

Ambassador

PAKISTAN'S FIRST DIPLOMATIC MAGAZINE

August 2025



734th National Day of
Switzerland



www.swissbusinesscouncil.com.pk

CORPORATE PROFILE



OUR VISION

To be a responsible, customer-centric, multi-energy company, promoting innovative, and diversified solutions in a sustainable manner ensuring customer proximity through our agile, performance-minded teams and simplified processes.



OUR LEADERSHIP

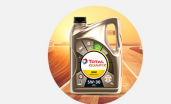
Asif Iqbal
(CEO, PARCO Gunvor Limited)

WHO WE ARE

PARCO Gunvor Limited (formerly Total PARCO Pakistan Limited) is a 50/50 joint venture between **Gunvor Group**, one of the world's largest independent commodities trading houses, and **Pak-Arab Refinery Limited (PARCO)**, a fully integrated energy company and joint venture between the Government of Pakistan and Emirate of Abu Dhabi. **PARCO Gunvor Limited (PGL)** has a retail network of more than 800 service stations, fuel logistics and lubricants activities in Pakistan.

The new entity will continue to serve its customers through its retail business under the existing 'Total PARCO' brand, and its lubricants under the 'Total' brand in Pakistan.

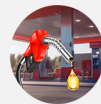
OUR LEGACY



Lubricants affiliate created in 1997 by the name of Total Atlas Lubricants Pakistan



Joint venture agreement between TotalEnergies & PARCO signed in 2000



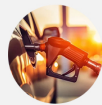
The 1st oil marketing company to introduce Euro fuel in 92 ron gasoline in Pakistan. Excellium was launched in 2018 and is available in Euro specifications since September 2020



The 1st Asian non-export blending plant to launch the repackaging of Total® lubricants range



Total PARCO acquired Chevron's retail network in 2015 making it the 2nd largest OMC in Pakistan



Since then, the retail network has grown to 800+ service stations across Pakistan, consistently bringing new Service Stations every year



An employer of choice with 1,000+ highly trained direct and indirect employees with a stakeholder base of 20,000+



Over 45 Million kilometers travelled per annum by 700+ safety complaint oil tank fleets across the country



In 2024, **Gunvor Group** acquired TotalEnergies' 50% stake in Total PARCO Pakistan Limited (TPPL), subsequently becoming our current entity: **PARCO Gunvor Limited**

WHAT WE OFFER



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INFINITI



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WASH



QUARTZ AUTO SERVICES



CLEAN & FRESH RESTROOMS™



MUAWIN CUSTOMER HELPLINE



B2B FUEL & LUBRICANTS

Sustainable Development



Diversity & Inclusion

Pakistan's first oil marketing company (OMC) to onboard women and persons with disabilities at service stations.

OUR COMMITMENTS

Employer of Choice

- Equal opportunity
- Talent development
- Culture

Quality



AWARDS & RECOGNITIONS

2025

Gold Recognition at 5th EFP Women Empowerment & Gender Equality Awards

2025

3rd OICCI Climate Excellence Award for 'Promoting Circular Economy'

2025

Driving Diversity Excellence Award as Change Makers at the March Forward Conference by She Matters

2024

14th Annual Corporate Social Responsibility Award by The Professional Network, for "Road Safety Awareness Campaigns"

2024

13th Annual Corporate Social Responsibility Award in Corporate Community Partnership

2024

TotalEnergies Favorite Twice Copil Award

2024

Gold & Silver Awards at TotalEnergies APME Sales & Marketing Conference

2024

Leadership and Strategy Award at the 6th Women Empowerment Awards by the OICCI

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MAA International



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SONRAJ PAKISTAN



syngenta



The Legend

SEARLE



Zürcher Kantonalbank

Ambassador

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President Swiss Business Council

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Geneva: Global Melting Pot



Message From
H.E. Georg Steiner
Ambassador of
Switzerland to Pakistan



Dear Reader

Today, I have the honour to address you on the occasion of Switzerland's National Day. As you may know, August 1, 2025, marks the 734th 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 1291 is Switzerland's oldest constitutional document.

Nowadays, on August 1, the Swiss come together as a nation to honour and celebrate their history and shared values. It is also a family day with friends, filled with joy and laughter. Switzerland, as a land of diversity located at the crossroads of Europe, has a long tradition of acting as host to the world's countries and institutions. It is also a very innovative, modern and dynamic place with a rich cultural heritage. Direct democracy underlines Switzerland's commitment to citizen participation and inclusiveness and its determination to keep on providing an enabling environment to its citizens. At the same time, there are many challenges ahead and international partnerships are crucial in a world that is changing rapidly. Switzerland and Pakistan have continued to focus on a concrete and goal-oriented cooperation in various areas of mutual interest. Just very recently for instance, the Embassy of Switzerland in Islamabad hosted an interesting exchange for Swiss and Pakistani scientists and practitioners who focus on improved engineering for earthquake resilience. Further activities will be implemented to enhance preparedness in the face of potential natural calamities. A few months ago, the Embassy also initiated and facilitated a closer cooperation between the Swiss Business Council and relevant Pakistani counterparts to enhance vocational skills training initiatives for youth in Pakistan. In this context, I have the privilege 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, pharmaceuticals, and textile machinery, employing around 15,000 people. I hope that the business environment will be further strengthened for the benefit of all interested and committed stakeholders.

