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## House of Switzerland United Kingdom 2012

### Switzerland at the London Olympics

The London 2012 Olympic Games are just a few weeks away, and millions of people around the world will be getting together to watch this spectacular sporting event. Switzerland will be making its own creative, innovative and surprising appearance at London 2012, stage-managed by Presence Switzerland – a division of the Federal Department of Foreign Affairs (FDFA) – and a host of renowned partners and sponsors. Called the “House of Switzerland”, the official Swiss hospitality centre will provide a superb platform for athletes, artists, cultural ambassadors, journalists, and representatives of the worlds of politics, business and science, as well as a lively meeting place for the general public. Situated in the heart of the city, beside London Bridge on the banks of the River Thames, the House of Switzerland will be open from 20 July to 12 August 2012 and will be the sporting, cultural and gastronomic “place to be” throughout the Olympic Games.

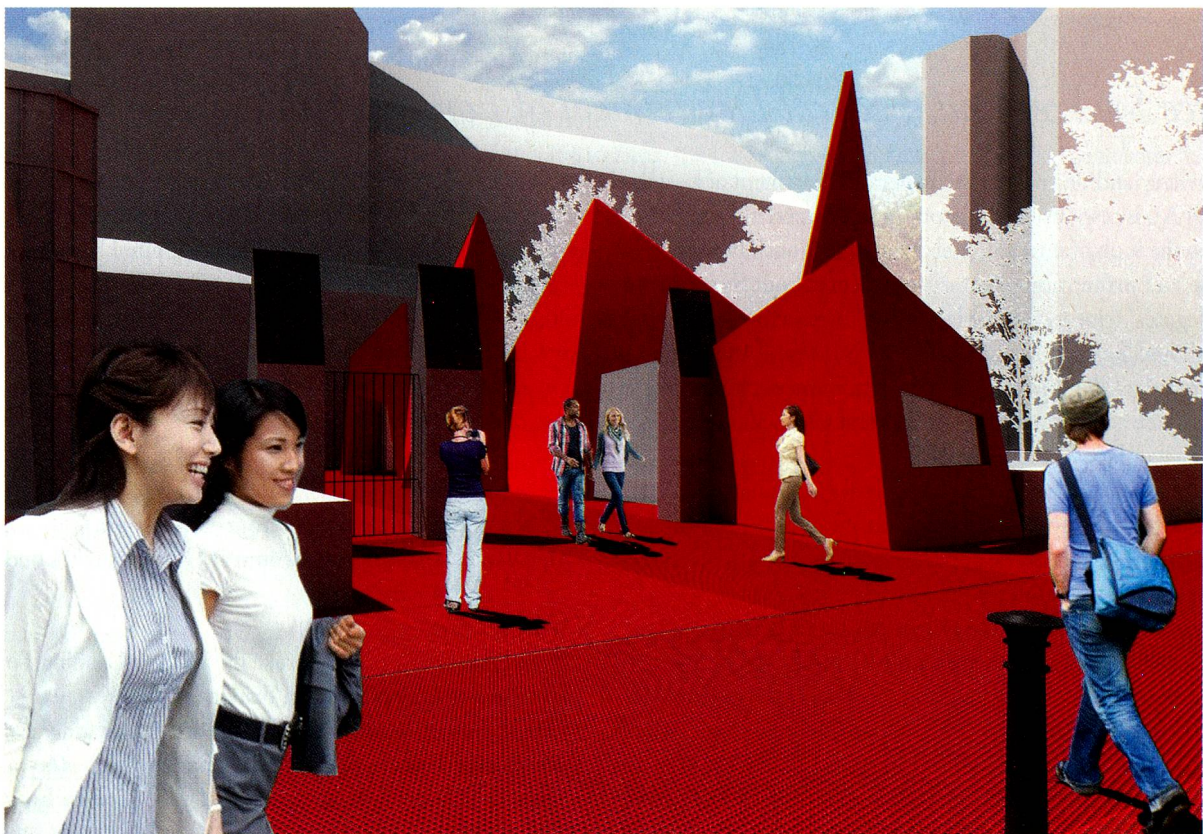
The House of Switzerland continues the tradition of the Swiss hospitality centre at the Olympic Games, which started with the 1998 Winter Olympics in Nagano (Japan). Initially no more than a restaurant for athletes and their fans, this time around the House of Switzerland United Kingdom 2012 will offer visitors, for the first time, a free and varied programme organised with the help of partners such as Bernese Oberland-Jungfrau, Swiss Olympic, the Swiss Broadcasting Corporation (SRG SSR), Pro Helvetia – Swiss Arts Council, Switzerland Tourism, the city and canton of Zurich, and others.

