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**'India will play a leadership
role in the world of fashion'**

Kurt Girod

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- Embassy of Switzerland <http://www.eda.admin.ch/newdelhi>

- Osec Business Network Switzerland <http://www.ossec.ch>

- Switzerland Tourism <http://www.myswitzerland.com>

- General Information on Switzerland <http://www.switzerland-in-sight.ch>

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Dear Readers,

Greetings. Right at the outset, we take the opportunity to greet the new Swiss Ambassador to India, Mr. Dominique Dreyer and the new Consul General in Mumbai, Josef Eisele. We wish them all the best. The current issue of Indo-Swiss Business carries a passionate message from Mr. Dreyer to its readers. We thank him for the gesture. The latest issue focuses on Information and Communication Technology (ICT) as well as machinery, electrical/electronic and metal (MEM) industries of Switzerland, the two dominant segments of the Swiss economy and their Indian connection through collaborations. We present an interview with Dr. Kurt Meier, Head Division, Swissmem, the association of machinery manufacturers, wherein he talks about the magnitude of the industry that contributes as much as 21 per cent of the Swiss GDP. There is also a separate article on Swissmem, which is a leader of and a driving force for the machinery industry. Running in tandem are articles on ICT, one of which is an interview with Vimalendu Verma, CEO, Magic Software, and its Swiss affiliation. Dr. Ajay Mian, CEO, All e Technologies tells about the company's Swiss connection and its vision. Then we have an interview with the Managing Director of Fritz Studer AG, the Swiss machine manufacturing giant, describing India as an ideal partner in brainpower. Kurt Girod, Country Segment Head (Textiles) of Ciba Specialty Chemicals, predicts that India will play a leadership role in the world of fashion.

We also highlight the fact that it is the undaunted spirit of individual entrepreneurship that gives Switzerland its unique aura among developed nations. Francis Sermet, CEO, DEWS (Development Economic Western Switzerland) tells us about the dynamics of business in the region. Entrepreneurs in Switzerland are not born but made. They come from network of highly specialized engineering institutions, in which Switzerland has set its own unbeatable standards. Appropriately, we have an article on Swiss engineering education and how it is dovetailed into serving the country's SMEs. Another institution that stands out among its peers is Swissair, the flying of which is sheer pleasure. Anup Ghatak gives an insider's view point of the aviation industry's superstar. On food, we present the world's most famous chef, the one and the only Anton Mosimann, the Gourmet Guru, who has cooked for the rich and famous and powerful. When it comes to promoting an event none can match the Swiss, especially if it concerns the watch. Jean Daniel Pasche, President of the Federation of Swiss Watch Industry, talks about the theme exhibition called "Think Time". In tourism, we have a refreshing little piece on Sikkim and its snow-capped mountains that can match the Swiss Alps. In hospitality, we give The Leela Palaces and Resorts, one of the world's best. In addition, the issue contains all other regular features.

Wish you happy reading

A handwritten signature in blue ink, which appears to read 'Satya Swaroop', followed by a long horizontal flourish.

Satya Swaroop

Managing Editor

satya@newmediacomm.biz



Dear Readers,

I have recently arrived in India - a fascinating and vibrant country - to take up my new assignment, and first of all, would like to offer my warm greetings to all of you. I am indeed happy that my assignment is commencing at a time of the year when the "busy season" has started again here. Talking about "busy season", it is not only in the perspective of the Indian economy, but also for our upcoming bilateral interactions, both official and commercial. The Swiss-Indian Joint Economic Commission will have its next meeting in New Delhi early December, and on this occasion a Swiss SME delegation will accompany the official delegation to explore new business co-operations in India. During December itself, some 20-25 Swiss manufacturers of textile machinery and components will be participating in ITME 2004 in Mumbai. On the other hand, an Indian delegation of biotechnology companies will visit Switzerland during October to hold discussions with the Swiss biotech industry on the occasion of a workshop organised by SOFI.

It is heartening to note that our bilateral economic and trade relations have grown steadily with the gradual opening up of the Indian economy since 1991 and the trend is continuing this year also. The current buoyancy in our bilateral trade is noticeable, as two-way trade has gone up by 20 per cent during January-July 2004, after it grew by 7 per cent in the year 2003. With regard to direct investments, Switzerland remains one of the major foreign investors in India, and I am optimistic that our investment relations will be further strengthened in the years to come, as both Swiss and Indian companies would not like to miss the opportunities emerging from globalisation.

Let me assure you that, during my stay in India, I will offer my full support to further promote the bilateral economic relations between India and Switzerland, and will do my best to facilitate greater engagement between Swiss and Indian business communities.

Dominique Dreyer

Ambassador of Switzerland

Swiss keen on tie-ups in banking, tourism...

Switzerland celebrated its National Day on August. 1. Observed since the end of the 19th Century, the day commemorates one of the first agreements made between the three cantons of Uri, Schwyz, and Unterwalden. The provinces constituted the focal point around which present day Switzerland was built.

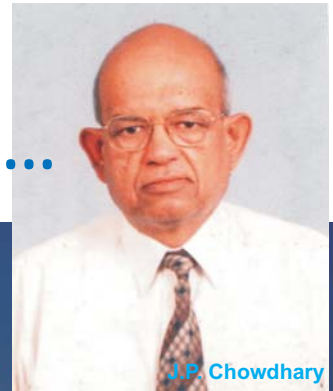
The small nation, known for its political and social tranquility, is an industrial powerhouse, looked upon by many countries as an example to be emulated. Switzerland has developed political aloofness over a long period, yet has been able to maintain its distinct identity. On the occasion of the National Day, Indo-Swiss Business spoke to J.P. Chowdhary, Switzerland's Honorary Consul in Kolkata.

"Switzerland was one of the first countries to recognize India after Independence," says the Kolkata-based industrialist whose work has taken him several times to the European nation, known for its pristine beauty. "Not only are the Swiss people diligent, their hospitable nature is anybody's treat."

Chowdhary underscores the need for more economic and cultural cooperation with Switzerland. The country, still not a member of the European Union (EU), is very open to Foreign Direct Investment from India.

The Swiss, he says, are very encouraging about entrepreneurship. They look forward to any breakthroughs that may lead to the development of entrepreneurs, leading to a spurt in the rate of employment in the highly industrialized nation.

Chowdhary says that Nu Chatel in Switzerland is sending a team to India for tapping investment. There is a lot of scope for joint ventures in banks and tourism, he says, adding that hotels and dairies are other areas



Fireworks on National day in Davos

where prospects are really bright.

With the Swiss national flag kept on his table, the honorary consul reminisces about his last visit to the European nation which left an indelible memory about the hospitable nature of the Swiss. He was coming back to the place where he had been put up, but lost his way. A lady working at a nearby farm took pains to walk for close to a km with him to show him the way.

Chowdhary, Chairman of Titagarh Industries Ltd. and Titagarh Wagons Ltd, heads a group that manufactures wagons, high-pressure valves and Bailey-type bridges, is in the process of striking a deal with a Swiss company for foraying into the business of Biotechnology in India.

"The tie-up would mainly be in the nature of a technology transfer from the Swiss partner," he says, refusing to reveal more about the venture. Before concluding the interview, Chowdhary says that the prospects of investment from Switzerland in the eastern part of the country includes Sunderban development (probably for tourism), hill area development, floriculture, and some areas of agriculture.

Indian Automotive Industry – Taking Giant Strides

The far reaching economic reforms undertaken since 1991 have unleashed the growth potential of the Indian economy. A series of “Second Generation Reforms” aimed at deregulating the country and stimulating foreign investment have moved India firmly into the front ranks of the rapidly growing Asia Pacific region. A report.

The automobile industry is commonly known as the Automotive industry in India and not without reason. It is a combination of the automobile sector (including 2-3 wheelers, passenger cars and multi-utility vehicles, light and heavy commercial vehicles, and the allied engineering sector comprises largely of the auto components sector), the agricultural tractors and Earth Moving Machinery sector and the automobile and allied engineering sector. Working in terms of open market dynamics, it is characterized by technical and financial joint ventures with global manufacturers, where the number of such ventures in the auto-components sector is fast picking up. These joint ventures range from 10% to 100%, where it is the market forces that drive the equity participation. The parameters considered are essentially the technological, financial and market strengths of the

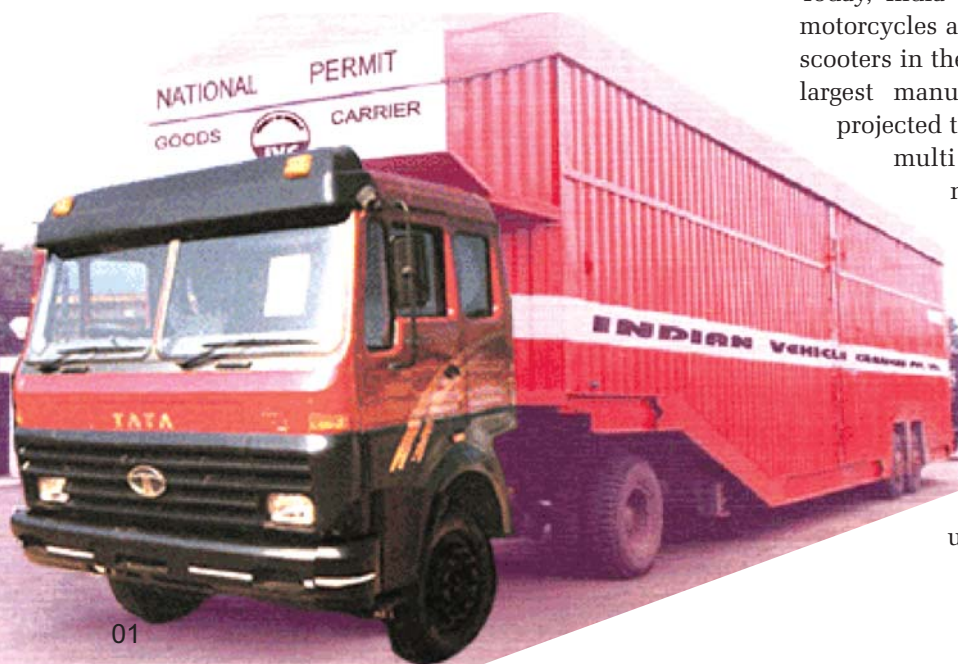


partners. Tie-ups have been giving the needed boost in the form of increase in the capacity of manufacture and in up gradation of technology. It is in the interest of the Government of India to therefore, provide a keen economic and business environment, and which of course it is doing. It is not without significance that as a result, the growth being recorded of this industry as a whole is good and there is constant expansion of demand is practically all vehicle segments. There are certain reasons behind the increase of investments in India. A host of which include financial and fiscal norms tailored to meet investor needs, ability to meet global automotive standards, cost effective, quality workforce, strategic location of the market, a matching legal system, and English as a medium of communication.

Today, India ranks as the largest manufacturer of motorcycles and second largest in manufacturing of scooters in the world. India today is also the second largest manufacturer of tractors, as well. It is projected that the demand for passenger cars and multi utility vehicles will reach a staggering

number of 800,000 cars by end of 2004 A.D. This might unearth the prospective conversion of India into an export hub for foreign countries and the growth of the auto-component sector as a by-product.

Yet another trend that is becoming noticeable in the case of India is the on going effort for welcoming the latest technology and the subsequent up-gradation of products.





It has a wide range of vehicles within its fold, namely motor cycles, scooters up to three wheeler taxis.

Tractors are one such sector, where India is not just self sufficient but even exports it other markets. Here prospects for collaborations are strong in export and technology transfer.

Agriculture has always been the mainstay of the India economy. **Agriculture machinery and earth moving equipment** therefore play an important role in the economy.

Certain sections of **construction machinery** such as Surface Dressing Equipment, Global Positioning Equipment, Toll Collection & Traffic Control Equipment, etc offer opportunities for tie-ups in export and technology transfer.

In conclusion, it can be said that on account of being well linked with other sectors of the economy, the automotive industry in India is well positioned to attract investments. In fact things have been working in

The Indian automobile manufacturers maintaining their active participation formed SIAM (The Society of Indian Automobile Manufacturers) in 1998 for promoting development and making technology compatible to environment. It is also an important conduit for communication between the Government, National and International organizations.

Following is a brief synopsis of the opportunities that lie within the various segments of the automotive industry.

Talking about the **Medium and Heavy Commercial Vehicles**, companies can find ample opportunities for joint ventures in the sectors of Fuel cell technology for buses, bus body building and auto components amongst a host of others

With respect to the manufacturers of **LCVs**, it can be seen that foreign technical collaborations have scored a high over foreign financial collaborations. Here opportunities lie in the segments of ambulances, tools and equipments and auto components for either different sections of exports, technology transfers, strategic alliances, foreign collaborations and JVs.

Discussing the same for **Passenger Car and Multi Utility Vehicles**, the various divisions are auto components, machine tools and inspection and test equipment.

In the context of **Two / Three Wheelers**, it can be said that it is the most happening sector of the Indian automotive industry. With a middle class orientation, it is in maximum demand by the office and college goers.



India as a matter of cause and effect relationship. Whereas on the one hand, improvement of infrastructure has lead to the greater induction of vehicles, the vice versa is also true. With income level set to increase and development of the ancillaries sector as a multiplier effect of the growth of the automotive sector, the road to further growth seems to be getting smoother and smoother.

Bangalore Becomes 3rd Swiss Business Forum

With major Swiss companies and leading trade delegations, landing in the IT capital of India, the time has arrived for this city to have its own business hub.

A separate Swiss business forum is being set up here to provide information and assistance to Swiss companies having Indian operations as well as Indian companies who would be scouting for business opportunities in Switzerland.

Mr. Joseph Koch, Director, Swiss Business Hub, India, said that this will be the third business forum, after Delhi and Mumbai, being set up in the country.

"All eyes are focusing on Bangalore, not just in terms of information technology

activity in the country.

Swiss exports like machinery, chemical products, pharmaceuticals, instruments and apparatus to India in 2003 touched 740 million Swiss francs, while imports from India (textiles, chemical raw materials, jewellery and machinery) were 500 million Swiss francs.

SBH holds regular consultancy meetings at the trade office in Zurich where the one-to-one meetings with Swiss small and medium enterprises (SMEs) covering a wide range of products lead to a qualified business partner search in India.

"SBH India also offers support to Swiss companies for the launch of their products and services in India and now, with Information Technology (IT) being in the forefront of any enterprise, Bangalore is a strategic location for us to increase our exposure to India," Mr. Koch pointed out.

The business forum also provide information and assistance to Indian companies looking for a potential Swiss partner or supplier of goods or services "At the same time, we also

extend our support to Indian companies intending to invest in Switzerland," Mr. Koch added.

According to Preetham David of Jakob Muller India, a 100 per cent subsidiary of the Swiss elastic products manufacturer, Swiss companies are very low profile and do an enormous amount of homework before they venture out the country." We have been here for more than 20 years and are manufacturing elastic products like shoulder straps, elastic belts and labels which are being exported to other countries," he added.

Interestingly, Albert Brunner CEO, Bangalore International Airport (BIAL) will be in charge of the Swiss Business Forum here till all the office bearers are elected.

By our Bangalore Correspondent



Joseph Koch addressing the function

(IT) but for products like textiles, machinery and medical products. The quality of manpower available here is extremely good and if infrastructure is properly maintained, this would be the most ideal city in the country," Koch pointed out.

