vast shades of Pakistan's rich cultural heritage which they had an opportunity to witness in their visits to the Taxila and Peshawar museums, Lok Virsa and the Attock Fort.

Activities of the Commercial Section of the Embassy



Visit of the delegation of the Embassy of Switzerland to Noon Sugar Mills in Bhalwal, District Sargodha

During the period (January-June 2012), delegations from the Embassy of Switzerland carried out informatory visits to successful business organizations like Noon Sugar



Visit of the delegation of the Surgical Instruments Manufacturers' Association of Pakistan to the Embassy of Switzerland

Mills Ltd. and Zahid Fruit Processing Unit in Bhalwal, District Sargodha. The members of the delegations were briefed about the performance and contribution of sugar industry and export of fruit to the economy of Pakistan during their visit.

Moreover, a delegation of the Surgical Instruments Manufacturers' Association of Pakistan (SIMAP) based in Sialkot lead by its chairman visited the Embassy. During their meeting with the commercial section of the Embassy, the delegation proposed



Visit of the delegation of the Embassy of Switzerland to Zahid Fruit Processing Unit in Bhalwal, District Sargodha

establishing a direct business link between Switzerland and Pakistan as former is purchasing Pakistani surgical instruments through indirect sources, and importing quality testing machinery related to surgical instruments from Switzerland. Important relevant contacts of organizations/trade bodies in Switzerland were also provided to the delegation by the Embassy.

Small Projects Supported by the Embassy

The Embassy also supported small action projects to promote peace and development in the country during the period.

Tumoro Herbal Green Tea Project



Tumoro Herbal Green Tea in attractive packing

With a vision to provide employment opportunities to the flood affectees of Hunza valley, the Embassy of Switzerland supported the Hunza Gallery for the Tumoro Herbal Green Tea Project. The project employs the displaced people, mainly women, who lost their livelihoods after their villages submerged in newly formed lake in Gojal Valley (upper Hunza). Tumoro, a well-known green tea in the area famous for its health benefits, grows above 3000 meters of altitude in the mountains of Gilgit-Baltistan and Chitral region. Although it is a centuries' old tradition to serve Tumoro tea to guests in the Karakorum, Himalayas and Hindukush, never before was an attempt made to introduce and promote the tea in the plains of Pakistan. The Embassy supported the Hunza Gallery to procure cloth bags for packaging of the tea, the designing / printing of the tags and printing of an advertising brochure for better visibility of the project. The project aims to utilize the profit earned from the sale of the tea for ensuring a continuous business cycle for the benefit of the flood affectees.

Pakistan Conflict Tracker

In the realm of human security, the Embassy of Switzerland supported the Islamabad-based Centre for Research and Security Studies in the first-of-its-type endeavour called the Pakistan Conflict Tracker. Whereas many organizations around the world compiled data on conflicts in Pakistan, there was practically no organization which compiled, analyzed and released data on a monthly basis in Pakistan itself. Pakistan Conflict Tracker, therefore, has become the first indigenous conflict reporting and

A print screen view of the website of Pakistan Conflict Tracker

analyzing web page which is just a click away from researchers, students and analysts who would like information from a source present inside the country. The Tracker provides a weekly conflict analysis report, a day-to-day timeline of the violent incidents occurring in the country and an identification of the conflict drivers in Pakistan. Fully cognizant of the significance of social media, the Tracker can also be reached at its facebook page <http://www.facebook.com/#!/pakistanconflict>. What distinguishes Pakistan Conflict Tracker from all other sources is that it is an indigenous, interactive, user-friendly and open source knowledge database with news and analyses pouring in from all corners of Pakistan. The Pakistan Conflict Tracker can be reached at: <http://crss.pk/beta/?p=2397>

Launch of Pakistan Journal of International Law

The Pakistan Journal of International Law was a nine-month long project between the Research Society of International Law and the Embassy of Switzerland which culminated with the launching of the third issue of the journal on June 29, 2012. Aiming to



H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan being the chief guest addressing the audience on the launching ceremony of Pakistan Journal of International Law

broaden the horizons of international law in the country, the journal gives a collection of selected articles on subjects of law in Pakistan. Speaking on the launching ceremony of the third and final journal supported by the Embassy, the Ambassador of the Embassy of Switzerland in Pakistan H.E. Mr. Christoph Bubb highlighted the importance of respect for international law for a stable, just and peaceful international order. He also apprised the audience that international law had a significant position in Switzerland and the promotion and development of international law was one of the five objectives of Swiss foreign policy. In order to achieve this objective, Switzerland supported voluntary campaigns in the area of international law like the Pakistan Journal of International Law. At the end, the Ambassador formally launched the latest issue of the journal and marked the successful completion of the project.

Cultural Event Supported by the Embassy

Rousseau 300th Birthday was celebrated on Francophone Day

The Embassy of Switzerland in Islamabad in collaboration with Alliance Francaise Islamabad and the French language department of National University of Modern Languages (NUML) celebrated Francophone Day on March, 20, 2012. The event afforded an opportunity to celebrate Francophone Day with the 300th anniversary of the birth of Jean-Jacques Rousseau, the world-renowned Geneva born writer, philosopher, educator, naturalist and composer.

Mr. Nicolas Plattner, the Deputy Head of Mission thanked NUML for taking an



Mr. Nicolas Plattner, Deputy Head of Mission, Embassy of Switzerland addressing the guests on the eve of celebrating Rousseau 300th Birthday on Francophone Day

initiative on Francophone day and highlighted the role and influence of Rousseau during the 18th century.

Around 200 students representing various educational institutes, faculty members of the French department and members of the diplomatic community of attended the event. The presentation focusing on life and works of Rousseau followed by short films on the philosophical teachings of Rousseau was showed to audience, which was well appreciated by the NUML Faculty members and audience. The presentation was followed by a quiz, which was evaluated by the jury. Twenty students participated in the quiz and six students were declared winners of the quiz. Mr. Nicolas Plattner distributed calendars among the winners and appreciated their participation in the event.