With world-famous Swiss mountain peaks outside, freshly prepared chocolate creations from “Lindt Maître Chocolatier” and Switzerland’s rich cultural heritage, visitors to the House of Switzerland will be confronted with a concentrated dose of Swissness! The Qualification Park hosted by Switzerland Tourism will take them back in time to an era when British mountaineers began to discover Switzerland and popularise it as a tourist destination. Brave visitors will be able to try their skills and luck to win a trip through Switzerland with historical transport and equipment, following in the footsteps of package tour pioneer Thomas Cook. Today there is still a special relationship between

the UK and the Bernese Oberland-Jungfrau region, which is represented in the House of Switzerland as the Destination Partner. Visitors will have the opportunity to discover the idyllic mountain landscapes of this scenic holiday region, traditional Bernese crafts such as woodcarving, local innovations like the “Flyer” electric bicycle, and regional specialities such as Kambly biscuits and the world-famous Emmental cheese.

At the House of Switzerland, visitors will also join in with two very traditional Swiss celebrations. One of these is the Bernese Games, a scaled-down version of the famous Unspunnen Festival, where visitors will be invited to try out a variety of traditional Bernese sports such as Schwingen (a form of wrestling) and Steinstossen (stone put). Another highlight will be the Swiss National Day, which falls during the Olympic Games. The celebration on 1 August, organised jointly with the Swiss Embassy in London, will be combined with a commemoration for the 100th anniversary of the Jungfrau mountain railway. The official Jungfraujoche celebrations will be streamed live to the House of Switzerland.

Catering at the House of Switzerland will be provided by the establishment of one of the most famous Swiss chefs abroad, Anton



Switzerland turns London red. A creative interpretation of “Swissness”





Mosimann. “Mosimann’s” will be serving culinary specialities from different regions of Switzerland in three restaurants. Invitingly rustic, the Bernese Chalet will offer the cosy feel of a “caveau” and a menu featuring the traditional classics of Swiss comfort food, with a particular focus on dishes from the Bernese Oberland. The Rösticceria will offer the ultimate “grab-and-go” convenience in Borough Market style, serving appetising Swiss favourites such as Bratwurst & Buerli, Roesti To Go and Raclette Takeaway. At La Brasserie in Glaziers Hall, the presentation of Swiss culinary art will be a blend of surprises and creativity. Dishes and farm produce from various regions of Switzerland will figure on the bill of fare.

#### **Innovative Switzerland**

“We’re delighted to present Switzerland with a tongue-in-cheek look at the clichés while at the same time revealing lesser known, but no less characteristic, sides of our country”, says Ambassador Nicolas Bideau, head of Presence Switzerland. For example, visitors will be able to explore the Swiss game design scene in the Swiss Game Lounge and with a smartphone app. A poster exhibition by graphic designers from Zurich and the

UK will give visitors an insight into Switzerland’s up-and-coming creative industries.

The House of Switzerland will also serve as a forum for debate with decision-makers from other nations, especially the UK as the host country. The Swiss Embassy in London and other partners of the House of Switzerland are organising a series of symposia on Innovation and Education, Life Science and Game Design, thus promoting current and future partnerships between the UK and Switzerland. The École Polytechnique Fédérale de Lausanne (EPFL) is also hosting an interactive “Café Scientifique”, where scientists and journalists will debate the latest scientific developments related to sport.

