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The Grooming of Global Grads



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Dear Readers,

Greetings.

Education has been a catalyst in the evolution of civilizations. It has driven humanity to reach out to the stars. It has opened human minds to the realms of knowledge and wisdom. And today, we live in a world of institutionalized education, encompassing every aspect of human development. Education has defied the regional and geographical barriers and boundaries. It has unified the world. The need for a highly educated human resource base has never been felt so acutely as of now in the 21st century when the winds of globalization are sweeping the world. Keeping pace with changing times, the current issue of Indo-Swiss Business focuses on education in Switzerland. For centuries, the Swiss have laid their highest priority on education as is evident from the global reputation their institutions enjoy today. We have touched a few aspects of the wide-ranging Swiss education system in the current issue. The Glion School of Hotel Management and SSTH (Swiss School of Tourism and Hospitality) offer hospitality-centric studies of the highest order for which the country is renowned. The Glion School of Sports Management tells us about how all-encompassing education in sports should be so as to make the student an all rounder. Collège du Léman highlights the uniqueness of Swiss education and Surval-Mont Fleuri, reveals how best a girl can accomplish her personal and professional life. Giving an update on education related statistics, we also highlight the aspect of counseling in this field. On the subject of education, we have felt it relevant to include in the current issue an interview with the Director of the Indian Institute of Forest Management, Prof Dilip K. Bandyopadhyay, which details the commendable work done by the institution.

We have a photo feature on the reception in honour of Samuel Schmid, President of Switzerland, with the additional portfolio of Ministry for Defence, Civil Defence and Sports, during his visit to India last year in the last week of November.

Then we have an exclusive interview with Swiss Consul-General Joseph W. Eisele, who talks about a variety of issues ranging from his present assignment to the prominent economic and political happenings the world over.

The present issue focuses on new and exotic destinations in Switzerland that add to the festivities and carnivals of the country.

It is also the Davos time in Switzerland. We carry the agenda for World Economic Forum 2005. India is an important participant at the Forum and we highlight the performance of the Indian economy in 2004 in the current issue. There is also a write-up on the largest ever acquisition in the corporate history of India, by Holcim.

Big companies always hog the limelight. Now a time has come to understand the value of small businesses like our vendors next door whom we take for granted. They also play a role in enhancing business ties between our two nations. Perhaps it will be worth reading about this fruit vendor from the Crawford Market.

The Swiss have always been in the forefront when it comes to providing relief to the victims of various disasters across the globe. The latest on record is their magnanimity in mitigating the effects of the tsunami disaster that had devastated South Asia. We carry a report.

Happy reading!

A handwritten signature in blue ink, appearing to read 'Satya Swaroop', with a long horizontal flourish extending to the right.

Satya Swaroop

Managing Editor

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“No Prudent Businessman can Ignore the Promises of the Indian Market”



For Consul General Josef W. Eisele, appointment in different countries has perhaps been the most enriching experience. Gifted with a quest to learn, Mr Eisele, finds tremendous interest in economics as he believes it to be the moving force behind national and international dynamics. In an exclusive interview with Shruti Sinha, he provides the readers with a rare insight of his thoughts, beliefs and opinions.

Excerpts:

MY AREA OF FOCUS:

I am a business-oriented person and my aim is to expand business.

However, on the cultural front too there will be activities. I personally believe that this field needs to be reinforced and right now discussions are in place with the idea of developing the concept of a Liaison Office of Pro Helvetia Arts Council of Switzerland. If this works out, it will be involved in both, reinforcement and active promotion of culture in India.

My job will also be to address the many challenges we face here in a not always easy environment and I am sure, therefore, that I can draw a lot from my vast experience accumulated in my long career in many different countries and continents, including Asia.

SOUTH EAST ASIAN ECONOMIES IN THE NEAR FUTURE AND INDIA'S RANKING WITHIN THAT...

I completely support the view of South and South East Asia becoming the leading dynamic economies of the world. Only limits I see are the raw materials, which we know are in short supply and for development, access to them is needed. But for us and for the Swiss companies, this opens up a huge market and India and China depict this well. So it is good and essential for Swiss companies that have not done business here so far to look at the trade and investment related opportunities here. We have to prove that interest is enormous. One denominator here is the increase in the number of visitors, which I am noticing ever since my arrival to this country. And this includes people doing business here as well as the new comers. The market may not be easy in this region but no prudent businessman can ignore the promises it beholds. If you have the right partners, endurance and stamina, you can do well.

CORE CONCERNS FOR ENHANCING INDIA'S GLOBALIZATION...

Infrastructure sure needs attention. For example, if we consider the access from Mumbai airport to the city. We all know at the same time that the Indian government has realized the need to meet this issue rather urgently, for development to take place at a fast pace.

Since aviation interests me, I also feel that Mumbai needs a new airport, which is ideally linked by a motorway and a fast train connection. And this sure is a matter of concern, if we keep in mind the fact that with many new airlines coming into the picture and fares coming down, there is bound to be an increase in passenger and cargo traffic. One can foresee that an entire new segment of Indians will be making use of the airways.

India is aviation wise very security conscious. Of course it is good to be so but also this could serve as a break leading to capacity reduction.

I also feel that the incidence of bureaucracy and red tape need to be lessened in order to stimulate work and business. Everybody faces them in their day to day lives. For eg. The paperwork that is associated with the export-import dealings need to be reduced to promote quick growth and the stamina, which was required to attend to this work can then be channelised into doing business.

ON TURKEY'S INCLUSION IN THE EU:

I must say that this is an event of great significance. EU has come to the decision that Turkey, which is also a partially European country, must be a part of it.

It is common knowledge that this inclusion will be associated with complicated issues that need to be dealt with and hence will be a slow one. One must remember Turkey still needs time as it has to comply with many-many conditions and the EU too needs time before a proper induction of Turkey within the next couple of years. For the time being it is more a matter of political significance.

Definitely, with Turkey becoming a part of the EU, Switzerland will also benefit from the market and better possibility of marketing her products, along with better relations with a country on account of its different culture. However, when and if Switzerland itself will become a part of EU, is not clear, at this stage.

RICHER NATIONS ROLE IN POVERTY ALLEVIATION:

Poverty alleviation is the duty of we rich nations. I am absolutely convinced that for the establishment of peace and order in the world, the richer nations will have to compromise to a certain extent, on their standard of living, to make way for the poorer nations and reduce the inequality. I may not know how this can be achieved but if something is required out of me, in this direction, I am more than willing to do my part.

A complete eradication of poverty is not possible but yes we can alleviate it. The tsunami crisis is a case in point. Many nations have pledged a mammoth sum of money but real returns will flow only after proper utilization of these funds.

Nations should be inspired more with the spirit of helping the distressed. Yet, one thing must be said and that is the work done by foreign countries is commendable. Switzerland too has put in a substantial sum of money, which is being channelised in projects through NGOs and the agencies of the government.

INTEGRATION OF SOUTHERN WITH THE NORTHERN ECONOMIES...

The first thing to be ensured is unobstructed market access for the Southern economies. A lot has been accomplished and a lot remains to be done. As long as this access is not guaranteed, this imbalance will

continue to stay. This is of course is not easy as protectionism has to be done away with but eventually it will happen.

TERRORISM AND INDO-SWISS COOPERATION IN THIS REGARD:

It is the cancer of the world and one can see it spreading its tentacles. Today it is even more. The causes and phenomenon of this social evil need to be understood and analyzed properly. Many a times, finger is pointed at the Middle East conflict as being the reason, but the reasons go beyond.

Moreover, with military means alone we cannot address it. We also have to look at the socio-economic aspect of it, in particular.

Another social evil I want draw attention to is drug abuse and drug addiction. It needs to be addressed, understood and uprooted.

Regarding the cooperation between Switzerland and India we should know that Switzerland intends to re-appoint its military attaché here. With this re-appointment we can expect more bilateral contacts at the defence level that will mutually benefit both the nations. Certainly the emphasis on both the sides will be on learning from each other.

RELEVANCE OF SWISS NEUTRALITY...

Neutrality in the context of the present day world has been re-orienting and changing itself. Swiss neutrality is a case in point. On the face of it people might not find it relevant but I must say that it has a lot of weight and importance. Let me make it clear that following neutrality does not mean that we do not have an opinion. In fact we have become a member of the United Nations. If need be, we will voice our opinion, though it is possible that not all will appreciate what we have to say.

AREAS OF SYNERGY...

For me, these include, cooperation in Economic areas, high-tech (Nanotechnologies), science and research & development, where we are doing very well.

India, as we all know, is a leader in software applications and Switzerland beholds a leading position in hardware.

So here too the two can cooperate.

In the pharmaceutical sector too, we are a leading country. Our flagship companies namely, Roche and Novartis have built a strong base here. They have made significant contribution in boosting Indo-Swiss trade in pharmaceuticals and in improving the general health standards here.

The Swiss-Swedish ABB conglomerate of Switzerland has also made a strong foundation in the Indian

economy. We have many, state-of-the-art companies in various fields and these technologies can be applied here.

The Swiss Business Hub, the Swiss Indian Chamber of Commerce and the Swiss Business Forum of Delhi, Mumbai and Bangalore are doing commendable role in furthering Indo-Swiss business ties.

ABOUT OTHER PROPONENTS OF SWITZERLAND...

Switzerland is a leader in environment and has set a very good example in environment protection. Switzerland is a multi-cultural and multi-linguistic country where people live in harmony and have a deep respect for the environment. This consciousness towards environment starts from childhood

The Swiss are more society conscious people and pay a lot of attention to maintaining the harmony.

WHAT INDIA MEANS TO ME...

India is certainly one of the most fascinating countries I have been to. A country that is certainly not easy to understand. I have seen that even some of my Indian friends echo the same feeling about India being complex. It is a country that has an immensely huge cosmopolitan population. It is, in fact so varied that probably nobody can pretend to understand all its complexities. Such a highly complex country that definitely offers an experience in itself.

PERSONALITY...

"I give myself around 6 to 9 months time to feel somewhat acquainted with any place. One of my strengths is to observe and learn by observing rather than acquiring knowledge through books only. I am the type of person who needs to go into details and depths in order to find out the truth and veracity of the situation. All this needs a lot of energy and time because you need to talk to as many people as possible and often this leads to conflicting views or information. The challenge resides then in arriving at the right conclusion and to know the real hard facts.

Where health is concerned, I only listen to my inner voice.

Though I am not a socialite by nature, I like meeting people and learning from them. I would say that this is one of the best ways by which I am trying to know India.

MESSAGE...

Our two countries have so many similarities and have much in common. Our people also share a mutual liking for each other. I hope that this spirit fosters and continues to grow now and ever after.

COMMEMORATING LIBERATION

27th of January 1945...a day when humanity was relieved from one of the worst crimes ever perpetrated.

Yes this was the day when the Russian soldiers marched in liberating the children in the dreaded camp of Auschwitz. Auschwitz, in Poland, was the biggest Nazi concentration camp. It was opened in May 1940 and liberated by the Red army of Russia on January 27th, 1945.

27th of January 2005...60 years after the holocaust came to an end. The day saw the representatives of various states come together along with a few hundred survivors of the camp to commemorate the end of the ghastly act in the freezing climate, when hope was expressed that mankind would always remember the dastardly act and never indulge in it ever again. The day stands for paying homage to those who were brought to the labour camps and promoting the spirit of tolerance.

Last year the Swiss Conference of Cantonal Ministers of Education made January 27 a day of Holocaust commemoration in the country's schools.

Geneva based CICAD (Intercommunity Coordination against Anti-Semitism and Defamation) has joined forces with the education authorities to inform pupils in French-speaking Switzerland about this period of history.

The intention behind the Swiss schools and the organization to do so, is to let the younger people know about the holocaust that was committed. This knowledge is essential in line with the fact this will equip them to deal with the problems of intolerance and racism. The authorities believe that history can never be denied even though some parts of it may be ugly, for it is from history lessons can be learnt for proceeding in the future. It is the responsibility of the present adult generation to make the coming generations aware of its past so that events that became a scar forever should never again be repeated. The consciousness shown by Switzerland is a worthy example of a responsible nation.

A Brush with the Latest



Charles Kleiber

News is something that you can never overlook when you think of Switzerland. Events happen at a pace, which becomes difficult to ignore. Here are some of the latest:

Switzerland and EU- A fresh Horizon of Cooperation

In a recent meeting between State Secretary Charles Kleiber and the European Commissioners for Research and Education, Janez Potoènik and Ján Figel, the agenda was to discuss cooperation between Switzerland and the EU within the developing European Research Area.

Europe has been by far Switzerland's most important partner where cooperation is concerned in education, research and technology. Around 95% of the CHF 500 million spent by the federal government on promoting international cooperation by Swiss public and private education and research institutions each year flows into programmes, projects and cooperation with European partners. The meeting judged the bilateral agreement on Switzerland's full participation in the EU's 6th Framework Programme for Research and Technological Development, as one of the pillars to consolidating the traditionally close relations between Switzerland and the EU.

Meeting with Mr. Potoènik gave Mr Kleiber the opportunity to raise the matter and discuss at the highest level, Switzerland's position statement on the European Commission's proposal regarding the planning of the EU's 7th Framework Programme. At the meeting with Ján Figel, the European Commissioner for Education, the discussion focussed on preparations for negotiation on Switzerland's full participation in the EU's education, vocational training and youth

programmes.

Novartis' record result

Switzerland's leading pharmaceutical company, Novartis, recorded a 15 per cent increase in net profits last year.

The company said the eighth record profit in a row was driven by strong all-round operating performance, in particular its fast growing cancer and cardiology franchises.

The reason behind this can be seen in the company's strong drug development pipeline, its lack of revenue-eroding patent expiries and above-market sales.

With sales revenue rising by 14 per cent to \$28.3 billion (SFr33.5 billion), the company seems to be pretty optimistic about sales in 2005.

The company statement in this context says, "Despite challenging industry conditions, our outlook for 2005



remains strong and we expect to deliver again a competitive performance with record sales and strong earnings".

Respite for Illegal Workers

Canton Geneva has called on the government to legalise the situation of thousands of clandestine domestic workers, mostly maids and housekeepers.

These workers, many of them from South America and the Philippines, already benefit from a contract with their employers.

Around 5,000 household employees, mainly women, work in Geneva without being officially registered, a situation the cantonal authorities say they will no longer tolerate.

However, illegal workers without any kind of contract, asylum seekers whose requests have been turned down and people with a criminal record are not included in the canton's request to the federal authorities.

Each case shall be judged according to its own merit and no general amnesty will be granted. Measures shall be taken to avoid more such workers in future.

The ability to change jobs will be limited, minimum salaries will be instituted and checks will be carried out to ensure proper working conditions. Employers will also have to guarantee social contributions are paid.

Immigration will be more tightly controlled and illegal immigration will be severely dealt with and any such act will entail heavy fines for the employer and the employee.

Swiss tenor climbs to divine heights

For Swiss tenor, Buhler - a classically trained opera singer who had been working in the Netherlands for seven years, fame has been a matter of thought and speculation.

A part of Il Divo, a group that includes singers like American tenor David Miller, Carlos Marin, a baritone from Spain, self-taught pop singer Sebastien Izambard from France, Buhler says that he thought that it is only once in a life time when one gets an opportunity to do such a high profile project, which though being pop, will still enable him to employ his classical technique.

Part of the success scored by the band is on account of the invention of a new genre that has variously been described as "opera boy band" or "popera".

And what else has made this band famous? It's soaring vocals, slick styling and undisputed good looks that have hit the right note with the public, especially women.

Apart from their success in Norway, Il Divo have also made it big in Britain, where they had the tenth biggest-selling album of 2004. It entered at number one in November, knocking Robbie Williams off the top spot.

The London-based group plan to release their album in continental Europe early next year.

But Buhler has not lost the touch of philosophy and feels that the attempt is to give the best shot and try their best rather than going overboard with fame and then petering out soon.

Il Divo is the brainchild of Simon Cowell, a highly successful British pop music producer who describes the band as the act he is most proud of and has said with uncharacteristic modesty that the band has taught him a lot and that he is "slightly in awe of their talent".

Buhler is hoping that the band will be able to build on its success by releasing another album next year.

"We all hope that we'll finally be able to go on tour, sing live on stage and sing big gigs because that's what you're working for as a musician - to perform on the stage."

courtesy: State Secretariat for Education and Research SER and Swissinfo / Neue Zürcher Zeitung AG

Swiss President Opens the WEF



The Swiss President **Samuel Schmid**, has appealed to the world community to lessen the gap between the rich and the poor, in the opening speech at the World Economic Forum 2005.

This 35th World Economic Forum, has more than 2,200 participants from around 100 countries are attending it and they have been urged by the President to work together for the promotion of economic development, peace and justice.

The emphasis of the President's speech has been on being more open in the future to the calls of the underprivileged and those traumatized by cruelty.