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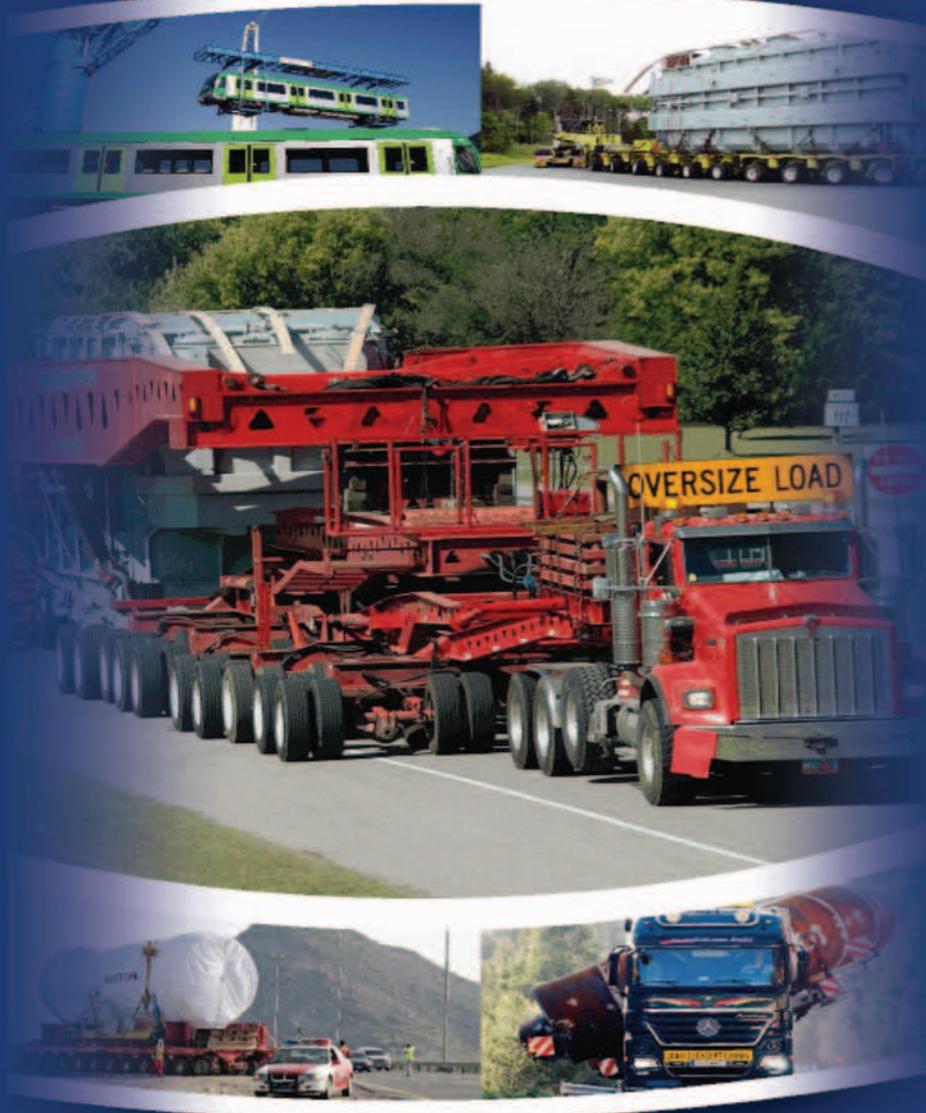
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Consulate General of Switzerland in Karachi

News from the Consulate General of Switzerland in Karachi

Switzerland celebrated its 721st National Day in Karachi

“Quality is our maxim and innovation is our objective”. This was said by the Swiss Consul General Mr. Didier Boschung at a reception hosted by him to celebrate the 721st National Day of Switzerland at hotel Sheraton in Karachi.



Presentation by the Consul General

The Swiss Consul General said several studies have ranked Switzerland as the world’s most innovative nation which is why the country is a leader in innovation-intensive industries like telecommunications, biopharmaceuticals, machine tools and precision instruments.

Speaking about Pakistan–Switzerland relations, Mr. Boschung said both countries enjoy cordial and friendly relations with a long history of collaboration. He added that Switzerland was present here in a big way and ranks as the 5th largest investor in Pakistan in term of foreign direct investment. There were 21 Swiss firms operating in Pakistan with long term investment plans who were adding value to the market through top quality products and services.

The Swiss representative said that during the last seven years,

Switzerland’s investment has crossed one billion US Dollars and that new Swiss companies would be interested to invest if Pakistan successfully addresses its issues of power shortage, security and law & order. He pointed out that the Swiss Business Council which was setup in 2008 had undertaken several successful initiatives to further promote bilateral trade and investment between Pakistan and Switzerland.

Talking about his personal experience, Swiss envoy said that he arrived in Pakistan in August 2010 and he was enjoying the kind and warm hospitality of the Pakistani people. He said there are many similarities between Switzerland and Pakistan. Both countries had different culture and linguistic groups, both were hospitable nations with proud traditions and both had beautiful and majestic mountains.

The evening was attended by elite of the city and members of the Consular Corps. The event was made even more enjoyable by three Swiss musicians who performed on traditional Swiss instruments and presented delightful Swiss folk music.

The National Day of Switzerland is observed every year on August 1st but this year was celebrated a fortnight earlier in honor of religious and cultural traditions being observed during the holy month of Ramadan. The Swiss Consul General also wished all Muslims a “Blessed Ramadan” on the advent of the holy month.



Group photo with Mr. Carlo Schmid (Swiss Pilot)



Group photo of Mr. Didier Boschung and his spouse with the staff of the Swiss Consulate General, Mr. Carlo Schmid and Swiss musicians.

Swiss pilot in Karachi Enroute to World Record

A dashing and handsome 22-year-old Swiss pilot passed through the city on his way to making a world record of being the youngest pilot to fly round the globe in 80 days.

Carlo Schmid flew in to Karachi from Muscat on his way to Ahmedabad and Nagpur in his quest for the record. Carlo, who hails from a family of bankers and is one himself, has a fascination and passion for flying. He has undertaken this adventure called "RTW 2012" (Round The World) as a way of paying tribute to his mother Carla Schmid who died of Cancer in August 2010.

To achieve this goal, Carlo, who is the sole pilot and assisted by a 12-member team in Switzerland, founded a private limited company, which would collect donations for a Children Project being run under UNICEF. The RTW-2012 is initiated, planned and executed by a generation of youngsters, the eldest team members being 40 years old. Several high profile partners like TCS, Swiss International Air Lines and Zürich Airport have helped in the RTW-2012 children project.