I conclude by wishing Pakistan and its wonderful people peace, prosperity, happiness, and a very nice Pakistan Independence Day on August 14.

**Happy National Day to all Swiss compatriots !
Pakistan-Switzerland Friendship Zindabad !**

Ambassador



Message From
Hafsa Shamsie
President
Swiss Business Council



On this momentous occasion, I am pleased to extend my heartfelt greetings and warm wishes to the people and Government of Switzerland, as well as to His Excellency Mr. Georg Steiner, the Ambassador of Switzerland to Pakistan. Switzerland continues to be a global symbol of innovation, precision, and excellence.

Today, we celebrate its rich cultural heritage, enduring democratic values, and exceptional contributions to the world. As President of the Swiss Business Council, I would also like to take this opportunity to express my sincere appreciation to our members and partners who have played a vital role in fostering and strengthening bilateral relations between Pakistan and Switzerland. We are especially grateful to Ambassador Mr. Steiner for his invaluable efforts in promoting trade, investment, and economic collaboration between our two countries.

The Council is proud to serve as a bridge between Swiss and Pakistani businesses, especially during these transformative times. It is particularly encouraging to see the active engagement of Swiss SMEs across a range of sectors in Pakistan, as well as the continued commitment of leading Swiss companies contributing to the country's economic growth.

According to the Board of Investment, Switzerland remains among the top foreign direct investors in Pakistan for the fiscal year 2024. Furthermore, bilateral trade between our two nations surpassed 430 million CHF during the same period, underscoring the depth and potential of our economic partnership. As we mark this special day, let us renew our shared values of integrity, inclusion, and excellence. Together, we look forward to expanding collaboration, deepening mutual understanding, and advancing sustainable growth. Wishing the Swiss community, our valued members, and friends of Switzerland a joyful and memorable National Day!



Swiss Business Council

The Swiss Business Council (SBC) was established in 2008 as a legal entity under an act of the Securities & Exchange Commission of Pakistan. The members' segmentation comprises large Swiss Multinational subsidiaries operative in Pakistan, and Swiss Small & Medium Enterprises operative through joint ventures, agencies & dealership arrangements in Pakistan.

Mission & Vision

To protect and promote Swiss Economic interests;
To encourage and stimulate new investments;
To introduce and inculcate best practices and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

The SBC works in close partnership with its associates in Switzerland to mobilize B2B contacts between Swiss and Pakistani business entities, improve the global perception of Pakistan in the circle of foreign investors, and inculcate people-to-people cultural ties between the two countries:

Patronized by:

As the official representation of Switzerland in Pakistan (eda.admin.ch/Islamabad), the embassy covers all matters concerning diplomatic relations between Pakistan and Switzerland. It represents



Swiss interests in the areas of political, economic, and financial affairs, legal arrangements, science, education, and culture.

Partner of:

The SBC works in close collaboration with its partner Switzerland Global Enterprise (S-GE) in Switzerland to facilitate Swiss Companies that want to have their footprints in Pakistan, in terms of finding an authorized distributor for them, investment, and joint ventures.





“Switzerland & NUML Celebrate French Language & Culture”



The Embassy of Switzerland in Islamabad and the National University of Modern Languages (NUML) teamed up to present the beauty of the French language: The students showcased their talents through French songs and skits and the audience could enjoy the Swiss short film "La Femme et le TGV".

H.E. Ambassador Georg Steiner met with the University's Rector and expressed the Embassy's support for collaboration in education and culture. He commended the students for their performances and shared memories of his student life, encouraging them to take full advantage of the University's excellent facilities and never give up their dreams. Ambassador Georg Steiner and French Embassy officials then awarded certificates to the students who successfully passed the DELF exams.





Swiss Excellence in Vocational and Technical Training

Vocational education and training are among the most essential pillars of the Swiss economy. To further extend the footprints of Swiss values in vocational education and training in Pakistan, H.E. Mr. Georg Steiner, Ambassador of Switzerland in Pakistan, hosted the Memorandum of Understanding (MoU) signing ceremony between the Swiss Business Council (an umbrella organization of Swiss companies in Pakistan) and the National Vocational and Technical

Training Commission (NAVTTTC) of Pakistan.

