

# Swiss News

of the Embassy of Switzerland in the Republic of Korea

January 2012

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## *A word from the Ambassador*

Dear Readers

After a turbulent end of the last year, troubled by concerns about global economic conditions in Europe and worries on the stability on the Korean peninsula, we start now with optimism into the New Year 2012.

The Republic of Korea again will be hosting a number of important international events this year. Most prominently, world leaders will gather on March 26th- 27th 2012 in Seoul for the Nuclear Security Summit.

On May 12th, the long expected Expo Yeosu 2012 will open its doors in the southwest of Korea with the aim to foster discussion about global ocean and environmental issues. The Swiss Pavilion with its theme: "The Source. It's in your hands" will certainly be of an attraction for Korean and international visitors and promote Switzerland's beautiful nature as well as Swiss innovation and environmental sensibility and technology.

This spring we will also start the commemoration of the 50th anniversary of diplomatic relations between Switzerland and the Republic of Korea, celebrations which will last until 2013.

From February to May 2012, ahead of the Expo Yeosu, the "Swiss Weeks in Seoul" will present Swiss Art & Culture, Design, Sustainability, Innovation and more. I would like to mention here just three of the first events: a very special exhibition of young Swiss contemporary artists at SongEun Art Space, opening on February 17 and the "Swiss Weeks in Seoul" launch event from March 22nd – 25th with a spectacular 3D light show onto the facade of the Sejong Center of Performing Arts, together with the design exhibition called "Design Preis Schweiz." The full program will soon be available on the Embassy's website.

I would like to thank here the 15 Swiss companies, members of the Swiss Cultural Fund Korea, for their continuous support to promote Swiss cultural activities in Korea.

I am confident that 2012 will offer with all these mentioned events various opportunities for more high level contacts in Korea and Switzerland.

I wish you a happy and prosperous New Year and a pleasant reading of this latest edition of our Swiss News.

**Thomas Kupfer**  
Ambassador of Switzerland



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50 Years / 수교 50주년

**Korea.**

Switzerland.



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## Visit of State Secretary for Economic Affairs, Mrs. Marie-Gabrielle Ineichen-Fleisch



Swiss State Secretary for Economic Affairs, Mrs. Marie-Gabrielle Ineichen-Fleisch paid an official visit to Korea from November 14th to 15th 2011. She was accompanied by a business delegation which included representatives of Swiss Business Associations, Osec (Swiss Trade and Investment Promotion Agency), economiesuisse and the Swiss Asian Chamber of Commerce as well as from the Swiss companies ABB, Buhler, Novartis, Roche and UBS.

Prominent member of the delegation was also Mrs. Ruth Metzler-Arnold, Chairwoman of the Board of Osec and former Swiss Minister of Justice. The whole delegation met with Mr. Choi Seok-Young, Deputy Minister for Trade, and had a discussion about Korea's business environment, in particular regarding the pharmaceutical industry and taxation. The official delegations exchanged views on bilateral trade issues like customs and rules of origin, and how to adjust EFTA/ROK-Swiss FTA.

The State Secretary then met with Dr. Kim Choong-soo, Governor of the Bank of Korea, to discuss about the economic and monetary situation which both countries are facing, and with Dr. Lee Jong-Wha, Senior Advisor to the President for the International Economy and G-20 Sherpa, to share their understandings on recent developments in the global economy and the latest G20 summit in Cannes.

At the business luncheon at the Ambassador's residence, Mr. Hee Beom Lee, Chairman STX Heavy Industry and Construction and other distinguished personalities (see photo) delivered highly informative briefings to the delegation about the Korean economy, the government's policies on business, Korea's efforts to enhance its profile, and chances for further Swiss-Korea partnerships.

