

Swiss News

of the Embassy of Switzerland in the Republic of Korea

April 2012

Index

1. A word from the Ambassador
2. Visit in Korea of Swiss Foreign Minister Federal Councillor Didier Burkhalter
3. <Swiss Weeks in Seoul> Symposium on Drivers of Green Innovation and Entrepreneurship at SKKU
4. <Swiss Weeks in Seoul> Opening of the "Switzerland in SongEun ArtSpace"
5. Swiss Pavilion at the Expo 2012 in Yeosu
6. Joint Committee Meeting on the Korea-EFTA Free Trade Agreement
7. Swiss Education Fair 2012
8. NNSC change of command
9. Concert Francophonie at the Sookmyung Women's University
10. Events Calendar

A word from the Ambassador

Dear Readers

The month of March brought us two important Swiss highlights to Korea :

- The visit of Federal Councillor Didier Burkhalter, Head of Federal Department of Foreign Affairs
- The start of the " Swiss Weeks in Seoul" to launch the celebrations of 50 Years of diplomatic relations between Switzerland and the Republic of Korea and our participation at the Expo 2012 Yeosu



Federal Councillor Didier Burkhalter attended the important Nuclear Security Summit in Seoul, together with other Leaders of 58 countries and international organizations, on invitation of President Lee Myung-bak.

During his stay, he holds also a bilateral meeting with his Korean counterpart, Mr. Kim Sung-hwan, Minister of Foreign Affairs and Trade. Their discussion gave opportunity to confirm our in 50 years steadily growing partnership and friendship between the two countries.

Mr. Burkhalter, accompanied by his spouse Mrs Friedrun Sabine Burkhalter visited also the DMZ and met with our NNSC-Delegation in Panmunjom and participated also at the "Swiss Weeks in Seoul" where he could also meet the Swiss Community and Business leaders.



I was happy with my spouse Fiorella that Mr. and Mrs Burkhalter found in their very busy schedule also a moment of time to visit the Embassy and meet with the entire Embassy staff. The warm words of recognition for the work all year round to promote Swiss interest in Korea were highly appreciated by the personnel.

▶ *Federal Councillor Didier Burkhalter and Mrs Burkhalter meet the Embassy members at the Ambassador's residence*

The "Swiss Weeks in Seoul" with a big number of events of Swiss Art & Culture, Design, Sustainability as well as Innovation showed to the Seoul people a modern and forward looking Switzerland. The Swiss presence at the Sejong Center, in the heart of Seoul, with "Nights of Sound and Lights", Music and the Swiss Design Exhibition was a very special moment .

The preparations for the opening of Expo 2012 Yeosu on May 12 (until August 12) are at their final stage, and the Swiss Pavilion, organized by the Swiss Foreign Ministry, Presence Switzerland under the theme "The Source. It's in your hands" shall provide all the visitors a unique and interactive Swiss experience.

A major event will be the official Swiss Yeosu Nation Day on May 21 with the participation of an official delegation from Switzerland, headed by the President of the National Council of the Swiss Parliament, Mr. Hansjörg Walter. I hope to see many of you there at the Swiss Pavillon

Thomas Kupfer
Ambassador of Switzerland



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

www.swissworld.org



50 Years / 수교 50주년

Korea.

Switzerland.

Visit in Korea of Swiss Foreign Minister Federal Councillor Didier Burkhalter



Nuclear Security Summit, Seoul 2012

Federal Councillor Didier Burkhalter represented Switzerland at the **Nuclear Security Summit in Seoul** (26.-27. March 2012). This mega-event (4000 delegates from 58 nations and international organizations, 3700 media representatives, 40'000 security personnel involved) was the follow-up of the Washington Summit of 2010 and addressed the dangers and concrete actions against nuclear terrorism. The main issues during the Summit were security (malicious acts by non-state actors), safety (natural disasters, technical errors) and safeguards (check possible diversion of nuclear material for military purposes by states). In his statement to the assembled world leaders, Federal Councillor Burkhalter stressed that nuclear disarmament is a key element in achieving nuclear security and that the ratification of existing international conventions is the best way for states to demonstrate and live up to their commitments concerning nuclear security.

The Nuclear Security Summit was also an excellent occasion to meet other Heads of Delegations or Foreign Ministers present, establish new contacts and discuss numerous pending issues. Federal Councillor Burkhalter used the Summit for a very intensive series of such meetings and met with more than 10 delegations.