The dashing pilot landed in Karachi by coincidence to be just in time for the 721st Swiss National Day celebration which saw a large turnout of the city's elite. He joined the reception and was introduced to the gathering by the Swiss Consul General Mr. Didier Boschung.

In a brief chat with the media, Carlo Schmid said he had a passion for flying and taken his first gliding lesson at the age of 15. He became member of Zürich Aircraft Club at 17 and soon passed his PPL (Private Pilot's License) exam. Carlo's passion for flying was so intense that he usually spent 95% of his apprenticeship salary on flying and doing part-time jobs to save money and collect funds for his dream of flying round the world.

Carlo quit banking in 2011 to fully concentrate on his Round The World project



Mr. Carlo Schmid being introduced by Mr. Didier Boschung, Consul General of Switzerland in Karachi.

and his hard work and dream finally became a reality on July 11, 2012 when he took off from Switzerland in his Cessna 210 turbine single-engine plane to fly around the world.

Carlo intends to fly round the world in 80 days, covering 40,000 kilometers while crossing 24 countries in Europe, Africa, Asia and North America. He said if he manages to achieve the objective, this would be a great honor for him and the memory of his late mother to be the youngest pilot to fly around the world. He added that since 1929 when the first pilot flew round the world, only 87 pilots had managed to successfully fly around the world.



Carlo Schmid, the youngest ever Pilot (a Swiss National) attempting to fly around the world.

www.rtw2012.com

**SBC wishes
Mr. Carlo Schmid
all the best for the
remaining of his
journey!**

Carlo Schmid landed at Quaid-e-Azam International Airport, Karachi on July 17th 2012 and participated in the celebrations of the 721st Swiss National day organized by the Consulate General of Switzerland in Karachi.

Swiss Ambassador to Pakistan, H.E. Mr. Christoph Bubb, visited Karachi and interior Sindh

Ambassador Bubb was visiting the port city for the third time. The main purpose was to meet the representatives of Swiss companies and the local business community and also explore the beauty of some areas of interior Sindh.



Mian Abrar Ahmed, President-KCCI presenting a shield to H.E. Mr. Christopher Bubb, Ambassador of Switzerland to Pakistan.

The Swiss Ambassador, together with Consul General, Mr. Didier Boschung, visited the Karachi Chamber of Commerce & Industry (KCCI) upon the invitation of Chamber's President, Mian Ibrar Ahmed who has business ties with Switzerland. The Swiss diplomats were delighted to interact with the KCCI President and office bearers and had a fruitful discussion on matters of mutual interests and possibilities of increasing bilateral trade and investment between Pakistan & Switzerland.

Speaking about bilateral trade and investment between the two countries, Ambassador Bubb informed the KCCI office bearers that Switzerland is among the top 5 foreign investors in Pakistan and twenty-one Swiss multinational companies are successfully operating and continuously investing here. He further said Switzerland endorses the Government of Pakistan's stance of "Trade not Aid" and believes there is ample room for improvement in bilateral trade between the two countries. In this connection, he emphasized that better people to people contact can be a key to build confidence among businessmen of both countries.

A dinner reception hosted by the Swiss Consul General at his residence provided the Ambassador another opportunity to interact with the business community and citizens of the metropolis representing all walks of life. Talking to media present at the reception, the Swiss envoy said that he was enjoying his stay in Pakistan and was impressed by the resilient and moderate society of Pakistan and their role in the country's development contrary to the general perception of Pakistan abroad.

The Ambassador and Mrs. Bubb, accompanied by the Consul General, also visited some subsidiaries of Swiss companies operating in Sindh and observed the operations of some local textile manufacturing companies using state of the art Swiss technology. The visitors were pleased to see that Pakistani companies were operating up to international standards and the outfits of world renowned brands



Visit to the PAF Museum Karachi

were being produced here. They also visited some landmarks of Karachi such as Frere Hall, PAF Museum and Dolman Mall Clifton, and appreciated the well-kept legacy and latest developments in the city.

During their trip to interior Sindh, particularly Dadu and Jamshoro districts, they visited the mausoleum of Sufi Saint Hazrat Shahbaz Qalandar and appreciated the



Visit of Shrine of Hazrat Lal Shahbaz Qalandar in Sehwan Sharif-Sindh

grandeur of Rani Kot Fort. The Swiss envoy pointed out that Sindh has a lot of potential to attract local and international tourists provided an adequate infrastructure is built.



Visit of Rani Kot



Rani Kot Fort

Mr. Martin Massueger, Regional Head of Sales, Swiss International Air Lines visited Karachi

Mr. Didier Boschung, Consul General of Switzerland hosted a dinner in honour of Mr. Martin Massueger, Director Head of Sales, Middle East, Africa & Pakistan, Swiss International Air Lines, at his residence. The occasion was graced by mostly customers of Swiss International Air Lines and representatives of the travel trade.

Welcoming the guests, Mr. Boschung appreciated the role of travel agents in promoting the Swiss carrier here and particularly Ms. Yasmin Peermohamed, Country Manager Pakistan, Swiss International Air Lines and her staff for their continuous efforts in waiving the logo of Swiss and the colours of Switzerland in Pakistan.



Mr. Martin Massueger thanked the Consul General for his warm hospitality and said it was indeed a pleasure to be in Karachi. He very much appreciated the support given to Swiss International Air Lines.

As the airline of Switzerland, SWISS is a byword for traditional Swiss values. True to its roots, the company is dedicated to providing the highest possible quality in all its products and services. With its manageable medium size, SWISS is also optimally equipped to remain as close as possible to its customers and meet their individual needs.

Briefing about Swiss International Air Lines setup in Pakistan, Mr. Massueger said that even though being an offline station, Pakistan has great importance on the

SWISS map and which is why there is a team of professionals in their offices in Karachi, Lahore and Islamabad to assist travel trade partners as well as serve customers keeping in line with the SWISS tradition of seamless customer care.

Acknowledging the support of top performing travel agents Mr. Massueger said, "the excellent cooperation by our General Sales Agent, Mr. Sohail Yasin and his team and continued support by travel agents to SWISS has made it possible for our passengers to be able to fly SWISS with ease from all major cities of Pakistan; and this is highly appreciated by our management at head office".

SWISS offers good daily connections from major cities of Pakistan to Zurich via Dubai and connects to 70 destinations in 37 countries all over the world from its Zurich hub.