Schmid's speech has been in keeping with the intention of organisers to put the accent on a multilateral approach to improve the economic situation of the world population.

The President has also emphasized upon a strong economy based on healthy business.

He has laid stress on the fact that global crisis situations like the tsunami make it imperative for the countries to work on the principles of "global solidarity". And to enforce this concept it is very essential that the WEF emerge as a platform where multiple views and opinion can be exchanged.

Talking about poverty the minister has said that the shortage of natural resources make the matter even worse.

The speech touches upon the issues of democracy and justice and expresses hope that the participants will endeavour to make the world a better place to live in.

The founder of the forum, Klaus Schwab has also echoed the feelings of Mr Schmid.

Trends in Culture, Sport, Education & Tourism-UBS Outlook



Karin Schefer

As varied as individual needs may be, a healthy mind and body is on the top of everyone's list. Both need to be trained, however, and people are more than happy to spend lots of their hard-earned cash precisely for this purpose. Proportionally speaking, willingness to spend more on further education, culture, exercise, relaxation and wellness is increasing at a faster rate than income levels. This encouraging trend is enabling many dynamic providers to profit in the areas of culture, sport and (further) education.

Culture must pay its way

Although cultural activities are valued highly by the population in general, fervent enthusiasm and brilliant artistic performances are usually not enough to ensure survival in a merciless market. At the end of the day, culture also has to produce results i.e. profits and this is where professional management comes in. Because providers of cultural products who are tied to specific locations have little scope for making significant economies of scale, and income from ticket sales rarely covers operating costs, they are forced to apply strict cost-management procedures and to tap into additional sources of income with sideline activities (e.g. catering). At the same time, government funding and private sponsorship also help to close the gaps. According to our survey, cultural organizations (museums, opera houses, theatres and concert halls) are happy with last year's business trend. Thanks to factors such as higher prices, operating expenditure was more than compensated for on the income side.

Being fit is in fashion

In the quest for an effective work/life balance, sport and fitness-related activities account for a considerable amount of time spent by the Swiss population at leisure. Encouraged by rising incomes and supported partly by employers and health insurers, the wish for healthy lifestyle and the perfect figure is driving ever-greater numbers of people into the fitness studio. Around 10% of the adult population in Switzerland train regularly in one of the country's 700 or so fitness centres, the number of which has increased rapidly over the last 20 years in line with the dramatic rise in demand. Smaller providers, however, are finding it increasingly difficult to keep up with the big, professional chains, with the expectations of sports lovers and fitness enthusiasts rising constantly and sporting trends always changing. In addition to a wide-ranging sports programme and spacious changing rooms, club members are also focusing more and more on a pleasant atmosphere, with a crèche for their babies for example, and demand qualified fitness advice and comprehensive wellness services. The latter in particular, however, calls for extensive infrastructure investment, which for large chains is easier to finance.

Education is the key to success

Lifelong learning is vital to both corporate success and the individual career. On the one hand, knowledge that is in increasingly generous supply and rapidly becomes outdated, combined with the struggle to keep one step ahead of the competition, does not allow company employees to rest on their laurels. On the other hand, people also find themselves personally motivated to add to their skills or knowledge, be it to develop as individuals or to improve their chances on the employment market. According to our survey, demand for adult education remained high last year.

Tourism- A UBS Perspective

Due to often outdated facilities, high wage and cost levels and in some cases a lack of professionalism with regard to marketing activities, the highly fragmented Swiss tourism industry with its many small and micro-enterprises is failing to profit sufficiently from the global tourism boom. Although the number of international tourist arrivals has quadrupled worldwide since 1970, the Asia-Pacific region and America have been the main beneficiaries, while Europe and Switzerland in particular is struggling with falling market shares. Here in Switzerland, the number of overnight stays by foreign guests actually fell from 21 to 17 million between 1970 and 2003, while domestic demand rose from 13 to 15 million. Yet despite the fall in the number of guests, Swiss hotel capacity remained more or less stable based on the number of beds, although the total number of hotels fell by 30% during the same period. This means that in

2003, an average of only 38.7% of the available beds were occupied. In addition to the extremely high operating costs in comparison with other countries, these huge overcapacities are a further reason for the continued weak earnings situations of many hotel operations.

Joining forces

Swiss destinations struggling to position themselves in a niche market need to pool resources and work together to develop integrated solutions in order to regain their leading position in the fiercely competitive tourism market. In this regard, cooperation between businesses and entire regions is of vital importance. Sharing capacity management, establishing a uniform profile for the overall destination and marketing varied, multi-optional services under one powerful brand name and in a coordinated manner help cut costs, but will also increase the attractiveness of the holiday region as a whole. At the same time, these measures will take account of the customer's wish for "all-inclusive" offers.

Crisis overcome

According to our survey, with the exception of mountain railways, all sectors of the tourism industry saw business improve last year. While in 2003 the global economic downturn, the SARS epidemic and the

war in Iraq put a damper on international travel, in 2004 the stabilized geopolitical situation and pent-up demand for travel helped Swiss tourism achieve better capacity utilization. In addition to leisure tourism, business travel also increased. Only the mountain railways saw a drop in the number of tourists due to the poorer weather conditions compared with the record summer of 2003.

The industry remains confident about the outlook for 2005, with hotels and travel agencies in particular expecting to see higher levels of bookings. While the European sector leaders on the travel market have regained a certain pricing power thanks to the reduction in overcapacities and new offers and cooperations, independent non-specialized travel agencies are likely to struggle to generate higher margins. In addition to the big names that increasingly dominate the market, pure Internet companies and (budget) airlines which apart from flights increasingly offer accommodation and links to car rental companies online as well are also emerging as rivals to be reckoned with.

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Reforms are an Integral Part of Advancement

Professor Aebischer, President, EPFL, is a powerful name in the field of education in Switzerland. He is responsible for giving a new life to the study of Life Sciences in the country with his reformist approach. In an interview with Shruti Sinha, he talks about the institution, its study culture and life sciences in the country. Excerpts:

What are the differences you perceive in the face of education as it stood when you were in your college days and as it stands now?

The basic objective of education focused on equipping younger generations with skills, knowledge and ideals with the aim to enable them to serve the mankind has remained the same over the generations. Universities play a key role in shaping the future of the countries to which they belong. However, unprecedented growth in technology over the last twenty years has certainly made a difference in a big way in which the education today is being both transmitted and acquired. The advent of the state-of-the-art IT tools has enabled a judicious management of terabytes of new information that is being created every year. The possibility to store and disseminate this information and control its flow through electronic medium, such as, internet or video, is fast transforming the traditional way in which education has been delivered over the centuries, to the extent of slowly and steadily shaping each and every compartment of our lives. In this period, the understanding of basic sciences has also improved in a spectacular manner, giving rise to new avenues of education and research, which were nonexistent in my college days.

There is today a vast movement towards e-learning which is motivated by the many benefits it potentially offers. Although the promise of e-learning has yet to materialize, the concept has been gradually changing our perception towards education. We have anyhow to keep pace with the developments. Although computers may not in foreseeable future eliminate human instructors, I presume future is going to be a blend

between the two approaches, thereby even providing more value to the mankind.

Talking about the reforms you have introduced during your tenure as the president of this institution, what is their nature? Which aspect of the institution you felt needed the change most?

Reforms are an integral and essential parts of any institution if it has to advance and thrive in this ever changing world. EPFL has also been following this mantra to cope with the changing needs. I introduced reforms with the goal of moving EPFL onto a high growth path in terms of excellence in academics and research. The strategy envisaged the achievement of the goal through a major transformation of the school structure, particularly through restructuring departments by grouping them under five autonomous faculties. The decentralization has served to make the governance of these platforms more efficient through establishing greater flexibility and enhanced human resource development. Each faculty has been allocated appropriate infrastructure and financial resources to meet their needs. This has also introduced an element of accountability in the setup. The reforms have enabled better planning, opened room for re-orienting and re-dimensioning research, and allowed for strategic allocation, reshuffling and sharing of resources. The economy of scale thus achieved has resulted in the creation of a new faculty in the field of life sciences, one of our strategic orientations into the future.

Technology can help meet some of the pressing needs of developing countries. Yet, the irony is that only a

few can afford the cost of research. How in your opinion can this problem be addressed?

I would like to add that technology as a whole is meant to address to the pressing needs of both the developed and developing countries. The developed countries have been at the forefront in the development of advanced technologies. They have understood well how to best use these technologies to serve them. On the contrary, the developing countries have only recently started getting the flavor of the technological impact. Perhaps, they have been too slow to adapt to the changing times because of their reluctance to come out of the colonial mindset. All technological inputs from developed countries were considered as yet another trap to impose imperialism. The markets in the developing countries have also been too slow in responding to technological innovations from the west.

In this context I consider it as a moral duty of the developed countries to step in to narrow the divide existing with the developing countries. Developed countries should provide help to these countries in developing centers for research and development. Developed countries should also assist these countries in developing manufacturing bases locally at affordable costs and by using local resources. Development of technology and its taking roots in a country is a gradual process. Developed countries must assist these countries in identifying their own level of technology that can provide solutions to their problems in function of their needs. By making technology more accessible companies in developed countries can also hope to develop future markets. The best way to promote economic welfare and growth in the developing countries would be help them make more technologically responsible and autonomous.

What are the ways in which the school promotes interdisciplinary research?

Interdisciplinary research is the backbone of all technological innovation. We are pursuing interdisciplinary research in a broad spectrum of areas with different theoretical and methodological perspectives. One of the driving forces for us lies in our push to have stronger links with business and the economy, with the aim to contribute in a discernible way to the overall development of the economy of our nation. I believe that bringing together interdisciplinary skills in a project is key to ensuring success. Interdisciplinary research, apart from providing greater relevance in the formulation of research, serves in facilitating transfer of knowledge between the academic world and industry.

Interdisciplinary research in our institution nourishes itself on challenges, which come from working on multidisciplinary projects cutting across the boundaries of the traditional disciplines. The EPFL's contribution to the success of dream projects like the first round-the-world balloon flight in 1999, or to the victory of Alinghi in the 2003 America's cup, are all

fruits of intense interdisciplinary research. We foster this research by blending quality infrastructure and top-level academics and skills.

How would you rate your new faculty in comparison to other similar institutions in the field of life sciences oriented researches?

The research in life sciences at the EPFL stands at par with those being carried out at the best institutions in the world. We are doing quality research in areas such as functional genomics, neurosciences with a special emphasis on the brain and mind issue, biomedical engineering and cancer. The latter area has recently been significantly reinforced with the fact that the Swiss Experimental Cancer Research Institute named ISREC will soon join our campus. Although created only in 2002, the faculty benefits from state-of-the-art facilities, top academics and is committed to excellence in research. EPFL also intends to support its growth in the coming years.

What is the support level provided to PhD students in Lausanne and how does it compare with other prominent universities worldwide?

The PhD students at EPFL are provided a highly competitive environment, state-of-the-art facilities and top academics to support their research, at par or superior to other prominent universities worldwide in the field of science and technology. The students are provided with challenging environment to carry out their research and their progress and resource needs are periodically assessed. The attractive financial benefits and perceived leadership of EPFL in research are the key factors that are leading to an important flow of quality doctorate students to the EPFL.

Could you comment on the status of the Indo-Swiss S&T programme?

The Indo-Swiss joint project initiative as you know has been jointly stimulated by the Swiss and Indian governments with the objective to foster linkages between the Swiss and Indian universities and research institutions. Under this programme the faculties ensuing from at least two research institutions should join together to submit joint research proposals to the designated committees on each side. Each project proposal must include at least one research institution from Switzerland and one institution from India. The call for proposals for the programme is due to be launched in January 2005.

What message you would want to give to the student community.

My message to the students is to first and foremost develop in themselves the capacity for empathy and openness to other cultures and second, to rise to the challenge of higher standards of achievement. Inculcating these values should enable them to live responsibly and work effectively in a globally integrated environment.

Switzerland- The Demonstrative Sight for Resource Management

As the world progresses, it increasingly feels the cause of protecting the nature and its resources as all developments are ultimately based on these. The IIFM-Indian Institute of Forest Management, is the ace institution that epitomizes the efforts of the country in optimum utilisation of the natural resources. Prof. **Dilip K Bandyopadhyay**, Director, touches important aspects of this institute and the role it is playing. Excerpts:



What are the core concern of forest management in India today? Which are the key components of effective forest management and sustainable development of resources?

The environmental and ecological scenario has been fast changing at national and international levels, affecting the socio-economic conditions of the people. Today, conservation and livelihood have become more important than any other subject and these two are intricately linked with the conservation of forests and related natural resources particularly soil and water. Forest management today is not confined to a particular area or activity but it is pervading in many other developmental activities. The management of forest may be insitu but there are lots of exsitu benefits. The sector needs to be linked with the larger canvas of environment and development sector. Its effects are not confined to the area where forests are situated, but far and beyond. Though the benefits of timber and NTFPs are known to all but there exists less understanding and appreciation for ecosystem services from forests. The amount of risk and disaster proofing functions provided by the forests are not being recorded anywhere and there has been considerable extraction of tangible benefits as well from the forest which also does not route through any market thus not registered. The true picture of forest degradation does not emerge to give correct plaice signals. Similarly the other sectors' and regions' activities impact the forest. Thus forest management needs to be dovetailed with overall environment and development sectors management. Further the facilities of many people are depending on forest but on account of excessive pressures of population forest are under threat. Thus there is an urgent need to ensure ecological security of forest so as to ensure in turn the livelihood security of the people dependent on forest. For effective forest management and sustainable development of resource a balance needs to be achieved among social, economic and environmental services that forest provide. Further



all concerned stakeholders ranging from the local communities, individuals, biomass based industry as well as large company need to contribute toward forest management. There is an urgent need for public private partnership for sustainable management of forests.

In what ways do you feel environment consciousness of an average Indian can be increased in comparison to other countries eg.

Switzerland?

We need to bring about transparency in the system by giving access to information regarding management and uses of funds in the system as well as communicating benefits of environmental consciousness and management. I would like to quote an example from Sri Lanka where every municipal ward of Colombo city will contain a large board giving information regarding collection and uses of fund by local bodies for provisioning of public utilities, maintenance of environmental quality of the region.

What is your assessment of India's performance in the context of forest conservation and management?

India has been catching up for forest conservation and management and 1988 forest policy has played a greater role in it. JFM, CFM need to be further strengthened.

What is your opinion of the Forest Resource Accounting system as prevalent at the state and national levels?

The current system of forest resource accounting as prevalent at the state and national level grossly under estimate. The contribution of forestry sector to the Gross Domestic Product of the country rule of thumb has been used to reflect the contribution of own-recorded benefits. No recognition is being given to the ecosystem services originating from forestry sectors'

contribution in terms of agriculture, irrigation, electricity generation, flood control, carbon sequestration, soil and water conservation. An exercise is being accordingly done by IIFM for the state of MP and HP with the support of Central Statistical Organisation, Government of India to work out the methodology for reflecting true contribution of forest to the national economy.

Which are the international organisations that IIFM is working with in order to promote the cause of environment protection ? Please highlight any projects if undertaken in this regard, off late.

IIFM is working with organisation like ITTO, World Bank, FAO, Ford Foundation, IIED, Winrock International etc.

What is the scope of cooperation between India and Switzerland in terms of harnessing natural resources, their sustainable development and studies in this sector.

Switzerland could provide a very good demonstrative site for India to learn about management of Common Property Resources like the pasture land, forest and water. Couple of collaborative study can be developed in this regard in India with Switzerland so as to ultimately give boost to forest and milk based products in India.

In metros like Mumbai, there is rapid expansion into natural reserves to meet the ever increasing housing and industrialisation needs of the population. An aftermath has been seen in rising number of wild cats visiting the fringes. How do you feel a balance can be achieved, whereby development takes place without endangering nature ?

For the development of metros, whereby development takes place without endangering nature we need to stem the tide of immigration from rural to urban area by developing certain counter magnets between rural and urban areas such that the problem of housing and industrialization to meet the needs of increasing population can be checked.

How best do you feel we can market our forest products today ?

Forest certification can play an important role in promoting the marketing of forest products. Products grown in bio diversity rich areas fetch premium price in the international market.

Gender and Biodiversity: in what terms can the relationship

between them be understood ?

It can be understood in terms of variety of products that women collect from forest like fuelwood, fodder, NTFPs etc. Forest also provide social networking amongst the women folk and the traditional knowledge that women contain about the biodiversity of the region can very well be used for bio-prospecting.

What could be the possible impacts on environment, of the violent waves that struck the South East Asian region recently.

The major lesson learnt out of the recent Tsunami Tragedy is that mangroves forest in the coastal region can play a very important role in withstanding winds and waves from the sea besides rendering other ecological services like provisioning of oxygen. We need to have proper coastal regulation zone policy for mitigating such impacts in future.

Which parts of the studies on forest management need more attention in the context of our country ?