Bilateral ministerial meeting with Korean Minister of Foreign Affairs and Trade

Before the Nuclear Security Summit, Sunday March 25, Federal Councillor Burkhalter met his Korean counterpart, the Minister of Foreign Affairs and Trade, Mr. Kim Sung-Hwan. This meeting was held under special auspices: 50 years of diplomatic relations and our participation the Expo 2012 Yeosu Korea. Our two nations enjoy strong and friendly relations. There are three main pillars: economy (dynamic development of trade; Free Trade Agreement since 2006), security (NNSC, political engagement to find a peaceful resolution of the conflict on the Korean peninsula) and Science and Technology (bilateral agreement since 2008).

Both sides also welcomed the intensification of our political contacts and last year's resumption of a political dialogue between the two Ministries. Other areas for more intensive co-operation are Green Growth: a partnership of Switzerland with the Global Green Growth Institute (GGGI) in Seoul is planned.



▶ Federal Councillor Burkhalter with his spouse and Swiss delegation

Visit at Panmunjom

On Monday March 26, just before the start of the Summit, Federal Councillor Burkhalter and his delegation visited the DMZ and our NNSC delegation in Panmunjom. The Federal Councillor was impressed and noted with concern the current stalemate and almost complete lack of contacts and co-operation between the parties involved. He highly appreciated the work and engagement of the NNSC, in particular also of the Swiss delegation, led by Major General Urs Gerber. The UNCMAC (United Nations Command Military Armistice Commission) representatives from the USA and the Republic of Korea expressed to the Federal Councillor their gratitude for the strong commitment, independence and positive role that NNSC plays for the armistice on the Korean peninsula.

In 2013 we will celebrate 60 years of our presence in the NNSC. More than 1000 Swiss military officers have served in Panmunjom during this period.

Swiss News

April 2012



Participation at the events of Swiss Weeks in Seoul

Federal Councillor Burkhalter took part during his visit in Seoul at the closing night of the “Swiss Nights of Sound & Lights”. This event together with a Swiss Design exhibition was presented during 4 days outside and inside the Sejong Center of Performing Arts and was one of the highlights of the cultural program “Swiss Weeks in Seoul”.

After delivering a speech at the VIP reception organized in his honor at the Sejong Center Hall, Mr. Burkhalter and his spouse took a tour of the Swiss Design Exhibition “Design Prize Switzerland 2011”. The entertainment on that evening included the performances of the Swiss Jazz group Albin Brun Alpin Ensemble and the Korean Alpinrose Children's Yodel Choir.

Representatives of a Basle Carnival troupe accompanied in full costumes Federal Councillor Burkhalter and the guests to the presentation of the 3D lightshow on the facade of the Sejong Center. This innovative lightshow made especially for Korea served as an introduction to the Seoulites for the themes of the Swiss Pavilion at the Expo 2012 Yeosu which will open next May 12th.



Clips of the “Swiss Nights of Sound & Lights” can be found on You Tube link:

- Federal Councillor Burkhalter at the “Swiss Nights of Sound & Lights”
http://www.youtube.com/watch?v=qt8HXKxFe4&context=C41935bfADvjVQa1PpcFOQYHILpkglpF7-1DD_ctyuhvOhFte5UXo=
- Presentation of the 3 D lightshow at Sejong Center
<http://www.youtube.com/watch?v=g66rPadb9RQ&context=C4a0677fADvjVQa1PpcFOQYHILpkglpIlbSvq307Gf8bxBEYNx7cE=>

<Swiss Weeks in Seoul> Symposium on Drivers of Green Innovation and Entrepreneurship at SKKU



In the context of the Swiss Weeks in Seoul, a symposium was held on April 3 at Sungkyunkwan University (SKKU). The symposium focused on „Drivers of Green Innovation and Entrepreneurship: Korean and Swiss Initiatives in the New World of Business“ and was co-organized with the School of Management and Law, ZHAW (Zurich University of Applied Sciences), represented by its Dean Prof. André Haelg. The purpose of the symposium was to raise the awareness of students on the subject of green innovation and sustainability but also motivate them to become drivers of green innovation themselves. Two leading experts in the field, Dr. Syn Mijoo of Samsung and Mr. Nick Beglinger, President of Swisscleantech held presentations and were able to demonstrate how green innovation is fostered and implemented in today's business world. A lively group discussion followed.

Through an ideas competition, students of SKKU had the opportunity to present their ideas on green innovation and show their vision on how to make life at SKKU greener. The ideas presented were not only innovative but often simple in their implementation and hugely effective. The winners of the contest were invited on a study trip to Switzerland.

On May 15, a correspondent symposium will be held in Winterthur at the School of Management ZHAW with prominent speakers (Gerold Bührer, President Economiesuisse, Martin Dahinden, SDC Director, Dong-Ok Cha, Vice-president of SKKU) and also Kim Jong-Il, Ambassador of Republic of Korea in Switzerland.