The top travel agents for Swiss International Air Lines were given the awards by Mr. Boschung, Mr. Massueger and Mrs. Peermohamed.



Following travel agents were awarded with Awards of appreciation; AEG Travel Services, Air Guide Travels, Crescent Travel Services, Fazal e Rabbi (Pvt) Ltd., Gerry's Travel Agency, Oasis Travels (Pvt) Ltd., Polani's (Pvt) Ltd., Sana Travels (Pvt) Ltd., The Prime Travel Services and Trans-Air Travels (Pvt) Ltd.





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NATURALLY



Swiss Mountain Experts were the First to Arrive to Assist in Search and Rescue Operations following the Siachen Avalanche



Early morning on April 7th, 2012, an avalanche hit the 6th Northern Light Infantry battalion of Pakistan Army based in Gayari sector of the disputed Siachen Glaciers. The unprecedented avalanche which contained snow, ice and rocks, covered an area of around 1 Square-kilometers trapping 124 soldiers and 15 civilians under sixty meters of debris. A lake was also impounded by the debris, an immediate drainage excavation of which was also necessary to avoid an outburst of water which could endanger the lives of people and infrastructure downstream. Extreme weather conditions and the following small avalanches were hampering the launch of full scale rescue and excavation operations. After improvement in the weather conditions and arrival of heavy machinery at the site on 9th April, the full scale rescue and excavation operation started with the help of 450 soldiers, helicopters, heavy machinery and rescue dogs.



Pakistan Government also launched a request to Switzerland for its expert support in such situations. Swiss Agency for Development and Cooperation – Humanitarian Aid (SDC-HA) responded quickly by sending a team of three rescue experts, a rescue dog and advanced equipment to look for the victims. The Swiss team, together with support

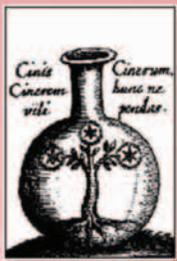
from UNOSAT, NASA and other international teams provided satellite imagery with interpretation, expertise on mitigation measures and flood-wave modelling downstream. With the remote sensing imagery, rescue expertise and the advanced equipment, the collaboration resulted in excavation of an artificial spillway through the debris cone. Triggering mechanism of the event was also supported to be detected by the Swiss team. Unfortunately, due to the massive scale of the avalanche and freezing conditions, no survivors could be found.

On 29th May 2012, Pakistan Army declared all the victims of Gayari avalanche as Martyrs.

As a result of the combined efforts, the number of recovered bodies is increasing each day.

The support and contribution from Switzerland was greatly appreciated by the Government of Pakistan and international media.





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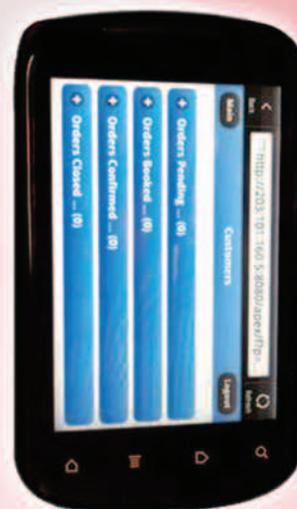
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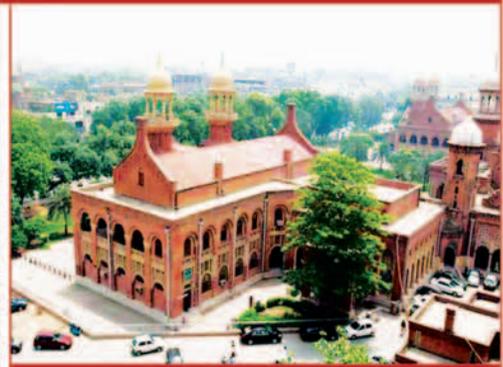
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Profile

COMPANY NAME	ULTRACOAT PAKISTAN
YEAR ESTABLISHED	1990
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CONTACT PERSON	S. Iqbal Hussain Jaffri
DESIGNATION	Chief Executive
ASSOCIATE BUSINESS PARTNERS	
TELEPHONE	+92-21 3634 5850 - 3632 2379, +92-21 3202 9907 - 3424 9115
MOBILE	+92-300 2150 216
FAX	+92-21 3631 8237
EMAIL	info@ultracoatpakistan.com
NATURE OF BUSINESS	Manufacturing, Servicing & Trading
INDUSTRY	Printing (Specialized Security Seals, Labels & Packaging)



Schmid Rhyner AG Zürich-Switzerland



News from the SBC Members

Buhler AG Liaison Office Inaugurated in Lahore



Ambassador of Switzerland H.E. Mr. Christoph Bubb inaugurated the liaison office of Buhler AG in Lahore. The Country Manager of Buhler in Pakistan, Mr. Syed Ismail Naqvi, Deputy General Manager, Mr. Mahboob Rahman and the director of AVS group Mr. Daanish Tapal were also present during the ceremony.

The Country Manager of Buhler AG, Mr. Ismail Naqvi, informed that the company will be providing sales and service support to various customers in Pakistan in the fields of flour milling, rice processing, feed mills, pasta plants, cereal plants, grain handling and grain storage solution and aluminum die casting.

Buhler group operates in over 140 countries and is acknowledged worldwide for its distinct commitment to quality and its global outreach.

Ambassador praised Buhler's commitment towards Pakistan and its desire to grow its business in the region. Ambassador further added "The inauguration of liaison office manifests the huge potential of growth in agro based industries in Pakistan.

Switzerland believes in the policy of "Trade not Aid" and Buhler is a testimony of that."



Swiss Ambassador H.E. Mr. Christoph Bubb during the opening ceremony of Buhler Office in Pakistan together with Syed Ismail Naqvi, Country Manager & Mr. Mahboob Rahman, Dy. General Manager, Buhler Pakistan

Clariant Pakistan Limited Appreciated for its Efforts



Exactly your chemistry.

Clariant Pakistan Limited (CPL) has been honored with various awards in different categories, based on its overall performance in governance, transparency and sustainability of business.

Karachi Stock Exchange judged Clariant Pakistan Limited among the top twenty five companies in Pakistan for 2010. The Karachi Stock Exchange every year distributes Top 25 Companies Awards for excellence to recognize listed companies on their overall performance.