At the Swiss Residence, a sunny day in November: f.l.: Ken Yun, Chairman, KPMG; Hee Beom Lee, Chairman, STX Heavy Industry and Construction; Ruth Metzler-Arnold, President, OSEC; Marie-Gabrielle Ineichen-Fleisch, State Secretary for Economic Affairs; Margaret Key, President, Burson-Masteller Korea; Thomas Kupfer, Swiss Ambassador to Korea; Jeffrey Jones, Attorney at Law, Kim & Chang



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At the dinner event jointly organized by the Swiss-Korea Business Council (SKBC) and the Swiss Embassy, State Secretary Ineichen and Deputy Minister for Trade Choi shared their thoughts with more than 60 participants on bilateral economic relations after 5 years of EFTA/Swiss-ROK FTA and wished for continuing strengthening cooperation.

▶ From left: Chairman Cho Hae-hyeong, Nara Holdings; Amb. Tomasz Kozlowski, European Union; Deputy Minister for Trade Choi Seok-Young; Urs Lustenberger, Swiss Asian Chamber of Commerce; State Secretary Marie Gabrielle Ineichen-Fleisch; Chairwoman Osec Ruth Metzler-Arnold; Amb. Thomas Kupfer; Amb. Torbjørn Holthe, Norway; CEO Yoo Byung Chang, Herald Media; José Faessler, President SKBC; Daniel Cavegn, Swiss Embassy

At a meeting with EUCCK President Mr. Jean-Luc Valerio members of the European Union Chamber of Commerce in Korea, Mr. Juergen Koenig, President Merck Korea, gave the Swiss delegation an insight into the Korean pharmaceuticals / biotechnology market and allowed the delegation an excellent opportunity to understand how European partners see the business environment in Korea, also in the environment/energy industry.



Mrs. Metzler-Arnold, Chairwoman of Osec and Mr. Oh Sung-Keun, Senior Executive Vice President of KOTRA (Korea Trade and Investment Promotion Agency) signed a MOU to enhance further and deepen their cooperation. There the delegation met also with Commissioner Hank Ahn, Invest Korea and agreed to promote further bilateral mutual investments in both countries. The delegation wrapped up their trip to Korea by visiting Panmunjom and the Swiss NNSC Delegation.

▶ Mrs. Ruth Metzler-Arnold, President, OSEC; Mr. Oh Sung-Keun, Senior Executive Vice President, KOTRA

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## STC Annual Meeting in Switzerland

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Dr. Daniel Cavegn, the Deputy Head of Mission who is also a Science and Technology Counselor (STC), attended STC Annual Meeting in Switzerland from 16th to 18th November 2011. Korea is one of the Swiss priorities in science and technology. The STC Annual Meeting serves to get an update from the universities and relevant government institutions and to further strengthen the global network of Swiss Science Diplomacy.

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## Special Lindenbaum Festival Concert

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▶ Performance of Executive Director and violinist, Mr. Hyung-jun Won, and pianist, Mr. Quentin Kim

On November 26th, at the SongEun Art Space 200 VIP's and music affectionates assisted at a special concert of the Swiss Embassy featuring the Lindenbaum Festival. For its 2 years of existence the Swiss Cultural Fund Korea - a Fund created by the Embassy of Switzerland which members represent most of the major Swiss companies active in Korea - sponsored this VIP event.

The Lindenbaum Festival founded in 2009 by Mr Hyung Joon Won and Swiss Maestro Charles Dutoit gives a chance to young talented Korean musicians to practice with top notch international musicians for a week before holding a grand concert together. During the Festival editions 2009 - 2010 more than 180 young Korean musicians were given the chance to participate in the Lindenbaum Festival Concerts. In 2011 Lindenbaum Festival Maestro Dutoit started establishing contacts with North Korea with the aim of being able of one day in the near future to also invite young North Korean musicians to join the Lindenbaum Festival.



