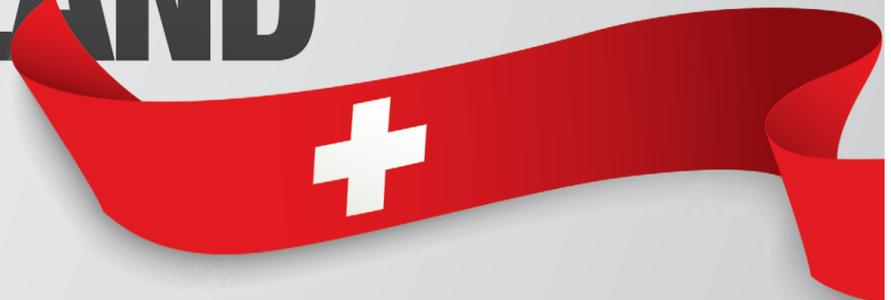




SWITZERLAND NATIONAL DAY 2023



Messages

Georg Steiner
Ambassador of Switzerland to Pakistan

Dear Reader!

As you may know, August 1, 2023, marks the 732nd National Day of Switzerland.

This day reminds of a historic alliance between the founding cantons of Uri, Schwyz and Unterwalden in 1291. The Federal Charter from early August 1291 is Switzerland's oldest constitutional document.

Nowadays, on August 1, the Swiss come together as a nation to honour their rich history, direct democracy, diverse culture and shared values. It is also a family day, filled with joy and laughter.

I am very happy that in close vicinity to this important day, the Swiss Foreign Minister, H.E. Ignazio Cassis, visited Pakistan upon the invitation of the Prime Minister of Pakistan, H.E. Shehbaz Sharif.

On the occasion of this successful visit, many interesting exchanges took place and an important Memorandum of Understanding (MoU) in the field of Disaster Risk Management was signed between the two countries. It underlines Switzerland's strong partnership with Pakistan to enhance preparedness and resilience in the face of potential disasters and natural calamities. Furthermore, our bilateral partnership will continue to channel common efforts to address climate change and create sustainable win-win solutions for both countries.

As a core group member of the support platform for the Solutions Strategy for the Afghan Refugees (SSAR) of UNHCR in Pakistan, Switzerland is actively working with other international partners to sustain engagement with the government of Pakistan to foster concrete and tangible solutions for Afghan refugees.

I would also like to underline that Switzerland has continuously been ranked among the top Foreign Direct Investors in Pakistan. Major Swiss companies are successfully operating in various sectors, such as food and beverages, energy, chemicals,

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H.E. Aamir Shouket
Ambassador of Pakistan to Switzerland

ON the occasion of the National Day of Switzerland, I convey my warmest felicitations to the people of Switzerland.

Our two countries have close relations based on mutual respect and trust, which are growing further with each passing day.

Recent visit of Federal Councillor/Minister for Foreign Affairs H.E. Ignazio Cassis to Pakistan in July 2023 and signing of an MoU in the field of Disaster Management is the latest step towards increasing our bilateral cooperation. We hope that such engagements at the highest level will continue in future as well.

We wish happiness and prosperity to the people of Switzerland. ■



Hafsa Shamsie
Managing Director, Roche Pakistan Limited

AT Roche, patients and science are at the heart of everything we do - innovation lies at the core of our business. With over 125 years of presence globally and over four decades in Pakistan, our ambition is to bring innovative treatments to as many people, as quickly as we can, regardless of geographies, economies and affordability.

We realise that our provision of life-changing solutions are only meaningful when they reach the people who need them as they need them. Hence in Pakistan, with a challenging healthcare landscape, we are committed to improving access to standard-of-care treatments by collaborating with public and private sector stakeholders. Our aim is to remove barriers from the



entire patient journey enabling awareness, early diagnosis and standard of care treatment options that improve outcomes for patients.

To that end, what we are most proud of is our Patient Support

Program designed to expand access to our innovations for patients in need and those suffering from financial hardship. We also believe that taking our responsibility as a partner to healthcare systems and governments is as important as our scientific innovation. Now more than ever, we strive to make healthcare systems strong, resilient and sustainable to bring better care to more people.

In Pakistan, we bring innovative treatments in the areas of oncology and rare diseases. The incidence of cancer - especially women's cancers such as breast, cervical and ovarian, as well as lung cancer, remain amongst the pressing healthcare concerns of our nation. Furthermore, through our focus on rare, but neglected diseases, such as Spinal Muscular Atrophy, Multiple Sclerosis and

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Khurram Shahzad Khan
President & CEO, HABIBMETRO

WARMEST congratulations to the people and Government of Switzerland on the 732nd National Day of the Swiss Confederation.