#### **It’s all happening in the Red Zone**

The House of Switzerland will offer visitors an extremely varied and busy programme of sports-themed events. The official medal celebrations organised by the Swiss Olympic Association and produced by SRG SSR have always been one of the highlights at the Swiss hospitality centre. With a TV studio on site and live broadcasts from the Games, SRG SSR will be contributing to the Olympic spirit. The House of Switzerland is also the official meeting place for the Swiss athletes:

for the first time, Swiss Olympic is providing an Athletes’ Lounge.

As the sun sets behind the mountains at the House of Switzerland, Swiss musicians will bring the outdoor stage to life. Young rising stars representing a variety of musical styles will showcase Switzerland’s creative and ambitious music scene, setting the mood and creating a festival atmosphere. On Mondays there will be an open-air cinema showing short films and cartoons to present Switzerland’s diverse cultural and linguistic heritage. A radio bus will play host to the International Radio Festival – The Acoustic Flame of Switzerland – with guest spots by various British radio presenters. Another British guest at the House of Switzerland will be the author Diccon Bewes, who lives in Switzerland and writes about the Swiss way of life with a healthy dose of British humour. For children there will be a special kids’ programme designed to help them discover Switzerland while having fun.

The London neighbourhood hosting the House of Switzerland will be transformed into a “Red Zone” with a buzzing atmosphere all of its own. Be part of this diverse and vibrant event at the London 2012 Olympic Games! See you there.

## *Presence Switzerland, Federal Department of Foreign Affairs*

Presence Switzerland, as a part of the Federal Department of Foreign Affairs (FDFA), is responsible for promoting Switzerland’s interests abroad using the tools of international communication. These include information and promotional material, projects about Switzerland abroad, delegates’ trips to Switzerland, a uniform image for “Brand Switzerland” and Switzerland’s presence at world exhibitions (Swiss Pavilions) and the Olympic Games. The communication strategy is reviewed and defined regularly by the Federal Council based on an analysis of Switzerland’s image abroad.

The House of Switzerland is not just a platform for national communication but also a forum for leading business, politics, tourism, science and sports stakeholders, and the venue for the official medal celebrations of the Swiss athletes.

The House of Switzerland United Kingdom 2012 is being supported by numerous Swiss partners and companies from the public and private sectors: Bernese Oberland-Jungfrau, the Federal Department of Justice and Police (FDJP), SRG SSR, Swiss Olympic Association, Switzerland Tourism, Mosimann’s, Lindt & Sprüngli, Zurich, Habegger, Swiss International Air Lines, Victorinox, Mövenpick Ice Cream, Swiss Securitas Group, Switcher, Uniplan, International Radio Festival, Montreux Jazz Festival and Pro Helvetia – Swiss Arts Council.

#### *Address and contact*

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9 Montague Close, London, SE1 9DD, United Kingdom

info@houseofswitzerland.org  
www.houseofswitzerland.org  
www.facebook.com/houseofswitzerland  
www.twitter.com/HoSLondon2012

#### *Free entrance*

21 July – 12 August 2012, daily from 9am to 11pm  
Official opening on 20 July at 6pm at Glaziers Hall, London Bridge,

#### *How to get there*

...From London City Airport take the DLR to Canning Town, change to the Jubilee Line to London Bridge (25 minutes).  
...From London Heathrow Airport take the Piccadilly Line to Green Park, change to the Jubilee Line to London Bridge (60 minutes).  
...From the Olympic Park take the Jubilee Line to London Bridge (20 minutes).  
No parking available; we recommend visitors use public transport.



## Important

Please do not forget to provide the embassy or consulate general responsible for you with your valid e-mail address and your mobile phone number.

Register at [www.swissabroad.ch](http://www.swissabroad.ch) to ensure you do not miss out on any information from your representation ("Swiss Review", newsletters and so on). The current edition of "Swiss Review" and previous issues can be read or printed out at any time at [www.revue.ch](http://www.revue.ch) or via the "Review" link on the websites of Swiss embassies and consulates.