## Recognition Ceremony of the Swiss Cultural Fund Korea Members



On the occasion of the Lindenbaum Special Concert sponsored by the Swiss Cultural Fund Korea, recognition to the members of the Fund was given by Ambassador Thomas Kupfer. The Fund represents most of the major Swiss companies active in Korea that have an interest in promoting themselves and Switzerland through Swiss culture and cultural exchanges with Korea. The Fund counts 15 Gold and Silver members:



## HSG Alumni Chapter set up in Seoul



▶ Prof Spremann (left) handing over the HSG Alumni flag to Dr. Ahn (right)

On November 24th, 15 HSG alumni or exchange students from the HSG (University of St. Gallen) or Korean universities, respectively, gathered in Seoul to set up a HSG Alumni Korea Chapter. The event was partly sponsored by the State Secretariat for Education and Research and is in line with strengthening the bilateral links in Education, Science and Technology. HE, Swiss Ambassador Thomas Kupfer gave the welcome speech, indicating that the HSG serves as a bridge to connect Korea with Switzerland since our two countries work more and more together in the areas of science, education and technology, besides the already strong economical, political and military (NNSC) collaboration. In his toast, he congratulated the HSG alumni for their pioneer role to establish their chapter here (the 6th in Asia, after Singapore, Hong Kong, Shanghai, Beijing and Tokyo) and he expressed his wish that other Swiss Universities follow suit to the example of the HSG. Prof. Dr. Dr. h.c. Klaus Spremann (especially flown in from Singapore), Swiss Institute

for Baking and Finance (s/bf) at the HSG and newly appointed director of the The St. Gallen Institute of Management in Asia (HSG Hub) in Singapore, delivered the congratulatory inauguration speech, talking about “of crises and trilemmas”, that economic trilemmas are always a choice that must fit the situation, whereby usually only two goals are compatible. With acclamation, Dr Eun-uk Ahn (Roche Diagnostics) as the first President, together with Cyrill Scholer (ABB Ltd.) and Yeon Wook Chung (Woori Investment & Securities) volunteered and were elected as the board of the HSG Alumni in Seoul.

## Upcoming Swiss Weeks in Seoul

Presence Switzerland PRS (organizer responsible for the Swiss appearance at Yeosu Expo) together with the Swiss Embassy will organize a variety of events in Seoul to enhance the presence of Switzerland in view of the Expo 2012 Yeosu which will open on May 12th and where Switzerland will host a pavilion.

A spectacular 3D Lightshow with special cultural activities, such as the exhibition "Design Preis Schweiz", will launch the Swiss weeks in the city's center on March 22nd – 25th. During these weeks which will last until the opening of the Expo the Seoul people will be given the opportunity to discover many aspects of Switzerland. There will be forums on innovation, design & architecture; a special cultural program, opening on February 17th, will also take place at the SongEun Art Space in Gangnam with exhibition of young Swiss artists, performances by Swiss musicians and artists, children programs and more. A full program will soon be available on the Embassy's website.

## OSEC North Asian Regional Meeting in SBH Korea

The Swiss Business Hub Asian team gathered at the Swiss Embassy Korea on November 12th to discuss the business and action plan Asia Pacific 2012. Wolfgang Schanzenbach, OSEC Regional Director for the Asia Pacific region, the Heads of SBH China, Korea and Japan and the Embassy shared and brainstormed ideas about synergy effects between the three countries, best practice and success stories across North Asia. The focus was put on strategies to promote Swiss exports to Asia and especially to Korea as one of the Swiss priority markets 2012 with interesting growth rates and opportunities. To enhance these economic ties on both sides, the SBH Korea will concentrate on more networking and promotion activities to motivate Korean companies to start business in Switzerland. A Swiss SME business delegation in the field of ICT and MEM industry will travel to Korea, from August 8th to 11th, 2012.

## SGS certification ceremonies of Korea Life Insurance Co. and LIG Insurance Co.



Counsellor Raoul Imbach hands the SGS certificate to LIG Insurance Managing Director Joong-Won Kwong



Ambassador Thomas Kupfer hands SGS certificate to Korea Life Insurance Vice Chairman Eun-Chul Shin

SGS Korea, the Swiss-based world's biggest control and inspection firm, awarded two Korean companies with important business certificates these last two months, and the Swiss Embassy was present on behalf of SGS Switzerland. Swiss Ambassador Thomas Kupfer and Counsellor Raoul Imbach assisted at the certification ceremonies of Korea Life Insurance Co, Ltd on January 5th and LIG Insurance Co Ltd on December 21st, respectively.