The important study in forest management that could be taken up shall be in the area of ecological services specially water and carbon sequestration that are rendered by forest; importance of agroforestry and farm-forestry systems, micro-finance for sustainable forest management; developing mechanism for assessing sustainability of a forest eco-system, value addition and promotion of micro-enterprises based on forest produce, forest certification, etc.

How well equipped are we to combat any forest related disaster ? Which steps should be taken as a preventive ?

The major forest related disaster could be forest fires, pest attack, wind strokes and reduction in watershed services like floods or reduction in flow of water, soil erosion, floods, siltation, inundation of downstream areas etc. from the forest catchment area. Thus various steps for fire line treatment, resistant attack and watershed management of the catchment need to be considered.

What would be your message to the readers ?

Forests play a very important role in our daily life.

Destruction of forests bring massive disaster all around as they are the center of various activities. We need to carry out forest management in mission mode so as to reap multiple benefits in future.



Education 2004 - A Peep Into Swiss Frontiers

Education as we all know is one of the most important parameters for judging the progress of a country, its people and civilization as a whole. This string of commonality, emphasizing the need for education might run through different countries, yet what strikes one most is the fact that within education trends differ from country to country. The OECD report, *Education at a Glance - 2004*, throws much light on the different trends of education in Switzerland based on data collected from time to time. Excerpts:

The latest figures in "Education at a Glance 2004" provide further evidence of the benefits accruing from education in OECD countries. The report makes out a strong case for more and better education, whether in terms of lifelong learning, expansion or diversification of the provision in particular sectors, or simply for improving the quality of the education that is already delivered. In all cases, there is need for an assessment of the benefits that reform can bring forth, both to individuals and to the nation as whole. Recognising these key issues, *Education at a Glance* examines the benefits and outcome of education. In providing new analyses on trends in the employment prospects of those with different levels of education and with new analyses of the financial returns accruing to individuals' investment in education, the 2004 edition provides some key indicators that can help with that assessment.

The benefits of education

For individuals investing in education brings improved employment prospects ...

- Employment ratios for those with tertiary qualifications are significantly higher than for those without these qualifications. On average, across OECD countries, the proportion of 25 to 64-year-olds with a tertiary qualification and who are employed is 8 percentage points higher than for those who only have high school qualifications (the difference is 10 percentage points for **Switzerland**).
- The employment advantage of someone with upper secondary qualifications compared with someone with lower qualifications is even more marked than at the tertiary level. Here, employment ratios are on average 18 percentage points higher for those with upper secondary qualifications than for those without them (11 percentage points in **Switzerland**).
- Despite the rapid rise in educational attainment, particularly at the tertiary level, these relationships have remained fairly stable over time, though some subtle change is evident. Over the last decade, the employment advantage of those qualified at the tertiary

level has diminished slightly and the advantage of upper secondary graduation strengthened slightly. This is most apparent when looking at comparative unemployment ratios between the levels of education over time: In 2002, the proportion of adults qualified at the upper secondary level who were unemployed was 1.4 percentage points higher than for adults educated at the tertiary level, whereas in 1995 the difference was 1.9 percentage points. In **Switzerland**, change in the same direction is also evident. In 2002, the proportion of adults qualified at the upper secondary level who were unemployed was actually .1 percentage points lower than for adults educated at the tertiary level. By contrast, in 1995 the proportion of adults qualified at the upper secondary level who were unemployed was .5 percentage points higher than for adults educated at the tertiary level.

- Education and earnings are closely linked, with education beyond high school bringing a particularly high premium. Earnings of university-level graduates in the 30 to 44 years age group are more than 80 per cent higher than the earnings of those who have completed only secondary education in the Czech Republic, Hungary, Portugal and the United States. In **Switzerland**, these earnings premiums are 66 per cent for females and 38 per cent for males.
- It is possible to contrast the benefits for individuals of attaining the next level of education (in terms of higher average earnings, lower risk of unemployment and the public subsidies they receive during their studies) with the costs that individuals incur when studying (in terms of tuition fees, lost earnings during studies and higher tax payments later in life). The private returns for those obtaining a university degree or advanced research qualification immediately following earlier study are positive in all countries. The returns for such students in **Switzerland** are 9.8 per cent for males and 7.8 per cent for females. For a 40-year-old returning to study, the rates of return are lower than those for students who progress immediately to the next level at an early age.

Apart from benefits to individuals, the wider

economic benefits of raising education attainment are well known...

- Analysis gleaned from Education at a Glance 2003 examines the driving factors of economic growth and shows that rising productivity accounted for at least half of GDP per capita growth in almost all OECD countries with available data. Labour productivity can be increased in several ways and the educational attainment of the working population plays a pivotal role, including its role in determining the rate of technological progress.
- Studies of the macro-economic returns to education estimate that increasing the average level of attainment by one year raises the level of output per capita by anything between 3 per cent and 6 per cent.

Dramatic improvements in educational attainment have driven these personal and economic benefits ...

- To summarise the current levels of educational attainment amongst the adult population, one can calculate the average number of years of schooling that the stock of qualifications held by the adult population represents, based on the duration of current educational programmes. For OECD countries on average, the level of educational attainment corresponds to 11.8 years of schooling. The stock of qualifications in **Switzerland** is above the OECD average and represents 12.8 years of schooling on average.
- Tertiary attainment in particular has grown rapidly in many countries and continues to grow. Evidence on trends can be obtained by comparing attainment rates for different age groups in the population. The percentages of the population across the OECD countries that have attained a university qualification (Tertiary-type A or advanced research qualification) is higher for successively younger age-groups (11 per cent for 55-64 year-olds, 14 per cent for 45-54 year-olds, 16 per cent for 35-44 year-olds and 19 per cent for 25-34 year-olds). With 16 per cent of its 25-64 year old population having attained a university qualification, **Switzerland** is exactly in line with the OECD-wide country mean of 16 per cent.
- The percentage of the 25 to 64-year-old population with tertiary level education rose again in the latest figures and now stands at 23 per cent on average across OECD countries (25 per cent in **Switzerland**).
- On average across OECD countries, 51 per cent of the age group now enters a tertiary program leading to the equivalent of a bachelor's degree or higher. For **Switzerland** (35 per cent).
- This growth is putting significant pressure on the financing of tertiary education in these and other countries. However, between 1995 and 2001,

Switzerland recorded the fifth highest increase in expenditure per student.

- Together with the financial pressures that tertiary expansion can bring, there is added strain on the system to maintain completion rates.

..and increase in foreign student enrolment has played a part in tertiary level expansion

- In some countries, increases in foreign student enrolment have contributed to the expansion of tertiary enrolment.
- (**Switzerland** receives 2 per cent) of all foreign students studying in the OECD area
- In 19 of the 22 OECD countries for which there are data, the proportion of foreign students amongst all tertiary students increased over the last 4 years and is highest in Australia at 17.7 per cent and **Switzerland** (17.2 per cent).
- In **Switzerland**, around one in five foreign students is enrolled in highly theoretical advanced research programmes.

...while, at the high-school level, progress in attainment has been more mixed.

- The proportions of individuals in the population who have completed high school have been rising in almost all OECD countries, as shown by the attainment rates for successively younger groups in the populations. For the 25-64 year age group, the OECD country mean is 65 per cent. In **Switzerland** 82 per cent of the population in this age range has attained at least upper secondary education.
- Young people who have not achieved or who are not pursuing upper secondary education are a particular concern, and the numbers in most countries are not trivial. The OECD country mean is 19 per cent. The figure for **Switzerland** is 7.5 per cent.

Investment in education

Accompanying these trends in participation and attainment, there has been a significant increase in expenditure on education amongst OECD countries...

- In 13 out of 18 OECD countries for which data are available, public and private spending on educational institutions increased between 1995 and 2001 by more than 10 per cent in real terms, contributing to an average increase across these 18 countries of 20 per cent.
- When public funding only is considered, the figure in **Switzerland** is 5.4. per cent.
- When the student numbers that this expenditure caters for are taken into account, the levels in other countries range from less than US\$ 3 000 in Mexico, Poland and the Slovak Republic to more than US\$ 8 000

per student in Austria, Denmark, Norway and **Switzerland**.

...with the private share of expenditure increasingly important, particularly at the tertiary level.

- In most countries the private expenditure comes from households but in the case of Germany and **Switzerland**, the bulk of private money comes from private enterprises through the funding of the dual system of apprenticeships.

The public share of educational expenditure is often provided as subsidies to students or households...

- An average of 17 per cent of public spending on tertiary education is devoted to supporting students, households and other private entities, the remainder being spent directly on institutions. The figure for **Switzerland** is 0.8 per cent.

Gender differences in educational outcomes

In the 1990s women moved ahead of men in educational attainment...

- Young women are now more likely to obtain first degrees from university-level institutions in most OECD countries: only in three (Japan, **Switzerland** and Turkey) are young men significantly more likely to do so.

- In **Switzerland**, and considering all fields of study together, 34 per cent of advanced research qualifications are awarded to women.

...that have consequences for individual careers and salaries.

- Males are more likely to be in employment than females at all levels of educational attainment but the gender gap decreases with increasing educational attainment. The proportion of the male adult population with lower secondary education who are in employment is 73 per cent compared to 49 per cent for females who are similarly qualified, a gap of 24 percentage points. At the lower secondary level, the gender gap in **Switzerland** is 23 percentage points. When all levels of education are considered together, the average gender gap across the OECD is 19 percentage points. The equivalent figure for **Switzerland** is 18 percentage points.

Teacher working conditions

Salary level is an important factor that can influence recruitment and retention of quality teachers...

- In **Switzerland**, starting salaries for lower secondary teachers and for teachers of general programmes at upper secondary level are higher than in any other OECD member country.

- While teachers in **Switzerland** earn salaries that are

high compared with those in other countries, direct international comparisons of salaries for teachers may not be of great relevance for recruitment since the teacher labor market is substantially domestic.

...and class size

- Class size is frequently seen as a key working condition, often being the subject of negotiations with employing authorities. Average class sizes at both primary and lower secondary level vary substantially across OECD countries. The figure for **Switzerland** is 19.6. Class size and learning benefits, as these and other evidences point out, do not share a simple relationship, though they could be impacting working conditions of teachers.

Context factors shaping the learning environment and educational outcomes

The results in this year's Education at a Glance also provide further insights on context factors, which influence learning and the learning environment ...

... at the individual student level in terms of engagement in school life...

- Students' sense of engagement in school life can be seen as a context for teaching and learning as well as an outcome itself. Students in Austria, Sweden and **Switzerland** reported a particularly high sense of belonging.

- Analysis of the school level results shows that students' sense of belonging and their participation tend to go hand in hand and are closely related to school performance, suggesting that schools with high levels of engagement also tend to have high levels of academic performance.

...at the school level in terms of school admission and grouping policies...

- School policies for admitting and grouping students are important policy levers which influence the learning environment. Based on survey reports from school principals, students' academic performance is the most commonly used criterion for admitting students to upper secondary schools, though there is wide variation among countries. In **Switzerland**, 25 per cent of students attend such schools.

- For grouping students, the most commonly used criterion is the student's choice of specific subject or programme; on average some 73 per cent of students attend schools where this criterion is always used (the figure for **Switzerland** is 63 per cent).

- In **Switzerland**, schools appear to be less selective in their admission policies than the international average.

For further information see: www.oecd.org

Swiss Education - The Hallmark of Quality and Reliability



The main concern of the group “Global Education in Switzerland” is the furtherance of the quality of the schools, which belong to it. In Switzerland about 100'000 pupils, students and apprentices, from a wide variety of regions within the country and from over one hundred other countries, are educated in private schools. In the write up below, **Nicole Worthington**, Global Education in Switzerland, talks about the strengths of Switzerland as a hub of education and the role of the body in facilitating it.

The value of Swiss Education

In today's globalized world, the tradition of excellence of the services offered by Switzerland is well established. The diversity and the quality of its academic institutions are famous: they range from top universities to boarding primary and high schools offering Swiss, French, English and American diplomas, from hotel and tourism academies to institutes specialized in languages, finance and commerce, from exciting summer and winter holiday camps to classic finishing schools for young women.

Swiss education institutions have adapted remarkably well to the globalized and extremely competitive contemporary life. Research, an essential component of success in science and technology, is highly advanced in public universities and technological institutes and the number of Nobel Prize laureates coming from their ranks is impressive. In order to achieve excellence, private schools associations have set up strict quality control procedures of the academic programs of their members. The well known International Baccalaureate degree, adopted by more and more high schools worldwide, originates in Switzerland. The reputation of Swiss hotel and tourism schools largely stems from the balance they have been able to achieve in their programs between a practical knowledge of the various jobs of the hotel industry and the most advanced management techniques. So, Swiss education, because of the reliability and the in-depth quality of the programs offered, provides all the tools necessary for a successful career.

Swiss private schools reach out to the world!

Swiss private schools offer a cosmopolitan, internationally recognised education for all ages to nearly 100'000 pupils from Switzerland and over 100



other countries. Students from Europe, North and South America, Asia, Russia, India, Africa, the Middle East, Scandinavia and many other parts of the world, are all currently enrolled in Swiss private schools. As it is not mass production that characterizes Swiss industries, but rather specialised high quality products, the same goes for private education. One of the attractions of Swiss private schools is the variety of international curricula they offer courses, which enable students to pursue higher education in the country of their choice. Custom-tailored programs, such as special training for talented young athletes, language support and integration classes for non-native speakers, finishing programs, hotel management or business degrees and language courses complete a high-standard individualized educational offer. Minds are challenged, but sportive achievement is also encouraged: the fascinating settings of the Alps, glaciers, rivers and lakes are the perfect environment for numerous outdoor activities and sports. A wide variety of winter and summer sports, ranging from skiing, football, basketball, swimming and tennis to horse-back riding and hiking complete our academic programs.

Why choose a private school in Switzerland?

The members of Global Education in Switzerland can offer you several distinct advantages:

- Complete, national or international programs of study and training, in several languages, for all ages
- High-quality teaching constantly re-evaluated in light of changing methods, technologies and student needs
- An open-mindedness leading to a global perspective and a cross cultural understanding
- The mastery of several languages, practised in a multi-lingual country
- A global perspective on education blending with quality of life and Swiss hospitality for a positive learning experience
- Easy access to city activities, mountain sports and Europe's cultural centres
- And last but not least the pleasure of life-lasting friendships with world citizens!

The environment to success!

The 30 schools of the group Global Education in Switzerland are also members of the Swiss Federation of Private Schools SFPS (260 schools). The main concern of the group Global Education in Switzerland is the furtherance of the quality of the schools which belong to it.

Students from Europe, North and South America, Asia, Russia, India, the Arabic States, Scandinavia and many other parts of the world enrol in Swiss private schools to benefit of an excellent, internationally recognised education. Indeed the range of possibilities offered in Swiss boarding schools is almost as divers as the backgrounds of the students: besides the Swiss curriculum, one can choose between the official primary and secondary degrees of the US, UK, German, French and Italian curricula. Some schools also offer the International Baccalaureate program, a world-wide valid university qualification. Summer camps, language courses and a large choice of other educational offers complete the "menu" of Swiss private education.

International in its business relations, Switzerland is also international in its private education. Swiss private schools offer a cosmopolitan, internationally recognised education for all ages to nearly 100'000 pupils from Switzerland and over

100 other countries. Students from Europe, North and South America, Asia, Russia, India, Africa, the Middle East, Scandinavia and many other parts of the world, are all currently enrolled in Swiss boarding schools. As it is not mass production that characterizes Swiss industries, but rather specialized high quality products, the same goes for private education. One of the attractions of Swiss boarding schools is the variety of international curricula they offer, courses which enable students to pursue higher education in the country of their choice. Besides the Swiss program, pupils and their families can choose between the official primary and secondary degrees of the US, UK, German, French or Italian curricula. Some schools also offer the International Baccalaureate program, a qualification, which is universally valid and which emphasises global perspective and cross-cultural understanding. Further custom-tailored programs, such as special training for talented young athletes, language support and integration classes for non-native speakers, finishing programs, hotel management or business degrees and language courses complete a high-standard individualised education offer. Minds are challenged, but sportive achievement is also encouraged. The fascinating settings of the Alps, glaciers, rivers and lakes are the perfect environment for numerous outdoor activities and sports. A wide variety of winter and summer sports, ranging from skiing, football, basketball, swimming and tennis to horse-back riding and hiking complete our academic programs.

The members of Global Education in Switzerland and of the Swiss Federation of Private Schools have made a choice: to offer the best environment for your or your children's schooling. We invite you to enjoy high-quality education, to combine adventure and learning, to travel in a country of diversity, to meet students from all over the world by sharing a very special lifestyle.

Our smaller guests will experience a new home, offering the love and attention they require. Our older students will appreciate the excitement of living abroad and making new friends for life. Our boarding schools can offer a healthy community life embedded in a perfect infrastructure.



