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Switzerland in Kuwait

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Welcome message from the Ambassador

Dear Swiss citizens, dear friends of Switzerland,

It is with great pleasure that I present you this new edition of our Embassy Newsletter, which reflects the dynamism and variety of the activities we have conducted together with all of you over the past months.



Looking back, it is inspiring to see the range of events and initiatives that have brought us closer to the Kuwaiti community and further strengthened the bonds between Switzerland and Kuwait. As we have just started 2025, I would like to take this opportunity to extend my best wishes for a successful and fulfilling year ahead.

This year holds special significance as we approach the 60th anniversary of diplomatic relations between our two countries in 2026. Furthermore, after two years of dedicated work in Kuwait and Switzerland, we are excited to announce the future relocation of the Embassy and Residence to a brand-new facility in Qadisiya, probably by the summer of 2025.

I would like to highlight some of the bilateral diplomatic events, such as the meeting between the Swiss President, Ms. Viola Amherd, and H.H. the Crown Prince of Kuwait, Sheikh Sabah Khaled Al Sabah, in New York, last September. This meeting reaffirmed the enduring partnership between Switzerland and Kuwait and underscored the importance of our open dialogue to further develop our excellent relations.

Bilateral trade and investments – and the good cooperation with the Swiss Kuwaiti Business Platform – continue to be a key focus for our team and myself. For example, the SwissAI event showcased Switzerland's leadership in innovation, fostering new opportunities for Swiss Kuwaiti partnership also in advanced technologies. Our cultural exchanges were equally notable, with highlights such as the Swiss Film Night and the Ladies' Diplomatic Night with its chocolate workshop, which celebrated Swiss gastronomic traditions.

My team and I are very happy to interact with all of you and look forward to seeing you again soon to foster the excellent relations between our countries.

Yours sincerely,

Tiziano Balmelli
Ambassador of Switzerland to the State of Kuwait

THE EMBASSY IN ACTION

Strengthening Bilateral Ties in New York

The Swiss President, Ms. Viola Amherd, met with the the Crown Prince of Kuwait, H.H. Sheikh Sabah Khaled Al Sabah, on the sidelines of the United Nations General Assembly in New York ([kuna](#)). This



meeting reaffirmed the long-standing friendship and the positive relations between our two countries. It also addressed shared concerns, including regional stability and upcoming milestones, such as the 60th anniversary of diplomatic relations in 2026. The meeting underscored the importance of maintaining an open dialogue, to promote mutual understanding and cooperation for the benefit of all.



Visit of the Special Envoy for the MENA Region

The Swiss Special Envoy for the MENA Region, Ambassador Wolfgang A. Brühlhart, began his GCC tour by landing in Kuwait on the 30.11. We had good meetings at the Ministry of Foreign Affairs, with Assistant Foreign Minister for Europe Sadiq Marafi, and Assistant Foreign Minister for Human Rights, Sheikha Jawaher Al Sabah. The regional situation,

our good relations, common interests and opportunities to further develop the cooperation were discussed, e.g. with regard to mediation, human rights and the important role of women in the promotion of peace and security.



On the same occasion, the Swiss Delegation was invited to the Palace of H.H. Sheikh Nasser Al-Mohammed Ahmad Al-Jaber Al-Sabah – the very first Rep-



representative of Kuwait officially accredited to the Swiss Government in 1966 – for a very friendly ex-

change and an extremely interesting conversation about the regional context and its perspectives.

A selection of other Embassy's activities

The Embassy has organized a wide range of events and initiatives aimed at deepening the friendship between Switzerland and Kuwait. From advancing economic collaboration and promoting Swiss innovation

to fostering cultural exchanges, these activities have showcased the shared values and strong ties between the two nations, generating at the same time a positive media coverage in Kuwait.

Ambassador's Interview on Good Morning Kuwait: Strengthening our bilateral relations

In a recent live interview on *KTV2 - Good Morning Kuwait* ([available here](#)), the Swiss Ambassador Tiziano Balmelli highlighted the longstanding and strong relationship between Switzerland and Kuwait, which has now spanned nearly a century. The Ambassador discussed how Kuwaitis have a deep appreciation for Switzerland, with many choosing it as their destination for both leisure and investment. The similarities in mentality between the Swiss and Kuwaitis make it easier to establish successful business partnerships.