CPL has not only received this prestigious award 10th time in a row, declaring it as decade of Excellence but it has leaped up from 10th to 7th position in its peer group.

Clariant Pakistan Limited has achieved yet another breakthrough & has been bestowed with certificate in the category of 'Chemicals' by Management Association of Pakistan (MAP) at the 28th Corporate Excellence Awards. The Corporate Excellence Awards was initiated with the sole aim to recognize and honoring companies showing outstanding performance and enlightened management practices.

Corporate Excellence Award has come to optimize management excellence in all its appearances. This Award was applicable to listed companies, unlisted public companies and not for profit organizations. Companies were divided into Industrial and Financial category. The Industrial and Financial category companies were further classified into different sectors based on present classification adopted by KSE.

Like all progressive companies, Clariant Pakistan pays special attention to sustainability of natural resources. Recognizing its effort in this direction National Forum for environment and health declared Clariant Pakistan a winner of prestigious 9th Annual Environment excellence award 2012". This is fifth such award in last few years.



Mr. Mujtaba Rahim, CEO, Clariant Pakistan Limited receiving award from Honourable Minister for Environment Sindh Mr. Shaikh Muhammad Atiq.

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Company Profile: Hilti Pakistan (Pvt) Ltd.



Hilti Pakistan (Pvt) Ltd. is now a locally incorporated company in Pakistan under the umbrella of Panasian Group of companies to offer Hilti products and services with all marketing and after sales services according to international standards.

Hilti has been working in Pakistan for the last 20 years with thousands of satisfied customers. To optimize and increase the service level, bring global expertise to our customers and projects were some of the reasons behind establishing Hilti Pakistan (Pvt) Ltd.

We have our Head office based in Lahore and our regional offices in Karachi and Islamabad along with our sales network covering the whole country comprehensively. In the last quarter of 2008 we invested heavily in the Hilti facilities including AMS support for repairing of machines and tools and warehousing for readily available Hilti products all over Pakistan. Customers can visit our Hilti centers where all Hilti products are displayed and readily available with proper technical assistance.

We create success for our customer with improved productivity. We identify customer needs and offer innovative solutions with supreme value added products. That's how "we passionately create enthusiastic customers and build a better future".

In our new set up we have focused on customer satisfaction through our outlast products and system solutions. Customer can enjoy our free of cost engineering services, as our international team of engineers is supporting designers and specifiers in all trades. Our dedicated sales and Key Project teams are supporting the Hilti customers and projects with selection of best products, latest design software, on-site trainings, organizing demonstrations, conducting safety trainings, arranging pull-out test and any other kind of support needed by our customers.

We can be contacted on our Toll Free # 0800-HILTI (44584) or through email on: sales@hilti.pk



We passionately announce that Hilti Pakistan (Pvt) Ltd has been declared ISO 9001:2008 certified by Swiss Association for Quality and Management Systems (SQS) on 4th October 2011.

Certification was awarded after a detailed audit carried out by Mr. Luigi Arigoni (lead Auditor) from SQS (Swiss Association for Quality and Management Systems). This achievement is a result of 16 months of hard work which started in April 2010 with the commencement of Hilti's Global Process Management System (GPMS) Implementation in Pakistan. The entire Hilti Pakistan team is proud on this achievement, as every team member has contributed directly or indirectly in the process. This is another milestone in the history of Hilti Pakistan which clearly differentiates our way of conducting business from competitors.



Hilti Pakistan Global Process Management System (GPMS) implementation Team with Mr. Luigi Arigoni, Auditor from SQS, Switzerland

Philip Morris (Pakistan) Limited CSR Programs

Philip Morris (Pakistan) Limited's (PMPKL - formerly known as Lakson Tobacco Company) charitable programs aim to improve living conditions in places our employees reside and work, as well as in the farming communities where we source our tobacco. Globally, Philip Morris International identified five areas of focused charitable contributions: hunger and extreme poverty, education, environmental sustainability and living conditions in rural communities, domestic violence, and disaster relief. These areas parallel many of the UN Millennium Development Goals.

PMPKL has over the years successfully implemented a series of CSR programs:

Clean Drinking Water Project: Water-borne diseases are common in Pakistan, especially in the province of Khyber Pakhtunkhwa; the primary reason of this problem is the lack of availability of clean drinking water. To address this key



societal issue, PMPKL has established 11 clean drinking water plants across the tobacco growing areas of Mardan, Swabi, Charsadda, Gujrat, Kotri, and Mandra. These water plants are set up at our leaf buying depots or factories to provide clean drinking water to hundreds of underprivileged families.

Reforestation: Deforestation is a major concern in Pakistan, especially in the tobacco growing districts of the province of Khyber Pakhtunkhwa where wood is used for tobacco curing. Indigenous sapling plantation and free distribution to farmers form an integral part of PMPKL's CSR plan. PMPKL's reforestation program provides farmers an alternate source of fuel wood; the farmers can save costs by using the wood for tobacco curing or alternatively sell the wood to generate income. The company has distributed over 500,000 saplings amongst the tobacco farmers. In 2011, PMPKL also piloted a reforestation project in Sind in collaboration with the Forestation Department, planting trees along a 20 km stretch of the Kotri-Thatta Highway.

Disaster Relief: Our disaster relief program aims to provide immediate relief to communities affected by natural calamities. In 2008 we came to the aid of earthquake victims in Baluchistan; in 2009 relief was provided to the internally displaced people (IDP's) from the army operation in Swat & Buner. The company



supported 800 families in Khyber Pukhtunkhwa after it was struck by the worst floods in history. More recently, in 2011 PMPKL helped with flood relief in Sind providing kitchen utensils and medicated mosquito nets to more than 600 families.



PHILIP MORRIS
(PAKISTAN) LIMITED

Education: To address the problem of illiteracy around our areas of operation, PMPKL adopted and is rehabilitating four (4) schools; two (2) in Mardan and one (1) in Sahiwal and Kotri each. PMPKL also has a policy of refurbishing redundant computers and donating them to various schools. Our schools rehabilitation program has provided improved education facilities to more than 2000 school children. In 2012 the company plans to expand this program to over a dozen schools in Sind, KPK and Punjab. PMPKL donated vehicles to SOS Villages of Pakistan vocational institute in Rawalpindi, and TCF (The Citizens Foundation) was donated refurbished computers for one of their schools.