SSTH - A UNIQUE BLEND OF THE CLASSICAL AND MODERN

Whether your dream is to own and manage a hotel or restaurant, or to lead a multi-national corporation, opportunities are almost endless in hospitality and tourism, the most global of all industries. However, in order to take advantage of exciting career opportunities you need to give yourself the benefit of the best education. SSTH or Swiss School of Tourism and Hospitality shows you the way to be one of the best in hospitality and tourism management.

Switzerland is the first choice for students pursuing tourism and hospitality management education. High standards, excellent reputation, safe surroundings and of course value for money are major factors why students are consistently heading towards the country that gave birth to modern tourism more than 150 years ago. The unique approach of incorporating theory and practice into management studies makes a Swiss education a most interesting and rewarding experience, at a price that is surprisingly reasonable.

Countless management positions in leading hotel and tourism outlets throughout the world are occupied by Swiss educated professionals, which is proof alone that a Swiss education could be your key to success.

There are numerous schools in Switzerland offering high quality hotel management education and choosing the right one is a daunting task. When deciding, an important point to consider is what you can achieve with an education from a particular school. Certainly if you have chosen a school that has a long history and an excellent international reputation you may have ease in getting that all important job, but reputation alone does not guarantee your own personal success. Course quality and content are of utmost importance, after all you enter a management program to gain the skills and knowledge required to lead and

direct. Keeping this in mind, personality and self-confidence building elements incorporated into the course you choose are imperative.

At the world renowned Swiss School of Tourism and Hospitality, "Swiss School" for short located near Chur, students are guaranteed such qualities in their education. This is not only due to the fact that the school is one of the elite members of ASEH

Association of Swiss Hotel Management Schools and one of the few schools with Swiss Federal Government recognition and equivalency declaration but because it is also one of the only hotel management schools, world-wide to have achieved the International Standardization Organization ISO 9001: 2000 Certification. This certification guarantees extremely high standards and is recognized in over 220 countries around the world.

Swiss School offers a range of programs in Hotel Operations and Management.

Hotel Operations: Swiss Diploma in Hotel Operations

The Swiss Diploma in Hotel Operations is a one and half year program and is for students whose goal is to become manager in one of the functional departments of a hotel or restaurant. Besides theory classes and in-house practical training of 1 year students will attend a paid internship of 6 months in a hotel or restaurant in Switzerland.



This program is a self contained course, but can also be used as a prerequisite to obtaining the Swiss Higher Diploma in Hotel Management.

Hotel Management: Swiss Higher Diploma in Hotel and Restaurant Management

The Swiss Higher Diploma in Hotel and Restaurant Management program is a three years course and is for students wanting to pursue a managerial career in the hospitality industry. This program prepares students for managerial responsibilities in single operating units or chain organizations. Besides the theory classes and the in-house practical training, students attend a paid



internship of 1 year in a hotel or restaurant. Students successfully completing the Higher Diploma may also receive the Hospitality Management Diploma of the Educational Institute of the American Hotel and Lodging Association (AH&LA).

Bachelor Degree: Bachelor of Business Administration in Tourism and Hospitality Management

Students who have successfully completed their Swiss Higher Diploma in Hotel and Restaurant Management may enter the bachelor degree program. One year on top of the three year education program of Swiss School will lead to the BBA. The objective of the Bachelor of Business Administration in Hospitality and Tourism Management program is to prepare young professionals to become leading hospitality managers in the various hotels and tourism outlets around the world.

Post Graduate Diploma in International Hospitality

The Post Graduate Diploma in International Hospitality Management provides graduate students with a sound and thorough understanding of operations in the area

of hospitality, to complement their previous significant background in another field.

Managerial subjects are complemented by operational courses. The aim is to develop both the knowledge of practical skills necessary in the hospitality industry, and the critical thinking, entrepreneurship and problem solving required to become an effective and successful hospitality executive or manager.

Entry requirements

For the undergraduate and BBA programs offered we ask for the following entry requirements:

- 18 years minimum • High school education
- Fluent English (TOEFL, IELTS, TOEIC or Cambridge First Certificate)

For the Post Graduate Diploma we ask for the following entry requirements:

- 21 years minimum
- Bachelor Degree from a recognized University or exceptionally, 3 years of work experience at supervisory level or a Higher Diploma from a recognized educational establishment

- Fluent English (TOEFL, IELTS, TOEIC or Cambridge First Certificate)

Student facilities/ Campus

In the school you find a unique blend of the classical and modern, with the Belle Époque School Hotel linked with a state-of the art classroom facility. The spacious classrooms are equipped with the latest in teaching hardware. The building also houses a student kitchen, Billiard Room, the Paulaners Brasserie all in addition to the regular kitchen,

housekeeping and restaurant facilities of a fully operational hotel.

In the evenings and on weekends, you can find a variety of activities to match your interests and you are encouraged to take part in the diverse programs offered. Besides the school activities you will find within the region a variety of sport opportunities as Mountain Biking, Swimming, Paragliding, Hiking and skiing to mention only a few.

Swiss School life style

At Swiss School we have over 550 students studying hotel management in both English and German including the vocational training department. Presently Swiss School hosts students from over 50 different countries, making the facility the crossroad of many cultures, languages and interests.

For further information contact Martin Jeffery at : martin.jeffrey@ssth.ch

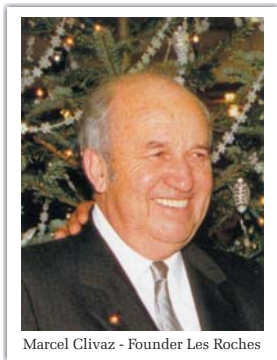
Please check our website to learn more about our program and the life on campus: www.ssth.ch, info@ssth.ch

Les Roches Hotel Management School- Commitment and Professionalism Personified



Sarosh R. Daruwalla

Talking of Les Roches, one immediately connects to the quality of education and training it provides in hotel management. **Sarosh R. Daruwalla**, Educational Representative, tells us about the school and its strongpoints.



Marcel Clivaz - Founder Les Roches



Les Roches was founded in 1954 by Mr. Marcel Clivaz and is celebrating its Golden Jubilee this year. Since its inception, Les Roches has acquired a strong vocational education, ethos of discipline, commitment and professionalism. Combining sound theoretical and practical classes, Les Roches' curricula are designed to provide students with the appropriate education, skills and competencies in order to start their career. Once they have completed their studies, these professionals of the Hospitality and Service trade enter their professional life and career with confidence and long lasting skills.

Les Roches is nestled in the lovely village of Bluche, in the very heart of Europe, at the cross-road between France and Italy, and only a few minutes away from the internationally renowned summer and winter Alpine resort of Crans-Montana. Located 1,300 meters (5,200 ft) above sea level, Bluche has a congenial climate. Summers are pleasant, winters white, and spring and autumn are mild. The air is particularly clean and healthy. It is far removed from urban stress, making it an ideal environment for students to pursue a stimulating and challenging curriculum, achieving academic and personal fulfillment.

The students can take advantage of all the on-campus amenities offered to students living in Bluche including brand new living accommodations, high-speed internet connection, upgraded library services with more than 7,000 on-line academic resources and 8,000 hard volumes, weekly guided research tutorials with each professor, all meals, maid & laundry services and daily sport activities. The cultural diversity of the student body at "Les Roches" is complemented by Switzerland's own cultural and linguistic variation as well as by its stable and secure way of life.

Les Roches is not just a school, it is a way of life. The credo of the school describes the many facets of professional and personal life of the student during his or her stay in Bluche, or during in-training and over the many years that follow the programme of formalised study and training. The hospitality profession becomes a *way of life* for students. This *way of life* denotes the mentality or outlook, which is not only essential to the success of the hotelier, but it is also the essence of this profession, the '*sine qua non*' which separates the hotelier from virtually all other business professionals.

In choosing a credo which acknowledges this *way of life* or *spirit*, Les Roches intentionally sets itself apart from other schools in general, and from other hotel business schools and training institutes, in particular. Training and education for a *way of life* must encompass a total experience beyond merely the theories and practices of the classroom or laboratory. The Les Roches student is inaugurated into a broadened yet refined outlook, replete with behaviors, attitudes, disciplines and even gestures, appropriate to the desired *nobility of spirit*. While 24-hour socialisation in the lifestyle and culture of the industry might seem to imply a *finishing school* approach, the need for a strong moral and conceptual base, points towards formalised education and reflection in areas of ethics, arts and humanities, clearly within the domain of higher education.

Les Roches is committed to the provision of highest quality professional, intellectual and lifelong education for its students, in preparation for successful management careers in international business and hospitality-related enterprises.

There are around 53 full time equivalent faculty members, including full and part time lecturers as well as professionals who come to enhance the student's programmes as visiting lecturers. Faculty members all have academic credentials and often extensive professional experience relevant to their teaching. Additionally they are encouraged to be members of professional associations and required to update their professional knowledge and participate in scholarly research.

The undergraduate programmes offered by Les Roches Hotel Management School are focused on a single outcome to thoroughly prepare students for the challenges and rewards of the international hotel and wider hospitality industry.

With two intakes per year (January and July), the programme takes students from a focus on communication and practical skills through a wide range of supervisory topics and ultimately to the complexities of management and leadership in the fast moving world of the international hospitality industry.

While historically up to 80% of our graduates have found reputable employers in the 5 star hotel sector, a growing number have applied their skills to careers in the fields of tourism, the food service industry, consulting and their own business ventures.

Les Roches is accredited to the NEASC (New England Association of Schools and Colleges), the Swiss Hotel Association (SHA) and the Swiss Hotel Schools Association (ASEH).

The Swiss Hotel Association has over 3,500 members and 2,400 hotels, and is engaged in numerous activities, namely the exclusive star rating system for hotels, media and specialized press, education, training, consulting, placement services and many more. Les Roches is one of the three Swiss Hotel Schools which delivers a 3-Year Diploma in Hotel Management recognized by this prestigious association.

The Academic Programmes Offered

The **3-year Swiss Hotel Association Hotel Management Diploma** Programme course combines theoretical and practical classes at school as well as professional internships in the hospitality industry (12 to 18 months in total). Upon successful completion of the Diploma programme students may carry towards

the **Bachelor of Business Administration Degree** programme. Consisting of two semesters, this programme course is taught in an environment which encourages critical thinking and develops an aptitude for innovation thus responding to the concrete needs of the hospitality and tourism sectors in the future.

This unique type of education allows students of Les Roches to anticipate the wishes and habits of their customers. They are initiated into the subtle art of resolving problems while bearing in mind the context in which it occurs. Students will develop their professional capacities, but also their personality, and will gain awareness of their social role as a citizen.

The **Post Graduate Diploma (PGD)** programme is available for university degree graduates who wish to change direction and enter the international hospitality industry. The aim is to expose students to operational management issues and a range of strategic choices hospitality managers face today in order to provide them with the necessary skills and knowledge to make informed decisions.

In partnership with Universidad Europea CEES, Madrid (one of the top business universities in Spain), and hosted by Les Roches, the on-campus **Master of Business Administration in Hospitality Finance or Marketing** is a one-year programme, designed to prepare young professionals for positions leading to executive leadership roles in the Hospitality industry.

Les Roches prides itself on offering students state of the art programmes which not only answer today's industry requirements but also provide students with excellent tools to start their professional career. This is achieved through a rigorous curriculum design enhanced by the input of our panel of high level executives from major international hotel companies including Four Seasons, Hyatt International, Kempinski, Mandarin Oriental, Méri dien, Mövenpick, SAS Radisson and St. Régis.

Each semester, the industry's top employers make recruitment visits to the School. Sometimes three or four companies, such as Hyatt International, Four Seasons, or Ritz Carlton will ask to visit during the same week, creating a buzz of excitement throughout the School. Interviews are scheduled studies momentarily forgotten. Seeing graduates start off their careers with excellent companies validates all the hard work and effort undertaken by everyone, and feeds our enthusiasm to continue producing the most creative, adaptive and well-trained professionals in the industry.

For additional information, please contact:
E-mail: roches@vsnl.com or
E-mail: maria.brawand@les-roches.ch
Website: www.les-roches.ch



Surval Mont-Fleuri: Providing the Right Atmosphere



Sidler, director

If location and education both are to be considered, then Surval Mont Fleuri is one of the best institutions that have stood the test of time. In the interview below, Director, F. Sidler, talks about the school and how the uniqueness of this small school lies in giving to the student an invaluable experience.

To what extent does the location of Surval count in providing an atmosphere that is ideal for the students?

Surval is located in the hills above Montreux with a spectacular view of Lake Geneva and The Alps. It is located at the end of a small road in very peaceful surroundings and therefore provides students with the right calm atmosphere and security, which they need for their studies.

Why is it that the strength of Surval has been restricted to 75 only?

We can first of all only accept up to 75 girls at Surval merely because we don't have rooms for more. Secondly, we believe that it is important for our students as well as for our staff members to have a close relationship with one another, and this is possible because the school is small ! We are able to keep a close eye on all our students, to pay attention to their well-being and to quickly solve any eventual problems that might occur. Teachers are furthermore able to pay individual attention to all students' personal needs.

How are the girls from Surval equipped to meet the modern day challenges?

The different educational programs offered at Surval are not only comprehensive and rigorous, but they also provide students with a strong balanced education and promote international understanding between them through shared academic experiences. They leave Surval with an invaluable experience to draw and build on both academically and in their personal development due to our Etiquette course.

What is the type of collaboration between Surval and IVP?

The collaboration between Surval and Institute Villa Pierrefeu was established to offer young ladies an exceptional finishing school program. Surval Mont-Fleuri's top quality facilities is now combined with Institute Villa Pierrefeu's international "savoir-faire" and specialists to offer a unique training opportunity in "savoir-vivre".

The two schools share teaching responsibilities. Institute Villa Pierrefeu cover topics such as Social and Professional Etiquette, Protocol, International Savoir-Vivre and Public Relations, with the students of Surval Mont-Fleuri participating actively in these courses on both campuses. Surval Mont-Fleuri teaches languages and general culture. The school's two academic sections -- its High School (9th to 12th grade) and its Bachelor of Business Administration programmes (recognized by The European University) -- are also open to students from Institute Villa Pierrefeu. Students from both schools are now housed only at Surval Mont-Fleuri.

Since when has the concept of a finishing school picked up and how



relevant is it today?

The concept of a Finishing school exists in our area since the last world war. Montreux and the surrounding cities were specialized in this kind of education, and many private schools for girls were created. Surval Mont-Fleuri is now the last remaining active school of this sort as we have made many efforts to adapt our study programs to the demands of young ladies.

It is equally as important for young ladies to acquire a solid education in terms of 'savoir-vivre' as before. Especially since young girls' educational needs have evolved immensely over the last decades. They do not only need to be perfect hostesses at home, but they also need recognized qualifications to deal successfully with their professional and personal responsibilities as businesswomen. They need to feel at ease in any and every situation. Thus, the finishing school concept is still an essential part of a modern young lady's education.

How do you make your students internationally competitive?

Studying at an international school with more than 30 different nationalities represented is a unique experience for any student. To live in an international environment surrounded by people from all different sorts of cultures, backgrounds, and even religions promotes international understanding in more than one way ! They learn that people from all sorts of nationalities can live together in peace and be friends in spite of their different backgrounds or religious and political point of views, something which most definitely prepares them for a future career in an international company.

Education and entertainment go hand in hand. How can we substantiate this in the context of Surval?

Students at Surval have the possibility to participate in various cultural trips around Europe as well as in excursions to different sights of interest within Switzerland. We also organize evening outings to shows and concerts (classic as well as modern) in the Montreux area. Extra-curriculum activities thus play an important role at Surval. While academic excellence is naturally at the heart of our school, we also value active involvement in extracurricular activities and excursions.



What are the new features that have been added to your college lately?

Our BBA program has been especially adapted to young women who wish to create their own businesses (for example in fields such as Catering, Art Gallery, Flower Arrangements, Jewellery, etc.)

The collaboration between Surval and Institute Villa Pierrefeu is furthermore one of the major new changes giving a whole new positive atmosphere to the school. The outing rules have changed and now been adapted to the different age group of our students. For example older students can now with their parent's permission leave Surval every night to go to town until 22.00 pm and in the weekends they can stay out later giving them more freedom.

A wireless system has been set up, and students can now connect to the Internet in their rooms directly.