The Swiss Business Hub India (SBH India) has indeed come a long way since its inception in 2001 when the Ambassador of Switzerland to India, Dr. Walter Gyger inaugurated it in Mumbai. Incidentally, this was the sixth SBH to be established after US, Germany, Italy, Austria and Japan.

Today, SBH India is split geographically into three strategic centres – Mumbai which is the commercial capital of the country, New Delhi which has a better access to the Central government offices and Bangalore, the nerve centre of IT

Swiss Bank Accounts - Demolishing the Myths

- **James Nason**

*Head of International Communications
Swiss Bankers Association*

Beloved by thriller and James Bond film script writers, the so-called "secret Swiss bank account" opened of course by shady characters clutching suitcases stuffed with cash is perhaps the source of more myths, misunderstandings, clichés and sheer nonsense than any other aspect of contemporary retail banking. Every day the Swiss Bankers Association receives inquiries from people all over the world asking how to open an account with a bank in Switzerland, and to separate fact from fiction we give the following answers to the most frequently-asked questions:

1. Who can open a Swiss bank account?

In principle, anybody can open an account at a bank in Switzerland. However, banks reserve the right to reject customers. For example, a bank might refuse to offer banking services to a so-called "politically exposed person" who the bank believes would pose too great a reputational risk if he or she were to become a client. A bank might also refuse to start a banking relationship if it has doubts about the origins of the potential client's funds as Swiss banks are forbidden by law to accept money which they know or must assume stem from crime.

2. How can I open an account from my home country?

First of all it must be understood that Swiss banks have very strict procedures concerning the opening of accounts, irrespective of the domicile of the customer. In line with Swiss laws governing "due diligence", the bank must verify the identity of the customer on the basis of an official document. If the Swiss bank you are interested in has a subsidiary, branch or representative office in your country you should make contact with this office. If the bank is not represented in your country, you should write directly to the bank in Switzerland stating what

sort of account you wish to open and what other banking services you require. In certain circumstances the bank may send a representative to meet and identify you and provide you with the necessary forms to fill in, or the bank may send the necessary forms by post along with instructions on how to certify your signature. The bank will give you exact details about the procedure to be followed.

3. Can I open a Swiss bank account entirely via the Internet?

No, because technical and legal reasons prevent the customer identification procedure from being carried out entirely online via the Internet. At the present time banks in Switzerland must follow the identification procedures laid down for opening an account by correspondence. In accordance with the Due Diligence Agreement (CDB 03), the bank verifies the identity of the contracting partner by obtaining a certified copy of an official identification document (passport, identity card, driving licence, etc.). The certified copy may be provided by a branch, representative office or group company of the bank; by a correspondent bank; by a financial intermediary specifically appointed by the bank; or by a public notary or public office that customarily issues such authentications. The bank also checks the address of the new customer through an exchange of correspondence.

For more information on this subject please consult the "Frequently Asked Questions" on the website of the Swiss banking regulator www.cfb.admin.ch

4. What questions will the bank ask me?

The bank will ask for proof of your identity. The bank may also ask you to sign what is known as a "Form A" declaring that you are the beneficial owner of the assets or identifying the beneficial

owner if you are depositing funds on behalf of someone else. The bank's staff may also want to know about the origin of the funds and the nature of your professional business and they will also want to get an idea of your usual financial transactions. In order to offer you the best advice, the bank will also ask about your future plans, for example whether you intend to buy a house, start a business, retire, etc. If you are asking the bank to manage an investment portfolio they will also ask how much risk you are willing to accept. In short, the more the bank knows about you, the more it can tailor its advice and services to your individual needs.

5. What documentation will the bank want to see?

As mentioned above, Swiss banks are obliged to verify the identity of a client. For this reason a bank would very much prefer to meet you face-to-face for an initial discussion. The bank will certainly want to see official identification papers such as a valid passport or an equivalent official identification document containing a photograph. The bank may also ask for documentation that can prove the origin of your funds, such as the contract for a house sale, a statement from a foreign bank, a receipt from the sale of securities, etc.

6. Can I open an "anonymous" account?

No. There is no such thing as an "anonymous" account in Switzerland. Under Swiss law the bank must know who you are. Anonymous accounts at Swiss banks exist only in the imagination of thriller writers!

7. What about "numbered" accounts?

The procedure for opening a "numbered" account is exactly the same as for any other type of account. The bank must verify your identity and establish the identity of the beneficial owner. With a "numbered" account your business at the bank is carried out not under your name but under a number or code. This is simply an internal security measure to restrict knowledge of the customer's identity to a small group of employees inside the bank and apart from this a "numbered" account enjoys no additional privileges in terms of confidentiality. "Numbered" accounts are certainly not anonymous.

8. Is there a minimum opening deposit?

Most Swiss high-street banks do not require a minimum deposit for an ordinary current or savings account. However, some of the private bankers and other banks offering private banking or wealth management services do require a minimum deposit.

9. Does the account have to be in Swiss francs?

No. Many banks offer accounts in US dollars, euros and other currencies besides the Swiss franc.

10. How much interest will the bank pay on my money?

The amount of interest you receive will depend on market conditions governing interest rates in general and the type of account you have at the bank. Please do not forget that any Swiss-domiciled entity paying interest or dividends is legally obliged to deduct withholding tax at 35%. Swiss taxpayers have the tax credited against their tax bill. Foreigners can claim a tax refund if their country has a double taxation agreement with Switzerland.

11. Can the Swiss Bankers Association recommend any particular bank?

The Swiss Bankers Association is the professional body representing the interests of the Swiss banking industry as a whole. We have several hundred member banks and it is not our policy to recommend any particular bank or to act as intermediary for any potential client or business transaction. A full list of our Association's members is available on our website www.swissbanking.org under "About Us".

12. How "secret" are Swiss banks?

In Switzerland great importance has traditionally been attached to the protection of an individual's privacy, and this has always included financial privacy. Surveys consistently show that the vast majority of the Swiss people want to maintain this protection. However, the high level of confidentiality Swiss banks offer both their domestic and foreign customers is not absolute and certainly does not shield criminals. As a matter of principle the rights to privacy can be suspended when a criminal investigation is underway. Our aim is to protect the privacy of the honest bank client while exposing criminals to the full force of the law.



Dr Kurt Meier

ICT - Engineering the Transition

Switzerland is considered synonymous with chocolates and watches. This is very true. Only half the truth, though. The other half of the truth is the strength of its machinery industry. This coupled with ICT are also very important segments of the Swiss economy. In the interview below, *Dr Kurt Meier*, Head of Division, Swissmem, tells us about each of these sectors and their relative importance in the respective economies of both Switzerland and India. Excerpts:

Since how long have you been associated with the engineering or the machine tools industry in Switzerland and were you oriented towards this field right from your school days?

Actually I finished my studies at the Swiss Federal Institute of technology with a Ph.D. in chemistry, then turned in my first two jobs to the fascinating field of scientific instrumentation. I was responsible for the design of Mettler company's Thermal Analyser 200C, an elaborate instrument to follow the weight and energy changes of samples subjected to temperature increase up to 1600°C under vacuum. Then I had to set up the production of this instrument and went on to introduce it on the market, at scientific congresses and presentations with key customers.

In 1979 the Swiss Association of Machinery Manufacturers was looking for an engineer to deal with the multitude of questions facing industry. I felt this to be a proper challenge, and since then have turned more into a politician, helping Swiss companies to overcome legal, technical and market access hurdles.

Please help us trace the growth of the engineering sector in Switzerland? What and how, according to you has been its contribution to the Swiss economy?

What we call MEM (that part of our association's name SwissMEM which signifies Machinery, Electrical/Electronics and Metal Industries) plays a leading role in the Swiss economy. Most of the people worldwide associate Switzerland with mountains, chocolates and banks. This of course is true but only half the truth.

With a production volume of about 70 billion Swiss Francs (50 billion US\$), the Swiss MEM industries contribute close to 21% of the Swiss GNP. As Switzerland represents a small market for high tech equipment, 70% of our production is exported. With our share of 46% in total Swiss exports, we are by far the largest industry in Switzerland.

Exporting always means facing tough local and third party competition in any market we turn to. As we don't have a large home market behind us (such as Indian

manufacturers have), but rather produce in a high cost environment, we were always forced to market high quality and high technology products to avoid competing on the cost side.

Swiss manufacturers therefore put tremendous emphasis on research and development, and on education. We are lucky to have excellent government sponsored educational facilities, and contribute with the industry-driven vocational training system to the high motivation and broad know how of the Swiss engineers and blue-collar workers. Swiss universities contribute with their top research laboratories.

Switzerland's MEM industry is striving hard to defend its top place. Machine tools, textile machines, injection molding equipment, balances, packaging machines from Switzerland are known to be good value for money, considering their performance and life-time costs.

How would you assess the performance of the Indian ICT/engineering industry in comparison with the same in Switzerland? Do you feel ICT professionals in India can soon convert India into a world hub for this sector?

I guess that Indian ICT is one major reason for the profound changes underway in India's traditional engineering industries. The other major reason is the booming success of China. The large Indian industry conglomerates have for a long time been complacent, seclusive and shielded from competition. Mumbai taxis are still the same models as when I first came to India twenty years ago. Computer technology is changing that on a very personal level: clever engineers can be in business independently and internationally for the cost of a PC and a modem. They did meet with success, but not only on their own merits, but because there is a stifling shortage of software engineers in all industrialised nations, including Switzerland.

This however does not mean that India will be the single hub for software on this planet. Other low-cost countries begin to offer their services as well. And: hubs always imply large and standardised traffic.

Outsourcing in Information Technology has become an established fact in India. What would be your comment upon this and do you think India and Switzerland can at some point of time share a relationship based on outsourcing?

In ICT and software there is a huge need for custom made solutions, which have to be designed in close contact with the manufacturers of mechanical hardware and their customers. The software people need to intimately understand the specific functions of the equipment in order to produce slim, efficient and user friendly man-machine interfaces. Think about a pharmaceutical manufacturing plant: legal and safety concerns, chemical reactions, flexible production for different markets and infrastructure needs have to be brought together. That requires constant interaction by a multi-disciplinary team.

Outsourcing might be difficult in the engineering industries, cooperation seems to be more promising.

When we see the engineering and Information and Technology sectors, what is the scope for cooperation between India and Switzerland in this regard?

One should imagine that the complementary natures of India and Switzerland provide ample opportunities for cooperation. Swiss engineers excel in quality and precision, their Indian counterparts bring mobility and flexibility, uncluttered by the traditional and conservative Swiss thinking. Swiss companies have worldwide experience and know how, Indian companies bring a huge domestic market and alternative sales, financing and maintenance channels in Asia. Cooperation would certainly make sense.

A good example was shown at the last IMTEX in Mumbai: a 5-axis CNC machine tool, jointly developed by StarragHeckert of Switzerland and Bharat Fritz Werner of India. Adding two rotary axis and the control system of Swiss manufacture to a standard 3-axis Indian machine tool results in a fair priced but versatile machine for general purpose applications, to be sold worldwide.

How do you feel trade between India and Switzerland in the machinery sector has fared off late? Do you feel IMTEX (Indian Machine Tool Exhibition) and similar exhibitions and trade fairs have had a positive impact?

My forecast is that Swiss MEM exports to India will again grow by 15% in 2004, after the 17% increase of 2003 (in Swiss Franc terms). Textile machinery and metal working production equipment are our leading

sales items in India, but medical technology is also growing fast. It should be noted that MEM accounts for 60% of Swiss exports to India, chemical and pharmaceutical goods follow with a 34% share (and a 40% growth rate in the first half of 2004).

Indian exports to Switzerland mostly textiles and chemicals grow slower due to the rather subdued Swiss market.

Swiss MEM Exports to India	1999	2000	2001	2002	2003
Machinery, Electrical, Metal Industry	208.5	239.9	251.6	240.9	325.5
Textil machinery	55.1	55.2	46.6	56.8	73.1
Production equipment	30.6	39.8	53.4	39.4	53.9
Power generation and distribution	12.0	15.2	26.0	16.3	28.7
Control and automation equipment	17.9	17.1	19.1	19.0	28.4
Process engineering equipment	15.6	12.4	13.3	15.0	18.5
Engines, turbines	4.4	6.7	13.9	12.5	14.6
Electrical and electronic products	11.2	11.7	10.7	12.2	17.6
Metal products	9.6	9.8	9.7	7.8	13.2
Medical instruments, equipment	7.5	9.6	10.6	11.7	12.6
in mio US\$					

Trade fairs, even in the internet age, are the prime marketing instrument in the engineering sector. IMTEX and the upcoming Indian Textile Machinery Show allow the many participating Swiss companies to personally reach Indian engineers. Investment decisions for machinery take their time, until all technical parameters are duly discussed. After all, a factory manager who intends to spend a lot of money on a new machine will want to make sure that his choice will result in a more speedy production with lower running costs. These complex issues are best discussed face to face, over several rounds.

Exhibitions also allow visitors to compare and to take up new ideas, but only if all key players are exhibiting. Here Indian trade shows might improve better infrastructure and a fair pricing would certainly help!

Foreign investments in India have been extended to a maximum of 74 in the telecomm sector in the latest budget. What measures, according to you should be taken by the government of India to boost foreign investment in engineering and IT industries?

We shouldn't be mixing industries such as Telecom (which is being privatised) and engineering or IT (which are in the private domain). For industrial investors, the key questions are market potential, market mechanisms, financial issues and the availability of trained personnel. It is obvious that continuing liberalisation and reduction of administrative hassles will positively influence India's standing.



The Swissmem is an opinion leader and service center for companies in the Swiss mechanical and electrical engineering industries (MEM industries). With offices in Zurich and Winterthur, it is the largest industry association with 1000 member countries. Stephanie Meier, Mediensprecherin, Swissmem (ASM und VSM), in a report below tells us about the organisation, its field of action and its contribution to the Swiss economy.

The guiding mission of Swissmem is manifold. Apart from being a service center for its member countries, it is also an opinion leader amongst the industries and also a partner for employee organizations, politicians and the public.

As a service center, it provides guidance on Commercial law and export matters, Employer issues, Initial and continuing training, Knowledge and technology transfer Environment and energy Divisions.

As an opinion leader, it defines the interests of the MEM industries with a view to making Switzerland an efficient and internationally competitive location for manufacturing operations, represents members' interests on issues relevant to the MEM industries either in connection with the formulation of laws/regulations or during pre-legislative review procedure or Informing the public on the situation and concerns of the MEM industries

The Subject Matters dealt with are various, namely, Social policy, Employer issues, Training policy, Vocational training, Economic policy, Foreign trade issues, Research policy, Energy policy and Environmental issues.