The MoU was signed by Ms Hafsa Shamsie, President of the Swiss Business Council (SBC) and Managing Director of Roche Pakistan, and Mr Muhammad Aamir Jan, Executive Director of NAVTTC. The MoU will promote and enhance collaboration between SBC through its member companies and NAVTTC to facilitate technical skills training initiatives for youth in Pakistan.



Fostering Swiss-Pakistani Economic Collaboration

Ms. Hafsa Shamsie, Managing Director of Roche Pakistan and President of the Swiss Business Council Pakistan, had the pleasure of meeting Ms. Anja Fiedler, Chief Export Promotion & Global Network Officer and Deputy CEO of Switzerland Global Enterprise, along with Mr. Suhail El Obeid, Senior Consultant for the Middle East & Pakistan at Switzerland Global Enterprise, headquartered in Zurich, Switzerland.

The meeting focused on strengthening Swiss-Pakistan economic ties, identifying emerging opportunities for Swiss companies in the region, and mapping out strategic initiatives for future collaboration.





Strengthening Members Fraternity



As part of Swiss Business Council's (SBC) commitment to fostering closer engagement with its valued members, the SBC initiated this year a series of annual visits to member organizations across Pakistan. These visits aim to personally present membership certificates, strengthen institutional ties, and share key developments, upcoming initiatives, and collaborative opportunities under the Council's mandate. The leadership and members of the Council deeply appreciated this proactive initiative, recognizing it as a meaningful step towards promoting transparency, inclusivity, and strategic dialogue. SBC remains dedicated to further enhancing its member outreach efforts, while upholding the spirit of Swiss-Pakistani partnership and mutual growth.





Country Consulting Week & Road Show on Pakistan in Switzerland

The Country Consulting Week and Road Show, organized by the Swiss Business Council (SBC), Switzerland Global Enterprise (S-GE), the Embassy of Switzerland in Islamabad, Pakistan's Embassy in Bern, the Geneva Chamber of Commerce (CCIG), and the Swiss Asian Chamber of Commerce (SACC), was a highly successful initiative aimed at promoting business opportunities in the Pakistani market for Swiss SMEs.

The event series, held across three cities—Zurich, Geneva, and Bern—attracted around 100 participants. The primary objective was to provide insights into the vast potential of the Pakistani market and to foster collaboration between Swiss businesses and local partners in Pakistan. Each session enlightened the audience on the emerging opportunities and growth sectors in Pakistan, highlighting the favorable business environment for Swiss SMEs.



Bern



Zurich



Geneva





Green Initiative: Swiss Embassy & Adventure Club Join Hands for Plastic Waste Cleanup"

To mark International EnvironmentDay 2025 the Swiss Embassy team joined forces with the Adventure Club-Pakistan and its partners for a successful plastic waste cleanup and eco-climbing event at the Margalla Hills in Islamabad on Sunday.

Ambassador Georg Steiner applauded the participants for joint efforts to protect the environment. Let's keep Islamabad green and beautiful !

This year's World Environment Day comes two months before countries meet again to continue negotiating global treaty to end plastic pollution.





“Gosha-e-Mashal Shines: Ambassador Steiner Praises School’s Dedication to Girls’ Education”

A big applause to Gosha-e-Mashal Charity School for their impressive work in providing quality education to girls ! Ambassador Georg Steiner and his team greatly appreciated the students’ wonderful performances during his visit.

The Ambassador praised the girl students’ performances, which featured beautiful skits, songs,

and a quiz competition about Switzerland, during his visit today. He also highlighted the management’s enduring commitment to creating a stimulating learning environment despite facing resource constraints and handed over gifts to the participating students as a token of appreciation for their wonderful performances.





“Swiss-Pak Collaboration for Earthquake-Resilient Engineering”



The Ambassador of Switzerland, H.E. Mr. Georg Steiner, just hosted an interesting exchange for Swiss and Pakistani scientists and practitioners who focus on improved engineering for earthquake resilience.

The event, held in collaboration with the École Polytechnique Fédérale de Lausanne EPFL and the National Disaster Management Authority (NDMA), facilitated ideas for joint research projects regarding disaster risk management, enabled new contacts and highlighted the potential and value of a close cooperation between Switzerland and Pakistan in this field.

We appreciate and thank our partners and experts for their important contributions !





Revolutionising breast cancer detection with blood tests



A promising Swiss biotech start-up is making significant strides in early breast cancer detection with a groundbreaking blood test that aims to transform how breast cancer is diagnosed and monitored.

Breast cancer remains the most prevalent cancer among women globally, with approximately one in eight women affected during their lifetime, according to the World Health Organization. The cancer can be present in the body for a significant amount of time before it is detectable, often for months or even years. Regular mammograms are crucial for early detection and can significantly improve treatment outcomes, but they are complicated and expensive. Even after successful treatment, the risk of recurrence remains significant for up to 20 years post-diagnosis and never completely goes away.

