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British holidaymakers are flocking to 'safer' Switzerland

They're rubbing their hands with glee in Swiss hotels, restaurants and souvenir shops. Holidaymakers from the UK, descendants of the very first tourists to discover Switzerland in the Victorian era, are now returning to the Alps in ever greater numbers.

An analysis of the latest official statistics show that the British now form the second largest group of foreign visitors, after the Germans.

And they have knocked the Americans, who were previously



Swiss tourist chief Roland Minder at the wheel of one of the converted London taxis

in second place, down to No. 3.

The ranking is based on overnight stays in hotels and spas and doesn't take into account those staying in chalets and apartments.

In some mountain resorts, like Verbier, 90 per cent of British visitors stay in chalets and apartments and so would not appear in the statistics.

And in Villars, the number of British visitors has doubled in the last few years.

What is behind the renewed love of the Alps for Britons?

According to Roland Minder, deputy director of Switzerland Tourism in London, one reason is that Switzerland is no longer being perceived as being an expensive holiday destination.

"But perhaps even more important," he said, "is that Switzerland is considered to be a safe country.

"We don't have hooligans, or threats of terrorism, which is a problem in many other countries. People feel safe in Switzerland."

Switzerland Tourism is ramping up its marketing to boost even further the appeal



Seen outside Marble Arch in London's West End, three of the 21 taxis that are spearheading the Swiss Travel Centre's aggressive campaign to maximise the number of Brits taking holidays in Switzerland

of Swiss holidays.

For people in Central London one obvious sign is a fleet of 21 taxis in colourful, eye-catching livery extolling different holiday themes.

Six of them are devoted to Swiss mountain railways and 11 to the different holiday regions. Inside the cabs the tipup seats have panels offering a £50 reduction on holidays.

Over the next 12 months some of the drivers, and their wives, will be invited to visit the area depicted on their taxi. On their return they will be able to talk to passengers about their experiences, and hand out free chocolate and brochures.

Restoration almost complete for Wengen's English church



It's taken three years and cost almost Sfr. 320,000 (£147,000), but work has now almost finished on restoring and refurbishing a little corner of Britain in the Bernese Oberland resort of Wengen – the picturesque 79 year old English Church.

To mark the achievement a thanksgiving service is to be held in the church on July 23.

It was in the 1880s that the Intercontinental Church Society – part of the Church of England – started holding services in Wengen hotels to meet the needs of a growing number of English speaking visitors to the region.

The church itself held its first service in January, 1928. But recently it has been showing its age, and it was decided to launch an appeal to pay for much needed repairs.

These included Sfr. 34,000 on replacing a single heater with a central heating system, Sfr. 20,000 on double glazing, Sfr. 29,000 on new floors and Sfr. 47,000 on better facilities for visitors.

Clergymen from England take it in turn to go to Wengen and spend a fortnight conducting services at the church.

Switzerland in the UK has its own Internet site, continually bringing you up to the minute news of the latest events as well as major stories from the most recent issues and links to other interesting sites in both the UK and Switzerland. To access it go to:

www.swissreview.co.uk



The online magazine for Swiss living and working in the UK



The Swiss Review web site, updated daily, includes a complete calendar of Swiss club events being held during the year. Club presidents are asked to send all details to: editor@meakin.net



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Police open investigation into 'suicide tourism'

With a growing number of terminally ill people being taken to Zurich to end their lives, Essex police have decided to take action.

Officers have opened an investigation into the death of 58 year old Valere Sliwinski who died in a clinic run by the Swiss euthanasia group Dignitas.

She was driven there from her home in Clacton-on-Sea by her son Stefan. He was later arrested

after six police officers arrived at his home and cautioned him and his wife. After being questioned on suspicion of aiding and abetting his mother's suicide he was released on bail.

He said: "I'm worried I could end up facing a manslaughter charge.

"But I have got nothing to hide. I just went along with my mother's wishes." Valere Sliwinski had read about the

Zurich clinic and last year transferred £2,500 to Dignitas. She was suffering from multiple sclerosis and advanced cancer and was in constant pain.

Her son was with her when she died. Several times doctors at the clinic asked her if she knew what she was doing.

She then drank from a glass containing fatal drugs, and mother and son carried on chatting until she dropped off to sleep.