HELPLINE EDA

Helpline number from Switzerland: 0800 24-7-365  
Helpline number from abroad: +41 800 24-7-365

Over to you

## Help to paint a picture of Switzerland

Who exactly are the Swiss? How do they live? Where do they live? And what are they like?

Presence Switzerland has launched "Swiss-world – Life in Switzerland", a portal designed to answer these questions. The Swiss identity is shaped by its people living, for instance, in Berne, Moutier or Flims, but also abroad. This is why Presence Switzerland wishes to invite the Swiss abroad to contribute to the portrait gallery as well.

Adding your contribution to the gallery couldn't be easier. To document your piece of Switzerland abroad, simply go to [www.swissworld.org/en/your\\_switzerland](http://www.swissworld.org/en/your_switzerland). You can upload text, photos and videos, which can then be viewed at [www.swissworld.org/en/know/life\\_in\\_switzerland](http://www.swissworld.org/en/know/life_in_switzerland), painting a picture of a fascinating, colourful and diverse country.

Join in and show the world the makers of Switzerland as we know it!

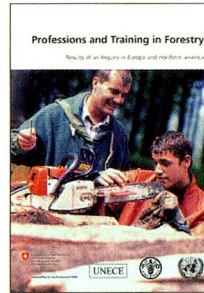
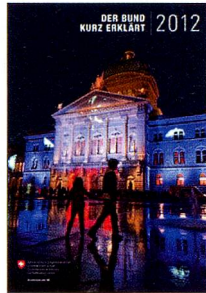
## Publications

**The Swiss Confederation:  
A Brief Guide 2012**

This richly illustrated brochure is published each year and gives you a broad yet clear pic-

ture of Switzerland's political institutions and executive authorities while also highlighting the structure of and role played by the State. It can be ordered from the Federal Chancellery or downloaded as a printable PDF document from the link below:

[www.bk.admin.ch/dokumentation/02070/](http://www.bk.admin.ch/dokumentation/02070/)



### Professions and Training in Forestry

In March 2012, the Federal Office for the Environment (FOEN), in partnership with three UN organisations, published a study into training opportunities for forestry occupations based on an international survey carried out in 2010/2011. A total of 23 countries in Europe and North America took part in the study.

Education systems all over the world are going through a period of upheaval. Education is one of the main tools at our disposal to face up to the challenges of the future. As well as being true in a general sense, this ap-

plies specifically to the sustainable development of forests and their enormous importance to humanity. International mobility has increased dramatically, and with it the need for a basis on which to compare professions and qualifications across different countries.

The FOEN produced its first report on forestry jobs in Europe back in 1996 in partnership with a group of international organisations. Since then, training opportunities and the general framework have changed greatly, prompting a re-examination of the international situation.

The 83-page publication is not available in printed form but can be downloaded as a printable PDF document, in English or German, from the link below:

[www.bafu.admin.ch/publikationen/publikation/01651/](http://www.bafu.admin.ch/publikationen/publikation/01651/)

### New development cooperation newsletter

For the past year, the Swiss Agency for Development and Cooperation (SDC), part of the Federal Department of Foreign Affairs (FDFA), has been publishing a newsletter, which appears every two months and contains the most important information about Switzerland's global development cooperation activities. The newsletter can be ordered at: [www.deza.admin.ch](http://www.deza.admin.ch) > Documentation > Publications > SDC's Newsletter

### POPULAR INITIATIVES:

By the time of going to press, the following new popular initiative had been launched since the last edition of "Swiss Review":

- "Pro Service public" (In favour of public service). Deadline for the collection of signatures: 28.08.2013

The complete list can be found on the Federal Chancellery's website at [www.bk.admin.ch](http://www.bk.admin.ch), in German under "Aktuell > Wahlen und Abstimmungen > Hängige Volksinitiativen" (also available in French and Italian).

FDFA OFFICIAL COMMUNICATIONS OFFICER: JEAN-FRANÇOIS LICHTENSTERN, RELATIONS WITH THE SWISS ABROAD, BUNDESGASSE 32, CH-3003 BERNE, TELEPHONE: +41 800 24 7 365  
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