Leveraging the body's immune response

Emerging from over 25 years of pioneering cancer research at the University of Fribourg, Swiss biotech start-up Xemperia was founded in 2023. Its mission is to enable the earliest possible detection and treatment of cancer. Xemperia's innovative blood test, based on PCR technology (widely used in Covid testing), leverages the body's immune response to detect breast cancer at its earliest and most treatable stage. By analysing specific biomarkers derived from blood leukocytes,

the test offers a minimally invasive, cost-effective, and highly accurate method for detecting cancer early and monitoring for potential relapses.

A drop of blood is sufficient

Thanks to PCR technology, Xemperia's test requires just a simple blood sample, allowing women under 40 — who are often excluded from mainstream screening programmes — to benefit from early detection. Additionally, Xemperia is developing advanced DNA-based nanosensors, which could be incorporated into point-of-care diagnostic devices to obtain rapid test results near or at the patient's bedside, enabling even faster diagnosis and treatment.

Large-scale, pre-marketing study

According to Xemperia, the technology could also be adapted to detect other cancers such as lung, pancreatic or bowel cancer. Its innovative approach has already garnered significant attention within the Swiss startup ecosystem as the company prepares for a large-scale validation study of its blood test, with plans to certify and market the product by 2029.

Through these innovations, Xemperia aims to make significant contributions to early cancer detection and personalised treatment strategies, ultimately improving survival rates and quality of life for patients worldwide.

SOURCE: [HTTPS://WWW.SWISS.TECH/NEWS/REVOLUTIONISING-BREAST-CANCER](https://www.swiss.tech/news/revolutionising-breast-cancer)

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Switzerland.



SWISS ESCAPES

Gruyères: Where Medieval Charm Meets Gourmet Indulgence

That cheesy aroma in the air? Welcome to Gruyères!

Nestled in southwestern Switzerland, the picturesque village of Gruyères, with its 13th-century hilltop castle, retains all the charm of its medieval roots.

But Gruyères isn't only about history...

Iconic Swiss flavors come to life with authentic fondue.

The HR Giger Museum, who contributed to the creation of the film *Alien*, adds an unexpected artistic twist.

And nearby, the Maison Cailler offers a delicious immersion into Swiss chocolate heritage.

Ambassador

August 2025 **18**



Pak-Swiss trade ties a top priority: envoy

Swiss Ambassador to Pakistan, George Steiner, stressed that strengthening bilateral trade relations and deepening economic cooperation between Switzerland and Pakistan was his top priority. He underscored that such efforts would not only strengthen ties between the two countries but also bring significant benefits to the people of both nations, promoting economic growth and prosperity.

Speaking at the launch ceremony of Swiss homeopathic medicines in Pakistan, Steiner highlighted the numerous opportunities for collaboration in various sectors,



including tourism, medicine, and agriculture, according to a press release. He noted the successful partnerships already established between Swiss and Pakistani companies, expressing optimism about further investment from Switzerland, which could leverage Pakistan's large population of 25 million and its diverse industries.

The ambassador also pointed out that Switzerland is currently the third-largest direct investor in Pakistan and enjoys close trade ties with the country. He encouraged both nations to expand bilateral trade and investment.

Bilateral Trade between Switzerland and Pakistan

A) Switzerland's Exports to Pakistan (Million CHF)

Description	2020	2021	2022	2023	2024*	%
Pharmaceuticals	201.4	175	118.3	126.3	59.2	-53.2
Machines	49.1	58.2	44.2	31.4	40.1	+27.7
Dyeing Extracts and Colours	30	33	28.9	30.4	33.5	+10.2
Watches	19.3	27	28.2	19.8	20	+1
Chemicals	35.7	33	24.5	23.5	18.6	-21
Others	31.1	37.8	35.3	25.9	24.6	-5
Total	366.6	364	279.4	257.3	196	-23.8

% change from last year

B) Switzerland's Imports from Pakistan (Million CHF)

Description	2020	2021	2022	2023	2024*	%
Textiles	151.5	195.7	198.6	181	195.2	+7.8
Leather Articles	15	18.1	16.4	12.7	11.6	-8.7
Agricultural Products	19.2	13.3	24.1	23	10.7	-53.5
Others	15.7	17.9	17.9	16.9	19.5	15.4
Total	201.4	245	257	233.6	237	+1.6

% change from last year

*Provisional Figures

Source: Swiss Federal Office for Customs and Border Security



An unforgettable treat for your taste buds!

In the canton of Fribourg, western Switzerland, this pairing is a true institution. Meringues are generously topped with rich, velvety cream served in a traditional wooden tub before being enjoyed. The use of cream in the region is likely as old as its dairy and cheese-making traditions, with Gruyère's reputation already documented as early as the 13th century. And the meringues? Light, crisp, sweet... These little delights made from egg whites and sugar may have been created by a Swiss pastry chef of Italian origin, but their exact origin remains uncertain. They're especially beloved from the Emmental to the Vaud and Fribourg Prealps.