Employee Volunteer Program: PMPKL has an active Employee Volunteer Program (EVP) to mobilize employees in CSR programs, resulting in hundreds of volunteer hours clocked by our employees for causes ranging from conservation, to helping children at the SOS villages across Pakistan, to generously helping out disaster victims by distributing relief goods in Karachi, Interior Sind and KPK. PMPKL selects and manages CSR programs by working directly with local NGOs. The process starts



with the recommendations of our employees, who we feel are best placed to recognize their communities' needs. We manage our CSR programs just like we manage our business; with transparency, efficiency and measurable results.

Mobile Dispensary: The Mobile Dispensary focuses at enhancing our outreach initiatives in the tobacco growing areas of KPK. The mobile dispensary works in tandem to support Lakson Medical Trust (LMT) activity in the area such as providing basic medical services to our tobacco farmers at their door step. This project helps impoverished communities to improve living conditions in the tobacco growing area. This mobile dispensary extends support to LMT run hospitals at Mardan and Swabi districts and operates under Lakson Medical Trust. PMPKL is one of the major donors that support running expenses of LMT and has invested significantly to upgrade equipment at two eye hospitals and a diagnostic center in Sawabi and Sahiwal,



TCF Primary School–Jacobabad Campus



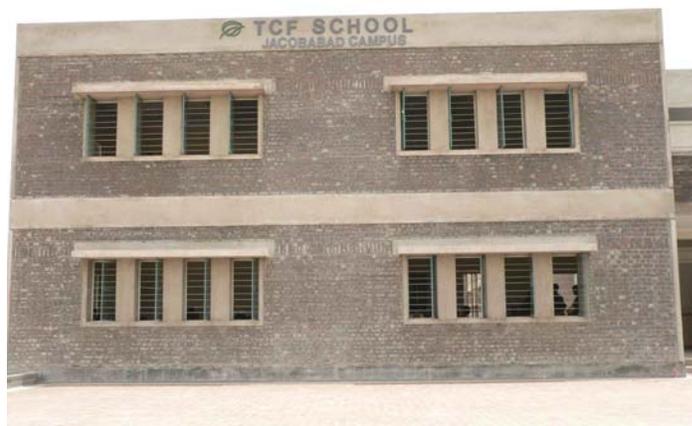
The disastrous floods of 2010, along the province of Sindh, caused damage to human life and property, standing crops, rain control embankments and other basic infrastructure. Vast areas went under water and thousands of people lost shelters and other properties. Thousands of families faced internal displacement and suffered due to the floods which at the same time destroyed extensive area of fruitful land and the economic basis of a huge part of the population. Many have lost their belongings in the flood waters and faced with scarcity of shelter, food, safe drinking water and life-saving drugs.

District Jacobabad was the worst affected districts of Sindh due to breach in river at TORI bund. Jacobabad city, which is the district headquarter and all tehsil headquarters were evacuated and population of over 800,000 were displaced towards Baluchistan or Karachi & Hyderabad.

F. Hoffmann-La Roche, Ltd together with Roche Pakistan Limited joined hands once again with The Citizens Foundation (TCF) to build a single-unit TCF primary school "Jacobabad Campus" as their Flood Rehabilitation Project in Pakistan. It will help to alleviate education crisis in Pakistan where more than 6 million Pakistani children are not in school. Of those children who start school less than half complete primary education.

TCF was established by a group of concerned citizens in 1995. Today TCF is educating 92,000 children (approx. 50% girls) in its 660 school units. TCF has impressively conducted school construction and operations programmes in carefully selected areas of Pakistan for several years. Roche for the first time in Pakistan supported their similar project after the earthquake in 2005 by building a school at Hill Kot and now TCF School Jacobabad Campus is the second endowment from Roche to the children of Pakistan.

The Village Haji Sahib Dino Soomro is about 3 KM from Jacobabad city where TCF School – Jacobabad Campus opened its door for the community in April 2012. The community is delighted to have a TCF school in the village. Earlier, most of the children were seen wandering on the streets because their parents could not afford to send their children to educational institutes in Jacobabad city, as there are at a very long distance. Before floods some children of the community used to attend government schools. After floods, these government schools are not



fully operational due to shortage of staff and other administrative concerns. Hence, TCF Primary School - Jacobabad Campus is giving the community's next generation a chance to educate them, thus improving the quality of their lives.

Girls in particular are very happy to have the TCF School in their village. Usually, girls do not get permission to travel long distances to get education. Thus, TCF School - Jacobabad Campus is within the community.

Admissions were given to the children on first come basis and were filled in just three days. After few days of TCF existence in the community, request for admissions were received from the nearby villages also.

The quality education received at TCF School – Jacobabad Campus will promote self-esteem and confidence amongst the residents and children in particular. TCF's long terms goal is to break the poverty cycle which entrapped past generations. For girls, education, will lead to later marriages and smaller, more manageable families. Most importantly, education is self-perpetuating: an educated mother will always strive to educate her child.



SGS Pakistan establishes Collection Centers for Consumer Testing Laboratory in Industrial Zones of Karachi

SGS Collection Centre at NKATI

SGS Pakistan recently opened a first of its kind (Consumer Testing Laboratory) Collection Centre at North Karachi Association of Trade & Industry (NKATI) & S.I.T.E Association of Industry. SGS Pakistan is a part of SGS Geneva, Switzerland and is world's leading inspection, verification, testing and certification company. SGS Pakistan recently completed 60 years of exemplary growth and service to Pakistan's industry.

A ceremony was organized by the organization to mark the launch of the SGS collection centre at NKATI premises which was inaugurated by Abdul Rasheed Fooderwala, Chairman NKATI & Farrukh Mazhar, Managing Director- SGS Pakistan. The launch event was attended by leading textile manufacturers and prominent business personalities from Karachi's elite business circles. The event marked the establishment of a value added service to facilitate the clients in response to the growing demand of SGS testing services. With the establishment of this collection center SGS also reaffirmed its commitment to supporting industry and bringing convenience to their doorstep.



SGS Collection Centre at NKATI was inaugurated by Abdul Rasheed Fooderwala, Chairman NKATI & Farrukh Mazhar, Managing Director- SGS Pakistan.