In the UK the maximum penalty for aiding and abetting suicide is 14 years in prison.

New rules on Swiss pensions in the UK

Reader Guido Bugmann from Plymouth writes that he had heard that Swiss AVS pensions will no longer be paid directly in the UK, but through some British Government agency. He asks if this is correct.

Swiss Review contacted the SCO-OASI/DI office at the Swiss Embassy, who gave this reply: "It is not true that Swiss AVS pensions will not be paid directly to recipients in the UK.

"However, it is true that persons residing in an EU or EFTA member state who are entitled to a state pension from their country of residence as well as from Switzerland now have to apply for both pensions through the authorities of their country of residence.

"In the UK, the Department for Work and Pensions is responsible for calculating the entitlement to the British state pension and forwarding the relevant information to any other EU/EFTA member state where a person has paid contributions.

"The Swiss state pension is calculated independently and is paid into the account of the pensioner's choice."

Any reader who needs to contact the Embassy for more details is asked to state their OASI/DI number.

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To learn more about the Club and/or receive a membership form, please contact: Julie Streader, City Swiss Club, c/o Arbuthnot Banking Group PLC, Arbuthnot House, 20 Ropemaker Street, London EC2Y 9AR.

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Promotion campaign for Canary Wharf wins top award for Swiss

Only three years after they left Geneva to work in London, two young Swiss have won coveted awards for their skills in promoting two icons of London's Docklands – Tower 42 and Canary Wharf.

Andreas Fux and Adrian Strittmatter came here to join Visual Mechanics, which had just been set up by an Australian designer and entrepreneur, Scott Hammond. Andreas became head of web



Andreas Fux and Adrian Strittmatter: the brains behind Canary Wharf's slick marketing campaign win top award

and multimedia design, and Adrian took on the role of account director and business development manager.

Their fresh and original outlook resulted in the company being given the brief to re-brand and redesign the property campaign for the whole of the Canary Wharf Estate. And it brought them three prizes for their multimedia, retail and corporate marketing campaigns in the annual Estate Gazette's property marketing awards.

Not resting on their laurels, the company is now looking for new markets to enter, and have opened new offices back where they started – in Geneva.

New hon. Consul for Bermuda

The island of Bermuda, the furthest flung outpost of the vast geographical area administered by the Swiss Embassy in London, has a new honorary consul.

And although Roman Brunner only arrived on the island three years ago, he is already regarded as one of Bemuda's most enterprising businessmen.

Aged 45, he started in hotel management after graduating from the Swiss Hotel College in Lucerne, but soon moved into the world of high tech, joining companies based in Munich, London and Chicago.

In 2003 he masterminded a management buyout from Zurich Financial Services of QuoVadis, a Bermuda based provider of security services for a wide international clientele.

Rapid expansion since then has seen QuoVadis also open up in Switzerland.

Mr Brunner takes over as honorary Swiss consul from Leo Betschart, who had held the post since 1989.



How to contact the editor

Reports of Swiss society activities and coming events, and articles and correspondence for the 'Switzerland in the UK' section of the Swiss Review, should go to the editor, Derek Meakin, at: Charter House, 1-3 Charter Way, Macclesfield SK10 2NG. Tel: 01625 442 707.

His email address is: editor@meakin.net.

Enquiries regarding advertising should go to Jeffrey Long, 30 Finsbury Drive, Bradford BD2 1QA. Tel/fax: 01274 588 189.

• The 'Switzerland in the UK' supplement appears four times a year. The

UK' supplement appears four times a year. The deadline for the next issue containing UK news, to be distributed in October, is August 29.



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New home for records of world's oldest Swiss club

They've been carefully preserved by club secretaries for more than a century and a half. But now the historic records of Manchester Swiss Club – the oldest in the world – are to be given a permanent home in the Museum of the Swiss Abroad at the Château de Penthes in Geneva.

The minutes of meetings, visitors' books and lists of members form a fascinating picture of the early years of a club originally formed as a meeting place for Swiss importers of textile machines for the city's booming cotton industry.



Club secretary Sandra Glauser with two silver trophies that are to remain in Manchester, one commemorating the club's first 50 years (1851-1901) and the other celebrating August 1, 1891.