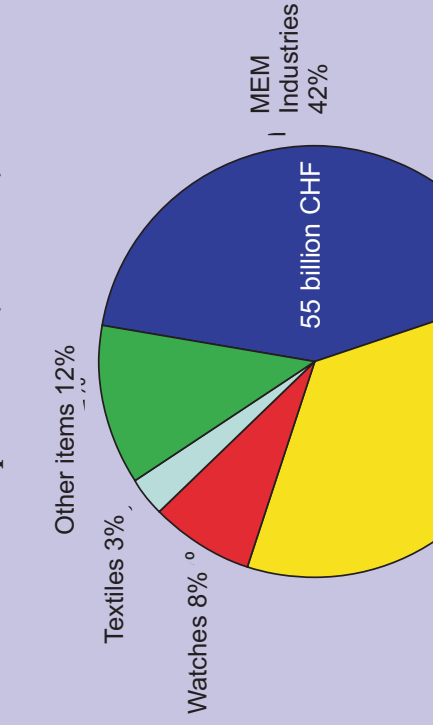
There are various methodologies resorted to by the federation to resolve its disputes.

figures in the Swiss federal administration, Cooperation in key federal commissions and Position statements on substantive issues in the context of standard pre-legislative review procedures.

Partner for Employee Organisation, Politicians and Public: One of the bodies behind the «GAV» industrial peace agreement (collective employment agreement), along with five partner organizations «Interface» with the MEM industries for politicians and government bodies Contact point for interested members of the public on MEM-related issues.

Swissmem encompasses the two associations of Switzerland's mechanical and electrical engineering («MEM») industries: the ASM (Association of Swiss Engineering Employers) and the VSM (Swiss Association of Machinery Manufacturers). These associations represent the business, social and training policy interests of some 950 member companies in dealings with political bodies, national and international organizations, employee representatives and the public. As a major industry federation, Swissmem offers its member firms a range of practice-oriented services, such as consulting on export issues, assistance with labour law problems, sector-specific educational and training programmes and tailor-made activities for the individual divisions. In addition, the

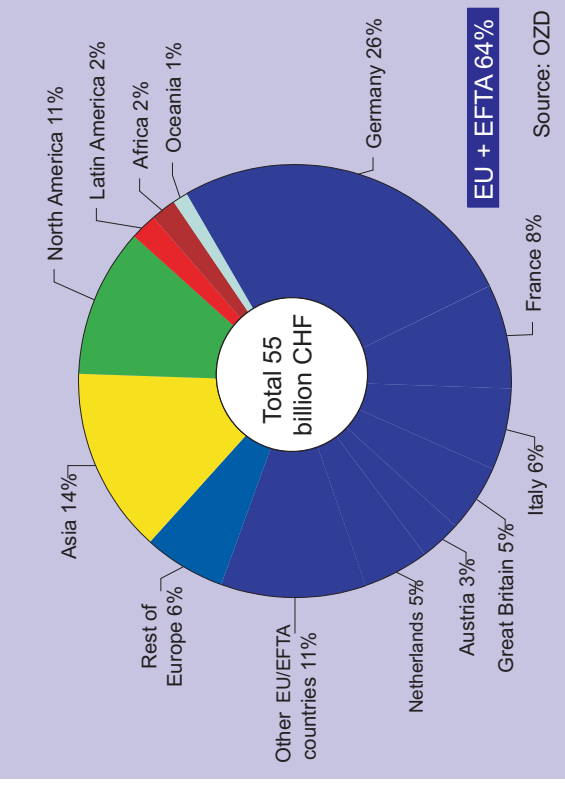
Swiss exports 2003 (Sectors in %)



where they are number two of the world market. Swiss products are at position number four on the world market for textile and printing machinery and at position five for machine tools, packaging and food processing machinery.

97% of the Swiss MEM-entreprises are small- or medium-sized and situated all over Switzerland. After several rather difficult years, the Swiss MEM industries reported an encouraging first six months in 2004. Overall, new orders increased by 11.7% for the first half of the year.

Success Stories: • Bilateral agreements: key contribution towards clear acceptance of the agreements on 21 May 2000 • Initial and continuing training: rapid development and introduction of the new occupations of the MEM industries • Export risk guarantee: decisive efforts to reduce ERG charges • Labour legislation: efforts in favour of liberal legislation and support and training in its practical implementation • Public

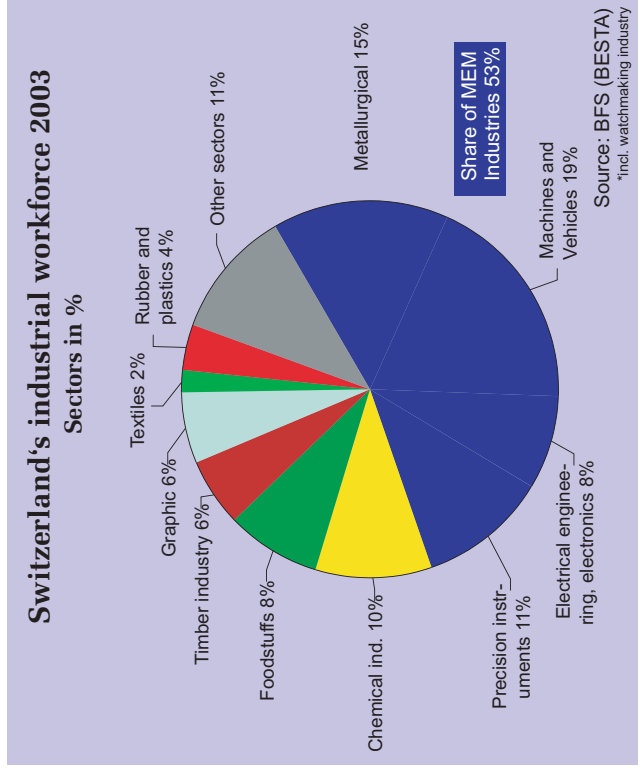


ASM is one of the parties to industry's most important collective employment agreement, the GAV.

The Swiss MEM industries

The MEM industries play a key role in the Swiss economy. Employing some 302'000 people, they are by far the largest industrial employer, and in 2003 they exported goods worth CHF 55 billion, i.e. 42 % of total Swiss exports. Companies in the MEM industries have an excellent global reputation as suppliers of technologically advanced products and services and of whole systems and plants. Their export rate amounted to an average of nearly 80% for the first six months in 2004.

The largest export market for the Swiss MEM industries is the European Union (64% of total exports), led by Germany (26%), France (8%), and Italy (6%). Accordingly, the development of the exchange rate of the Euro plays a key role for the Swiss exports. Asia takes over 14% of the total Swiss MEM-exports, with India having a share of 0.8%. The main Swiss MEM exports to India contain machines and electronic devices (41%), followed by metals (6.2%).



relations: demonstrating the sector's appeal through PR activities such as media tours • Research: commitment



Fred W. Gaegauf

India- An Ideal Partner in Brainpower

Formed in 1912, grinding machine manufacturing giant Fritz Studer AG's main strength today is its position in the markets of machine tooling, electrics and electronics, tooling and job shops. Synonymous with the art of grinding it also specializes in providing high precision instruments. In an interview below, its Managing Director, Fred W. Gaegauf, tells us about the company and its future plans. Excerpts:



Fritz Studer AG, Thun Switzerland

The products and services provided by Fritz Studer AG...

We provide high precision equipment for hard-fine manufacturing technology.

Based on the market segments of

- Automotive • Aerospace • Machine Building • Tool
- Die & Mold • Job Shops • Medical • Hydraulic

-industries, we sell Universal and Production OD/ID grinding machines and combined technology (grinding, hard turning) machines and services.

The starting point of a discussion is always the application of a potential customer. Based on the requirement we configure an optimized machine using a building block like platform system.

Our special strengths are complete machining in one

set up. That means in practical terms, that many of our Universal machines can be equipped with more than just one tool, to be capable of grinding an OD, ID, face, out of round or threads on the same work piece for instance.

The different segments of machinery within our company are...

Our product range includes

- Production OD/ID grinding, hard turning
- Universal OD/ID grinding, hard turning

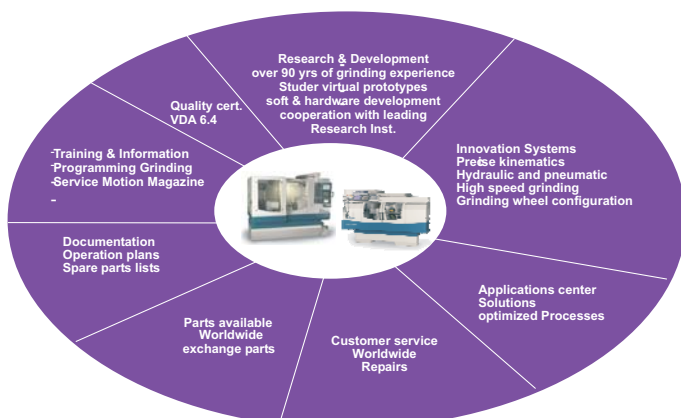
in several sizes, from a very tiny part of just a few grams (i.e. a small shaft of a drill tool holder for dental use) up to work pieces of a few thousand kilograms (i.e. large printing rolls for the paper industry).

The Studer sets the following quality standards...

Our company has put up a process driven system that includes all aspects of our business. Every single task is described in a process flow chart to ensure continuity and stability. We are certified by ISO 2001 and VDA6.4, which is a German automotive manufacturing standard equal to QS9000. Studer achieved the VDA standard as the first capital investment equipment builder in Switzerland.

Comments on downturn in the Swiss machine tool sector

In a matter of fact we have not been left out by the world wide economical down turn the past two years.





However, because of our diversity within various market segments we had some huge orders coming from the diesel injector industry that helped us to overcome the situation, at least within our system business (system business means complete turnkey systems). The sale of standard machine went down dramatically.

The current situation shows at least some light at the end of the tunnel, our sales are cranking up slowly for the last 6 months.

in that field. Within such thinking India might be an ideal partner when it comes to use extended brainpower.

Studer's position in the export market...

Studer is the leading manufacturer of OD/ID grinding machines. According to latest economical figures released by Swissmem (Swiss association of machine manufacturers), the Swiss machine tool manufacturing-growing rate over the last 10 years has been in the range of 3.5% (average).

Studer has reached an average growing rate of 7.2% over the last 10 years based on numbers of machines ordered worldwide.

Job and career opportunities at Studer abound...

Studer is probably one of the largest companies in the Bernese Mountains.

With about 500 fulltime employees and 70 trainees we also fulfil an important role in the social environment of the region. We offer a broad constant individual training program to our people. Being embedded in a large organization like the Körber Group respectively foundation, education is a major task of our daily business. Körber also is offering its own management-training program to develop future leaders for our companies.



Scope of Indian economic development/cooperation between India and Switzerland...

As a matter of fact the Indian economy is on a very stable path with growing rates we would wish for, here, in Europe. Obviously everybody recognizes the most important markets of the near future will be in the far-east regions like India, China, Korea, Taiwan.....

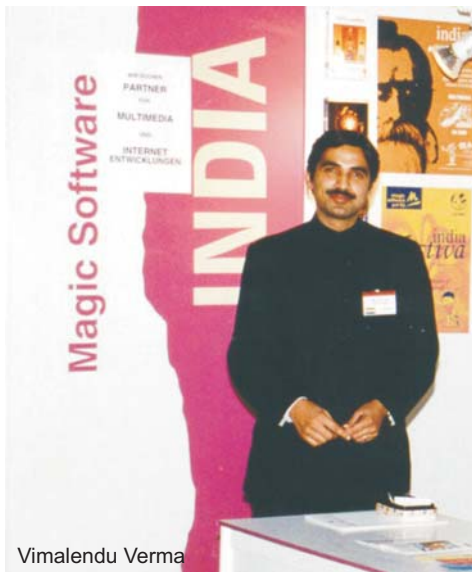
Our country needs to promote the aspect of Swiss quality combined with the spirit of innovation.

In a past of more and more global sourcing, Swiss companies have to decide on their key- or core capabilities, on concentration and steady improvement

On the possibility of outsourcing to India...

We also feel that there are some excellent domestic machine tool builders who would have the basics to generate cooperation.

On the other side, Studer is just not ready to involve someone else und have an other manufacturer build a grinding machine to our high level quality standard we defined for our products. Such an approach has to be established step by step. Currently we are investigating on outsourcing specific components such as electronics to India.



Vimalendu Verma

Magic-Weaving the Magic of Software

Magic Software provides to its customers and partners a gamut of services that go to make it their extended enterprise. And not just this, it also produces quality hardware products. Mr Vimalendu Verma, CEO, Magic Software, tells us in detail about the company, its strong Swiss affiliation and the scope of Indo-Swiss cooperation. Excerpts:

Help us trace the growth of Magic from its inception to its present stature along with its Swiss connection.

Magic Software partners with global content and technology companies to work as their extended enterprise, providing product life cycle support across a range of services (outsourced R&D, content and technology development and QA & testing).

Magic has been in business since 1990 and is the producer of some of the best-selling, award-winning multimedia CD-ROM products that are distributed worldwide.

Magic's Swiss connection dates back to 1996 when Worldwide Fund for Nature (WWF) in Geneva mandated the design and development of an online Kid's Section called the 'Virtual Wildlife Zone' to Magic. The Virtual Wildlife Zone was featured at Avanca (International Festival of Cinema, Video and Multimedia, held every year in Portugal). Since then, Magic has become a preferred service provider for WWF. Our customer base in Switzerland grew over the years to include other organisations (including Credit Suisse, Select Us, International Labour Organisation, World Health Organisation)

With its strong Swiss presence and high market growth potential, Magic received a backing from the Swiss Technology Venture Capital Fund a few years ago.

What are the products and services that Magic offers to its customers?

Our services include:

Custom content and technology development, including, project management, product design, instructional design, content development, visualisation, graphic design and production, 2D and 3D animation, audio and video production, technical integration, software development for content/ learning management, testing and quality assurance.

Please tell us about the offshore projects undertaken by Magic. What standards do you feel must be set for successful offshoring delivery?

Magic partners with global companies and works as their extended arm. Magic has undertaken numerous projects that have ranged from outsourced R&D and application development for technology companies, to content development for eLearning, Publishing and Media companies, and quality assurance & testing services for product development companies. Some of our clients include Credit Suisse, Worldwide Fund for Nature, Macmillan and Oxford University Press.

Offshore outsourcing brings with it many anxieties for the outsourcing organisations. These are related to time differences, cultural disparities, communication, operational complexities and distance. For any offshore delivery service provider to be successful, it is imperative for them to have a strong communication framework, understanding of the cultural nuances, and powerful project management and quality management capabilities.

What do you feel is the strength of Magic that

gives it an edge over its contemporaries?

1. Experience: Magic has been in the business for 14 years and is probably one of the earliest service providers in India

2. Product Development Know-How: Magic has a decade-plus product development experience.

With this experience, Magic understands the product development life cycle like no other service provider in India. It is this unique quality that gives Magic powerful leverage to support and service global product development companies.

3. Mature Processes: Being in the industry for 14 years has helped us develop and evolve mature processes that bridge offshore delivery challenges.

4. Proven delivery capabilities: Our customer engagements extend from one project to many. We have been a preferred partner for WWF for over seven years and have undertaken multiple simultaneous projects for our partners in Europe and the US.

5. Uncompromising approach to quality: Quality is key. Our independent QA group manages quality and ensures that all deliverables are defect-free and in compliance with the highest quality standards. In fact a lot of our partners come to us exclusively for QA services.

6. Project Management: Project Managers at Magic are seasoned professionals with multi-year experience in servicing global customers and managing remote projects. Magic has successfully deployed projects for large European and US corporations. These include the Credit Suisse Group (Switzerland), Worldwide Fund for Nature (Switzerland), International Labour Organisation, Intel and Macmillan.