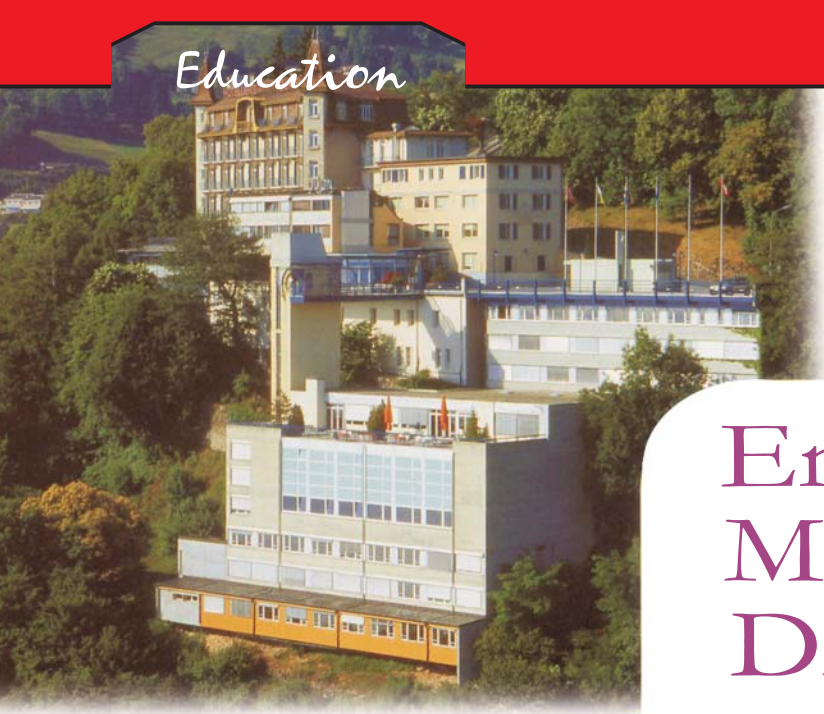
Something more on Surval...

To spend one school year at Surval is a unique experience for any young student. You cannot find any other school, which offers so many different academic programs and which has such an exclusive etiquette department elsewhere in the world.

Special Course for Indian Ladies Surval has for several years organized a special program for young Indian ladies at very favourable conditions. During the two following 4 weeks' periods (possibility of extending the stay) from May 1st to May 28th, 2005 from May 29th to June 25th, 2005 young Indian ladies will have the possibility of joining a special tailored program combining intensive language classes with some of our finishing school subjects. This program has been improved this year as classes of Photography, Ceramics and Make Up have been added. Excursions to different cultural sights around Switzerland such as Interlaken, Jungfrauoch, Luzern, Zermatt etc. have also been included in this program. All students are lodged in rooms of 2 beds with bathroom, TV, phone, Wireless connection and view of the lake.

For more information, students can contact counselor in India, Mr. Ganesh Kohli at ganeshkohli@vsnl.com or visit www.surval.ch





The International Herald Tribune says, "Glion is considered to be among the best Hotel Schools in the world". This is not without reason. Since 1962, Glion Hotel School has been offering not just highest quality training in hospitality but also combining it with professional style, confidence and expertise. **Dr John Niser**, Director of this prestigious institution, unfolds the global market orientation of this school. Excerpts:



Living and Teaching Environment Make the Difference at Glion

How would you define the "Swiss Work Ethos"?

It's the key to the success of our students because it defines the way in which people work and it can be observed through the thoroughness, exactitude, punctuality, professionalism which characterizes Switzerland and which is so important in the Hotel and Tourism business and which has been an example worldwide.

How ready are the students of your institution to face the global market? How do you induce in them the international competency?

Our students are probably more prepared in this domain than any other for 2 important reasons.

The first one is that we are a single purpose institution and therefore we can cover in much more depth and with better resources, the current issues facing our industry, amongst which globalization, ecology, impact of new technologies, etc. are at the front.

The second one is the true international nature of the student community: true because students are coming from over 60 countries with balanced representation of all the major continents in the world.

This multicultural, multinational student body together with the careful focus we put on activities and learning environment opens each individual mind to the complexity and opportunities of the global market and obviously fastens their international competencies.

Talking about the throng of students that visit your institution every year, which countries do they come from most often?

Traditionally, Glion attracted European students. More

contd. on page 45

Commodification of Sports is Missing out on its Essence

Peter Cross is currently Program Leader for the Glion Sports Management School, based in Glion, Switzerland. Peter has worked in the sports tourism industry for nearly twenty years, specializing in the French and European outdoor activity holiday market. With a store of experience behind, Peter Cross in the interview below converses about comprehending sports in the right perspective and how Glion Sports Management School does this. Excerpts:

What is the relationship between business management and the sports world?

Outside North America the relationship between business and sport is a relatively new phenomenon. Business is without doubt the driving force behind the global growth of the sport and leisure industries, however, much as we believe in the importance of business to sport we do not believe sport should be solely perceived as a commodity to be bought and traded. There is a danger that if sport (and sport in the context of leisure) is only seen as a commodity then we are missing its “essence” and therefore its ultimate value. We believe that students should be capable of perceiving the sport industry from many perspectives and hence we have placed our Sports, Leisure & Events Management program in the wider context of a Bachelor of Arts and not a Bachelor of Business Administration.

If sport is treated solely a commodity that is only developed in accordance with its financial potential, the “ownership” of sport will shift from the traditional fans and participants to media barons like Rupert Murdoch, the principal owner of Sky Sports, News Corporation and several sports TV rights. Once this happens there is a danger that sport's ability to inspire, create community, develop character and so on will be lost, leaving sport to become just another product for consumption...

Despite this we do believe in the importance of “serving” the sport and leisure industries and taking our lead from them. For example on a program level we have an Advisory Board made up of important leaders in the world of sport who give us direction, we attend conferences and maintain a dialogue with a range of stakeholders, like the locally based international

sports federations. On a student level we have regular field trips, one trans-disciplinary activity per semester (where they work on a major event), guest speakers and the SEE scheme (Student Event Experience), where students are encouraged to be volunteer workers for local sport events. All these activities and initiatives allow for a close “examination” of sport's relationship with business.

It is common knowledge that though sports is very interesting as a field, it offers limited job opportunities. How does your institution assure every aspiring student then of a career?

Like any reputable academic institution we would never assure aspiring students of a career (unless a student is already sponsored by an employer). A good education is, of course, one of several important steps towards a career in the world of sport, as is personal motivation, a career plan, industry contacts, work experience etc. Sport and leisure industries are a function of a healthy economy and therefore in developing economies it has to be accepted that sport and leisure are young industries. This means, of course, career opportunities will be limited compared to developed economies in Europe and North America. However at the same time it must be understood that there will be also a proportionally smaller pool of qualified managers, which will create exciting career opportunities as the sport and leisure industries take off.

What is the kind of relationship shared between Glion Sports Management School and G.I.H.E.?

Like Glion Hotel School, Glion Sports Management School is part of the Glion Institute of Higher Education. GIHE is the “mother” organization which provides a framework within which the schools function. The two co-exist on the Glion and Bulle campuses allowing for a sharing of certain resources and courses. It also creates the opportunity for rich exchanges between the students. However despite the close proximity of the two schools their identities are clearly defined.

Which country or region do maximum number of

students come from?

Since the founding of Glion Sports Management School in 2002 we have had a wide range of nationalities without a dominance of one particular region. For example we have had students from France, Lebanon, Switzerland, Serbia and Montenegro, Great Britain, Russia, India, Indonesia, Malaysia, Cyprus, China, Greece, Holland and so on. Asia and Europe have had approximately equal numbers.

How does Glion take care of the pastoral and welfare needs of the students?

Students live on campus and have access to a nurse, psychologist, student services manager and class tutor. Also student's behaviour is reviewed twice a semester by staff. This process allows the institution to monitor any “problems” and offer advice to individual students if necessary. The students also have several communication channels, organizations and representatives to represent their own interests.

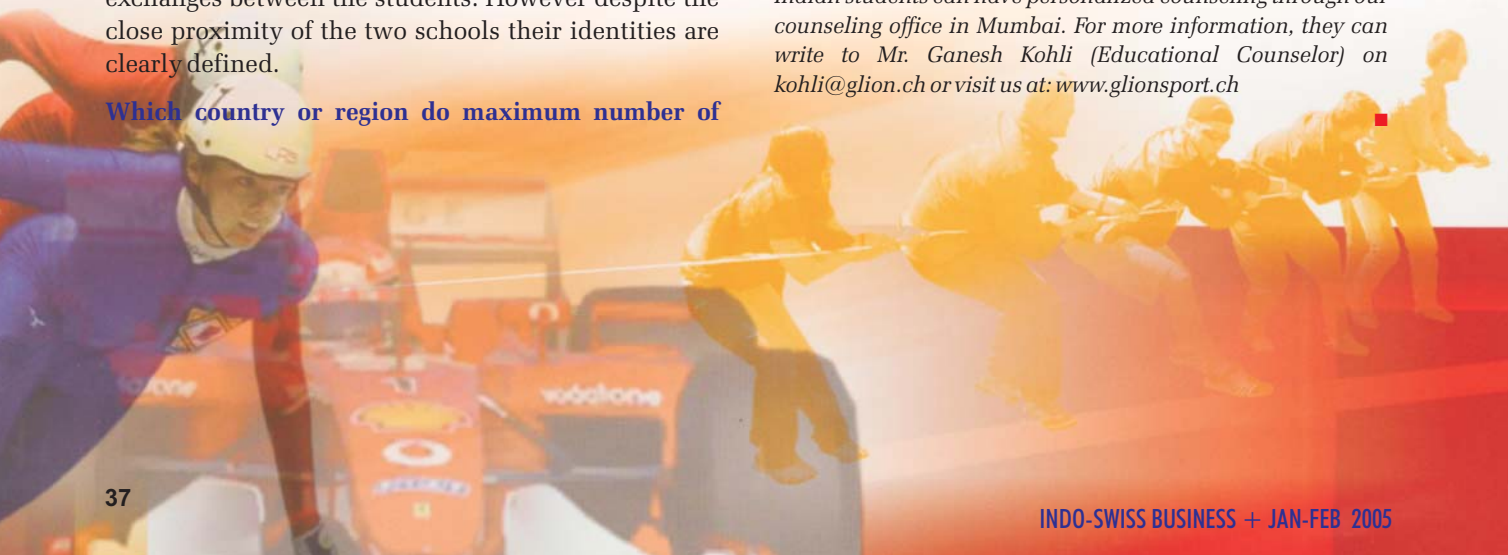
To what extent is theory interspersed with practice in the curriculum of your institution?

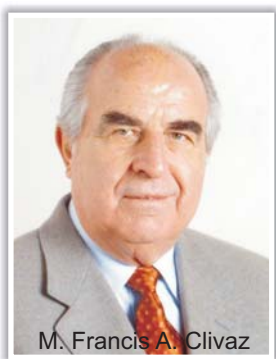
We believe that practical learning is an important part of vocational education, in particular during the first few semesters of study. Craft Based Learning (CBL) is incorporated in several courses for example Sport Studies, Leadership, Coaching etc. The students are also obliged to run sports clubs for the student body, which allows them to put into practice many of the theories taught in the classroom.

Any new features that you have added to the college recently?

The Glion Sports Management School recently moved from the Leysin Campus to the Glion Campus, which meant we now have access to our own gym facilities. Also a new fitness room will be completed for August 2005.

Indian students can have personalized counseling through our counseling office in Mumbai. For more information, they can write to Mr. Ganesh Kohli (Educational Counselor) on kohli@glion.ch or visit us at: www.glionsport.ch





M. Francis A. Clivaz

Collège du Léman's Role for the Century

Switzerland has been renowned for many years in the field of education and boarding schools. Geneva in particular, is the seat of the United Nations with its many agencies and missions attached to it. This has brought in a diversity of student nationalities into our school along with many international business communities that have located here Collège du Léman is one such institution to which students are attracted in large numbers.

Collège du Léman International School has grown during 45 years into the largest day/boarding school in Switzerland with an enrolment of 1800 students representing some 120 different nationalities. Its ethos is based on community values, which encompass tolerance, respect and understanding of each culture's differences and their right to a place in this world.

Traversing its 45 years of educational excellence can be found landmarks in its historical progress.

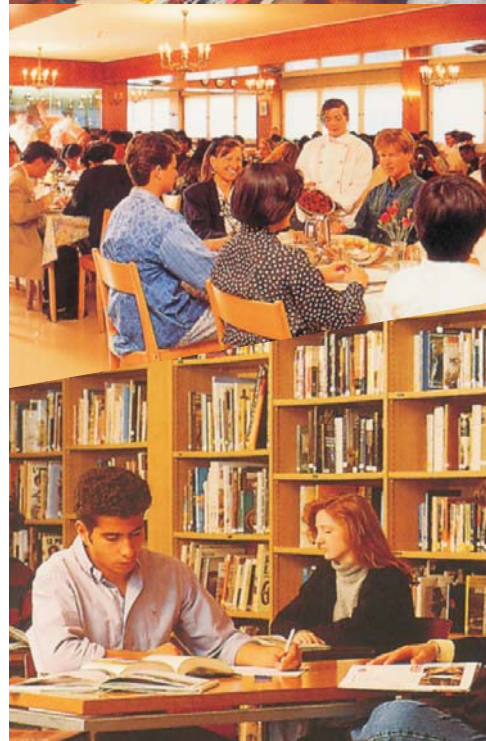
M. Francis A. Clivaz, the founder of Collège du Léman, along with three other far-sighted educationalists, also sets up an organization in 1965, which becomes known as the European Council of International Schools (ECIS). In 1978 the school receives its first accreditation through ECIS and the Middle States Association of Colleges and Schools. In 1986, Nancy Reagan, wife of President Reagan opens an annex to the school. In 1996 the school enrolment exceeds 1000 students, having started in 1960 with only 22. Year 2000 sees the celebration of forty years with a large gathering of alumni on campus. In September 2001 the new High School building is completed giving its student body increased modern facilities, and in 2004 a new classroom and administrative building is inaugurated to further accommodate its students and faculty.

As the world demography is constantly on the move, Collège du Léman now seeks to broaden even further its international student body, looking particularly at small groups like, for instance, those from the Indian sub-continent. What a wealth of history and culture encompasses this region!

To complement its academic year, Collège du Léman offers a Summer programme during July and early August. Its focus is language based where the mornings are given to learning English, French or German and the afternoons with activities and culture related experiences. However, on a more academic note, courses are also offered in Mathematics, Physics, Chemistry and Biology for those who wish to advance in these specific areas or even catch up a little on lost time.

As the school now nears its 45th anniversary, the winds of change begin to make themselves felt. Changes in its programmes are taking place; the Bi-lingual Swiss Maturité has been pioneered by Collège du Léman and received Federal approbation; the IB (International Baccalaureate) will be phased in as of September 2005 to replace the aging GCE 'A' level system; some long time dedicated staff have reached their zenith and young energetic appointments are taking their places. Collège du Léman International School has a role to play in this new century as increasingly the philosophy of internationalism and all that it embraces, must seek out avenues of influence to bring the different cultures and their ideologies into closer harmony.

For more details about the school, students can contact our Educational Counsellor in India, Mr. Ganesh Kohli on ganeshkohli@vsnl.com or visit our website: www.cdl.ch



Indian Economy 2004: A Glimpse

The year 2004 has been a very important year in the history of India. On the one hand we have the election results that changed the previous political equations and then came the shooting equity prices. But this is not all. Perhaps the most significant aspect has been the Indian economy going truly global. With the foreign trade of India becoming 32% of its GDP, exports have done well in many sectors. Be it merchandising or the services sector, exports today touch 15% of the GDP. Trends in corporate investments and the indices of financial markets, moving in tandem with global trends, are a further indicator of India's global stand. Shruti Sinha provides you with a bird's eye view on the performance of the Indian economy this year.

The year 2004, has been a rather good one for the Indian economy. Prospects look even better for 2005. Chances are bright of investments picking up in various sectors. The rural sector, with state government efforts taking a back seat, has good potential for investment activity picking up a fast pace in roads and electrification of these areas. Yet another sector is that of power and roads. Here the main issue that has to be tackled is the flow of payment from the consumers' side. Once that is addressed, investments upto 4 lakh crores in generation and in transmission and distribution can be addressed. Other elements of infrastructure namely, roads, railways and ports can also consume huge amounts of investments if properly directed. Where petroleum and natural gas are concerned, the key interests of India be in making up for the deficiency and hence the focus will lie on streamlining exploration, production and transportation of hydrocarbons. Investment activity will again pick up keeping in mind the high oil prices that will act as a fuel to exploration and tracking down fresh resources. Energy and roads will also see public investments on the rise. Pharmaceuticals, textiles and steel are sectors where Indian manufacturers are getting coupled with global supply chains and as a result of which money has been flowing in here.

Two sectors where investments have begun picking up are auto manufacturing and software services. And here the reason behind investments picking up is the connotation derived from a globalized India.

Investments- the essential factor for Indian economy

They will enable the economy to absorb more of savings.

The aim is to make the investment rates go up and above the 7% mark And as India continues to globalize, investments can bring in a greater percentage of growth.

Investors will also be focused increasingly on Asia, where the facts and figures indicating growth are very compelling and also the currencies are set to rise. Here the home markets are abuzz with economic activity and are enormous. The sustainability of this economic strength has been one of the most significant characteristics of the year that has gone by and contains the seed of shift in global focus. India definitely has a lot to gain but the onus once again lies on the policy makers.