<Swiss Weeks in Seoul> Opening of “Switzerland in SongEun ArtSpace”



On February 17 “Switzerland in SongEun” was inaugurated with the young Swiss Artists exhibition “Reflections from Nature: Collection cahiers d’artistes”. From February 17 until April 22 the SongEun ArtSpace welcomes a series of Swiss cultural events in the fields of Art, Dance, Music, Architecture & Design, Gastronomy & Children’s program.

The Exhibition was also the first event of a larger program of Presence Switzerland called “Swiss Weeks in Seoul” meant to give Seoul citizen the opportunity to discover a few known and lesser known facets of Switzerland ahead of the Swiss participation at the Expo 2012 Yeosu, Korea.

Swiss Pavilion at the Expo 2012 in Yeosu



The World Expo with the theme 'The Living Ocean and Coast' will be held from May 12 to August 12 in the South Korean coastal city of Yeosu. The exposition site is situated in an old harbour basin in Yeosu. The Expo 2012 fits in well with South Korea's efforts to increase its international profile

in the area of sustainability with the organisers expecting around 8 million visitors, of who 500,000 will come from abroad.

The Swiss presence in South Korea will be taking the form of a Swiss Pavilion on the theme 'The Source'. Visitors to the Swiss Pavilion at the World Expo 2012 can look forward to an entertaining voyage of discovery with interactive and informative elements on the theme of water. The Swiss presence will focus on interdependence, offer food for thought and show solutions for a better, healthier and more sustainable future. A major event will be the official Swiss Yeosu Nation Day on May 21.

Joint Committee Meeting on the Korea-EFTA Free Trade Agreement

On March 13-14 the third Joint Committee Meeting on the Korea-EFTA Free Trade Agreement (FTA) was held in Seoul. The EFTA delegation comprised representatives from Switzerland, Norway, Iceland and the EFTA Secretariat and was led by Ambassador Didier Chambovey, (Swiss State Secretariat for Economic Affairs). The Korean delegation was led Mr. Lee Yun-young, Director General for FTA Negotiations, MOFAT. The Joint Committee reviewed the status in several fields, especially customs and origin matters, trade in goods, trade in services and government procurement. Both sides agreed on the positive impact of the FTA on bilateral trade and economic co-operation. The potential for a further expansion and deepening of trade and economic relations between Korea and EFTA is there and EFTA can benefit from the long experience and good relations with Korea as we are free trade partners for more than 5 years.



Swiss News

April 2012



Swiss Education Fair 2012



On February 25, a Swiss Education Fair was held for the first time in Korea (D Cube city, Seoul), organized by SBH Korea, under the motto "The Excellence in Hotel Management & Private Boarding Schools". A total of 14 Swiss or Switzerland based Schools (Hotel schools, boarding school and a University) participated in the event.

The well attended event successfully promoted Swiss education by underscoring Switzerland's outstanding qualities in terms of education.

NNSC change of command



▶ Maj. General Jean-Jacques Joss & Maj. General Urs Gerber

On February 22 the change of Command of the Head of the Swiss Delegation to the Neutral Nations Supervisory Commission (NNSC) took place at the Yongsan Army base.

After more than four years of dedicated services to the NNSC, Maj. General Jean-Jacques Joss relinquished his command to Maj. General Urs Gerber during a ceremony high in colors and emotions. Maj. General Joss will be missed in Korea but will remain in close contact with the country as he has been named President of the Swiss-Korean Association in Switzerland. We wish Maj. Gen. Joss, his spouse Christine and their Korea born daughter Noel all the Best in Switzerland and welcome Maj. Gen. Gerber in his new position.

Concert Francophonie at the Sookmyung Women's University



▶ Swiss French Duo "Laurent Brunetti & Mario Pacchioli"

Every year around March 20 the French language is celebrated by the Francophonie in the world. This year in Korea the Embassy of Switzerland invited a Swiss French Duo "Laurent Brunetti & Mario Pacchioli" for two concerts in Sookmyung Women University on April 5 and in Busan Lotte Concert Hall on the 6. The duo impressed the public not only with their interpretation of famous French standards by Piaf, Brel, Bécoud etc. but with some beautiful original compositions. As opening group "Raoul & the Xpats" offered the audience a very colorful and lively show. Mr. Raoul Imbach, Cultural Counsellor showed once more his talents as a singer and songwriter in addition to his daily skills to organized and promote Swiss Culture in Korea.