What do you perceive is the difference between the technological growth in India and Switzerland and how do you feel it can be bridged?

Switzerland has a tradition of research in science and technology, and using it effectively in the production of goods made of imported raw materials. Its mainstay has been the services sector such as banking, insurance and tourism. In comparison, India has been a predominantly agricultural economy. It is only recently that India has focused on making its technology and services sector share a larger proportion in its economic growth.

India must seek greater cooperation with Switzerland to learn more about the use of technology, and to make services a booming industry in the country.

What are your comments on outsourcing in your field of operations and how far do you feel India will serve this purpose well?

Being an outsourced services provider we have been witness to many success stories in our field of operations.

As a part of cost-containment strategy and large-scale production needs, several companies have either set up shop in India or outsourced parts of their processes to India-based vendors. Unique geographical location (time-zone difference), cost advantage and a reputation for quality has made India the top choice for outsourcing. As the outsourcing process is becoming more mature, the viability and benefits of outsourcing are becoming more and more apparent. And now, with the Indian government actively promoting India's software services, we believe that India will become an even better option for outsourcing.

When you compare the e-learning market of India and Switzerland, what is your assessment and do you feel the government in India is making sufficient efforts for its growth?

Switzerland understands that it needs a high-quality education system to enable it to build a strong scientific community. Not only has the Swiss Government been investing in the use of ICT in its educational system, it has also been encouraging and supporting private institutions in research on the application of ICT in education, which also includes eLearning. In comparison, the Government of India has a long way to go in promoting and supporting the use of ICT in education.

Do you feel India and Switzerland have made enough efforts for cooperating in the software industry?

The cooperation between India and Switzerland has been predominantly in the area of development (humanitarian) projects (health, environment, social). There is far less cooperation in the area of economy and industrial growth under which software sector falls. There is scope for much greater cooperation between India and Switzerland in the services sector, especially software development.

European banks select Quartz as software solution

Rabobank Nederland and KBC Bank (Belgium), both leading European banks, are setting up a joint venture for processing securities transactions for which they have selected QUARTZ® as banking software.

QUARTZ®, the banking software jointly developed by TKS-Teknosoft (TKS) and its Indian partner TATA Consultancy Services (TCS), has been selected as the solution for the Joint Venture Securities Competence Centre. Initially, this joint venture will be the Securities Competence Centre for the processing of all securities transactions from Rabobank, KBC Bank and their Affiliates. Later on the Securities Competence Centre will offer these services on a commercial basis also to other banks in the Euronext-zone.

Rabobank and KBC Bank have both been considering a Securities Competence Centre in order to increase their market offering and to manage this with greater efficiency at lower costs. The combined benefits of a single platform and the expertise of highly-skilled professionals from the two banks, will enable them to achieve this goal and also to make this joint venture even more attractive for existing and new clients. The joint venture will have its headquarters in Eindhoven (the Netherlands) while the platform and the associated infrastructure will be operated at KBC's central computer centre in Mechelen (Belgium).

Both banks evaluated several solutions and potential suppliers. Based on these intensive evaluations and also on the reference of QUARTZ® installations, the Banks came to the conclusion that the QUARTZ® product from TKS/TCS would be best suited for their needs. Among the critical selection criteria for the product, were the multi-entity capability ability of the product (QUARTZ®) to handle high transaction volumes, to scale up to the business needs of the Securities Competence Centre, Straight-Through-Processing (STP) capability and modern architecture especially the ability to provide an in-built Enterprise Application Integration (EAI) component to ease integration and communication with other systems in the highly complex Rabo-KBC landscape. Apart from the extended business and technical features, one of the main requirements of Rabobank and KBC Bank was to work with a software vendor with a proven track record in time- and mission-critical large implementations.

Floris Henning, Managing Director of the joint venture says: "Our strategic decision with our partner KBC Bank to select QUARTZ® will allow the new venture to offer advanced and cost-efficient back-office and IT services thus improving the overall competitiveness of our groups".

TKS President, Pierre Page, says: "This project for these two major European banks is extremely important for us. It will position QUARTZ® in a global market where co-operation between banks and Business Process Outsourcing are ever increasing. The challenge for us is to show the market that QUARTZ® in a multi-entity environment and with full STP is the best software to service this market".

N.G. Subramaniam, Vice President, TATA Consultancy Services, adds: "We are delighted that Rabobank and KBC Bank have chosen QUARTZ® for their Pan European Securities Processing. We are confident that this will establish the benchmark for efficient transaction processing in the securities business".

QUARTZ® is currently live at several sites across the world and is being implemented in several other banks in Europe, Asia, Near East, South America and Asia. QUARTZ is essentially an integrated software package realised as a collection of proven architectural and business components for financial institutions. Solutions have been delivered to traditional banks, internet banks, brokerage/securities houses, asset managers and central banks across the globe using QUARTZ®. Its advanced design and technology supports operations in multi-currency, multi-lingual, multi-company, and multi-branch environments. Its component-based architecture enables easy integration with external applications and supports multiple delivery channels and retains the flexibility to add new delivery channels as technology evolves.

QUARTZ makes it possible to automate to a large extent front, back and middle office functions and may also be implemented as an outsourced solution in small and middle size banks. Large finance service providers may use QUARTZ as a platform for their future own developments or extensions.

Main features of QUARTZ

- Modern, n-tier, open architecture
- Platform independence and high scalability
- 7*24 availability
- Enables high STP for the Bank
- Multi-currency, multi-language, multi-branch and multi-organisation capability
- Smooth integration with international clearing and settlement systems
- Broad range of functionality
- Real time monitoring of positions and risks
- Flexible parameterisation of pricing rules, financial instruments and business transactions

Global reach for implementation and support



Think of cuisine on a global scale, in all its variety and diversity. If there is one man who has an insight into it, he's Anton Mosimann, the incomparable Swiss chef. Born and trained to be a chef right from his childhood, Mosimann has over the decades developed a delicious fusion of cuisine from both the East and the West. The man with a nose for delectable aromas was on the trail of spices in Mumbai recently. Satya Swaroop caught up with the globe-trotting legendary Chef who cooked for Royals, Presidents and corporate barons the world over. Enjoy the flavours of the brief conversation. You'll crave for more.

How has your visit been to India?

A great experience. As usual I have been to this destination a few times before. I've enjoyed India from a cultural point of view, the diversity of the people, but also a food point of view. I love the markets, the Indian food - I'm a great fan - and of course the spices. I always make a point of going to the spice markets to get inspired to cook new recipes. Back in London I'm sure I will create some new dishes between the traditional, creative and innovative cuisine with Indian touches. For me it was a great joy to visit India and be inspired by the wonderful culture and old palaces, something I'm very fond of.

Can you tell us how your interest in cooking has been shaped since your childhood?

I've been very lucky. I was brought up in my family's restaurant in Switzerland. I learned to cook at a very early age. I went to the market with my father quite often. Choosing the produce to pick the best quality of products, however simple they were, I learned at a young age. Still now I cannot go anywhere around the world without visiting the local markets. Wherever I go in the world, I will always take a moment to experience the local markets.

Over the years I have become very innovative and fortunately creative, with my own style of cooking, that has been experienced across the world in places such as Japan, India, Mexico and Italy. I've been lucky enough to travel the world and am learning constantly.

Who has been your greatest inspiration?

One of the greatest inspirations has been Japan, where I worked for one year. It was wonderful to work with very

creative people, especially in the food business. The Japanese ingredients were second to none, everything of top quality and freshness. I have been inspired by the Japanese culture too, and of course by the people. It was interesting as before I travelled to Japan, I worked at the Palace Hotel in St. Moritz, Switzerland. At this hotel we used cream regularly with butter to make sauces, a heavy Escoffier-style of cooking. Suddenly working in Japan, no butter or cream was used, an eye-opener that led me to create my Cuisine Naturelle style of cooking.

Can you brief us about your career?

I started at my parents' home, then worked at five different Palace Hotels in Switzerland. I always chose the greatest chefs and hotels, not looking for money as I believed that money would come one day. It was a great way to learn. I also worked in Sweden, to learn about Swedish cooking, their preparations of herring, etc. Reading a book about the country and its culture wasn't good enough, I had to work and live there for the full experience, learning at a basic level.

One year followed in Italy, then three successful years in Montreal, Canada. This was a good opportunity to realise North American cooking style. At the Montreal Hilton, there were people from 26 different countries in the kitchen, managing large banquets for three and a half thousand people was another eye-opener. I then travelled to Belgium and France. Since my time in London I have worked across 85 cities of the world.

How do you find Indian food as a cuisine?

I like Indian cuisine as it's an honest cuisine. It's different in each region of India. I enjoy the sudden style of cooking with the spicy elements of the cuisine, especially the curries in Calcutta. Of course it's

different to Western cuisine, but there is a marriage between the two of them. I have used a lot of spices since my first trip to Bombay and Goa, roughly ten years ago. I've always tried to combine the two cuisines together.

Which cuisine do you prefer the most?

I like all food - I'm a very lucky person, I like good, simple home cooking. I love steamed fish with black bean sauce, fresh coriander and ginger. I also enjoy Tandoori chicken, especially if it has been beautifully marinated, spicy and perfectly cooked. Succulent and moist, it is a fantastic meal. Then again, a simple sausage grilled with onions, can be a treat. A nice Mexican dish such as chicken with chocolate sauce, why not!

Can you tell us something about your institution and the type of training that is imparted therein?

I like to train people and share my knowledge. I have trained hundreds of chefs, some of whom are now in top positions across the world, some have their own businesses. So it's constantly about training, about sharing knowledge, which is a fantastic feeling. You can go across the world to see Mosimann trained people. A good feeling.

Can you tell us what interests you apart from cooking?

I love cookery books, and my collection of about 6,000 cookery books, including some very old ones, is a great hobby for me. I also love and own old cars, and when I have some spare time I try to drive them. Of course travelling I also adore; the people, cultural and culinary aspects. Wherever I go has to be a country that can offer something on the food line, however simple or basic the food is, but always interesting.

How would you define the art of cooking?

The art of cooking is an expression, an emphasis on style. One adapts oneself constantly. I like to be innovative, and creative and produce honest cooking. I take the best possible ingredients, the freshest ingredients which are not necessarily the most expensive, and do very little with them. In other words letting food taste of what it is, for me that's very important. It's an art. Then we present the food in a beautiful manner, irresistibly so that one almost feels guilty to eat it, as it looks so good. That for me is very important. But the main thing is it has to taste good.

How can health be made compatible with taste?

For me health has always been very important, and I believe that good food and a well balanced diet can do a lot for a person's health. And of course as I mentioned before, taste is equally as important. It's no good having a piece of meat or fish that looks incredibly good but doesn't taste of anything. It's important that food tastes of what it is, but also that not too many ingredients are mixed together. Keep it simple.

Message to young generation looking for career in cookery and hospitality

A career in the hospitality or catering industries, is a fantastic way of earning a living and giving pleasure to other people. It's hard work, very demanding, but really a career that can give much personal satisfaction. I'm very proud of walking into my restaurant or a room full of people who have enjoyed my food, smiling, happy. That makes me happy. That is more important than money, because it gives you satisfaction. In any career or life, satisfaction is something very important. In our case of course, a wonderful meal could be produced, and tomorrow this has to be done the same or even better, that is a challenging situation. I whole-heartedly wish people good luck that have decided to make a career within the hospitality industry.

Would I like to add anything else?

Again, I've been very lucky cooking all over the world for wonderful people and the most famous people. I've cooked for Presidents, members of the Royal family, still cooking at 10 Downing Street in London. We have been a Royal Warrant Holder since 2000. It's great to be in that business. I've been self-employed for the past sixteen years; a brave decision at the time, but looking back there is no looking back. I had a wonderful thirteen years at the Dorchester, where I was able to gain two stars in the Michelin guide, a fantastic achievement with my brigade, many young people who were very keen to go forward in their lives, who helped me to achieve such a wonderful award. Something that nobody can take away once achieved. I think that is a fantastic feeling, for myself and other people. I can't wait to return to India for my next experience of food, people, culture, I just love it.

I am privileged to have a job that I love and that gives me the opportunity to travel, to meet people and I also have the luck to work with my chefs. It is a wonderful job, but the sun does not shine every day, you will have hard times, but you have to stay positive and focused. It is a great job and I enjoy it very much.

Food For Thought

If the Swiss are known for their watches, they are equally well known for their chocolates and most of all for their health consciousness. In fact this attitude towards good health is so pronounced that it almost sets the rules of the market. A report.



The market of **alcoholic drinks** in Switzerland as one will find out is a rather mature market. Here the prospects are not too bright, though not dim either. This is on account of the fact that consumers have been increasingly showing a preference for healthy drinks as one can see visible the impact of anti-alcohol campaigns conducted by health authorities and public fora. The wine market, though saturated is stable as one can see struggle among the domestic wines, traditional European importers and New World wines battle for share. Beer has suffered under the impact of global economic downturn and the young consumers taking to FABs. Yet, what has prevented value erosion is the growing shares of premium lagers and beer's dependence on strong on-trade sales. Certain factors one can enumerate for inhibiting the sales of alcoholic drinks. Stricter driving legislation, coming into effect in 2004 and a prospective increase in the duties of spirits, just four years after they were reduced.

The Swiss **soft drinks** market, characterized by the presence of domestic and often medium sized concerns, is a mature market with high per capita consumption, where key factors behind growth are the hot summers and fitness trends. RTD Tea has the highest per capita consumption in Switzerland. This combined with other functional drinks have driven the growth in the market and have challenged the hegemony of the carbonated drinks, which are also being rejected on the grounds of being sugary and

unhealthy. Fruits and vegetable juices combined with bottled water have been responsible for the CAGR increases in off-trade volume sales. While price maneuvered the demand for bottled water, value-added products and innovative packaging helped the juices in maintaining their value.

Key players in the market have been Coca-Cola, which acquired Valser Mineralquellen AG, a leading producer of bottled water, in 2002 to diversify its carbonates-heavy product portfolio, Feldschlössen Getränke AG, which has divested most of its soft drinks interests to Pomdor and Thurella AG. On the retail side it is Migros and Coop.

Packaging with its focus on PET bottles and smaller sizes holds greater promise. While plastic dominates the off-trade segment, on-trade is dominated by glass. Smaller sizes are being preferred on account of change in life styles. For manufacturers, this trend is rather beneficial, as smaller units allow for higher margins and many have hence vastly broadened their range of formats.

There is room for growth for the Swiss Consumer food service. It had initially picked up very well though the year 2001, saw a little drop on account of the terror attacks in the US, high value of Swiss francs and global economic uncertainty, health consciousness of the Swiss consumers and predomination of small independent entrepreneurs, who are not well equipped

to deal with certain circumstances. Yet, one sector that has seen an increase is those of the home deliveries and take away. While the street stalls and kiosks grew due to their low base and emergence of stronger chains, home deliveries grew due to local brands such as Dieci Pizza-Kurier and global entrants such as Domino's Pizza.

What is significant is that fast food is challenged in Switzerland by the strong position of the self-service cafeterias. So while the player of importance in the former field is MacDonald's, that in the latter is Migros restaurant.

Packaged food segment in Switzerland saw active efforts on the part of the manufacturers. A certain weakness was seen in this sector too, when expenditure on food as a percentage of disposable income, dropped. Manufacturers have made an attempt to offer greater sales and profit potential and strengthen the positioning of the brand in the minds of the consumers.