SGS Collection Centre at Site

SGS Collection Centre at SITE was inaugurated by Irfan Moton, Chairman - SITE Association of Industry, also present on the occasion were Asad Nisar, Senior Vice Chairman - SITE Association of Industry, Junaid Siddiqui, Vice Chairman - SITE Association of Industry & Farrukh Mazhar, Managing Director- SGS Pakistan.



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In May this year, SGS Pakistan's collection centre at SITE association of industry's premises was inaugurated by Zubair Motiwala, Chairman Sindh Board of Investment & chief guest Yunus M. Bashir, Senior Vice President - Karachi Chamber of commerce & industry. Also present on the occasion amongst the leading business personalities of the city were Mohammad Irfan Moton, Chairman - SITE Association of Industry; Asad Nisar, Senior Vice Chairman - SITE Association of Industry & Mr. Junaid Siddiqui, Vice Chairman - SITE Association of Industry. The events were attended by leading textile manufacturers and other distinguished guests. The participants lauded SGS Pakistan's efforts in enabling best knowledge and expertise partnerships with local trade and business associations and their members. Demand for SGS testing laboratory services have seen a surge and the company continues to work closely with local players by enabling its vast pool of international expertise.

SGS Pakistan participates in 3P Pakistan in Lahore

SGS Pakistan has participated in the 3P Pakistan 2012 - The 8th International Exhibition of Plastic, Printing Packaging and Food Equipment & Technology exhibition organized in Lahore at the Expo Centre. Leading local and international companies from plastic, printing and packaging industries of Pakistan participated actively in the event.



Swiss Musicians perform in courtesy Swiss International Air Lines Ltd., Karachi for 72nd National Day of Switzerland celebrations organized by Consulate General of Switzerland.

SWISS earns top honours for its Business Class catering

Swiss International Air Lines has taken first place in the "Best Business Class Catering" category in this year's Skytrax World Airline Awards. The annual industry distinctions are based on a survey of several million air travellers by the UK-based Skytrax consultancy company.

Over 18 million air travellers from more than 100 countries have voted SWISS the carrier with the best Business Class catering in the 2012 Skytrax World Airline Awards. SWISS formally received the distinction during the biennial Farnborough International Air-show in the UK.

"We are delighted to see that the high quality of our inflight product is so appreciated by our customers," says Frank Maier, Head of Product & Services at SWISS. "Our on-board cuisine and our specifically Swiss service aspirations are key elements in our overall positioning as The Airline of Switzerland. And with our 'SWISS Taste of Switzerland' inflight catering concept for First and Business Class on intercontinental routes and our 'SWISS Traditions' product for Business Class in Europe, we strive to offer our guests an optimum of culinary variety, originality and regional flair."

SWISS is no stranger to top podium places in the annual Skytrax World Airline Awards. Last year the carrier was named "Best Airline Western Europe" in these prestigious industry distinctions.

SWISS launches 24/7 customer service via social media

SWISS has further enhanced the scope of the customer services it provides via the Facebook and Twitter social media platforms. Customers can now use these online channels to contact the airline's Service Center at any time of the day or night with any inquiries or issues they may have: on flights, tickets, re-bookings and similar. The new expanded facilities were introduced on Sunday 1 July.

SWISS has been utilizing the Facebook and Twitter social media platforms for some time now to publish general information on the company, product news, competitions and more. The airline has now expanded its use of these online communication channels to ensure its round-the-clock reachability for its customers worldwide. SWISS is the first company in Switzerland to provide a specially-trained service centre team to deal with customers' inquiries at any time of the day or night.

As well as calling up general information, customers can use the enhanced communications channels to ask specific questions about travelling with SWISS and the various products and services available, or with regard to a booking already made. The new 24-hour service is provided in five languages, too: English, German, French, Italian and Spanish.

Thanks to these expanded online facilities, SWISS customers can now get in touch with the airline quickly and directly from any internet-capable device at any time of the day or night and wherever they may be. The service can be accessed via either Twitter (@SwissAirLines) or Facebook (facebook.com/FlySWISS).

Contributing to Food Security

The need to address food security has never been greater and is moving up national agendas around the world. Everyday nearly 1 billion people go to bed hungry-even more are malnourished. And this figure could potentially rise with the global population expected to reach 9 billion by 2050.

The World Food Summit of 1996 defined food security as existing “when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life”.

To feed this growing population, farmers will need to achieve at least a 70 percent increase in food production by 2050. Achieving food security won't be easy considering the mega trends of growing population, greater affluence, and increasing urbanization. Not only are more people demanding more food, but they want greater variety, including meat, dairy, fruits and vegetables.

While demand for food is growing, farmers' ability to increase productivity is facing unprecedented challenges. Scarcity of water, energy, and land is expected to define food production in the coming decades. Already, agriculture uses 40 percent of the world's land surface and 70 percent of all available fresh water. Agricultural practices will also need to protect biodiversity through increasing productivity without expanding into natural ecosystems. Further exacerbating the situation is a changing climate that has led to higher temperatures and erratic weather patterns in some areas.

Rural economies in developing countries will feel the biggest impact of these challenges. They will require greater investment in agricultural productivity and profitability to drive socio-economic development and lift people out of poverty and hunger.

Developing a Sustainable Production System for Agriculture: Syngenta believes that farmers can produce enough to meet the world's needs for food, fuel and fiber and safeguard the only planet we have for future generations – if we take a system-wide approach that links technology, land and people. These three elements build the foundation for a sustainable production system in which strong rural economies and resource efficiency are fundamental to achieving food security.

Our modern agricultural solutions – combined with supporting infrastructure, access to markets, information and financial resources – enables rural economies to increase productivity and improve farm profitability and at the same time have a beneficial impact on water, land, and biodiversity. This sustainable production system helps farmers earn better incomes, live better lives, and be efficient stewards of the land.

Choices on the Farm: The challenge of the 21st century is clear to feed the world's growing population while safeguarding our natural resources in the process. We have a long way to go considering one billion people are undernourished today.

To meet this challenge, the world's farmers need to nearly double crop production in the next 40 years. Syngenta is confident that farmers can feed the world with the support of governments, international organizations and industry. However, they must have access to the best technologies to manage limited natural resources and increase productivity.

Success depends on creating policies guided by science that develop and accept innovative agricultural solutions. But we cannot stop there. The technologies must be implemented on the farm. This may require building infrastructure for education, access to markets, insurance and financial support.