New tech keeps stents and catheters clear!



A team from ETH Zurich and the AARTORG Center at the University of Bern has developed a groundbreaking method to keep stents and catheters clean without invasive procedures.

Using artificial cilia activated remotely by focused ultrasound through the skin, the system creates fluid motion that dislodges bacteria and crystals from device surfaces.

This innovation could greatly enhance patient quality of life and reduce the strain on healthcare systems.



Swiss tech looks to space!

In May, the European Space Agency - ESA opened its first permanent site in Switzerland, in collaboration with the PSI Paul Scherrer Institut: the European Space Deep-Tech Innovation Centre (ESDI). ESDI aims to ease the transition from science to the private sector by supporting the development of cutting-edge technologies for the space sector. Its top priorities are quantum research, data science, and materials research.



In 1973, Switzerland faced an energy crisis and introduced three car-free Sundays nationwide. Highways emptied, people walked, cycled, even picnicked. A 100 km/h motorway speed limit was also imposed during the week. Though never repeated, the spirit lives on through Slow Up events, when selected roads close to traffic for a few hours each year.

Switzerland.

Bern Basel
Chur
Luzern Gotthard
Schaffhauserplatz

Schaffhausen
Flughafen →
Oerlikon

DID YOU KNOW ?

In 1973, Cars Were Banned for Three Consecutive Sundays in Switzerland

An empty Zurich junction during Switzerland's nationwide car-free Sunday, November 21, 1973.
(KEYSTONE/PHOTOPRESS ARCHIVE/Str)



GENEVA: Global Melting Pot

MAJYD AZIZ
Former President
Employers Federation of Pakistan

GENEVA: What and why about Geneva? Each and every place and point in Geneva is very attractive and captivating for foreign tourists or for foreigners who work there or for foreign diplomats, delegates, and consultants who mostly attend conferences and conventions in international organizations. For me, the rationale behind writing about Geneva is to express my thoughts about this city and to reminisce about my visits to this city, also known as “City of Peace” or “Peace Capital”.

Geneva is home to many agencies of United Nations such as the International Labor Organization, the World Health Organization, the World Meteorological Organization, the World Intellectual Property Organization, International Organization for Migration, Office of the United Nations High Commissioner for Human Rights, and the International Telecommunication Union, as well as Red Cross, World Trade Organization, International Trade Center, etc. The United Nations Office at Geneva is based in the Palais des Nations. The presence of these agencies and organizations has made Geneva an international financial center, the foremost global governance center, and a worldwide center for diplomacy, hosting the highest number of international organizations in the world. Geneva is home to more than 700 NGOs and 180 diplomatic missions which is a manifestation of its neutrality, stability and hospitality. The oft-quoted Geneva Conventions, first signed in 1949, are international humanitarian laws consisting of four treaties and three additional protocols that establish international legal standards for humanitarian treatment in war. My involvement in Employers Federation of Pakistan as Director and later as President enabled me to visit Geneva six times for various conferences of International Labor Organization and once to International Trade Center as Former President



Karachi Chamber of Commerce and Industry. Hence, I was in a comfort zone whenever I visited it, more so, because I was there on focused assignments rather than visiting as a tourist. In ILO and ITC, I was fortunate to gain lot of recognition and honors.

I had the privilege of meeting more than a dozen Presidents and Prime Ministers and presented them Ajrak or EFP plaques. I also met many dignitaries at the meetings. The first visit was Tripartite Meeting on the Globalization of the Footwear, Textiles, and Clothing Industries: Effects on Employment and Working Conditions in 1996 where I was elected Vice Chairman of Meeting by virtue of being Leader of Employers' Group. (A Member of ILO Governing Body is always the Chairman). I was also Chairman of Panel Discussion on Industrial Relations.

The next visit was to attend the Meeting of Experts on Labor Inspection and Child Labor in 1999 where again I was elected Vice Chairman and Leader of



Employers Group and was the only Industrialist among 60 delegates/observers. What was surprising for me at both these Meetings was the fact that although I had never met any of the delegates before, but for some reason, they elected me both times as Leader of Employers Group. I was the sole representative of the employers of Pakistan at the ILO International Labor Conferences in June 2017, 2018, and 2019, while due to COVID, the ILC was held virtually in 2020 and 2021. I was elected as Member ILO Governing Body for three years in 2017 too. It was in Geneva in 2017 where the South Asian Employers nominated me as First elected President of South Asian Forum of Employers and I took charge in February 2018. In October 2018, on less than ten hours' notice, I was requested to reach Geneva to attend the ILO International Conference on Labor Statisticians which is held once every five years. I was the only private sector representative among 400 delegates.