Different components of packaged food are dairy products, bakery products and confectionery. Together they accounted for 65% of the sales in 2003 and are a very mature market as these are staples of daily consumption. While some of the items like ice cream, pasta, chilled pasta and snack bars have responded to health and convenience oriented trends, others have benefitted from brand management. Pasta and ice cream have been such beneficiaries. While the former is sold as a pre-prepared item, the latter had the advantage of the summer of 2003.

This industry has seen the manufacturers at the top end resort to further consolidation, like Nestle acquiring German ice cream producer Schroller in 2002 and Movenpick in 2003, coming at par with leader

Unilever.

Two large names in Swiss retail sector have been Migros and Coop followed by Bon Appétit Group and Denner. Though of late a change in their strategies is being distinctly noticeable. Retailers like

Migros have revised their private label policies and have thereby allowed high profile or well placed cautious brands like Kellogg's to increase their sales. The response of manufacturers has been cautious as they see the Swiss distribution network open up to some of the known brands.

Talking about the packaged food market we have to keep in mind that two trends govern it. Increasing health consciousness among the consumers and the issue of convenience. As per the former trend, options are shifting from dried and canned products to fresh ones and preference for certain types of continental menu only. In the context of the latter trend, fast moving life styles demand a cut in the timing of food preparation, consequently putting the ready meals and snacks at an advantage.

Therefore, while packaged food is a rather mature market with prospects of a flat growth rate in the time period 2003-2005, if not a negative growth, the most significant growth rate is likely to occur in the ready meals, snacks, ice creams, chilled food and savoury snacks.

Coffee has been one of the most important constituents of the hot drinks market in Switzerland. The balance is made up by tea and other chocolate and malt-based products drinks. Tea too has been gaining popularity on account of green, herbal and fruit tea that are natural and Swiss. Health consciousness has been one of the important reasons for the benefit of tea in this market.

Other hot drinks for the most part chocolate-based beverages were clearly overshadowed by developments in coffee and tea. The strategic position of these products is rather difficult while coffee acquired a something of a "trendy" image due to the introduction of coffee bar chains, and tea benefitted from its wellness reputation, other hot drinks appearing old fashioned and uninteresting.

Being mainly targeted at children they also face competition from soft drinks, but remain unable to reach out to other age groups. The children's market in Switzerland, however, is shrinking due to low birth rates.

The hot drinks market in Switzerland is highly concentrated. Amongst the top players are Migros, Nestle and Kraft foods among others. Unilever is a popular brand in tea.

In the future it can be said that Tea is likely to drive the market forward, while other hot drinks might show some signs of recovery.

Courtesy: Euromonitor.com



'Timeless' Royal Antique up for auction

An "exceptional" Swiss pocket watch once owned by King Fouad of Egypt will soon be coming up for auction in Geneva. The watch is currently on public display in Bahrain.



The timepiece was a gift to King Fouad from the Swiss colony living in Egypt (Antiquorum)



The case back with the Egyptian royal family's coat of arms (Antiquorum)

The watch was created by the oldest manufacturer of watches in the world, Vacheron Constantin, which celebrates its 250th anniversary in 2005.

To mark the event, Geneva auction house Antiquorum is organising a special auction of 250 Vacheron Constantin timepieces, which span the history of the company from its beginnings in 1755 to the present day.

The choice of monarchs since their earliest days, Vacheron Constantin timepieces boast a long line of rich and famous owners, including world leaders, politicians, stars of stage and screen, artists and sports personalities.

But the highlight of the one-day sale on April 3 is likely to be the King Fouad I pocket watch, which is expected to fetch several million francs.

"To find a pocket watch with so many complications and such exceptional provenance makes it a very rare piece," an Antiquorum spokeswoman said. "It is a unique opportunity that this should have come up for sale," she added.

"Unique opportunity"

Its history dates back to July 1929, when it was given to the king as a present by the Swiss colony in Egypt to mark the occasion of his visit to Switzerland.

The remarkable 18-carat gold timepiece with a silver dial was reportedly highly valued by King Fouad who took it with him everywhere.

Originally made for the International Exhibition of Barcelona, the watch boasts no fewer than 12 complications, which will no doubt attract the serious collectors.

These include a split-second chronograph with 30-minute register, perpetual calendar, date and day aperture, months and year with full leap-year cycle, and moon phases.

It also has a minute repeater that strikes on demand as well as an automatic "grande sonnerie" that strikes the hours and quarters on three-gongs and a "petite sonnerie" which strikes the quarters, all controlled by a slide bolt on the rim.

46 jewels

This elaborate striking mechanism even possesses its own winding train distinct from that of the impressive 46-jewel movement. The case back displays the Egyptian royal family's coat of arms in traditional Geneva enamel framed with diamonds, and the inside case back contains an inscription from the Swiss colony in Egypt.

The presentation box for this exceptional piece weighs 130 grams and is engraved with the king's coat of arms.

Not surprisingly the watch took three and a half years to make and, even in 1929, it cost a small fortune. At auction it is likely to go for several million Swiss francs.

Antiquorum is exhibiting the piece at the International Fair in Bahrain that runs from October 30. The sale in Geneva takes place at a Geneva hotel on April 3, and will be previewed around the world during the spring of 2005.

Courtesy: swissinfo.com

Swiss man flies like superman



Flying like an eagle over the Swiss Alps with mechanical wings strapped to his back, daredevil Yves Rossy has powered himself into record books. Thus he realised his long cherished dream to fly like a bird, using his own invention of jet-propelled wings.

Rossy recently flew for four minutes over the Swiss Alps at Bex, earning himself the nickname of the Swiss superman. The 45-year-old, who comes from canton Vaud, flew into the record books earlier this month.

The secret of his success is the "jet man" - a three-metre wide, 40-kilogram carbon wing incorporating two miniature jet engines - which is strapped onto his back.

Using his invention which took five years to develop Rossy launched himself from a plane and flew horizontally for four minutes, reaching an incredible

the German company, Jet-Cat, but this was the first time he was completely successful.

He now hopes to build on his success and develop his invention further. He says that with lighter wings and improved dynamics he should, in future, be able to fly upwards as well as do some acrobatic turns.

And he has great plans for the winged device, which he believes has a lot of potential. "I would be very pleased to be in an action film like a James Bond," said Rossy. "All these action films actually use virtual images to make the heroes fly but with my wing, it's the real thing," he added.

But he has no plans to put his prototype onto the market just yet. Rossy says it's too soon for that although in the long run it would be an option - as his invention is still in its early stages.

Added to this is the fact that, because the device is piloted by the body, it requires a lot of skill and experience to fly it.

The Swiss has long been involved in flying adventures. He is a keen sky surfer - performing aerial stunts on a board after free-falling from a plane - and was the first to sky surf from a hot air balloon.

Another Guinness record comes from being the first person to be transported between two small planes while holding onto handles on the wingtips of each plane.

Rossy has also been involved in inventing inflatable wings, which he used to cross Lake Geneva in the air two years ago.

And there's no escape from the skies in his day job either - the former fighter pilot is an Airbus captain with Switzerland's national carrier, SWISS.

Courtesy: swissinfo.com



speed of 180 km per hour.

For Rossy, who has long dreamed of flying like superman, the experience was an exhilarating one "It's great, simply great, you forget that you have something on your back and you just fly around in the air - it's the nearest thing that I know to my dream of really flying," Rossy said.

Rossy had already made more than 15 attempts to fly with his invention, which was created with the aid of



Vaswar Das Gupta

Sika The Unbreakable Bond That Masons Love

Life on a fast-track takes away of the pleasures that go with a relatively low-key, peaceful existence. Technology is the biggest enabler, but serves badly if not applied on time. A silent turmoil is brewing in the world of construction chemicals with a Switzerland-based transnational company spurring technological advancements in this unfathomable field.

Slouching in the cozy window seat of a Volvo bus may cruise you down an Expressway, making your journey smooth as a whisper. The kudos you shower on the driver and your good fortune to have enjoyed such a ride or a caring establishment that has kept the highway trouble-free are well-deserved. Your attention, however, never drifts even by chance, to the adhesive that binds the body of the bus as one noiseless entity that slides like a dream.

Sika India Pvt. Ltd, a reputed name in construction chemicals and automotive chemicals, has a leading presence in the industry. The Swiss company that is trying to make its presence felt by stepping into the retail segment is educating masons who have a crucial role to play in any construction.

"Our operations are divided into three divisions - Projects, distribution, and automotive chemicals," says Vaswar Das Gupta, Managing Director of the company, sitting in its Salt Lake guest house in Kolkata. The first two divisions deal with construction chemicals while the third, as the name suggests, covers automobiles.

"The floors on which most cars find shape in large automobile plants, are fitted with Sika technology," says Das Gupta. Called joint-less dust-free aseptic flooring, it is specially laid for efficient car floor operations. It is being used in most auto plants now. The company, part of the global Sika group has many a tale to tell.

"Sika began its journey in 1910 in Switzerland," Das Gupta recalls. It was some years ago that the Hirakud Dam was in distress. "Cracks had developed within the

structure and the dam could have been possibly washed away. The company was summoned to apply its skill in plugging the fissures with moisture insensitive epoxy something that Sika had invented. The company outsourced the services of divers who were taught to put the adhesive inside the cracks so that they could be sealed off.

"It was a sensitive and dexterous task," reminisces Das Gupta. But they pulled off the job well, saving the strategically located dam.

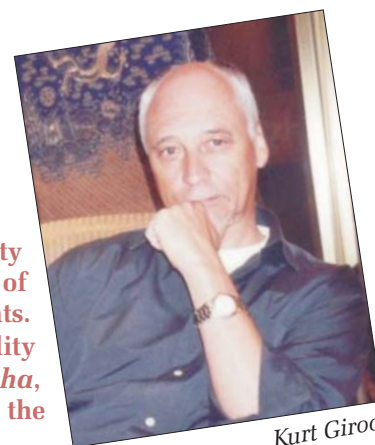
"The tunnel stabilizing systems of Sika", he says, "are being used in virtually all tunnel systems of the world. The Metro Rail, Kolkata has used Sika's 'rain water repellants'.

"The application of certain chemicals manufactured by us can protect exposed parts of buildings free of moisture by making the water drops slide off," Das Gupta adds. Despite so much of service provided by Sika to the common man, why is its name not heard often, making it sound like a company in need of some concrete, creative doses advertising? Part of the 1.5 billion Swiss Franc Sika group, it is one of the 80 companies of the global conglomerate.

"The common man hardly understands the concepts we would like to introduce. Hence, we have tapped masons of all hues, who can better understand the needs of their clients and get the message across to them. Our company is holding workshops for masons, who are taught about construction chemicals that can be applied on the job," Das Gupta says.

With strategically located plants near Kolkata, Goa and Jaipur, the construction chemicals giant gives a tough fight to its closest competitor Fosrock India. Though there are a number of local players vying for a slice of the pie, their segmented areas of operation do not allow them to exert themselves against larger players like Sika. With the growth trajectory of Sika India grazing the 75 per cent mark for the last two years, the Rs 90 crore Indian subsidiary is going for capacity expansion soon.

'India will play a leadership role in the world of fashion'



Kurt Girod

Well entrenched in the legacy of its parent company Ciba, Ciba Speciality Chemicals Limited, is today one of the strongest players in the field of chemicals encompassing within its fold a range of complimentary segments. **Kurt Girod**, Country Segment Head, Textile Effects Segment, Ciba Speciality Chemicals (India) Limited, in an exclusive interview to **Shruti Sinha**, elaborates upon the operation and performance of the unit along with the prospects beheld for the Indian textile sector. Excerpts:

Ciba Specialty Chemicals, an independent, new company, still remains rooted in the heritage of the former Ciba-Geigy Ltd. Please explain this to us in the background of the formation and establishment of the former.

Many people know Ciba but not what it means and where it comes from. The term is an abbreviation of "Chemical Industry Basel". At that time there were a couple of Chemical companies with similar structures in and around Basel. Ciba, Geigy, Hoffman La Roche, Sandoz, Rohner, just to name a few of the then reputed entities. In the early 70's Ciba merged with Geigy and formed Ciba-Geigy. The 7 Divisions which contributed to the business of the company, were: • Agrochemicals • Pharmaceuticals • Textiles • Pigments • Vision • Polymer • Electronics

A few decades later SANDOZ spun off their Textile Division, which formed CLARIANT. A little later Ciba merged with the Pharmaceutical, Nutrition and Agro Division of SANDOZ and that is how NOVARTIS emerged. Immediately after NOVARTIS was formed and to arrive at their portfolio as an Agro, Nutrition and Pharmaceutical Company the remaining Industry Divisions of the former Ciba were spun off and that's how Ciba Specialty Chemicals Inc., was born.

Today Ciba employs worldwide over 19'000 people out of 45 nationalities, operates with 4 Segments (formerly 5) in over 150 countries and achieves a turnover of 6.6 bio chf

Keeping in mind the goals set to achieve, how far do you feel Ciba Specialty has gone in achieving them and consequently, what percentage of the market share can be allotted to it?

To claim that Ciba has achieved all its goals in the recent past and in the first half this year would be slightly overstated. The extremely difficult global business environment has made growth and profitability more challenging.

Since the market share is different for each Segment of the company, it would be wrong to simply give an average figure. Also, not all Segments have done badly. Segment Plastic Additives (PA) and Segment Coating Effects (CE) did quite well, Segment Water & Paper Treatment (WPT) moderately, Segment Textile Effects (TE) and Segment

Home & Personal Care (H&PC) were however below expectation. In the recent past, H&PC has been integrated partly into PA and partly into WPT.

Ciba has adapted a butterfly as its logo signifying "transformation". It is therefore not surprising that "changes are our daily reality".

What are the different segments of Ciba Specialty Limited and the range of products and services therein?

PA: Plastic Additives Segment through its range of semi specialty Antioxidants and UV stabilizers caters to the Polymer & Lubricant Industry. Their products are for the stabilization, modification or enhancement of the performance of the final end use products

Business Success is driven by our long-term strategy of innovation & continuous operational improvement

Engaged in specialty additive chemicals for oil, fuel, and manmade fibres. **CE:** Engaged in products for coloration of Plastics, Paints (car **varnish**, outdoor and home paints) and Inks for the printing and packing industry. This Segment also has very innovative chemicals that enhance, support and improves the application and durability of the applied colours (pigments). The most famous pigment today is the one on Schumi's BRIGHT RED **FERRARI**. The World champion's Formula 1 car is coated with the famous brilliant High Performance Red Pigment from Ciba.

WPT: The business line paper aims to become the preferred partner to the industry by offering state-of-the-art expertise, services and products that support the Indian paper industry to improve quality and productivity. This is highly necessary as after the WTO steps in Jan 2005, the paper industry should be in a good position to face global competition. Our paper department works on further training their own people also under the unique aspect of the Indian paper industry because this industry is using country specific raw materials like recycled paper, natural fibers different from wood, like straw, bagasse etc.

Ciba is already strong at retention and drainage systems, optical whiteners and state-of-the-art colors and wastewater management. W&PT plans to expand the range of products in coating, sizing, paper strengthening agents etc.