Pakistan and Switzerland share a long-standing bilateral relationship built on trust, cooperation, and mutual respect. This bond has strengthened over time, through collaborative efforts in various areas such as trade, investment, development assistance, education, and research and innovation.

Switzerland remains a key trading partner of Pakistan, for a diverse

range of products, including pharmaceuticals, machinery, chemicals, energy, engineering, food/beverages, luxury and other goods. Exports from Pakistan to Switzerland include agricultural produce, leather articles, and textile/clothing.

Switzerland's commitment to investing in Pakistan fosters economic opportunities in Pakistan, contributing to the socio-economic development of our country. This demonstrates Switzerland's confidence in Pakistan's potential as an emerging market.

As a subsidiary of Habib Bank AG

Zurich, HABIBMETRO envisions a strengthened Pak-Swiss relationship. We carry forward the long-standing legacy of our parent entity and embody the Swiss values of precision, excellence, and reliability in our business practices.

I would like to extend my sincere appreciation to the Ambassador of Switzerland to Pakistan, H.E. Georg Steiner for his dedicated efforts toward strengthening the relationship between our countries and his commitment to enhancing bilateral cooperation across all sectors.

I, along with the team at HABIBMETRO, extend our heartiest wishes to the people of Switzerland. May this celebration be a reminder of



the lasting relationship between our nations and herald more collaborative achievements in the years to come. ■



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A FULL view of a cathedral from outside.

FOR international tourists, the beautiful green pastures, rivers, lakes, the Alps and ski resorts of Switzerland are not the only sites of attraction. Gothic-style cathedral, churches and other buildings equally offer the serenity of richly preserved the Mediaeval and Middle Ages architecture to those interested in art, built heritage, sacred material and visual culture. The art and architecture in Switzerland underwent many changes during the Reformation and Protestant period in the 16th century which are reflected in the sacred art and material culture.

In a trip to the city of Lausanne, a French-speaking part of Switzerland, located at an hour's distance by train from Bern, one can have the opportunity to see and explore the marvellous and splendid heritage and sacred material culture of the grand Cathedral of Notre Dame of Lausanne.

As stands its glorious structure, the grand Lausanne cathedral proves to be an exceptionally mar-

vellous place to explore and learn about past human experiences and expressions of sacred art and architecture.

Seeing the beautifully preserved Lausanne cathedral, one can't help thinking about the pitifully neglected state of historical, architectural marvels in our cities.

The cathedral, a Gothic style 12th-13th century building located on a hilltop, is an emblem of sacred tangible culture. Construction on the cathedral started towards the end of the 12th century. During the Middle Ages, this cathedral has been a central place of worship and pilgrimage; pilgrims came to pay homage and pray before the miraculous statue of the Virgin Mary, the 'Golden Virgin', which was later damaged during the Reformation.

Based on the Gothic stone architecture, the cathedral has huge, tall towers, exterior and interior designs and decorations with carvings, sacred sculptures, extra-large arches, stained-glass windows, flying ramparts.

Most significantly the beautiful

Gothic-style rose window on the southern façade, including the Biblical and evangelical figures, adorn the portals and façade.

The history of the construction of the cathedral and the Christian beliefs associated with the miracles of the Virgin Mary, explain that the main part of the cathedral was built between 1190 and 1235 and was dedicated to Mary. During the Middle Ages, people strongly believed in the mysterious wonders of the golden statue of Mary.

The 16th-century Reformation movement played a colossal role in introducing socio-political changes, especially in the religious life and character of the European society. The Mediaeval and Middle Ages European Catholic religious ideas and practices were challenged and opposed by the Reformation and Protestant movement. Describing the rise of the Protestant Movement and its impact on Lausanne Cathedral, Maye, a tourist guide, said, "After invading Lausanne in 1536, the Bernese imposed Protestantism, and took away all the treasures from the cathedral: metal pieces were melted and the beautiful tapestries and the monumental communion table were transferred to Bern."

Maye explained that since the Reformation and Protestantism prohibited decoration in places of worship "during the Reformation attacks on the cathedral, statues and paintings were damaged and destroyed except for a few which survived in their original form. You can see the noses of statues which were cut down by the attackers".