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After 17 years at the helm, Jeffrey bows out of FOSSUK

For the Swiss community in Britain, one of the highlights of the year is the annual gettogether for the FOSSUK

weekend, when Swiss from all parts of the country meet for three days of friendship and fun.

But it was not always so. Jeffrey Long, who has just stepped down after 17 busy years as

president of the Federation of Swiss Societies in the UK, recalls what the FOSSUK AGM was like when he first took over.

"It was a very formal affair," he said, "and was only open to delegates nominated by the clubs.

"We would arrive at the Embassy at 6pm on a Friday, hold a two hour meeting, then have a pleasant dinner hosted by the ambassador. And that was all.

"I wanted to change that. My idea was to throw it open to all Swiss in the UK, and to hold it each year in a different part of the country." Jeffrey's concept came into being in 1990. Its success, and how he followed it by helping to launch new Swiss clubs,

are examples of his efforts to get more UK Swiss to meet their

One of his memorable achievements was masterminding the Swiss Fair in Battersea in 1991.

Many said it wouldn't attract enough people, but it turned into the largest and most successful event ever held for Swiss in the UK.

He is particularly proud of how he revived and organised the two historic Landsgemeinden at Hardcastle Crags, the beauty spot in his home county of Yorkshire known as 'Little Switzerland.'

His membership of the Yorkshire Swiss Club goes back to 1952. He joined the committee two years later and was president from 1983 to 2000.

For four years he was also president of the New Helvetic Society, and is still a member of



many Swiss organisations in the UK.

He has visited and talked to every Swiss club in the country, many several times over. And he was delighted at the success he achieved in persuading 29 of them to create individual banners depicting their club

activities.

These were unveiled at an exhibition at the Embassy, and later were taken to Switzerland to be put on display at the Château de Penthes, the Museum of the Swiss Abroad in Geneva.

Jeffrey Long had a Swiss-born mother and



British father. He has been able to trace his Swiss ancestry back to 1546.

His great great great grandfather was head of the military in Schaffhausen and his grandfather served with the

West Yorkshire regiment during WW1.

His own war experience included fighting in Malaysia, and he later joined the Parachute Regiment, where he was badly injured. His military knowledge resulted in him being invited to join the

Swiss army on exercises.

And the future? With the number of Swiss in the UK still growing, he wants to carry on working to form even more Swiss clubs, and continuing his involvement in the Swiss Review.



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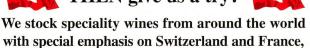
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More readers' 'best buys' when visiting Switzerland

Our invitation to readers to list what they would bring back to the UK from a visit to Switzerland has produced a growing response.

Here are some we have received:

- Thomy mustard, chocolate, Landjäger, Salsiz, Raclette cheese, Höhlen Emmental, Feldschlösschen beer, Maispracher red wine, Gelfix 2:1 (for our home made jam), Marzipan carrots (for our home made Aargauer Rüeblitorte to be sold in our village café). – Ilse & Heinz Eglin, Pendeen, Cornwall.
- Lindt chocolates (of course), veal sausages, Tête de Moine cheese, Raclette cheese, dry meat (for the raclettes), Cumin bracelets, mustard from Migros, chipolatas with bacon, chocolate wafers from Lakerli House, black cherry jam. Jeannine Lindt Saunders, South Kensington.
- Vanilla sugar, Baldrian
 Tropfen (have my bottle refilled at a pharmacy), Pelsano baby powder, herbal tea granules

YOUR SWISS SHOPPING LISTS

from Migros, mustard, Calida pyjamas, knitting wool from Coop, chocolate, Aromat, Saladsauce from Migros. – Monika Brewster, Swanage

- Kamillosan, Neo Citran, cervelats and bratwürst, Fleischkäse, Doerrbohnen, gemahlene Haselnuesse, Tête de Moine, Kirsch, Fastnachtschuechli (why don't they sell them all year round?), Paprika chips. – Peggy Cooper-Berger, Bishopstoke.
- Bratwürst, Luzerner Wegge (bread), Chloepfer, nougat carrees-dark, Bündnerfleisch, Lebkueche, roesti, herbal teas, Thomy mustard, Gruyère. I find it very amusing to see how much we are all alike and I feel like joining in: Sylvia Griffiths, Rickmansworth.

If you agree with Sylvia Griffiths, tell us what you have on YOUR own list? Just email it to: editor@meakin.net.