The business line Water mainly concentrates on

flocculation and coagulation techniques used by a variety of industries: Mineral processing, Sugar industry, the strongly developing wastewater industry etc. We have recently introduced a range of micronutrients and soil additives, which are used in the agro-industry helping to increase quality and quantity of a wide range of crops (rice, fruits, vegetables etc.). We aim to expand this range of products. On top of that we are also very interested in the “Total Water Management” concept, which is expected to be a major business developing in India.

Working as Country Segment Head, what essential similarities and differences do you find in the textile industry, markets and patterns between India and Switzerland?

The major difference between these two countries is that in Switzerland the textile industry falls into the bracket of a high quality, low volume niche industry whereas in India the industry is literally exploding into an expansion mode accelerated by the fact that from January 2005 the quota system will disappear. However, there are marked similarities in the kinds of textiles being processed as can be observed from the kind of fibres being produced.

What is exactly meant by textile effects and how is this given effect to by your company?

Our product portfolio contains the entire pallet that is required to make (say) a cotton yarn, to prepare it for the coloration (dyeing) process, the dyeing process itself and to finish the final fabric so that a consumer feels comfortable while wearing a fashionable garment.

- Application of machine washable dyes is one of many effects that are introduced to a substrate,
- Making the fabric breathable,
- Avoiding dangerous UV radiation to penetrate through fabrics and negatively impact the skin,
- Making jackets, blouses or shirts wrinkle free and easy to iron (easy care)
- Making sofa fabric, table cloth, trousers clothing's to repel dust and stains caused by spilling of oils, liquids, etc
- Making curtains, interlinings of furniture, welders work wear and fabrics in cars, etc.,
flame retardant.

All these are effects we can offer to apply to a variety of textiles and end articles to make one feel more comfortable and lend durability to the article one buys.

Our Slogan: “COLOR COMFORT PERFORMANCE” includes all the above and combines ease of application and environmental impacts.

The role my segment Textile Effect plays in all this is:

Sales: We are importing dyes, auxiliaries and finishing products from all our production sites.

We are producing more and more auxiliaries and finishing products in our own plant in Goa.

We are sourcing dyes and chemicals enabling us to offer complete ranges to our customers.

A dedicated sales team recommends, introduces and offers around 700 different products to about 350 customers all over India.

Service: Applying the correct technology in pre-treatment, dyeing and finishing is not only a science but also to a great extent an “art”. One must not forget that the majority of processed fibres are natural (either plant or animal related: Cotton / Wool) products and vary in their quality and dyeability due to variations in the environment they have been growing.

To overcome all the application problems related, not only a lot of experience but also suitable products and technologies are required.

My technical team is close to our customers to assist them in getting the best value out of the products they buy from Ciba. High and trouble free productivity is one of the major factors keeping our customers competitive.

I have a young and highly dedicated team of application technologists who are extremely competent, can operate today's modern process equipments and assist the processor in getting highest productivity and thus fulfil customers' requirements on time.

During the past one year, I have introduced a TRAINING Department, which is selling its services in the form of courses to the industry for shop floor operators, marketing and purchase personnel in Application technology, Selling and Negotiation skills and also Productivity audits and improvement programs.

How do you feel environmental concerns can be made compatible with the needs of the textile industry?

Care for the Environment is core to Ciba's business strategy. The reason we invest 3-5% of the total yearly turnover in research and development of new products and processes is driven by our care for the environment besides the fact that in this industry only innovative organizations will survive.

The Textile Industry is one of the major “waste producers” in all respects. Air, water and energies are the main elements required and consequently also “polluted”.

The answer to your question regarding compatibility with needs of the industry is:

- PREVENTION
- EDUCATION and
- SERIOUSNESS
- SENSIBLE LEGISLATIONS

Ciba has over the years developed products addressing environmental safety. I can proudly state that Ciba has the most environmentally acceptable textile dyes and processes. We care that dyestuffs colour the textile substrate and not the water; that for applications the least energy and the least amount of water is required and high processing yields are achieved; that chemicals used are highly efficient and those finally ending up as waste are biodegradable and do not accumulate in the ground water.

Ciba has developed a special range of cotton dyestuffs that

need 4 to 5 times less salt than conventional dyestuffs. Salt is required for dyeing of all cellulosic fibres. For example:

Processing of 1'000 kg of Cotton (about 3'100 Polo-shirts) requires besides other products:

- About 50'000 litre of water • 650 kg of salt

If no care is taken, this huge amount of salt ends up in the ground water polluting the environment. Water with such high concentration of salt is neither suitable as drinking water nor can it ever be used for irrigation. In the southern region of India every day 900'000 kg of cotton is processed. Total salt consumed is about 540 tons per day or 189'000 tons a year. Packed into rail wagons the train length would be approximately 105 km. The entire Indian textile Industry would load a train stretching easily over 1'000 km. The distance between Mumbai and Coimbatore! With Ciba's Low salt dyes requiring 4-5 times less salt, a very important contribution to a safer environment is achieved.

What do you feel is the scope of outsourcing textile related services to India? For which sectors within the textile industry do you feel India would serve the purpose of outsourcing well?

The textile industry is on the move to Asia. India already played a role in the early 70's and 80's but at that time did not excel with regard to quality and reliability. This has changed considerably in the past 10 years and today a lot is already sourced from this country. The same applies for Intermediates, raw materials and finished products. I have a dedicated sourcing team taking care on sourcing and exporting products required by our production sites all over the world to produce cost competitive products.

When we take a look at the large textile market in Asia, how well do you feel is India positioned to contend with its biggest competitor, China?

One reads a lot about the rivalry of China versus India in textiles. Both countries will have their role in the global market. To gear up for the immediate future, the Indian Textile Industry needs to develop its infrastructure and modernize. This has been recognized lately and consequently it is being done now at a higher price. In the immediate future, China could be the leader and India the runner-up. China convinces with uncomplicated trade processes, more foreign investments and a well-developed infrastructure. Lately however, drawbacks in the energy sector show that 'all that glitters is not gold'.

In my opinion there is no reason to despair. The Indian textile industry is definitely on the right track and will establish its position in the mid and high quality segment. Indian industry should be advised not to engage itself in the production of cheap mass articles. This is most likely also the scenario in the coming years. With the end of the quota regime cheap imports will give the low end of the textile processors a very hard time. Productivity of the "power loom sector" is not geared to survive a fierce price war and consequently a consolidation will happen. Large mills, which have invested considerable amounts in expansion and modernization, will have a good time ahead. These

mills will also give enough inputs to medium and quality small mills to establish themselves as vendors of specialty articles.

What measures or policies would you suggest for the Indian textile industry to truly modernize itself yet keeping alive its historic textile traditions?

The textile industry as a traditional employer will go the same way as textiles "went" in the industrial world. The Textile Industry was and still is in many places traditionally a labour intensive industry and therefore the privilege of low cost countries. This scenario however more and more is pushed aside in favour of a large modern processing industry. Labour is a cost factor and with the rising standard of living even here, modern mills have introduced a tough head count rule thus preventing costs eating into profitability and competitiveness. It must be the continued aim of the industry to keep costs as low as possible in order to sustain the business in India for a long time.

Smaller mills can "jump on the gravy train" of TECHNICAL TEXTILES. This market segment hardly exists in India yet. Though the Government has recognized the high value, there has been no significant systematic attempt to develop it rapidly. Worldwide, the Technical Textiles market value is estimated to be US\$ 70 billion strong. Even in a high salary market like Switzerland, new and innovative young minds start successful enterprises in textiles. These however, are again highly modernized, high quality niche articles, which are based on innovation.

Sad as it sounds the Traditional & Historic Textile Industry has witnessed a shakeout in the 80's leading to closure of many stars of yester-years and changing the dynamics of the industry.

What could be the contribution of bio-technology to the textile industry and what are the prospects for cooperation between India and Switzerland in this regard?

I am just about gaining expertise in this area and would not like to comment on it now.

Anything else you would like to add?

India is a very exciting place to be in textiles. I am fascinated by Indian fashion and at the same time convinced that this country will play more and more a leadership role in the world of fashion.

I would wish that the consumers of textiles become more critical with regard to quality and durability. It is important for consumers to bring defects in quality to the notice of manufacturers. This is not really common but would be enormously important. Important because that would educate and force processors to maintain or even improve their quality, which finally makes them more competitive, and helps sustain their business.

A better durability would also contribute to a better environment and with this a circle is closed.

Much as with any other sector, the Swiss are different in their education patterns too. Not under playing the importance of theory in a system, the Swiss give greater importance to practical education...education that hinges more on training, is vocational and is of a highly professional nature. The pattern of education is very much in line with the highly industrialized nature of the Swiss economy and the domination of the Swiss market by the SMEs. Engineering studies in Switzerland are an interesting topic to study in this regard. Let us have a look at the system of engineering education there and then decipher for ourselves, what is it that imparts to this branch such a high standard.



Starting with the level of preparation, it can be seen that they are of two types. The (General) Baccalaureate and the Professional Baccalaureate.

Under the first category, preparation for getting admission in to the universities, begins at the secondary schools, which may be termed differently as the Mittelschule, Gymnasium or the Collège. The chief characteristic of education at these schools is that they emphasise on giving to the society a responsible and well informed individual. At this level, the certificate that holds value is the Federal Baccalaureate Certificate. This is given after the students have answered an examination having completed 12 years of education, with four years of compulsory education in any of the secondary schools. 9 subjects are a must, a project and good performance in class work is also a part of grading.

Professional Baccalaureate essentially means the completion of apprenticeship, which is mandatory for admission to the Universities of Applied Sciences. This is the phase, where the students enter into an apprenticeship contract and they work with the employer normally for a period of four years, but this also includes a certain period of class work in school, known as Berufsschule. Berufsmittelschulen are some schools that provide a more intensive training during this period for the skilled apprentices.

Pioneering Engineering education in Switzerland are the two federal technical universities, the Swiss Federal Institutes of Technology (ETH) in Zurich and Lausanne. They are followed by the seven Swiss Universities of Applied Sciences that offer tertiary programmes. The curriculum overall has a scientific base and a strong inclination towards realization and application. Before going into the detail of each, it should be remembered that both these sections run complimentary to each other and are not incongruous in meeting the engineering needs of the Swiss society. While the emphasis of the federal institutes is on basic and industrial research, the Schools of Engineering emphasise the connection of sciences and practical

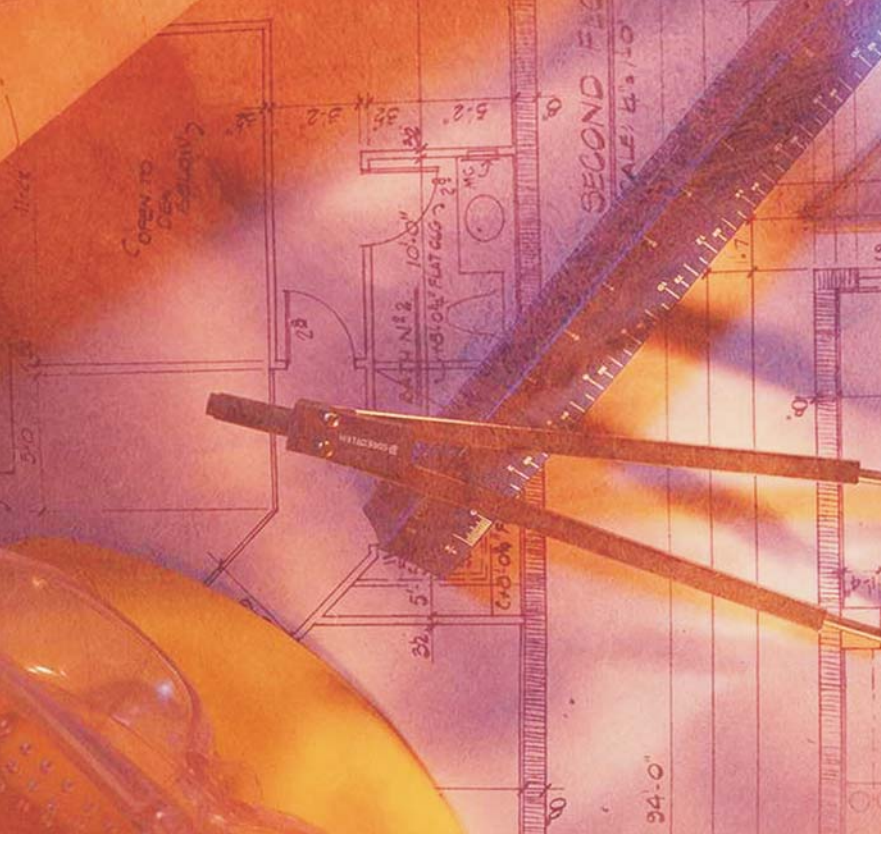
of the Interior, offer courses in all the disciplines of engineering, exact and natural sciences. Apart from providing a complete set of theoretical knowledge in each branch, they are characterized by their orientation towards research, application of the theory and development of skill. The environment consciousness of the Swiss becomes more than evident here, when one sees the crux of the entire syllabus is the co relation between man, environment and technology. Coupled with a very distinct faculty, these institutions enjoy a good international reputation. At the end of the course either a certificate is given, depending upon the course opted for.

Almost every region of the country is spanned by the Universities of Applied Sciences, which are like an umbrella structure that include within its fold, various schools and colleges, including the Schools of Engineering (and Architecture). Administered by the cantons these offer different competencies and degree courses, at times thesis projects and accordingly honour the students at the completion of the term. What is remarkable is that in each of these streams cornering on technology, is to bring about its effective transfer between industry, schools, applied research and development.

These institutions also offer various post-diploma studies after completing which a certification is granted.

There also certain societies, where students can enroll themselves. Two major professional societies for engineers (and architects) are: STV (Schweizerischer Technischer Verband) and SIA (Schweizerischer Ingenieur- und Architekten-Verein). STV represents the majority of graduates from Schools of Engineering (and the former engineering colleges). SIA is traditionally the organisation for academic engineers, particularly in regulated professions such as civil engineering and architecture. Both organisations do not directly influence engineering education policies and schools issues.

Having so discussed the engineering education in the national context, it is imperative to see in international light also. Graduation from the two Federal Institutes of Technology amounts to having a value of post graduation, worldwide. Similarly, Diploma of a School of Engineering corresponds to a Bachelor of Engineering. Also these sets of institutions are further



continuous in Switzerland to partake in major EU Programmes in education, technical and scientific advancement. Guidelines of contracts like SOCRATES or ERASMUS are being complied with by the Swiss institutions to enter into agreements or contracts. Also the Swiss government is encouraging the exchange of students by funding the processes.

European Union programmes

Switzerland is not a member of the European Union. But, through EFTA and also directly by entering into association contracts it striving to partake in the major EU programmes concerning education as well as technical and scientific advancement.

Switzerland participates as a silent partner of SOCRATES/ERASMUS, e.g. Swiss institutions have entered bilateral agreements with peer institutions according to ERASMUS contract guidelines. The Swiss government provides funding for both incoming and outgoing students. ECTS transparency is widely



Sagar Narkar

What follows after completion of education with **Cesar Ritz Colleges** is pleasing. However, a great deal of patience and perseverance is required to attain the aspired level.

I am an alumni of **Cesar Ritz Colleges** who graduated in 1989. I am writing this after completing 15 years after graduation and let me tell you life has been rewarding and gratifying. No complaints about choosing **Cesar Ritz Colleges** as an education institute and hospitality as my career.