Maye further explained, "Until the beginning of the 16th century, the main entrance was through the painted portal at the south aisle / alley instead of the western side portal. Here, the pilgrims were greeted by (carved sandstone statues of) Jesus Christ and the Virgin Mary as well as by the two groups of three prophets of

the Old Testament and two groups of three evangelists of the New Testament." These full-sized carved statues marked the welcoming and benevolent faces with beautiful colours; they feature the use and interplay of sacred art, architecture and material culture in the ancient times to express devotion and homage to the holy religious figures and objects.

The exceptionally beautiful and aesthetically superb art and architectural structure of the Lausanne cathedral is its interior south rose-window's tracery based on geometrical designs and symbols. Inside the cathedral, geometrical designs reflect the multicoloured light falling through the rose window. Maye told us that two thirds of the original glass in the rose window has been preserved.

Explaining the significance of the rose window, Maye explained, "The theme of the rose is an image

of the world — Imago Mundi. It reflects the beauty and the goodness of God's creation. Its extraordinary and highly coherent design seems primarily a desire to the cosmological knowledge of that era express in architecture. It seems that a highly educated and universalist architect rather than a scholar theologian would have designed it."

Incredibly, the rose window is the masterwork of art and architecture reflecting cosmological knowledge of that era. As our guide explained, "The design of the tracery is based on a circle which has neither a beginning nor an end. The square inscribed in the circle symbolises the created world.

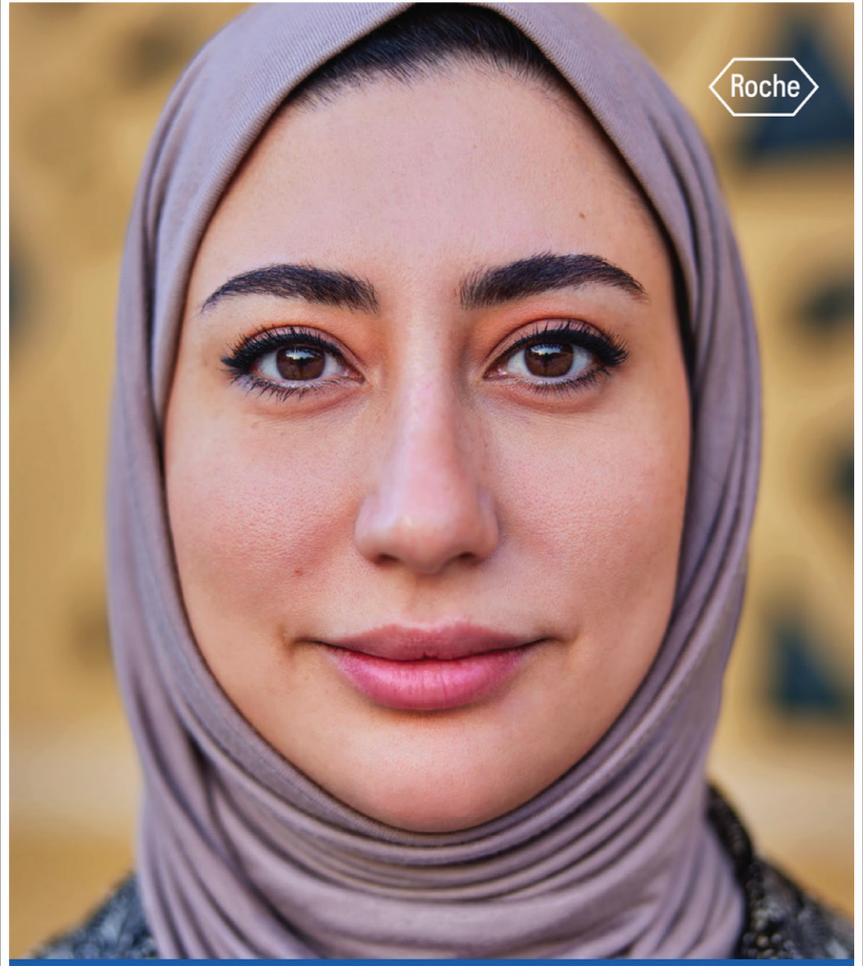
All around the circle, there are groups of three medallions with a head in each which represent the winds. In each corner of the square, a seated person pours water; they represent the rivers

pouring from Paradise's fountain and flowing out in the four directions to irrigate the world. Corresponding to the four seasons, it represents the four basic elements — water, air, fire and earth."

In terms of art and architecture, the rose-window design is known as the treasure of the cathedral and is immensely admired for its rich symbolism and cosmological knowledge which has been carefully restored and preserved over centuries.

From the rooftop of the outer building of the cathedral, we took the pleasant view of the beauty of Lausanne city and moved to our next destination.