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## European Christmas Market at Seongbuk District



Announcement European Christmas market



Performance of the Korean Yodel Group Alpenkameraden

The Embassy participated at the European Christmas Market from December 2nd to 4th, organized by the Seongbuk Global Village Center. Daniel Cavegn, Chargé d'affaires a.i., wished Merry Christmas to all participants in the four Swiss national languages. The market booths - representing the Netherlands, Italy, France, Finland, Austria, Germany and Switzerland - sold snacks, desserts and drinks typical for their countries, as well as handcrafted holiday ornaments. Over 5000 people attended this event.

The Swiss Booth with Swiss Cuisine was run by Mr. Roland Hinni, Chef/Owner of the Gastro Tong restaurant. Furthermore, the Korean Yodel Group Alpen Kameraden performed twice during the market, sponsored by the Swiss Cultural Fund Korea.

## Christmas Market at the German School

For the 3rd time on November 26<sup>th</sup>, Swiss Consul M. Roland Grütter and his wife Gaby organized a "Raclettetube" at the Christmas market of the German School International, helped by parents and children. This event was again a big success and many visitors enjoyed the Raclette done the traditional way.

## The 30th YongPyong International Ski Festival in February

This year again, the International Ski Festival will take place at YongPyong Resort, Pyeongchang (host of 2018 Winter Olympics), on February 10th – 12th. If you are a Swiss citizen, skier or snowboarder, and would like to participate in this event as well, please see [www.yongpyong.co.kr](http://www.yongpyong.co.kr) for more information and for the application form (deadline: February 1st, 2012). Also advise us once you have registered so we can count you in at our Swiss Table for the Gala dinner ([seo.vertretung@eda.admin.ch](mailto:seo.vertretung@eda.admin.ch)). See you there and good luck to the Swiss team!

## Korea introduces the biometric identification at the border.

From January 1st the Korea Immigration service (KIS) is introducing the biometric identification system which requires all foreign visitors to submit their fingerprints and facial information upon arrival on international airports. Exemptions are foreign visitors under 17 years old, official of foreign governments or international organizations and their accompanying family members and other specific exempted persons.



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## Events Calendar

07.02.- 11.02.2012	<b>ZHdK (Zurich University of the Arts) Strings Korea Tour 2012</b> - 07.02.(19:30) Sejong Center for Performing Arts - 09.02. (19:30) Incheon Culture & Arts Center, Grand Concert Hall - 11.02. (19:30) Sori Arts Center of Jeollabukdo, Yeonji Hall, Jenju
17.02.- 21.04.2012	<b>Swiss Weeks in Seoul: Switzerland at SongEun</b> Swiss Young Artists Exhibition "Reflections from Nature" at SongEun Art Space Artists: Gregory & Cyril Chapuisat Brothers, Adrein Missika, Luc Aubort, Franziska Furter - 17.02.2012, 17:00 Opening - 18.02.2012, 14:00 Artist Talk <a href="http://www.songeunartspace.org">http://www.songeunartspace.org</a>
25.02.2012 11:00-18:00	<b>Swiss Education Fair Seoul</b> at Sheraton Hotel D Cube City Seoul, 8 <sup>th</sup> Fl. Participants: 8 Hospitality and Business Schools and 6 Boarding Schools <a href="http://www.sefseoul.or.kr">http://www.sefseoul.or.kr</a>
24.03.2012 14:00	<b>Swiss Weeks in Seoul: Switzerland at SongEun</b> Vitra Design Museum Talk: Mr. Marc Zehntner (Director) at SongEun Art Space
22.-25.03.2012	<b>Swiss Weeks in Seoul:</b> Launch Event "3D light show" at the Sejong Center for Performing Arts
03.-05.2012	<b>Swiss Weeks in Seoul:</b> Exhibition "Design Preis Schweiz 2011" at Sejong Center for Performing Arts and SangsangMadang
17.05.2012	<b>Study and Research in Europe</b> at Sookmyung University A big education fair co-organized by the Swiss Embassy to promote students and researchers exchange with Europe <a href="http://www.study-in-europe.kr">www.study-in-europe.kr</a>

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