Today, Switzerland is recognized as the leader in hospitality education. **Cesar Ritz Colleges** can rightly count themselves among the pioneers in the industry as they have consistently delivered program excellence for more than 20 years. **Cesar Ritz Colleges** deliver a broad-based education that reflects the reality of the hospitality and tourism worldwide. Academic talents, practical skills, ethics and personal developments are cultivated in a safe, international and multi-cultural environment. Equipped with a knowledge of management and operations and with personal attributes of confidence and courtesy, **Cesar Ritz** alumni currently operate in over 60 countries worldwide pursuing careers and managing enterprises in some of the most demanding and rewarding workplaces both within the hospitality industry and

outside of it. It is no surprise that the choice of **Cesar Ritz Colleges** from many other esteemed Swiss Hotel Management schools by the Swiss Federal Department of Foreign Affairs, and a jury of Swiss Hospitality professionals to manage the **House of Switzerland** at the Summer 2004 Olympic Games in Athens.

Switzerland is recognized as being the birthplace of hospitality and hotel management. It is also famous for its financial institutions, watch-making, chocolate, cheeses, among others. Switzerland is a landlocked country, bordered by Germany, France, Italy, Austria and Liechtenstein and therefore acts as an important gateway to Europe. Major cities such as Berne, Zurich, Geneva, Basel, Lucerne, Lugano and Lausanne are easily accessible via an efficient public transport system. Internationally renowned festivals take place throughout the calendar year catering to all musical tastes including pop, jazz and classical. Opera, ballet, gallery, museum and design exhibitions also feature prominently throughout the year. Switzerland's natural beauty is as diverse as its culture and traditions. Mountains, valleys, lakes and glaciers provide year-round opportunities for outdoor pursuits such as skiing, skating, ice hockey, cycling, hill-walking, mountain biking and horse riding.

The safety and quality of life in Switzerland, its cultural and linguistic diversity, national characteristics of industriousness, professionalism, and its location at the heart of Europe, makes Switzerland the ideal option



is designed for students who seek the practical and management skills necessary to pursue careers in the international hospitality and tourism industries or to further their academic study.

2. Bachelor of International Business Degree in Hotel and Tourism Management - This program has a strong focus for students seeking a career at an international hospitality and tourism industries.

3. Master of Business Administration in Hotel and Tourism Management - This program is designed for university graduates from any discipline seeking careers in the international hotel and tourism industries. It offers a balanced combination of professional and international business management courses with a strong operational focus.

4. Master of Science in International Hospitality Management - This program is designed for university graduates from any discipline seeking to advance their career in the international hospitality and tourism industries. It offers a balanced combination of professional and business management courses with a strong initial emphasis on industry operations progressing to more complex, strategic management modules.

Cesar Ritz Colleges, offers right direction to endless opportunities in the challenging world of the hospitality industry. It is just a call away.

Contact details:

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As India's festival season Dussehra and Diwali approaches, the world of fashion explodes. Preceding the traditional excitement is India's own International Watch Exhibition (IWE) 2004, which opened at World Trade Centre on October 7. The four-day fair, concluding on October 10 will give a glimpse of what this country has achieved in horology, the science of measuring Time.

India's watch makers and exhibitors believe that the IWE, which began its inaugural run in 2003, will now be emerging as a world a global fair, coming after the fabulous Swiss exhibitions at Basle and Geneva. The organizers of the IWE 2004 believe that the Fair has the potential to attract global attention in terms of range, variety, sophistication and craftsmanship.

Organized and promoted by Watch Market Review, IWE provides an opportunity to several Indian brands to come on to the world stage and to global brands to make a mark in India, with an economically strong middle-class population of 300 million, wielding solid purchasing power. So, IWE aptly provides the right platform for a "give and take" interaction between global and Indian watch makers.

In fact, India can show the world that it is an ideal "Outsourcing Destination" for global watch industry. It will also be an eye-opener for media, which does not pay much attention to the Indian brands, which are generally low-profile. The IWE 2004 seeks to educate not only the general public but also the mainstream print and electronic media about the achievements of the local watch industry and the need to promote it as one of the world's best. In fact, the first fair, IWE 2003, itself provided a great opportunity to the media to have firsthand knowledge of the Indian watch industry, which it highlighted by giving wide publicity. But a lot more needs to be done. Hence, the continuing saga of the fairs and the IWE 2004.

Abroad, apex bodies of industries step in to promote trade in their respective fields of manufacture. It is heartening to know that this year, representatives of both global and local watch manufacturers are planning to unite under a single umbrella association called the Indian Horological Federation (IHF). It makes sense to use the IWE 2004 as a platform to showcase the might, clout and achievements of the industry. The IHF can leverage the media spotlight to its advantage and press for solving problems that have been hampering the watch industry's growth.

In India, October and November are months of festivities, joy and generous spending. This is also the cool season ahead of winter, when corporate honcho and executives



Anup Ghatak

"No airline is more Swiss than SWISS"

-Anup Ghatak

Anup Ghatak has 27 years of Airline experience in Airport Operations, Cargo, Reservations and Sales. Having worked in key positions in all the 4 metros - Mumbai / Delhi / Chennai / Kolkata - has an indepth knowledge of business skills in handling key corporate accounts and travel trade.

Having worked with British Airways & Swissair, he is currently Manager Western India for Swiss International Air Lines based in Mumbai. He finds his job exciting and challenging to motivate his Sales & Reservation team in Western India to achieve their revenue targets and goals.

He is extremely pro-active and sees the future with only a positive thought - retain and increase market share, and position SWISS to be the customers' and travel agents' first choice airline to Europe / USA.

What is meant by the statement 'Swiss airline is more Swiss than any other airline'?

No airline is more Swiss than SWISS. For our customers, this means such classic Swiss values as reliability, cleanliness and hospitality.

SWISS understands the needs of customers across the travel spectrum. If you're planning to fly between continents, we offer you the luxury and exclusivity of Swiss First, the comfort and calm of Swiss Business, or the friendly service of Swiss Economy. If it's a short flight within Europe you're looking for, our SWISS in Europe concept offers you complete flexibility. From full-service in Swiss Business to a more streamlined product in Swiss Economy - with the lowest available fares guaranteed when you book with swiss.com.

Whatever option you select, you can count on enjoying the personal service on which we pride ourselves. From the moment you make your booking until you step off the aircraft, we'll focus on your needs.

How would you classify the services offered by the airline in the three sectors, namely, First Class, Business Class and Economy Class?

Flying SWISS First is a sublime feeling. You'll enjoy comfort, luxury, calm and privacy similar to what you would experience if you were travelling in your own private jet complemented by the finest meals and beverages, complete with service that satisfies every wish. However, on our daily service to India, we operate an Airbus 330 aircraft in a two class configuration - Swiss Business and Swiss Economy.

Our business class is designed to allow you to do exactly what you feel like while on a long flight: work, relax or sleep - with as few interruptions as possible. Business trips usually involve a hectic series of meetings. Just the opposite awaits you on board our aircraft - you'll find all the calm and relaxation you need to recharge your batteries. You can already start looking forward to your flight - and our flight attendant's friendly smile and a welcome drink.

You can identify a SWISS aircraft by its livery and interior. But

your first true impression of the flight ahead comes with the welcome extended toward you by our flight attendants - and the various economy class extras that are "typically SWISS".

What are the autumn culinary specialties that your airline is planning to offer to the customers this year?

The "SWISS Taste of Switzerland" concept brings Switzerland's regions and their varied cuisine closer to passengers. This autumn, passengers travelling in Swiss First and Swiss Business on long-haul flights from Zurich and Geneva and on selected flights into Switzerland will be treated to culinary specialties from Canton Schaffhausen. Restaurateurs Roger and Renate Werlé-Berger have created regionally accented menus sure to delight your taste buds. The culinary couple manages the traditional Theaterrestaurant in Schaffhausens old town. Their menus are a skilful mix of regional and international cuisine. The Theaterrestaurant also boasts a top-notch selection of wines, some of them from the home region. The special atmosphere typical of the Theaterrestaurant perfectly reflects the host's motto: "Our guests take the starring role but in a relaxed setting and without stage fright." Roger Werlé, a native of Alsace, has made a name for himself as one of Switzerland's most talented chefs. His impeccable credentials include stints at such highly regarded restaurants as Les Quatre Saisons and the Schützenhaus in Basel and, most recently, the Schloss Taverne Herblingen in Schaffhausen.

He has been at the Theaterrestaurant for the past six years, where, supported by a small team, he prepares creative, fresh, seasonal dishes day in and day out, clear evidence of his indefatigable passion for cooking.

Take advantage of this opportunity and savour some of his newest creations on your next flight.

Please enumerate some of the latest additions to your infrastructure and services?

E.Booking - Online booking via our swiss.com website.
E.Ticket - Safer, faster, reliable, cheaper.

E.Check-in - At Zurich and Geneva airports.

More Service at Zurich Airport - Passengers will benefit from a restyled, high-quality airport offering *Attractive shopping and food & beverage outlets on the landside *New check-in facilities close to the railway station *New Airside Center with a wide duty-free offer *Easy access to gates *More convenience and comfort.

The new Dock E at Zurich Airport - Modern, spacious, well lit and airy Dock E adds a new dimension to Zurich Airport. Passengers can enjoy restaurants, shops, atriums decorated with plants, and a stunning view of the landscape with the Swiss Alps in the distance. Benefits to the passenger *Shorter taxiing time for departing and arriving aircraft *High-tech SkyMetro connection to Main Terminal in less than 2 minutes.

SWISS - an award winning Airline - the following awards recognise our dedication to providing our passengers with a satisfying and memorable travel experience.

Award	Category
*Travel Trade Gazette 2004 (Russia)	Best international Airline Award
*IFCA Mercury Awards 2004	Silver for on-board service Bronze for skills development
*Business Traveller Award 2003 (Germany)	Best airline serving North & South America (Germany) First in category Ground Personnel in Germany and Switzerland
*World Travel Award 2003	Europe's Leading Airline
*Skytrax Award 2003	Best Cabin Staff
*Cost Sector Catering Award 2003	Airline Catering

What is the purpose of the Swiss Travel club and what are the activities it indulges in?

Loyalty and recognition of our frequent flier customers are rewarded through the various promotions and facilities Swiss Travel Club offers.

We have a three tier level of recognition based on flown miles - Silver, Gold, Circle Club members. We have a strong database of our loyal customers who form an integral part of our premium business. Our highlights of the program are communicated directly to the customers who have easy access to their mileage data and special handling for any queries through the Travel Club desk in Mumbai.

Are there any joint ventures that Swiss Airline has entered into lately?

Does it harbour any plans of expansion? Currently, we do not have any plans of expansion through joint ventures.

Tell us something about the cargo network of Swiss airline. What do the statistics on the India cargo movement, to and from Switzerland, indicate?

Which factors do you think have contributed to it? On our Intercontinental/Long-haul services, our cargo network is well connected to major countries in Europe and selected destinations in USA. The major cargo carried are textile

machinery and chemicals. We offer feeder connections from major inland Indian ports for traffic to/from gateway on our daily non-stop services ex BOM.

"Flown as booked" is our commitment to you. For whatever freight you entrust to our care. Because we don't just want your cargo to reach its destination. We want it to get there at the time and in the quality you both demand and deserve. That's why we've developed Match, our cargo tracking system, to monitor your shipment every inch of the way and automatically inform us of any irregularity as soon as it occurs. And that's why we've established our extensive network of selected handling partners at our 150-plus destinations, ensuring consistent quality standards and the seamless integration of our air cargo services into your supply chain. And that's why we've taken special care at our Zurich cargo hub to make our acceptance, transfer and delivery processes as smooth and swift as possible

What has been the occupancy level at the airlines and what has been the percentage of growth registered by it?

Swiss operates on a very healthy seat load factor on our major network routes. We have shown a very positive growth on both our passenger numbers and revenue share growth out of India. Currently we have growth factor increase of 6% and operate at an average yearly Seat Load Factor of 78% out of Mumbai. The major growth is shown on our traffic to European destinations.

What are the promotion strategies adopted by the airline in the context of Switzerland?

We have some exciting / excellent value added services/packages/promotions for our various customers tailor made to promote tourism/FIT business to Switzerland. These are classified and branded under the following segments - Swiss Tour packages involved jointly with Swisstours to promote leisure business. Ad-hoc groups - for select incentive groups of individual corporate companies at special group rates to promote this segment of the market.

Do you feel the Indian government had responded well to the needs and demands of the aviation sector?

Any suggestions you would like to give in this regard? Airport infrastructure plays a key role in promoting tourism into India. We are happy that new ideas and infrastructure improvements for the major airports in India have been earmarked by the civil aviation / government authorities. This will provide a welcome relief for both the airlines and the travellers.

Any thing else you would like to add?

Swiss International Air Lines after its restructuring with the new business module has tailored its operation to satisfy the customers throughout the network. Safety, security and punctuality form an integral part of the Airline's focus. We strive for customer satisfaction built on our known strengths in personal care and attention.



“Nature - The USP of Switzerland”

-Rayo Choksi

Beauty in its self is not enough. It needs to be promoted well. This more so when it happens to be countries and amongst whom, doing the same could develop the best of ties. Mr Rayo Choksi, Regional Manager India, Titlis Rotair, provides this service to the best of his ability. Excerpts of an interview with him:



Your association with tourism industry and Titlis Rotair, has been forquite sometime now. Were you inclined towards tourism right from the beginning of your career or was it a later development?

The fine line between travel and tourism, although quite distinctive earlier in my career disappeared somewhere and before I realised I had already switched from one to the other quite effortlessly. Let me say that I went from one boat to another and never realised that I had walked the plank in between. All of a sudden the destination rather than the means to get there was more significant.

When was Titlis Rotair established in Switzerland and how has been the graph of its growth since the commencement of its interest in India?

Mt Titlis as a destination has been quite popular and earlier visitors used to hike up.

A perennial glacier made it ever so more attractive in summer. In 1744, two monks are the first people reputed to have scaled the mountain. The first stage of the cableway was established as early as 1912 and the last stage was completed in 1967. However, the legendary world's first revolving cablecar, "rotair", started opeartion in 1993. Even at that time, the Titlis managememt saw great potential in India as a supply market. The relationship continued and today Titlis appears on every traveller's programme to Switzerland. Growth, except in 2003, has been upward at an approximate 15%. Mt Titlis was the first tourist company from Switzerland to make it's presence felt in the Indian market and continues to show expanding faith in it's potential.

Apart from India, in which other countries is Titlis Rotair promoting itself?

Titlis is promoted globally, but the growing supplier market is Asia. Besides India they are China, Korea, Taiwan & Hongkong. It is our endeavour that the mountain Titlis is synonymous with Switzerland in Asia. Of course, this is in relation of group markets in summer. In winter we have a lot of skiers from the neighbouring countries of Italay, Austria, France & Germany.

Personally, I am responsible for besides India, the



interesting outbound markets of Korea and Japan and the GCC countries.

Which activities fall within your range of operation as the Regional Manager India, Titlis Rotair?

Mainly the activities are marketing and promotional based. Of course, the final focus is that the Titlis Glacier excursion is included in all itineraries of tour operators as well as the FIT traveller. It must be ensured that our presence in the trade and mainline press is constant.