Having talked about investments and their propensity to grow in India, it also becomes imperative to talk about certain areas where challenges lie. The textile sector is a case in point. With the multi-fibre agreement coming to an end and the arrival of a quota free textile regime, stage is set for the survival of the fittest and a surge in the level of forex. Indian companies are preparing for the day to come and already their stocks have begun performing well. The jump in stocks can be registered anywhere between 60 to 100% for companies like Arvind mills, Bombay Dyeing, to name a few. Certain core concerns need to be addressed. For one, the infrastructural bottlenecks have to be removed, with active participation by the government and labour laws need to be made more employer friendly, measures need to be taken to expand capacity, improve quality and upgrade technology. Only then can India's exports turnover touch the 25 billion \$ mark.

The front of RTA or the Regional Trade Agreements is also being set with India's plate full of agenda to meet. Comprehensive deals and pacts with countries like Thailand, Singapore and the ASEAN, South Africa and the Latin American countries are being given serious thought. These pacts if materialized, will have a lot of impact. They will open up the way for liberalization of sensitive areas and would come across as a stand by in the face of India- WTO talks on issues like agriculture and services reaching a stalemate. However, caution needs to be maintained here. What should be kept in mind is not the increasing number of such pacts but the quality and finish that they are proposed to provide.

With product patent being launched in India, many issues have come to the forefront. From the aspect of the MNCs, they will be launching their products here. Indian companies are looking forward to the export markets of the US and Europe. Different companies are however, reacting with different strategies. While Nicholas Piramal has a pro-MNC attitude, Cipla is targeting Africa and international aid agencies, many companies are also looking at the biotechnology and herbal drugs sectors. It is also being thought that MNCs, if their research work is received

well here, could also fetch in investments. The flip side can be seen in some of the pharma majors being affected by the grant of patents to products they produce, yet solace can be found in the fact that these drugs don't account for more than 25% of their revenues. Patent related litigation is another area of concern and need is felt for a multi pronged strategy on the part of companies to overcome the pressures.

The VAT or the Value Added Tax regime has been at the center stage of implementation since long and now it finally seems to be making headway. Well the question that arises is why is this tax regime of so much importance to us? It will pave the way further for the expansion of the retail business and a common national market. Under this regime for most commodities, there will be a mean rate of 12.5% and for life saving drugs and mass consumption items, the rate will be lower. Tobacco will have a higher rate and petroleum stands out of VAT. Certain issues bothering the traders are being duly addressed by the finance minister, Mr P Chidambaram. The VAT rules will be applicable to traders with a turnover of at least Rs 5 lakhs. The system is also expected to bring in some amount of transparency as the traders whose turnover is more than 40 lakhs will get the facility of compounding and that will lessen the burden of detailed account keeping. The switchover could therefore lead to a demand for higher taxes. While 27 states have got their legislations ready, the Centre has also promised to provide 100% compensation in case of loss of revenue in the first year, 75% in the second year and 50% in the third year.

Performance of infrastructure

The Indian Aviation industry witnessed unprecedented growth in passenger traffic, about 24%, wiping out the



scars of Afghanistan war, SARS and the Iraq war. Investor confidence shot back with a vigour. The year was a witness to low-cost travel fares, a voluminous growth in international traffic to and from India, only low-cost carrier, Air-Deccan expanding to the north, UB group's Kingfisher Airlines and Bombay Dyeing's Go getting ready to take off, expansion of fleet by Air India and Indian Airlines and Jet Airways and Air Sahara eyeing the international market. However, the flip side could be possibilities of traffic jams necessitating the expansion of airport capacities and increase in capacity to keep prices under control.

In the context of broadband, BSNL and MTNL have plans to offer a broadband service of Rs 500. Should this come down to Rs 300, in due course of time, rural broadband access will be very near, triggering the Internet traffic. Closely will follow 3G mobile telephony. And with this a stage where mobile telephony will overtake fixed line subscriber.

The railways are on their fast track to modernization and expansion. On one hand a Rs 24000 crore modernization plan is taking shape and on the other, a high speed corridor between Mumbai and Ahmedabad. Should this come into being, it will cut down on time taken to travel and an alternative to air travel. The railways are also planning to put their unutilized land into commercial use to increase revenue generation. There will be improvement of services, introduction of longer coaches, better lights, newer and better toilets and larger windows on trains like Shatabdi and Rajdhani. Safety measures are also going to be improvised and expansion of computerization of services. Improvement of freight services and infrastructure is also on the anvil.

The petroleum sector witnessed the oil major ONGC Videsh Ltd., producing oil and gas overseas and bringing its share to India. Its production saw a mammoth jump of 1435% from its assets overseas. Reflective of India's aggressive bid to acquire oil equity abroad is the consortium of OVL, IOC and OIL acquiring the Farsi block in Iran. Today OVL has assets in 10 countries and committed investments of 4.3 billion dollars. India has begun to move from liquid to gaseous fuels. A matter of interest and speculation is passage from Pakistan and Bangladesh to bring gas from Iran and Myanmar, respectively. LNG players like Shell India and few other majors are now beginning to step in the oil markets. However, this would call for greater investments in the infrastructure.

Education in India: Truly Globalized

IITs in India have since long been institutions of high reputation. In fact so much so that the intellect and the brilliance that flowers there has become as regular as the movement of the sun across the sky. Bill Gates has very famously said, "a treasure house of human capital".

These days one can see the IITians giving back rich results to their alma mater. Works of prominence done on this account include funding the first management school at the IITs, a world-class advanced VLSI lab and a high bandwidth Internet access to each student's room.

However, what needs to be noticed now is that it is not just the IITs that are at the forefront. The education market has seen the chunk of shares of institutes such as the Indian School of Business and market leaders like NIIT on the rise.

One of the new, private sector enterprises, the Indian School of Business (ISB) has been founded in collaboration with over 50 of the world's top corporations aiming to become the leading international business school in Asia, providing top-ranked, yet affordable, education for future business leaders in the region.

NIIT, a leading global IT solutions corporation, operates in 44 countries, providing learning, software and knowledge solutions to customers in Asia Pacific, Europe, India, Japan and the USA.

With a visible market for educational services in the country, several foreign universities are tying up with Indian institutes to offer their programmes here.

There are about 35-40 foreign universities which have collaborations with Indian institutes. They are offering what is being termed a twinning programme. This involves the transfer of credits from one recognised institute to another. With such a programme, a student can attain a degree from a foreign university following its syllabus but studying in India.

A number of institutions have begun tapping the exports market too. They are attracting foreign students to Indian campuses and setting up campuses abroad. IIT Kharagpur, for instance, has a campus in Silicon Valley.

The education market does not restrict itself to courses only. Teaching is another aspect that is in demand abroad and so are Indian teachers.

SIKA LAUNCHES ITS PRODUCTS GLOBALLY



Vaswar Das Gupta, MD.

If one were to talk about companies charting new ways to suit the global market, Sika Industries, comes forth as a good example. This group has been innovative in providing solutions to the construction and auto sectors and thereby has benefited the cause of businesses globally.



With the steep growth charted out by businesses across the world in the wake of globalization and liberalization of the world economy, the need for innovative products in all spheres has been seriously felt. Corporate groups are betting their dollars in research and development to gain an upper hand vis-a vis competitors and expose consumers to newer paradigms, bringing them face to face with technologies that work towards pushing forward the threshold of product expectations. The construction and auto markets have emerged really fast in almost all countries of the world, and worked as important drivers of growth spanning major economies of the world. Along with instances of major finds, the requirements of innovation have kept changing in the construction and auto sectors. The Sika Group of Switzerland has been in the forefront of developments in providing solutions for problems in the fields of construction and auto fields, proving to be a boon for businesses across the globe from time to time.

The transnational construction and automotive chemicals major this time has gone for a global launch of advanced waterproofing systems that it says far transcend the traditional systems in terms of cost performance parameters. "The flexibility of these waterproofing systems is designed keeping in mind various budgets and class of waterproofing," says an official of the Switzerland-based company, which has a global turnover of 2.5 billion Swiss Francs.

The group, which has its wholly owned Indian subsidiary Sika India P. Ltd. trying to penetrate the market in the South Asian nation, says the products launched across worldwide markets have been test marketed for quite some years in Switzerland and Australia and are ready for reaching out to global markets.

"The systems are based on Polyurethane and acrylic based polymers, made to provide customers with reliability at desired cost. The trade names of the globally introduced products are Sika Raintite Super Coat, Sika Flexisil and Sika TopSeal 109h.

Sika India started business in the country in 1987, becoming one of the companies in the group's fold that operates in 70 countries. The TNC's R&D division, which operates from facilities at Germany, Switzerland, Japan, and Spain, spends 100 million Swiss Francs every year.

Sika India has three factories in Goa, Calcutta and Jaipur with 16 own branch offices and research and development centres set up. The company in Asia-Pacific has 15 manufacturing companies. Sika India services the markets of India, Bangladesh, Nepal, Sri Lanka, and Bhutan.

World Economic Forum

Agenda for Discussion

Committed to improving the state of the world, the World Economic Forum, an independent international organization, is scheduled for an annual meeting between Jan 26th to Jan 31st in Davos. The forum shall be a witness to big-wigs of the corporate world coming together to address some of the most pressing needs demanding urgent changes. Stalwarts hold different perspectives and from these different lines of thought one can get a clue to the issues that will have the top most priority in the meet. A report by **Shruti Sinha**.

Pledged to addressing the global issues, engaging particularly the corporate members, the forthcoming meeting is guided by the motto, "Taking Responsibility for Tough Choices".

The tough Issues that are to be addressed are China, Climate Change, Equitable Globalization, Europe, Global Economy, Global Governance, Islam, Middle East, Poverty, United States Leadership, Weapons of Mass Destruction and World Trade. The issues that have been taken are on the basis of timeliness and importance.

On the issues that have been taken for discussion, business leaders have been giving their views and opinion on them. N. R. Narayana Murthy, Chairman of the Board and Chief Mentor, Infosys Technologies, and co-chair of the Annual Meeting, talks about the role of "compassionate capitalism" i.e. adorning capitalism with fairness, decency, transparency and honesty. This, he says is the urgent need of any country especially countries like India and other developing countries where this is probably the only way to reduce the gap between the haves and the have-nots. Yet another reason why the MNCs should focus upon these countries is because these countries offer tremendous markets. The developed countries markets are infact now beginning to get saturated as growth is reaching a point of no further rise. He also feels that for a company to survive, it is very necessary that it understands and acclimatizes itself to the context in which it operates. In other words it should make a difference to the environment in a positive manner. This definitely calls for public-private partnership involving multinationals, which is likely to create tremendous goodwill towards these companies.

Talking about the challenges that lie for China this year, Victor Chu, Chairman of First Eastern Investment Group, has substantial things to say. He says China is

looking at the silver lining that might arise from the tsunami-generated crisis in the South East Asia and political concerns in the Middle East. For this purpose, they intend to keep a close watch on the to be held elections in Iraq. As China is in the mid of a macro adjustment, and is trying to bring about a more balanced growth of its regions, sustainable development, and equitable distribution of its GDP of 9.2 percent (in the first quarter), the Chinese leaders are keen to reform and restructure the banking sector so that it can become the core of the country's market economy. Non-performing enterprises are destined to be closed or merged and this must be done in a socially responsible way. The best way to do this may be through privatization, which will, among other things, attract international investors. Chu strongly feels that China is now the best place to invest for dollar-based investors as the dollar that has lost 20 to 40 per cent in real terms against most major currencies last year, has been neutral against the Chinese RMB. He feels that Eurozone investors will do even better by investing in China as they have 40 percent more in the RMB terms than they did 12 months ago.

Expecting to bring fresh perspectives and innovative solutions to issues that affect globally with it, is the Forum of Young Global Leaders. Malvinder Mohan Singh, President of Pharmaceuticals at Ranbaxy, who is himself a Young Global Leader, says that India is slated to make a big contribution in global health care industry and be a leading player in the knowledge based industry.

For David Arkless, Senior Vice-President, Corporate Affairs, Manpower, amongst the main issues confronting the global economy is the demand and supply of manpower and human resources. He feels that as the western economies are producing higher and higher skill set oriented jobs and keeping in mind their disturbing demographic balance, the tilt is more

in favour of countries like China and India that are a ready source for fulfilling this demand. However, there is intense need to reform the education, labour market structure and infrastructure sectors of these 2 economies. In the context of currency fluctuations affecting jobs in Europe, he feels that the present deficit being faced in the U.S. is the largest ever, on account of dollar's weakness has resulted in the lack of fast growing trade with Europe and might slow the development of less strong European economies in Europe. The need for Europe is to synchronise employment and labour policies.

For him "Employment, or rather unemployment, will be one of the critical influences on the global economy and the global social balance". This is especially of concern for the most populated countries namely India and China. The same goes for the Middle East. The need of the hour is to therefore handle this issue correctly lest it bloats up into social unrest.

For Lee Tashjian, head of communications at Fluor Corporation, a member of the Partnering Against Corruption Initiative's Steering Committee and a Strategic Partner of the World Economic Forum, tackling corruption is an essential good for conduction business. Corruption's hit is felt in all the countries, especially in developing countries, where it sucks in resources. Government initiatives have to be coupled with companies that operate in the global market. Commending the work that has so far been done by organizations such as the World Economic Forum, Transparency International and the Basel Institute on Corporate Governance and the "Partnering Against Corruption Initiative" (PACI), he says that as companies have to get involved in addressing this problem, enmasse, a perfect body to enable them do so is the WEF.

The forthcoming meeting at the World Economic Forum is indeed one that is going to bear a lot of significance. It is proposed to open many threads of world economics. Over and above all, this forum shall underscore the changing face of the corporate sector today. The dynamics that are involved in being a true corporate global citizen, compelled by the urge to change the environment for the better. Over and above all, this forum could well be a prologue to the future changes in global economy.

contd. from page 34



recently, it has attracted students from the Far East and South America. Today, we are encouraging applications from all over the world in an effort to create real diversity. We also have a number of students from Asia and India.



How is the campus life of Glion made conducive to suit need of every student, individually and as whole?

Glion has been receiving international students for the past 43 years and has developed a range of competencies in this field. Attention to student services, student support, the living and teaching environment differentiate Glion from other schools.

However, it is the integration of living and learning in this specially designed environment which creates the famous "Glion Spirit", the result of a combination of specially designed facilities, programs of studies, highly qualified Faculty and the Student Charter.

In managing an institution as large as Glion, what are some of the challenges that could be most pressing?

Keeping a long term perspective while at the same time attending to the details. Indeed, Education at University level must help the students develop competencies for life and this demands a long term strategy for a school.

However, this is not possible to realize if the every day details are not cared for.

What has been the motivating factor behind the success of Glion?

Glion would not be in the position it is today without the strong support of both its alumni and the confidence the Industry has in our students.

Holcim's Stake in ACC- Setting New Vistas in Cement Industry



Indian cement industry has come a long way in technological upgradation, production and quality. Today, India is the second largest cement producing country in the world. The decontrol of the Indian cement sector has entered a new phase in the light of the announcement made by Holcim of a major acquisition in India.

Holcim is one of the world's leading suppliers of cement, as well as aggregates (gravel and sand), concrete and construction-related services. From its origins in Switzerland, the Group has grown into a global player with strong market presence in over 70 countries.

By this teaming up of the Swiss Co with Gujarat Ambuja for the largest ever cash acquisition, the two will be able to take full control of ACC, the storied Indian cement maker for 800 million dollar being spent by Holcim.

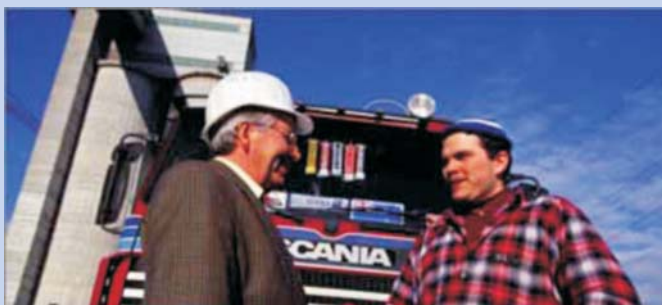
This transaction will take place in stages. In the first stage, Holcim will pay about 200 mil \$ for the 40% in Ambuja Cement India. In the second stage, Holcim will pay about the 600 mil \$ for new shares to be issued by ACIL (Ambuja Cement India Limited). This will take the Swiss MNCs stake in ACIL to around 67% and dilute Gujarat Ambuja's to around 33%. This fund will then be used by ACIL to make to make an open offer to ACC shareholders.