The above narrative is a testimony to my passion

for visiting Geneva. I have always stayed in hotels opposite Gare Cornavin, which is the main railway station. It is very convenient for me since every available transport, whether train, bus, tram, or taxi are in short proximity. And, transport is free, courtesy of the hotels. One iconic landmark that I enjoy viewing in Geneva is the Jet d'Eau , a 140-meter tall water fountain situated in Lake Geneva. For an industrialist from the textile processing sector based in Karachi, water is a lifeline and hence the gushing of water is very fascinating. One has to really see the Jet in person to appreciate how huge it is because no other water fountain in the world comes close to the sheer volumes of water from the fountain. Margaret Chan, Former Director General of WHO, had this to say about the city: "Geneva is a city where the living conditions and hospitality provided by both the population and authorities of Geneva - at all levels - are exemplary and greatly facilitate the work and daily life of people".



American Tourists Drive Swiss Tourism Boom to 50-Year High



Switzerland's tourism industry achieved a historic milestone in 2024, with 42.8 million overnight stays, marking a 2.6% increase from the previous year. This new record surpasses the previous high set in 2023 and confirms Switzerland's growing appeal among global travelers. The latest figures from the Federal Statistical Office (FSO) reveal that foreign demand played a crucial role in this surge, particularly from American visitors, who contributed the highest absolute growth.

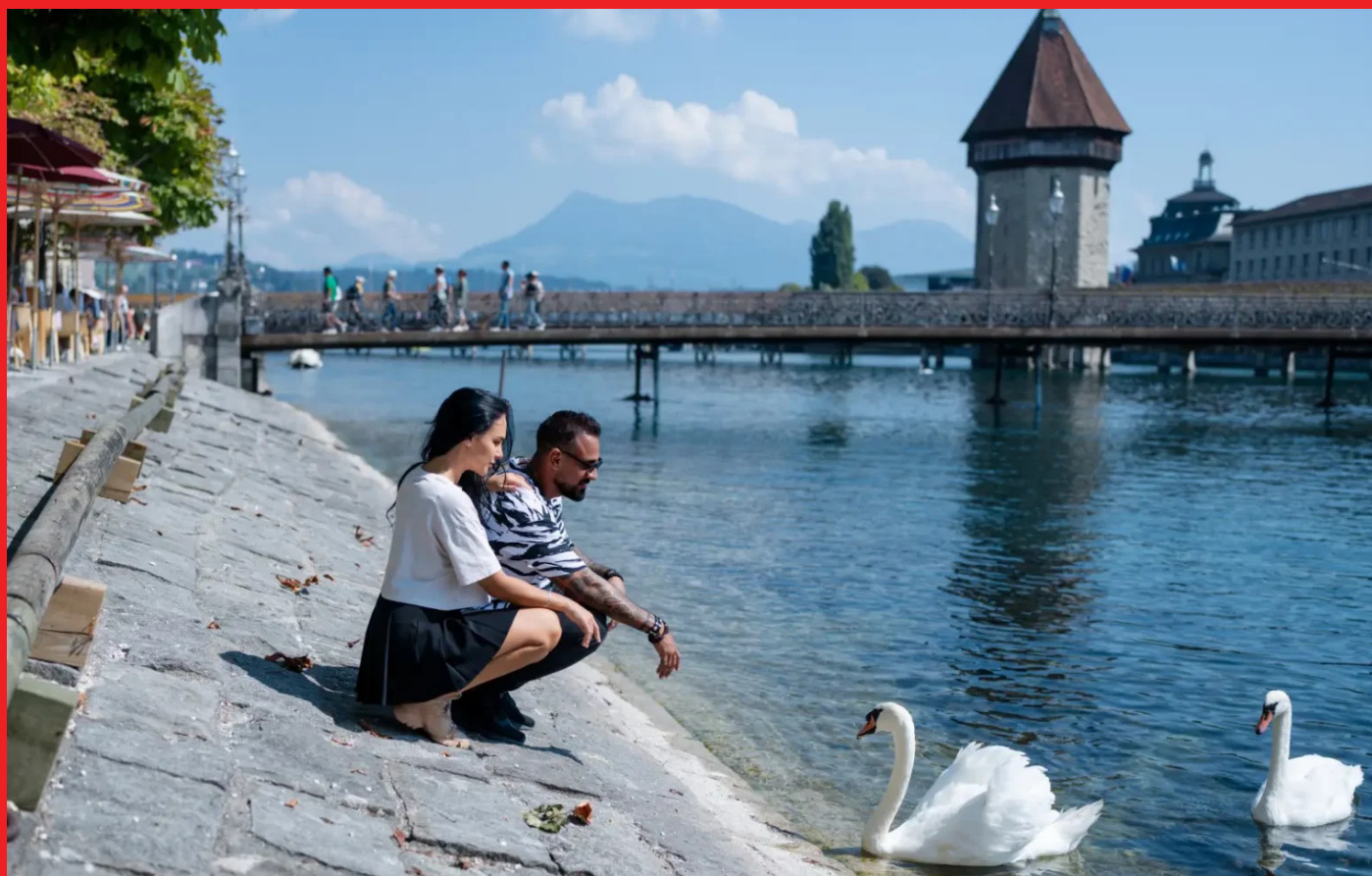
Americans Lead the Travel Surge

Foreign overnight stays in Switzerland jumped 5.1% to reach 22 million, the highest level in over 50 years. This growth was primarily fueled by travelers from the United States, who generated 4.6 million overnight stays, a staggering 13.9% increase compared to 2023. More than three-quarters of overnight stays from the Americas came from U.S. tourists, solidifying their position as a dominant force in Switzerland's tourism market.