Many small holder farmers throughout the world remain poor and hungry. This includes about 450 million farms of two hectares or less supporting over 2 billion people.

These farmers can greatly benefit from agricultural technology, extension services and markets. Agricultural investment strategies centered on small holders are key to poverty reduction and increased food security. The process involves a structural transformation where agriculture (through higher productivity) provides food, labor and savings that foster food security.

Technology for Greater Yields: Today's technologies unlock the potential of plants to help farmers grow more using less water and land.

Insecticides, fungicides and herbicides, for instance, protect crops from insects, diseases and competition from weeds. It also means better seeds to improve crop growth and quality, and decrease loss of produce.

Modern science can identify key natural traits of a plant to breed improved varieties with the highest possible yield. In other instances, genetic modification can be used to achieve traits, such as disease resistance or herbicide tolerance.

Global agriculture demands a diversity of approaches, specific to crops, localities, resources and cultures. It makes sense for growers to have all available solutions accessible to them.

Syngenta works with experts to give farmers solutions tailored to their circumstances so they can achieve reliably higher yields.

Technology for Crop Quality: Beyond greater yields, growers are under pressure to produce reliable, high-quality crops that meet the expectations of food processors and consumers. Food must be tasty, healthy and nutritious at affordable prices. High-quality produce can also protect against food losses after harvest.

Technology can help growers to meet these expectations, often opening new markets and providing a more reliable income. Increasing the nutritious content of food also helps to meet increasing demand for healthy food.

Sharing Responsibility for our Planet: It is time for us to create a new vision for the future: we can use technology to produce food more sustainably. Today's agricultural solutions can help farmers protect land, water, and biodiversity for future generations. But recent advocacy efforts in the western world argue against agricultural modernization. They support regulations opposing the use of improved seeds and crop protection products. Realistically, without technology we cannot feed the world and we place our planet at risk.

Agricultural solutions can reduce food losses during production, transport, and storage. Integrated solutions can increase yield and quality. And new plant science can help crops adapt to the changing climate and changing consumer needs.

Agricultural policies and regulations must support the development and deployment of the technologies that the world needs to sustainably feed itself. For growers to benefit from technology, collaboration must include the broadest range of stakeholders: governments, international organizations, foundations, corporations and rural communities.

We are all connected in today's global world. We are all responsible for protecting our planet.



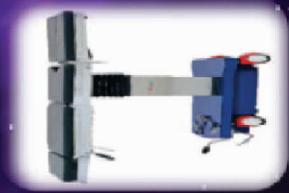


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Switzerland at a Glance!



Population	7.8 Mio
Area	41,285 km ²
Government type	Federal state, semi-direct democracy
Capital	Bern
Cantons/districts/counties	26 cantons
Official languages	German, French, Italian, Rumantsch
Currency	Swiss franc



The people of Switzerland: Switzerland has a population of about 7.78 million. Foreigners account for around 22% of the resident population. The average age is increasing, as people live longer and have fewer children. Lifestyles are changing as the Swiss adapt to new demands.

Switzerland has four unevenly distributed languages and a wealth of dialects.

Culture: Switzerland boasts a thriving arts scene, with its architects in particular achieving world-wide acclaim. The culture of Switzerland is characterised by diversity. The Swiss sometimes wonder what keeps Switzerland together. The wide range of traditional customs is one reflection of this diversity.



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Leisure: The Swiss have a well-deserved reputation for being hard workers, but they enjoy their leisure as much as anyone else. Leisure activities range from taking



part in gruelling sports to relaxing with family and friends. Many people also devote part of their leisure time to the public service.

Geography: The geography of Switzerland is notable for its great diversity. Switzerland's three main geographical regions are the Jura, Plateau and the Alps.



The geography of Switzerland means that the climate varies greatly from one region to another. Depending on the area and the time of year, Switzerland experiences conditions reminiscent both of Siberia and of the Mediterranean. Even the major towns of their own distinctive character. Building land is in short supply, but planning regulations aim to preserve the appearance of towns and villages.

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Environment: Switzerland's topography means that the central plateau is densely populated. Industry, farming, transport and



leisure activities compete for space with residential areas. All of these can be sources of pollution. The mountain environment is especially fragile. Climate change brings the threat of landslides and flooding, as well as threatening the important tourism industry.



Science: Switzerland is recognised as an international research centre. Both the Swiss state and the private sector are strongly involved in promoting science and technology.

Swiss scientists are involved in ground-breaking research, in part with foreign colleagues, in sciences ranging from nanotechnology to space research. This scientific success has a long history. Many Swiss and Swiss-based scientists have won Nobel prizes.

Education in Switzerland: Switzerland prides itself on its high standard of publicly-funded education. As a country with few natural resources, its prosperity depends to a large extent on its brain power. Most people continue studying after the years of compulsory education, and many take further courses throughout their lives. At the same time, the education system has to deal with new challenges in the face of changes in society and the world.



Economy: Switzerland's economy is based on a highly qualified labour force performing highly skilled work. The main areas include microtechnology, hitech, biotechnology and pharmaceuticals, as well as banking and insurance know-how. The service sector now employs the greatest number of people.

Most of the people working in Switzerland are employed by small and medium-sized enterprises, which play an extremely important role in the Swiss economy.

The Swiss are concerned that economic activity should have as little impact as possible on the environment. Switzerland's energy and transport policies aim to be environmentally friendly. The age of unlimited economic growth in Switzerland is over. Fear of unemployment has been one of the main concerns of the Swiss for several years.

Politics: Switzerland's existence as a modern federal state dates back to 1848. The government is made up of seven members, elected by the Federal Assembly. The government members take it in turns to act as president. The Swiss people can influence political affairs through the highly developed system of direct democracy.



Switzerland's position as a neutral state allows it to play an important humanitarian role in world affairs and to act as a mediator between conflicting parties.



History: Switzerland's geographical position with its transit routes over the Alps made it a desirable possession for European great powers through the ages.

Switzerland developed slowly over many centuries, as more and more regions came together to form a loose confederation whose members gave each other mutual support. At times their different interests stretched the bonds between them almost to breaking point. It was only in 1848 that Switzerland became a more centralised federal state. This favoured its economic development and ended any possibility that Switzerland might break up.

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