This acquisition is a pointer in many directions. First of all it is reflective of the international stature of the Indian cement industry. The company's announcement of a major acquisition in India came on the same day when the company was placing a £1.8bn bid for a UK-based firm in London. For Holcim Chief Executive, Markus Akermann, the

day has been simply too good. It is reflective of the growing importance of India in the global strategy of this company and which readily recognizes India as the next largest cement manufacturer after China. With Indian economy growing at a rapid rate, the demand for cement and building materials is set to grow in the coming days. Consequently the dominant feeling in Holcim is that they have set their foot on one of the most promising markets of the world. The top management in Holcim is ready for all necessary investments. Mr Akermann promised investments will top the \$800m that he committed on Thursday, once the capacity utilisation in under-utilised units in India touches 85-90%. "We are prepared for all necessary investments," he added. Despite optimism springing from the rapid strides made by the Indian economy, MNCs had not been able to make much ground in the cement sector. But with Holcim picking up this kind of stake, the way to consolidation has been opened. And if Holcim's plans work well and it gains control of around 20 million tones capacity of ACC, it will set the path to foreign majors acquiring a share of the cement industry.

For Gujarat Ambuja, the deal will give to it an increased ownership that will continue its association with ACC and also a chance to strike a bond with Holcim. ACC will benefit by way of modernization of its plants and heightened efficiencies of operation.

Above all it is reflective of mutual attraction between India and foreign investors.





Gulab Gupta

A Day in the life of ...

A busy street by the name of B.D. Road in financial capital of India, Mumbai. A prominent corner next to the Breach Candy Apartments and a fruit shop displaying some of the most delicious and fresh fruits. Yes, that is the point where Gulab Gupta, the fruit vendor sets up his stall. Gulab Gupta represents the common man of India, a person who is a businessman by his own right, yet whose profession is of a different colour.

For this man who hails from the state of Uttar Pradesh, the fruit business started from the year 1997, and he has been importing fruits from the past 6 years.

His day begins at 5 in the morning when he buys the fruits from the wholesale market at Vashi, then puts them up in his shop, stays in the shop till 9 in the evening and then returns home. And yes there is no holiday for him. The shop is open on all days as this is a business involving raw fruits and since fresh fruits have to be bought everyday they must be sold too. However, the fruits that are not sold in one day are then kept in cold storage and sold the next day. So the business has to be a continuous process involving no breaks.

Talking about the sales per day, he says it amounts to something between 15,000-20,000 Rs per day. He is also happy with his customers and the locality in

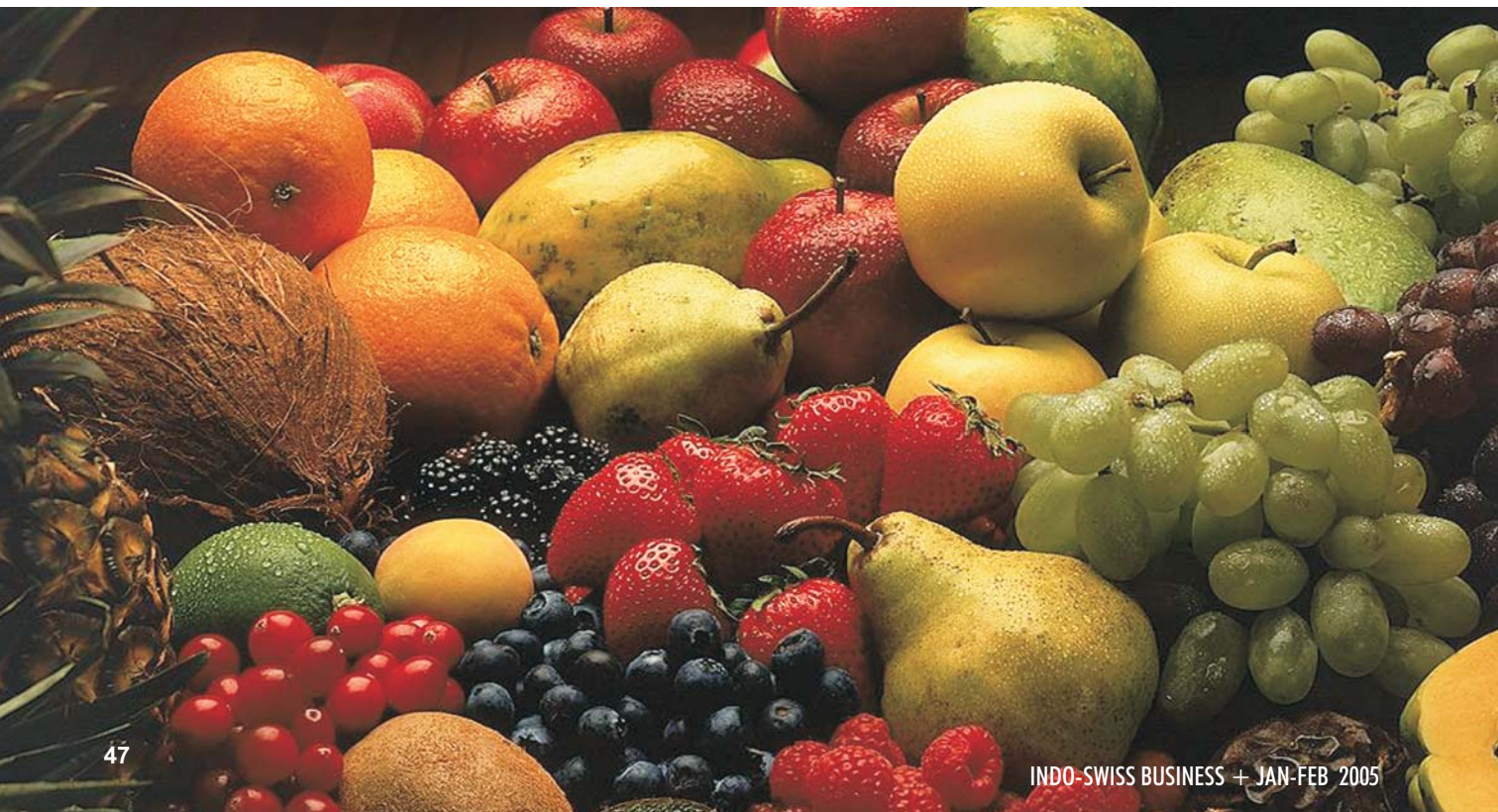
which his shop is located. The people are good and belong to the higher strata. This is another reason why he feels he cannot compromise on the quality of fruits.

He is confident and says that in his business he faces no problems. Distance is one issue keeping in mind the fact that previously the whole sale market was located at Crawford market itself but has now shifted to Vashi.

The fruit that he trades in are many from India and abroad. From India they come from many states and districts. To name a few, from Maharashtra, the fruits that come are mangoes, pomegranates and grapes. sweet limes come from Hyderabad oranges come from Nagpur.

Considering the fruits that come from abroad, they come from a variety of countries like Switzerland, Tasmania, Washington, China, Chile, etc. The fruits that come are many like apples, apricots, plums, cherries, etc. From Bangkok comes a special mango and nectarine is the delicious fruit from Australia.

Having a good knowledge of fruits now that he professes in them, he completely discards the concept of fruits being grown artificially. He says that the fruits from abroad are liked because of their taste and size and this is because the climate of these countries are good and give high quality products. In fact he says that the fruits from abroad come here only when the season here is not suitable for their growth.



At this requires of him to maintain his contacts well and keep a personal supervision of the entire network.

Talk to him about Switzerland and he knows so much. The climate there is very good for the growth of apples, cherries, and many other good fruits. When asked in which ways should Switzerland be made to reach out to the people in India, he said through the media but one essential being the language used should be Hindi and the source material cheap so as to enable all to have access to the information.

On being shown Indo-Swiss Business, he responded that he would want the magazine to become a medium, whereby, his fresh fruits shop with good quality fruits be made to reach out to one and all.

A Swiss product that is very popular with him is the Swiss Watch. He has been wearing a variety of Swiss watches for the past 12 years and he feels that there is no match to the Swatch watches as they never get damaged and only require a change of batteries every 2 1/2 years.

Adding his own bit he says that increasing export and import is the best way to cement the ties between the two nations further.

Established well in the fruit business, he does not hold in high regard the shopping malls that have been coming up. He says that the people there are very good at computers but have no experience in fruit growing

and could well be picking up not so good quality fruits. They may be having many, many fruits on display but his shop definitely stands comfortable in competition to them as he has selected but very good quality fruits. His years of experience enable him to fetch the best. He is also not in favour of malls putting up fruits as he feels that they were originally not meant for this purpose. Plus they are a cut on the employment of other smaller fruit vendors. However, he feels no threat from them as he is assured of his customers, whose numbers continue to rise. His free home delivery too gives him a good standing against the malls.

A peep at his customers' file will reveal top personalities from Bollywood like actress Tanuja. He was also a supplier of fruits to Javed Akhtar, Rekha and Hema Malini.

With fruit cultivation being close to his heart someday he also feels that he will get into active cultivation of fruits. He is banking on his experience for this and feels he will be successful in this regard too.

About his shop he has to say that his is a good shop with good quality fruits and he welcomes people to come and buy from him.

And not to miss, his favourite is the mango from Ratnagiri, the famous Hapus (Alphonso)!



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Visit of President & Defence Minister, Switzerland, Samuel Schmid.

On the 29th of November, 2004, the Swiss Minister for Defence, Civil Defence and Sports, and the present President, Samuel Schmid was on an official visit to India to meet his Indian counterpart Mr Pranab Mukherjee. The meeting was of considerable importance and it can be gauged from the fact that the two ministers met to view and review and discuss the security and political considerations of the region and ways and means to put on a higher pedestal, Indo-Swiss defence ties.

In the honour of the Minister, the Consulate General of Switzerland, had given a reception function in Mumbai.



L to R: Mr Dominique Bugnon, Head of Information (DDPS), Federal Councillor Samuel Schmid, Minister of Defence and the present President, Amb. Raimund Kunz, Head of the Directorate for Security Policy and Mr Josef W. Eisele, Consul General of Switzerland, Mumbai, address the press conference prior to the reception.

Media and guests at the press conference share a light moment with the speaker.

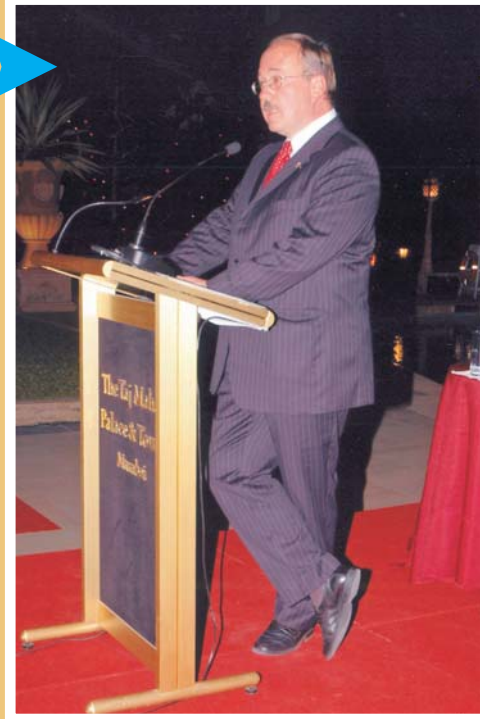


L to R: Mr Olaf Kjelsen Minister & Dy. Chief of Mission, Emb. Of Switzerland, New Delhi, Amb. Raimund Kunz and Maj. Gen. Markus Rusch, Senior Adviser for Politico-Military Issues (DDPS) converse amidst laughter.

L to R: Mr Josef W. Eisele, Vice-Admiral Madanjit Singh, Federal Councillor Samuel Schmid, Mr Olaf Kjelsen and Mr Joseph Koch, Deputy Consul General & Director Swiss Business Hub



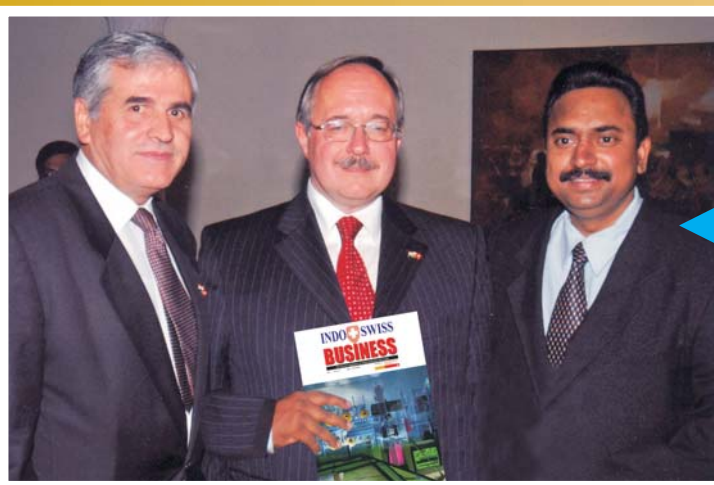
Federal Councillor Samuel Schmid addresses the guests during the reception evening.



L to R: Mr Josef W. Eisele, Amb. Dominique Dreyer, Embassy of Switzerland, New Delhi and Consul Bernhard Bienz share a word at the reception.



L to R: Mrs Hilde Khatau, President, Swiss Society, Mumbai, Mr Josef W. Eisele and Mr Samuel Schmid exchange pleasantries.



L to R: Mr Joseph Koch, Mr Samuel Schmid & Mr Satya Swaroop, Managing Editor, Indo-Swiss Business.

Swiss Efforts to Mitigate Tsunami Effect



26th of December 2004 will remain etched in human memory for time immemorial. It is not easy to rid the mind of the massive death and destruction brought about by the violent tsunamis that struck, accompanying the earthquake that shook South East Asia and heaped untold miseries on mankind. The dawn of 2005 that dawned a few days later had a shade less, a glimmer wiped out. But in the hour of crisis what stood out is the bond forged- the tie that united one and all. Switzerland has perhaps served one of the best examples of what a nation can do to help another in distress. Let us take a look at the efforts made and behold the example that has been set.

The DFA (Federal Department of Foreign Affairs) knows of the deaths of 23 Swiss citizens. There are 250 Swiss nationals of whom no news has so far been received. Among these 250 persons 90 Swiss nationals are considered missing.

Around 80 Swiss experts are currently providing humanitarian assistance for the hundreds of thousands of people left homeless after the December 26 undersea quake off the coast of Sumatra.

Switzerland is also sending three transport helicopters and up to 50 military personnel to Sumatra following a request by the United Nations refugee agency (UNHCR).

Much of the SFr27 million (\$22.9 million) pledged by the Swiss government to help victims of the disaster has already been allocated for aid projects.

In an interview with Swissinfo, Toni Frisch, who heads up the Humanitarian Aid Unit at the Swiss Agency for Development and Cooperation, said that in the context of Sri Lanka, the Swiss have a coordination office in Thailand and also in Sri Lanka. They have been working [in Sri Lanka] since the 1980s, and have been involved in construction and reconstruction programmes for hospitals, dispensaries and schools for many years. "So it is clear that in the south, where many schools were affected, we should continue and develop the construction programme we already had running in the north."

In the wake of the December 26 tsunami, the Geneva-based World Health Organization (WHO) has pinpointed water-borne diseases as one of the biggest threats to survivors' well-being. Scientists at Switzerland's Federal Institute for Environmental Science and Technology have been promoting a cheap solution to the WHO fears for over a decade. It is called the Sodis or Solar water disinfection. Sodis, requires PET plastic bottles to treat water, uses solar radiation to destroy pathogenic microorganisms that cause water-borne diseases. It is best applied to small quantities of contaminated water, which is emptied into the bottles and exposed to full sunlight for six hours. If the temperature of the water rises above 50 degrees centigrade, one hour is sufficient. Sodis is not applicable everywhere though, since it requires a minimum amount of sunlight and the water treated must also be reasonably clear.

The Swiss Solidarity charity says it has raised a record SFr130 million (\$110.2 million) to help survivors of the Asian tsunami catastrophe. Of the



sum that has been received, 90% of pledges have come from private individuals. About 150,000 donations were made via the Internet, 10-15% of the money will go on immediate relief and the rest has been earmarked for reconstruction work over the next 3-5 years.

The United Nations has received firm commitments from 70 countries, including Switzerland, to provide immediate assistance for millions of tsunami survivors.

At a conference in Geneva, donor nations agreed to make \$717 million (SFr846 million) available for the UN's urgent appeal, in a bid to speed up relief efforts. According to the head of the Swiss Agency for Development and Cooperation (SDC), Walter Fust, "we saw a confirmation of the pledges already announced and we discussed how to make the system mutually accountable. We're going to work on the development of an Internet-based monitoring system," he added. "This is extremely important in order to show that



governments really mean what they say, because otherwise we're betraying the private donors."

He also added that nations should not ignore victims of forgotten conflicts around the world.

Swiss Foreign Minister Micheline Calmy-Rey had opened the conference by highlighting the unprecedented outpouring of generosity sparked by the disaster.