December proved to be a particularly strong month, with foreign demand rising 10.7%, while overall increases were recorded in every month of 2024, except for April (-3.2%) and September (-1.1%).

Switzerland's Tourism Revival: Asia Rebounds, Europe Holds Steady

While U.S. tourists led the surge, visitors from Asia also contributed to Switzerland's growing tourism sector. Overnight stays from China and India rose sharply, with China seeing a 46.6% increase and India up by 10.6%. However, despite this growth, travel from Asian markets remains 18.4% below pre-pandemic levels, with Chinese visitor numbers still down 47.9% compared to



2019. Meanwhile, European visitors contributed 12.2 million overnight stays, a 1.4% increase from 2023, bringing tourism levels close to pre-COVID numbers. Notable increases were recorded from France (+6.1%) and Spain (+6.0%), while demand from the United Kingdom and Belgium slightly declined.

Zurich and Geneva: Switzerland's Hottest Destinations

Nine out of Switzerland's thirteen major tourist regions recorded growth, with the most significant increases seen in Zurich (+4.9%) and Geneva (+6.6%). These urban hubs benefited from a mix of business travel, leisure tourism, and international events, helping drive higher occupancy rates. Switzerland's net room occupancy rate reached 55.1% in 2024, closely matching its all-time high of 55.2% in 2019. The Basel Region and Aargau-Solothurn saw some of the biggest gains in occupancy rates, reflecting Switzerland's increasing attractiveness beyond traditional Alpine resorts.

A Booming Future for Swiss Tourism?

Switzerland's record-breaking performance in 2024 highlights its enduring appeal as a top-tier global destination. The surge in American visitors, coupled with rising demand from Asia and steady European travel, suggests a strong outlook for the coming years. With interest in nature-focused tourism, luxury experiences, and winter sports at an all-time high, Switzerland seems well-positioned to maintain its tourism boom. The question now is: will 2025 bring yet another record?

SOURCE: [HTTPS://FTNNEWS.COM/TRAVEL-NEWS/TOURS/AMERICAN-TOURISTS-DRIVE-SWISS-TOURISM-BOOM-TO-50-YEAR-HIGH/](https://FTNNEWS.COM/TRAVEL-NEWS/TOURS/AMERICAN-TOURISTS-DRIVE-SWISS-TOURISM-BOOM-TO-50-YEAR-HIGH/)



Switzerland Accelerates Eco-Tourism Growth, Forecasting Billion-Dollar Industry By 2035

Switzerland's responsible tourism sector is rapidly expanding, driven by a growing global demand for sustainable and ethical travel experiences that protect the environment and support local communities. As travelers become more eco-conscious, Switzerland's commitment to preserving its natural beauty and cultural heritage through government policies, eco-certified accommodations, and nature-based activities has positioned the country as a leader in responsible tourism. This combination of increasing consumer awareness and strong institutional support is fueling the market's robust growth, which is expected to reach \$31 billion by 2035.

Switzerland's Responsible Tourism Sector Set for Strong Expansion Through 2035

The responsible tourism market in Switzerland is on track for significant growth over the coming decade, with its value forecasted to rise from USD 20.7 billion in 2025 to approximately USD 31.1 billion by 2035. This growth signals a consistent compound annual growth rate (CAGR) of 4.1%, highlighting a surge in demand from both international and local travelers who seek sustainable, ethical, and environmentally conscious travel experiences within the Swiss Alps and beyond. As global travelers become more environmentally and socially aware, Switzerland's responsible tourism industry is benefiting from this shift. Visitors increasingly prioritize low-impact travel options that offer authentic cultural encounters and preserve the country's breathtaking natural environments. This expanding market is propelled by a combination of supportive government policies,



an increase in eco-certified accommodations, and a rising preference for nature-focused activities that safeguard Switzerland's pristine landscapes.

Key Factors Driving Growth in Switzerland's Responsible Tourism

Increasing Environmental Consciousness Among Tourists

Climate change awareness has become a critical consideration for travelers worldwide, prompting them to select tourism options that reduce environmental harm. This heightened eco-awareness has spurred demand for responsible travel offerings in Switzerland, with visitors seeking experiences that promote conservation of local traditions, protect wildlife, and encourage waste minimization throughout their journey.