Ambassador Balmelli emphasized the importance of promoting dialogue and fostering mutual understanding, which are key to creating further opportunities for collaboration. One such platform for enhancing business relations is the Swiss Kuwaiti Business Platform, which facilitates meaningful exchanges and promotes cooperation between the two countries. The Ambassador also underscored Switzerland's support for Kuwait's priority of attracting investors, particularly in sectors such as food security, where there is great potential for collaboration and innovation. Both countries share a strong commitment to innovation and sustainability.

Almost a century of Swiss Watches in Kuwait

The great love story between the Swiss Watches and Kuwait started in the 1930s, when a very young Morad Yousuf Behbehani managed to establish contact

with Omega. Other prestigious brands came in the following years. After so many decades,



the love story is still a happy one.

Today, in the same week, a Swiss ambassador in Kuwait can have the pleasure of [inaugurating a won-](#)

[derful](#)
[new](#)
[Behbe-](#)
[hani](#)
[Prestige](#)
[Boutique](#)
and then
casually
bump



into the CEO of Tudor Watches Geneva in a hotel lift, who is here to meet with his local distributors from the Al Sirhan family.

Aiglon College: A Long Tradition of Excellence

A special [gathering at the White Palace](#), hosted by H.E. Sheikh Mubarak A.M. Al Sabah, celebrated the strong ties between Switzerland and Kuwait through Aiglon College. Alumni, current parents, and representatives of the Swiss educational institution joined the event, including H.E. Sheikh Faisal Salem Sabah



Al Sabah, the first Kuwaiti student to attend the college in the 1950s. The gathering highlighted the strong connections built through Swiss education, and attendees shared their thoughts and experiences on how a Swiss education can help shaping a successful future.

Swiss-Kuwaiti Business Platform

The Swiss-Kuwaiti Business Platform continued its dynamic activities over the past months, encouraging cooperation and economic exchange between Switzerland and Kuwait. For example, in November, on the occasion of the visit of the CEO of Vontobel Bank, the platform organized a special evening of dialogue and networking with a small group of representatives of the local business community, at the Swiss Residence.



Sustainable Agriculture & Water

[The entire Embassy team \(and some relatives\) visited the bottling plant and well of Rawdatain](#), which is the only 100% natural mineral water source of Kuwait. We were [warmly welcomed](#) by the company management and team. This excursion highlighted Rawdatain's commitment to sustainability and innovation, two values deeply admired by Switzerland. The visit included a tour of the facility,



showcasing the high technology and advanced processes involved in ensuring the highest standards of purity and quality. As proud advocates of sustainability and wellness, the Embassy now only uses Rawdatain water for daily consumption in its offices.

On the same day, the Embassy also visited in Abdali



a wonderful Swiss-Kuwaiti agricultural initiative enhancing food security and sustainability through aeroponic technology. We saw firsthand how very tasty local Kuwaiti crops are grown using innovative methods brought to Kuwait by GreenlifeGCC.

Exploring AI opportunities with SwissAI

In cooperation with the Swiss Kuwaiti Business Platform, the Swiss Residence hosted Dr. Anna Gawlikowska, CEO of SwissAI, for a public event showcasing Swiss innovation in artificial intelligence. The presentation highlighted SwissAI's tailored, future-



oriented solutions across industries, including energy, mobility, and logistics. The event strengthened ties between Swiss and Kuwaiti business communities, helping to open doors for potential collaborations in advancing AI-driven solutions.



Chocolate Workshop / Ladies' Diplomatic Night

On the initiative of Ms. Iveta Balmelli, spouse of the Swiss Ambassador, the Residence hosted a delicious [chocolate workshop](#) with the support of the Carma Swiss Chocolate Academy and one of its best

'Maître-chocolatière'.