During the walk, careful preservation of heritage and tourism in Switzerland reminded me of the pathetic situation of historical architecture, heritage and the old buildings in the cities throughout Pakistan especially pre-Partition Hindu and Sikh heritage. ■



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Messages

Georg Steiner

pharmaceuticals, and textile machinery, employing around 15,000 people.

The Embassy of Switzerland in Islamabad is very much looking forward to further strengthening the bilateral relationship between Pakistan and Switzerland, counting on our host country's friendship and continued support in this respect.

I conclude by wishing Pakistan and its wonderful peo-

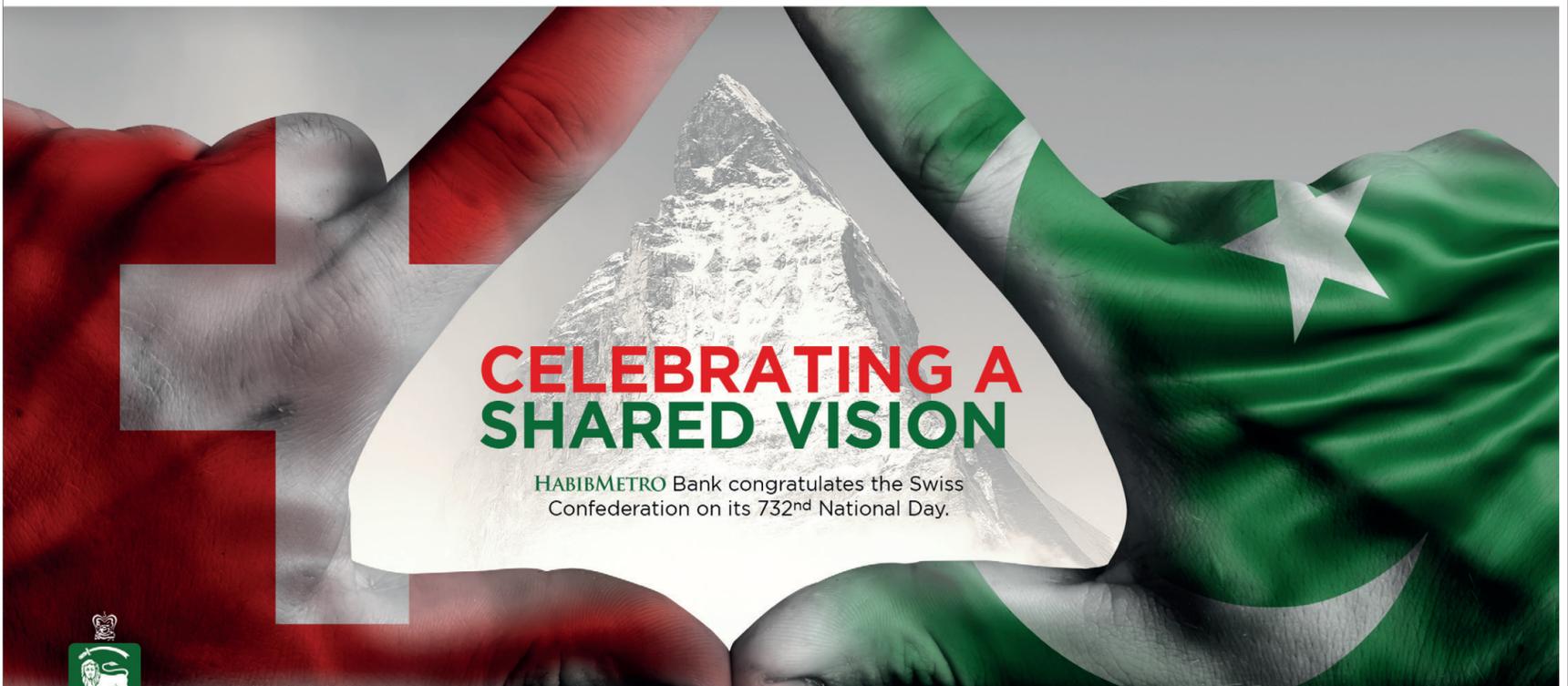
ple peace, prosperity, happiness, and a very nice 76th Pakistan Independence Day on August 14. Pakistan-Switzerland Friendship Zindabad!

Hafsa Shamsie

Hemophilia, we aim to give patients of these diseases better health outcomes and quality of life through standard-of-care treatments.

Here at Roche Pakistan, we believe that a healthier society contributes positively to the development and growth of the nation. Hence we all need to play our part in providing equal health opportunities to the people of this country. ■

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HABIBMETRO Bank congratulates the Swiss Confederation on its 732nd National Day.



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