"The global response was remarkable, generous and rapid," Calmy-Rey told participants.

She also urged nations to develop a disaster response system before the next catastrophe strikes and stressed the need for governments and individuals to start thinking about long-term reconstruction plans.

"Each citizen must feel a part of the

rehabilitation and reconstruction effort, which will require massive cooperation and flawless coordination," said Calmy-Rey.

Speaking at an international conference in Geneva, Micheline Calmy-Rey also called for long-term planning in South East Asia to help the region recover from last month's tsunami.

Although several hundreds are missing, at least two years must elapse before a judge can declare a missing person dead under such circumstances. In line with this, the Swiss government has said that it will act to ensure immediate financial compensation for relatives of those believed killed in the Asian floods. Private companies have also pledged to cut through red tape and avoid traumatising legal battles over payouts.

Talking about the initiative taken by companies, the *Jungfraubahnen*, Jungfrau Railways, has taken active steps to assist the countries that have suffered in the disaster. It has already spent CHF 25'000.00 to the "Glückskette" (lucky chain) foundation, for the money to be used by the people in charge for the most needed. They are equally keen on providing further assistance and wish to be contacted for the same purpose.

Switzerland is to take part in rebuilding three fishing villages in Thailand. After several days of discussions with the Thai authorities, villages on the islands of Koh Kho Khao and Koh Phra Thong, 150 km north of Phuket, have been identified for the project. In agreement with the local and regional authorities, Switzerland is committed to helping rehabilitate livelihoods and rebuild housing in these communities. In the initial phase to begin immediately, restoring means of subsistence and basic infrastructure are the top priorities: a health care centre and a primary school must be rebuilt as well as harbours and roads. The villagers, and women in particular, will have their say and are to participate actively in the undertakings, as a means to help combat the posttraumatic effects of the disaster. Switzerland has promised to support the Thai authorities with other technical and planning matters.

Switzerland's commitment to help rebuild the fishing villages is a demonstration of solidarity towards the victims of the tsunami disaster. It is also a sign of gratitude for the spontaneous help provided by the Thai people and authorities to Swiss survivors in the aftermath of the tsunami disaster.

Courtesy: Jungfraubahnen, Jungfrau Railways and www.swissinfo.ch



Switzerland's Wonder Cities

Swiss cities are known for their combination of elegance, friendliness and uniqueness. They can be enjoyed in practically every season. Talk of art, culture, culinary delights or shopping, each abound in these cities. These cities, each with a deep and rich history of its own and a good mix of people and features, ethnic and modern, are a perfect host to every visitor. They offer an atmosphere that is enjoyable and relaxing. Accolades adorn them. Old town of Berne with the castle of Bellinzona and the domain of St. Gallen is on the World Cultural Heritage list by UNESCO. A look at Basel, Toggenburg & Zurich.

Basel is the land of natural beauty and cultural diversity. It lies at a point which is close to Germany and France. Famous for its cherries, "Baselbieter Kirsch", its border in the North is demarcated by the Rhine. If you want to take a walk and enjoy the peace of nature then the green and wooded Jura hills and the Laufental are the best places to cherish your break from the city life. A look at the horizon of the town dotted with small villages matched with local bread and food is a rare exposure to the untouched countryside.

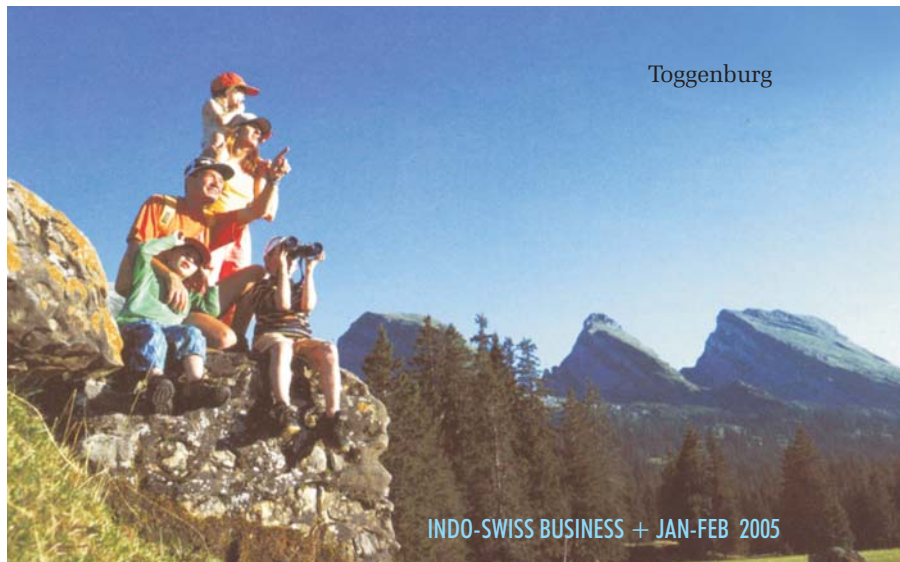
The city of Basel enables you to take a trip to the urban life 2000 years ago on the trail of the Roman "Augusta Raurica". The small historical towns of Liestal and Laufen located nearby are also ideal destinations for trips.

There would be nothing more beautiful than growing wings and flying on them across the land from Lake Constance to the foothills of the Appenzellerland. Here you go over the Eastern part of Switzerland marked with sheets of limestone and the rich meadows of Toggenburg, whose straw settlements remain unspoiled. The Appenzell people are known for authenticity and holidays are the days when you can see them adorn their national costumes. This land is the Paracelus and is full of health and healing spots from the very natural to the modern spas. The Chur ridges stand on the one hand

while at the base lies the shining Lake Walen. And what is it that sets this part of Switzerland different from the rest? The Heidi Path on the Schwarzbüel Alp whose picture boards tell the story of Johanna Spyri. It is located between the Lake Walen and Bad Ragaz. It is the land where you get the one of the best goat milk and cheese. Heidi and Peter could not be more present anywhere else. The vineyards of Maienfeld and the Todi summit ridge have beauty of their own.

And what makes Zurich so famous?

Is it the charm of the old town or the lake or the River Limmat, shopping, restaurants or events? Probably it is the combination of all these.



Zurich is one of the largest Christmas markets of Europe. Its market huts are decorated lovingly.

If you like to get a feeling of the typical rainforest feel a visit to the Masoala indoor rainforest is a must.

New Year's eve sees Zurich around the lake and the Limmat region turn into a big fairground.

A guided tour of the city will satisfy your quench for knowing the speciality of the Roman baths, the medieval guild houses and the Chagall windows.

Spots that Charm:

Ballenberg: houses more than 90 century-old buildings and with its animal yards, historical and gardens and typical crafts gives the complete picture of rural life of the bygone years.

Chateau de Chillon, Montreux: This 13th century specimen offers the climax of the Lake Geneva region and is one of the best preserved medieval castles in Europe.

Olympic Museum Lausanne: The structures' exciting highlights and moments of the Olympic games make you relive the entire event. It showcases the Olympic Movement.

Mystery Park: This place in the Interlaken is designed to show to the people some of the mysteries of the world. Models and multimedia presentations help one resolve riddles of the world that have not been understood for long.

The *Swiss National Museum* in Zurich houses collections that represent the cultural history of Switzerland from the ancient past till the present day.

The *Museum of Communication* in Berne is the only one on Switzerland dedicated to communication in its entire bandwidth.

Did you know?

One of the most important archaeological sites of Switzerland, Aventicum, capital of Roman Helvetia, was home to a population of more than 20'000. The Roman Museum houses a precious collection of Gallo-Roman artefacts including the famous bust of Emperor Marcus Aurelius as well as remarkably preserved statuettes and mosaics.

The Stockalper's Castle in Brig is one of the finest castles in Switzerland. It is said that Kaspar Jodok, the builder of the castle, was one of the most important descendants of an old family. He put the whole castle under the protection of the Three wise Men and called the towers Caspar, Melchoir and Balthazar. These three men were the ones who were guided by the Star that led them to the newly born Christ, after His birth in Bethlehem.

Grandson, the medieval town, houses the Romanesque church of the 11th Century, which offers permanent exhibitions as well as the popular automobile museum with Greta Garbo's white Rolls Royce.

Located in Central Switzerland, Flüeli-Ranft is the home of the world-famous Swiss national saint Niklaus von Flüe (1417-1487). It is the scene of his birthplace and of the house where he lived when he became the hermit Brother Klaus during the last two decades of his life.

Lenzburg Castle is one of Switzerland's oldest and most important strongholds. Its High Medieval complex was the seat of the ruling Counts of Lenzburg, later of the Kyburg dynasty, and subsequently of the Counts of Habsburg.

The charming church of St. John hosts a treasure of



Zurich

medieval frescoes. Its frescoes, the world's largest cycle of early medieval frescoes, date from the year 800 and are a gem of visual art from Carolingian times. The paintings, which cover the walls of the whole nave, include a portrayal of the beheading of John the Baptist. The church figures on the UNESCO list of World Cultural Heritage.

For centuries, the Saint Maurice Monastery was a stop for pilgrims and travellers on their way to the Great St. Bernard. The treasury of the old abbey houses one of the most important collections of sacred gold work in the world and contains numerous medieval masterpieces including the famous "Chasse of St Maurice".

The Appenzell village of Stein is the home of the Appenzell Showcase Cheese Dairy. It is a delight for a lover of cheese. Not only can you watch the modern process of cheesemaking, if you want to taste the cheese, there is a restaurant with cheese specialities in the same building.

Luzern's Colourful Carnival

Colourful, rhythmic, rich, strikingly unique and deep roots in the past. That is Lucerne Carnival. It is an occasion that pulls hundreds and thousands of people like a magnet and is accompanied with joy and revelry. **Rayomand Choksi**, Regional Manager, India, Titlis Rotair Aerial Cableways, takes you on a trip to see these festivities at their extravagant best and tells you about the history that lies behind.



The three “craziest” days in Luzern

Luzern's Carnival dates orient themselves around the century- old Catholic Mardi-Gras. This was set by the Nizäa Easter council for the first Sunday after Spring's full moon. The following Sunday being Palm Sunday, Ash Wednesday is calculated 40 days preceding this (40 days of Lent). The time just before Ash Wednesday is celebrated as Carnival. According to Cantonal law these are Dirty Thursday, Fat Monday and Tuesday.

Significance of Carnival names

Dirty Thursday derives its name from grease. “Dirt” also means grease in the dialect and therefore “fat” Thursday. Gudisdienstag -Fat Tuesday comes from the word “Gudel”, which meant stomach and belly. This was a day to fill up your belly before the end of Carnival.

Who is Brother Fritschi

In a document written in 1443, during the time of the old Zurich War, the name “Brother Fritschi” is first mentioned. Besides other groups that had to send troops, the “unusual society” after the Battle of Ragaz (1446) was called “Brother Fritschi”. This was most probably the Merchants's Society, which was founded in Luzern in ca.1400. By the middle of the 15th century, right after the old Zurich War, the so-called “Fritschi's hall”, belonging to the Merchant's Society, became the meeting place for Luzern soldiers who were known as adventurous daredevils

and warmongers. They joined in various Swiss battles and conquests as mercenaries during the second half of the 15th century. We can assume that the parade banner was hanging in the Fritschi hall just like in other guildhouses at that time. The bearded face of holy Fridolin (Canton Glarus patron saint) was on the flag. The victory over the Austrians at Ragaz took place on March 6, Fridolin's Saint day. Since the names Fridolin, Fridlin, and Fritschi, seem to be related to each other, it is safe to guess that the unusual Luzern society had painted this saint on their banner and adopted this bearded figure as their symbol and name for their troop. After the Burgundy War Fritschi became an over-sized straw doll that wore an impressive bearded mask. Diebold Schilling recorded this in his chronicles in

1513. The oldest description of the Fritschi mask is also recorded in the portrayal of the Fritschi robbery by the Baslers.



The Fritschi Robbery by the Baslers in 1507

Even before the year 1507 Brother Fritschi was stolen many times by the people of Uri, Schwyz and Unterwalden to give the Luzerners a chance to steal back their famous Carnival mascot.

The Baslers had only recently joined the Confederation and they wanted to invite the Luzern and Central Swiss population to visit their Carnival in Basel.

The Fritschi robbery was conceived for this reason. They sent one of their most distinguished citizens from Basel, Guild President Jakob zum Hasen, and he was supposed to get Fritschi, a man-sized straw doll, and steal him for Basel. It is not clear why the Luzerners didn't attend the Basel Carnival just after this event but waited until September 1508. The mayor, accompanied by 18 city councilmen and 150 other men, rode by boat to the entrance of the city on the Rhine. There the Luzerners were royally welcomed, accommodated, and entertained for 5 days. During these party days 7700 liters of wine were consumed and an enormous quantity of meat including 1764 chickens. Brother Fritschi leaned out of the window of the courthouse at the Basel Kornmarkt square. After the peaceful "capture" back of their Fritschi, the Luzern delegation hiked back over the Hauenstein pass to Luzern. The famous "straw man" was returned to the Fritschi hall at the Safran guildhouse.

Fritschi father and Safran Guild President

The Safran guild, formerly the Merchant's Society, and also called the Fritschi Society, kept up the Fritschi customs starting in the 15th century. They were appointed by the City Council, together with other societies, to organize the Carnival parades. In the 19th century the managers of the Carnival parades were called Fritschi fathers. Long parades often required up to 3 Fritschi fathers who held this position for one year. Besides this function, there were also Guild Presidents from every guild. In 1908 the Safran guild changed its bylaws to incorporate the jobs of Guild President and Fritschi father in one function. Since then the Guild President and Fritschi father serves for just one year and is nominated every year at the Guild's General Assembly. The guild member who is elected is the "honorary" Safran Guild President for the whole year. He is considered the highest Luzerner by the people of Luzern and makes many public appearances throughout the year, including charitable visits to hospitals and institutions.

Carnival today on the streets of Luzern

When the Fritschi father and his escorts open the window of the Town Hall on Dirty Thursday morning at 5 a.m. and wave to the crowd assembled outside, a loud boom signals the beginning of Carnival. The peaceful "city of lights" on the Reuss suddenly becomes a wild, spooky stage for imaginary masked figures to roam. Hundreds of Carnival musicians and bands play their instruments or beat their drums as they stroll through the city. Colorful costumes cross the bridges from all directions and on the Kornmarkt square old and young alike jump around, clap and dance to the different rhythms of the bands. There will be no peace again until Ash Wednesday and the end of Carnival! Some of the "Guggenmusigen" Carnival bands march in the afternoon parades. The majority of the bands wind their ways through the old part of town and narrow streets and alleys to stop here and there for an impromptu concert, a glass of wine or a coffee with schnaps. There are also groups who circulate in the spirit of "Commedia dell'Arte", performing pantomimes, dances and sketches to the amusement of bystanders. Single masked figures slowly make their way along the river Reuss bank enjoying all the freedom of their masquerade. It's amazing to see how much time and creativity has gone into the different masks and costumes.



"Monsterkorso" The grand finale of the big bands at night

The crowning finish to Luzern's Carnival takes place on Fat Tuesday evening with a tremendous parade of big bands, lights and lanterns. After the parade all the bands wander through the city playing their hearts out and shaking the old buildings down to their foundations. When dawn arrives life slowly goes back to normal with tired Carnival-goers heading home for a well-deserved rest. Here and there you hear one last drumbeat and then Fasnacht-Carnival is over for another year. The ghosts of Winter have been chased away. Spring may now come to Luzern.

Zurich Airport at the Swiss Travel Experience India 2004/2005

Switzerland Tourism with their staff in India very well organised an impressive, highly efficient and concentrated road show. It became obvious that as a single organisation we can only profit from a wide network of tour operators, airlines, embassies, consulates as well as other important decision makers by using the platform of Switzerland Tourism.

It was the second time that Zurich Airport took part in a Switzerland Tourism roadshow in India.

Our target was to position Zurich Airport in the Indian market as a gateway to the Alps.

Beside a short slide presentation the following messages were repeatedly used:

- Completion of the 5th Expansion programme 15th September 2004
- The new Airside Centre - Shopper's paradise for passengers
- Important transport hub in the heart of Europe
- Network of more than 120 destinations worldwide
- Gateway to the Alps and other major holiday resorts
- Close proximity to the city centre of Zurich



- Direct access to a famous road and railway network

The role of Zurich Airport as a partner in the whole tourist supply chain was very well accepted and our messages were well received. Tour Operators are keen to receive more information about the Airport in order to better prepare their clients before their journey. Very important are information about shopping facilities,

check-in possibilities and their procedures (inbound/outbound) as well as more detailed information about our VIP services. The latter is of great interest to honeymooners as well as for the Indian high society using Zurich Airport.

For the near future we plan to assure our position in the Indian travel market and we are glad to attend the next STE India roadshow.

By Arun Roy
Manager Marketing Communication
Zurich Airport