[Over 40 participants](#)

(ladies

ambassadors and wives of ambassadors, members of the International Diplomatic Club of Kuwait IDCK),



came together to craft exquisite Swiss chocolates, celebrating Switzerland's renowned culinary heritage. The event was further distinguished

by the active participation of H.E. Ms. Lana Othman Al-Ayar, spouse of the Minister of Foreign Affairs of Kuwait.

This vibrant gathering created a warm and convivial atmosphere, where participants not only experienced the art of Swiss chocolate-making but also celebrated the spirit of diplomacy and cultural exchange.



Swiss film night at the Residence

The Swiss Residence hosted a special screening of the Swiss film *Colombine*, showcasing the picturesque Lavaux region, a UNESCO World Heritage Site. This event brought together Kuwaiti,

[Swiss, and international guests](#),

fostering dialogue and mutual understanding through the



power of cinema. The audience enjoyed a glimpse of Swiss storytelling and the scenic beauty of Lake Geneva region.

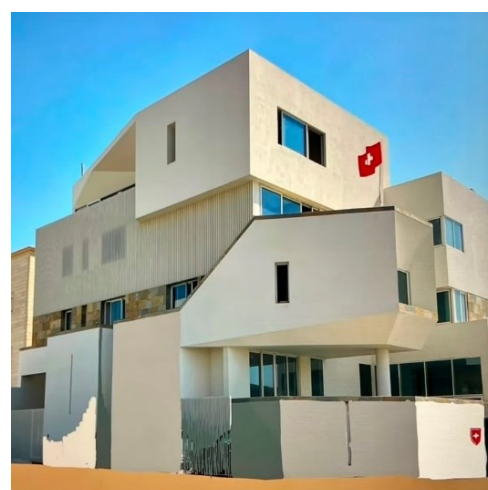
Soon a new "House of Switzerland" in Kuwait

After two years of dedicated work, the Embassy and the Residence are set [to relocate to a brand-new facility in Qadsiya by summer 2025](#). This move marks

an im-

portant milestone ahead of the 60th anniversary of bilateral relations with Kuwait.

The new premises



will offer enhanced spaces for our activities, also reflecting Switzerland's commitment to cultivate our excellent relations with Kuwait and its people.

EMBASSY NEWS

The Embassy in the local news: a selection

1. TV Interview with the Ambassador: [Good Morning Kuwait](#), [News KTV2](#)
2. Swiss Embassy explores AI opportunities in State Kuwait: [video KTV2](#), [AlJarida](#), [Annahar](#), [Al Rai](#)
3. Swiss Chocolate / Residence: [Times of Kuwait](#)
4. Cultural event at the Swiss Residence: [AlJarida](#)

5. Sustainable Water High Level Conference: statements by the Swiss Ambassador, life [on KTV News](#).

Changes in Embassy staff

The Embassy warmly welcomes our new Deputy Head of Mission, **Mr. Jérôme Charbonnet**, arriving in a couple of days! A Swiss from the beautiful Canton of Valais, he was previously posted in Australia.

CONSULAR

Regional Consular Centre (RCC) in Doha

The RCC within the Embassy of Switzerland in Doha/Qatar handles all consular services (legalisations, passports etc.) also for the Swiss citizens based in Kuwait. Contact information below.

SwissInTouch, Switzerland in your pocket

This App enables the Swiss abroad to get important information from their official representation, the various federal offices and other institutional partners in a single, state-of-the-art platform.



Travel safely with the Travel Admin App

The app provides ideal support in preparing a trip. It also offers useful information and services for people

travelling, not only in case of a crisis. But if the crisis does occur, the app can become a particularly valuable tool: More information [here](#).

Organisation of the Swiss Abroad (OSA)

The Organisation of the Swiss Abroad has represented the overall interest of Swiss nationals abroad in Switzerland since 1916, and is recognised by the authorities as the mouthpiece of the 'Fifth

Switzerland'. The OSA provides online information and personal advice to Swiss nationals living abroad and publishes the 'Swiss Review' magazine. The OSA also provides holiday programmers and educational/training courses for young Swiss nationals.



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