Robust Government Initiatives and Regulatory Support

Swiss federal and cantonal governments have enacted various policies aimed at fostering sustainable tourism development. These include funding programs for eco-

friendly tourism infrastructure and stringent environmental regulations designed to preserve natural habitats. Such regulatory frameworks incentivize tourism operators to implement sustainable practices, solidifying Switzerland's position as a global exemplar in responsible tourism.

Expansion of Eco-Certified Accommodations and Services

The rise of green hotels, eco-lodges, and sustainable transport services has made environmentally responsible travel more accessible and appealing. Accreditation schemes like Green Globe and Travelife are gaining traction among Swiss hospitality providers, enhancing consumer confidence and promoting transparency in sustainable tourism offerings.

Growing Demand for Experiential and Nature-Centric Travel

Tourists are increasingly drawn to immersive experiences that deepen their connection with Switzerland's natural and cultural heritage without degrading it. Activities such as guided alpine hikes, wildlife observation tours, and participatory



cultural exchanges with local communities are fuelling demand for responsible tourism products that offer meaningful engagement alongside environmental stewardship.

Emerging Trends Shaping Switzerland's Responsible Tourism Landscape

Adoption of Carbon-Neutral and Low-Emission Travel Alternatives

Tour operators and accommodation providers are progressively integrating carbon offset initiatives and energy-efficient technologies into their operations. Options like electric vehicle rentals and solar-powered lodging are becoming commonplace, enabling travelers to reduce their carbon footprint while enjoying Switzerland's scenic beauty.

Rise of Community-Based and Cultural Tourism

There is a notable surge in tourists seeking authentic interactions that support rural Swiss communities. Visitors are increasingly interested in engaging with traditional crafts, local festivals, and indigenous culinary experiences, which fosters economic empowerment and helps preserve Switzerland's rich cultural legacy.

Utilization of Technology for Responsible Travel Planning

Innovative digital tools now assist travelers in making eco-conscious decisions by offering features such as carbon footprint calculators, verification of eco-certifications, and customizable



itineraries centered on sustainability principles. These platforms empower tourists to align their travel choices with their environmental and ethical priorities.

Growth of Regenerative Tourism Practices

Moving beyond mere sustainability, regenerative tourism is gaining ground in Switzerland. This concept emphasizes actively restoring and improving natural and social environments during travel, encouraging tourism that leaves a positive legacy rather than just minimizing negative impacts.

Challenges Facing Switzerland's Responsible Tourism Industry **High Investment Requirements for Sustainable Infrastructure**

Implementing green technologies and obtaining recognized eco-certifications can be costly, particularly for small and medium-sized tourism businesses. These financial hurdles slow the

widespread adoption of sustainable measures across the sector, limiting scalability and innovation.

Balancing Tourism Expansion with Environmental Conservation

Switzerland's reputation as a premier travel destination brings environmental pressures, especially in delicate alpine and rural ecosystems. Ensuring that tourism growth does not compromise biodiversity or landscape integrity remains a complex task for regulators and industry players.

Limited Traveler Awareness and Education

Despite growing interest, many tourists still lack full understanding of responsible tourism principles and the environmental consequences of their travel decisions. Addressing this knowledge gap requires sustained educational outreach and clear, transparent communication



from stakeholders.

Seasonal Tourism Peaks and Resource Strain

The Swiss tourism industry is heavily influenced by seasonal demand, with peak periods often resulting in overcrowding and overuse of local infrastructure. Developing sustainable tourism products that attract visitors year-round is essential to spread both environmental and economic impacts more evenly.

Coordination Among Diverse Stakeholders

Aligning the goals and efforts of multiple parties—including government agencies, private sector operators, local communities, and environmental organizations—can be challenging. Effective collaboration is critical to crafting cohesive policies and implementing initiatives that advance responsible tourism on a national scale.

The Road Ahead for Switzerland's Responsible Tourism Market

The outlook for Switzerland's responsible tourism sector is highly promising, bolstered by a growing global movement toward sustainable travel and strong institutional support. Continued investments in eco-

friendly infrastructure, innovative technologies, and community engagement will be vital in harnessing the market's full potential.

Moreover, raising awareness among travelers about the importance of responsible tourism, alongside developing attractive, year-round offerings that respect ecological limits, will help Switzerland maintain its status as a leader in sustainable tourism.

Switzerland's responsible tourism sector is rapidly expanding, driven by a growing global demand for sustainable and ethical travel experiences that protect the environment and support local communities. As travelers become more eco-conscious, Switzerland's commitment to preserving its natural beauty and cultural heritage through government policies, eco-certified accommodations, and nature-based activities has positioned the country as a leader in responsible tourism.

By embracing regenerative tourism and leveraging digital tools to empower conscious travelers, Switzerland can ensure that its tourism industry not only thrives economically but also contributes positively to environmental conservation and cultural preservation for generations to come.

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