Extracts of the Busan concert can be found on You Tube link:

Part 1 : <http://www.youtube.com/watch?v=OS16XRQbBmU>


Part 2 : <http://www.youtube.com/watch?v=LvHq3PsC3ZY>

Swiss News

April 2012

Events Calendar

In Switzerland

| | | |
|-----------------------|---|---|
| 17.02.-06.05.2012 |  <p>Swiss Weeks in Seoul 서울에서 스위스를 만나다</p> | full program www.swisspavilion.or.kr photos www.flickr.com/photos/swisspavilion facebook www.facebook.com/swisspavilionyeosu |
| 22.03.-06.05.2012 | <Swiss Weeks in Seoul> Exhibition Design Prize Switzerland 2011 22.03. - 01.04.2012 at the Exhibition Hall 1, Sejong Center 05.04.- 06.05.2012 at the Gallery, KT&G SangsangMadang | A design exhibition of the projects nominated for the most important design prize in Switzerland presenting industrial, textile and media/communications design products proven to be innovative and commercially viable. Seoul is the first destination of its worldwide tour. http://www.swisspavilion.or.kr/?p=1075 |
| 16.-18.04.2012 | <Swiss Weeks in Seoul> Swiss-Korean Science Days 16.04.2012 Opening of Swiss-Korean Science Days in Seoul 2012 17-18.04.2012 SNU-KAIST-ETHZ-EPFL Joint Symposium on Biomedical Engineering (Seoul National University) 18.04.2012 Swiss-Korean Innovation Night | |
| 19.04.2012 20:00 | Swiss and French Film 'Mangrove' by Frédéric Choffat, Julie Gilbert at SungKyunKwan University (College of Humanities, Faculty of French Language & Literature) <u>Toegy Hall of Humanities, Room 31512</u> Free Entrance! For more information: sang-hui.kim@diplomatie.gouv.fr | |
| 09.03.-01.07.2012 | Group Exhibition "x_sound John Cage, Nam June Paik and after" with Swiss artist Zimoun Venue: Nam June Paik Art Center. http://www.njpartcenter.kr/kr/ | |
| 26.04.-04.05.2012 | Jeonju International Film Festival 2012 Swiss Film <Sisters> by Ursula Meier as an opening film At Moak Hall, Sori Arts Center in Jeonju. http://www.jiff.or.kr/ | |
| 26.04. & 02.05.2012 | Südkorea Forum 2012 in Zürich & Lausanne 26. April 2012, 13:30. World Trade Center, 8050 Zurich 02. May 2012, 14:00. Chambre Vaudoise du Commerce et de l'Industrie, 1006 Lausanne | These events will offer Swiss SMEs numerous insights into the Korean ICT and MEM industry. Various experts present market studies & highlight opportunities for entering. The prospering Korean market. Additionally, a brief information session about the upcoming OSEC business-delegation trip to Korea in August 2012 will be held. http://www.osec.ch/de/event/suedkorea-forum |
| 15.05.2012 13:00 | World Expo Symposium in Winterthur In partnership with the Sungkyunkwan University (SKKU) the Swiss ZHAW school of Management and Law organizes this event. This symposium is part of the Swiss participation to the Expo 2012 Yeosu Korea. It will focus on how to promote sustainable development in order to achieve a greener future and this through the Korean and Swiss perspectives. Registration and more information under: www.sml.zhaw.ch/yeosu2012 | |
| 17.05.2012 | Study and Research in Europe 2012 (Sookmyung University) A big fair co-organized by the Swiss Embassy to promote students and researchers exchange between Europe and Korea www.study-in-europe.kr | |
| 12.05.- 12.08.2012 | Swiss Pavilion at the Expo 2012 in Yeosu , 21.05.2012 Swiss Yeosu Nation Day www.swisspavilion.or.kr | |

Contact | Embassy of Switzerland

32-10, Songwol-dong, Jongno-gu, Seoul, 110-101, Republic of Korea
tel: 0082 2 739 9511/12/13/14 / e-mail: seo.vertretung@eda.admin.ch / fax: 0082 2 737 9392 / www.eda.admin.ch/seoul

Swiss Business Hub Korea

c/o Embassy of Switzerland
tel: 0082 2 3704 4741 / e-mail: Seo.sbh-korea@eda.admin.ch / fax: 0082 2 737 9392 / www.osec.ch

Partners | Swiss-Korean Business Council (SKBC)

c/o Zimmermann & Kim
Hyeonyeon Bldg., 79-5, Chungdam-dong, Gangnam-gu
Seoul 135-954, Republic of Korea
tel: 0082 2 542 5982 / e-mail: info@skbckorea.org
www.skbckorea.org

Switzerland Tourism

13Fl., Dongbudadong Bldg., 103, Da-dong, Jung-gu, Seoul 110-180,
Republic of Korea
e-mail: swiss@myswitzerland.co.kr
www.MySwitzerland.co.kr



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

www.swissworld.org



50 Years / 수교 50주년

Korea.

Switzerland.