How has been the progress of the Indian tourism industry?

Outbound travel from India has been growing will continue to do so. There may soon be a time when group travel stagnates but a corresponding increase in the FIT traveller will surely be felt. The relaxation in the BTQ amount & the various finance schemes has greatly enhanced the prospect of outbound travel. More and more countries see the potential that the Indian outbound traveller holds for them and are opening tourist offices in India. The only factor which is dissuading people from travelling abroad is the difficulty in obtaining visas.

What are the some of the promotional strategies adopted by Titlis, off late, as its autumn specialty? Does it harbour any plans of expansion?

Strategies for different markets vary as per their travel season. In India, we still have a large number of DINKS (double income no kids) travelling and enjoying the European summer. The end of the autumn season is a kind of forced closure where all the facilities on the mountains are shut and preparations for the peak winter season get under way. This closure is for approximately 2 weeks. As far as expansions go, they are mainly developments of the existing infrastructure to keep on generating interest to captivate even the

repeated traveller. The Titlis Flower Trail, the upgradation of the ice-grotto are examples of these expansions. It is envisaged that the Titlis-Hasliberg region will combine to form one of the biggest skiing regions in Switzerland in the near future.

Tourism also has a flip side as seen in the case of bio degradation. How do you think this can be offset?

Switzerland has as one of its USPs its nature. Everybody works towards maintaining the ecological balance and to ensure that its pristine beauty is preserved. Awareness which is created helps the tourist visiting the country to also respect this aspect.

Which factors have accounted for the phenomenal growth of the Swiss tourism industry?

It was very early and much before other countries did, that Switzerland Tourism opened its offices in India.

Along with the strong presence of the national airline, Swiss, tourism has been steered positively.

The presence of local tourist representations also help in fine tuning this positive and steady growth.

The Embassy in Delhi and the Consulate General in Mumbai are great supporters of tourism and that helps a great lot in promoting Switzerland as a tourist destination. Exotic scenery shown in Bollywood movies generate a lot of interest especially in the honeymoon segment. And lastly, the satisfied traveller is our best ambassador.

Anything else you would like to add?

Yes. I would like to say that Mt Titlis and the Lake Lucerne Region have had a strong growth of Indian visitors and only so because it offers in one region all of Switzerland; the city, the mountains, the lake, shopping & culture.

So come to William Tell territory and be enthralled.

Kenilworth Southbound

The Kenilworth group is in the hotel business since 1968. It is now looking southwards to expand its business. Raju Bharat, Managing Director of the Kenilworth said he is thinking of setting up a property in Bangalore, which would be the third after its hotels in Kolkata and Goa.

“Though Kolkata has high occupancy levels, the room rates here are low. Bangalore offers better rates for hotel rooms,” said youthful Bharat, sitting in his office at the 4-star hotel in Kolkata, which has been positioned as a business hotel. The Kenilworth Beach Resort - Goa has been positioned as a leisure holiday destination.

Bharat said the Kenilworth is also looking at partners for a joint venture. “We are interested in a management company for the properties,” he said.



Raju Bharat,
Managing Director of the Kenilworth

The 105-room hotel in Kolkata had an occupancy rate of 72 per cent last year. With its no-frills image, it is looking at adding a number of features to move up the value chain. “The hotel will soon have added banquet facilities and food and beverage add-ons to make its services more appealing for its clients,” he said.

The Kenilworth has also tied up with a Coimbatore-based company for introducing health-related facilities in the hotels. The 107-room Goa resort has facilities like a state-of-the-art swimming pool with even a jacuzzi attached.

Bharat is very particular about sprucing up the block in the hotel in Kolkata which has been segmented as a 'heritage block' for historical reasons. The hotel, he said, was taken over from an Armenian couple in 1968. From 40 rooms it has been scaled up to 105 rooms. The 50,000 square feet of space in the other block will soon be done up and for that a chunk of it has to be dismantled. The block has higher room rates than in the main section.

With the so many additions the Kenilworth is looking forward to breaking new grounds in the hotel business, which has seen competition from new and up-market properties joining the fray for consumer space.

And Quiet Flows the Cheliyar ...

at Kadavu



Kadavu, the idyllic tourist resort located near Kozhikode (formerly Calicut), is promoted by the Yenkey Group of Companies based in Kerala, the tiny state that spread along blue waters on the southwest coast of the Arabian Sea. Situated on the tranquil banks of the Chaliyar the largest backwater formation in Malabar, the Kadavu resort is located 12 km from the Kozhikode airport, 4.0 km from the railway station and less than half a kilometer from the national highway.

Kadavu is spread over 10 acres of prime waterfront land, whose exquisite landscaping is done by using plants and trees available locally, which enhances the ethnic feel of the entire resort. Built from the warm rust laterite stone indigenous to the Malabar region, the architecture harmoniously blends the Mappila with the Hindu styles giving the resort an absolutely unique appearance.

The resort has 17 independent cottages and 57 elegantly styled rooms and suites. Each room offers a breathtaking view of the crystal clear backwaters and lush coconut plantations.



guests can watch the students of Kalarippayattu in action. An evening tea at a traditional Hindu home in Kozhikode is also arranged to enable the guests to experience the famous Malabar Hospitality.

The Yenkey group was primarily set up with the idea of stepping into the construction industry to build tourism complexes, food courts and restaurants. The company, however, ventured into the Hospitality Industry. As a first step, a hotel management institute Oriental School of Hotel Management was set up in lush-green Wayanad district.

Subsequently, the group launched Greeshmam Resorts, a 48-room resort adjacent to the Institute in January 2000. Kadavu, the third and the most ambitious venture of the group was launched on 1st September 2001 to cater to the premium segment of the domestic and the inbound international travel market.

N.K. Ibrahim Kutty an NRI based in Indonesia is the Chairman of the Group and N.K. Mohammed, an Engineer by profession (Managing Director) and C.P Harris are the principal Directors.

The multi-cuisine restaurant serves authentic Malabar delicacies as well as continental, Indian and Chinese cuisine in an exquisite setting that compliments the spectacular view from the restaurant. The resort also has a Round-the-clock Coffee Shop built in true Malabar style with a rustic thatch roof made of palm leaves and overlooking the serene backwaters. The swimming pool at Kadavu is one of the largest in South India.

Apart from the famous backwater cruises, one could experience the marvels of Theyyam, Kalarippayattu and other local art forms in their traditional settings while at Kadavu. These art forms are part of the festivals that take place in and around the temples from October to March. The resort also conducts visits to the 'Kalari' itself where the

Europe by Rail TCI turns travel into sheer pleasure



Travel Corporation of (India) Pvt. Ltd. (TCI), is an established brand name in global travel tourism. TCI has over the years turned travelling into sheer pleasure, thanks to its concern for the customers' comfort and budget. TCI customises travel in Europe to suit individual requirements using its intimate knowledge of Eurail, the 100,000-mile network that weaves through that fabulous continent.



With more and more people traveling overseas on business and leisure, the name of the game is to know how to travel smart, especially in Europe. There's so much to choose from, so many options by air, road and rail that it often gets confusing. That's why you

need to consult a qualified, experienced Travel Counsellor who knows the ins and outs of travelling and can help you organise your itinerary in tune with your requirements and your budget.

Do you know that the most favoured way to travel around Europe is on the vast 100,000 mile European Rail Network? Popularly called Eurail, it was introduced to Indian travellers way back in 1978 by TCI. The Eurail network covers 17 European countries, and its incredible range of rail passes offer you plenty of flexibility to create, chop and change your itinerary. Train stations are located in the heart of the city and you can often board a tram from the airport itself, saving time and money. Airports like Amsterdam, Barcelona, Berlin, Brussels, Dusseldorf, Frankfurt, Geneva, London, Manchester, Munich, Paris, Rome,

Vienna and Zurich are all linked to the city centre by rail.

European trains are frequent, punctual and comfortable. Save on your hotel accommodation, by travelling at night in comfortable sleepers, couchettes or sleeperettes and before you know it, you're at your destination refreshed.

Cross over to London on the high speed Eurostar train from Paris or Brussels in approximately two and a half hours - its faster than going to the airport, checking in, going through immigration and security checks hours ahead of your flight.

With Eurail, you can select from an incredible range of single country passes, multiple country passes organised by region, point-to-point tickets and more.

You can choose the duration of your pass, save more if you travel with a companion or in a group. What's more, if you're a Eurail pass holder you get to enjoy reduced



prices on select high speed trains like the TGV, bus routes, ferries, lake and river cruises, boat crossings, mountain railways and more.

EURAIL CUSTOMISED FOR YOU

Whether you're visiting Europe for the first time or planning a repeat trip, ensure you plan it wisely. TCI's knowledgeable and experienced Eurail counsellors will be delighted to be at your service. You decide on the duration of your trip, your budget and the places you want to visit. They'll plan your itinerary, save you time and money and recommend a Eurailpass or ticket that best suits your needs.

They'll even offer you value added services like hotel reservations and apartments at amazing rates, sightseeing and excursions, night tours and more. And if you decide to extend your trip, TCI's travel experts will offer a range of adventurous, exciting options like fabulous cruises in the Mediterranean, Baltic and Norwegian Fjords, or on the European rivers, escorted coach tours, a stay in the SWISS Alps, the Greek Islands and more. So make a smart decision. Travel Eurail, travel smart.

Very often, a Eurail passholder enjoys reduced entrance fees to museums and tourist attractions.

At the major railway stations, you will find reservation offices, information counters, post offices, foreign exchange counters, cafes and restaurants, luggage lockers (so you can leave your luggage there whilst you make your business calls), deli, gift shops, book stores, ATMs and more. If you're smart, you'll travel light. Don't travel with more bags than you can handle.

INDO-SWISS
BUSINESS



Sanjoy Sett

Globe Forex and Travels Ltd. has floated a subsidiary to leverage its expanding travel business. The company that began its journey in 1981 as a partnership firm called Globe Tarvels, is one of the top leaders in the travel business in Eastern India. Sanjoy Sett, Head of Globe Forex, who is also the eastern region chairman of the Travel Agents' Association of India, takes time off his busy schedule to speak to Indo-Swiss Business.

How do you look at Globe Forex's journey from its inception till date?

After teeing off in 1981, we were appointed the franchisees of American Express in 1992. The year 1993 saw us emerge as the freight forwarding agents of International Air Transport Association. It was in 1994 that we got into the business of foreign exchange. Today Globe Forex and Travels Ltd is a name to reckon with and has really come of age.

What made you float a subsidiary for the travel business separately?

Our clients, of which we have a large base, often wanted to depend on us for their travelling needs. The company used to get requests for processing travel-related operations, which it was difficult to service with the existing infrastructure. Hence, it was decided to float a separate subsidiary for meeting the needs of such clients, especially the corporate ones, that form a sizeable chunk.

There seems to be an uncontrolled sprouting of firms in the travel business in this part of the country. As the chairman of The Travel Agents Association of Eastern India, how do you see the dynamics of the situation? Can it lead to compromises on the quality of services offered?

It is true the growth of travel organizations here has been unbridled. On this count, quality may be a casualty. Complaints about substandard services being offered and also customers being fleeced in some cases have been heard. We advise the public and our clients to go for those travel and package tour companies who are members of TAAI. Still if a member does not give proper services, the complaint of the client will be immediately addressed by us.

How is the travel scene in West Bengal where you are based and how different it is from other parts of India?

Bengalis are very fond of travelling. But at the same time they are price conscious and demand budget tours. This is where the travel business here has a separate dimension in comparison with other parts of the country. Moreover, considering the socio-cultural matrix, the tourist from here is in need of more personalized service.

As the eastern region chairman of TAAI, what are your priorities to see business reach new heights with proportionate value to the customer?

To give value to customers, I would like to educate our members so that they are able to serve their clients better. Scattered services are an area of concern. I would like to see the Single-Window system implemented in the business. It would help a client looking at integrated services like ticketing, visa, accommodation to have his queries addressed from one point.

What are Globe's expansion plans?

We are now operating from Ho Chi Minh Sarani in the heart of the Kolkata. To be able to meet the demand of scaled up operations, we looking for a bigger office space in Salt Lake's Sector V.

The Leela Where Tradition Hosts World's Most Modern Amenities

Hospitality has always been the hallmark of Indian culture and nowhere is this legacy better epitomized than at The Leela Palaces and Resorts, where one finds a striking combination of tradition and the most modern facilities, where every activity is laced with a touch of elegance and sophistication so rare. A report by *Shruti Sinha*

Born out of the vision of Capt. C. P. Krishnan Nair in 1957, The Leela Group has gradually expanded the business from being a lace-making unit to a colossal entity in the hospitality sector. In the process it has established hotels and resorts of international repute -- in Mumbai, Goa and Bangalore.

These resorts and hotels are amongst the most happening places of the country and every season, every year there is a certain streak of uniqueness that is added to them. It would do us good to check out with the latest.

In **The Leela Palace Kempinski Bangalore**, situated majestically amidst the lush greenery of nature, you will find a new orientation being given to luxury. Designed by Wimberley Allison Tong and Goo, the California-based firm of architects of world fame, the masterpiece of the architecture is revealed in the regal and imposing portecochere at the entrance. The state-of-the-art facilities include the Royal Club, the Business Centre, Citrus-the Twenty Hour Brasserie, two signature restaurants, namely the Jamavar and Zen, the Library Bar, the Grand Ballroom and the Royal Ballroom that offer conference and banquet facilities. And do we ignore the tradition of wellness? Certainly not. The Leela Health Spa and the Gymnasium stand tall testimony to this.

The rarity of The Leela, Goa, is that it captures the spirit of Goa, ensconced in the traditional legacy of Indian culture. While ultimate leisure can be indulged in at the spa and the fitness centre, other attractions feature the Jamavar, the Indian restaurant, the Café, the Riverside restaurant, Susegado, the beachside restaurant, the Pool Bar, the Yali Lounge, the Aqua that offers soul-stirring cocktails and the casino, Las Vegas. The Club at The Leela, Goa, offers an exclusive environment of Villa facilities with amenities.

The Leela Kempinski, Mumbai, is the perfect place a traveller is meant to be. Nestled amidst the hustle and bustle of the financial and commercial capital of India, it is the finest hotel of the city. Equipped with every comfort and elegance that one can think of, this hotel building boasts of



6 Degrees, the recently launched lounge bar at The Leela, Mumbai

graceful columns and a magnificent lobby set at three levels. All of its 423 rooms (deluxe and suites) have the plushiest furnishing. It would do justice to summarise the facilities available here as ones that are the most outstanding examples of state-of-the-art technology combining with a refined décor. Be it the Grand Ballroom or the spa or the restaurants or lounge bar Zaha, each bears a spark of being different from its contemporaries elsewhere. It is set to acquire an even more dynamic look, as stated by company President Peter Leitgeb, by the US\$20 million investment in renovations over a two-year period.

Time and again, The Leela Kempinski, Mumbai, has been coming up with new features like offering some of the most alluring package and offers. The "The Great Weekend Escape" and the Monsoon offer fit best in this category. The latest of course is the "6 Degrees", aiming to infuse a fresh breath in the nightlife of the city. The name is derived from the ideal temperature of serving champagne and to celebrate the conviviality amongst the individuals of the society. Overlooking the swimming pool, a plethora of drinks like wines, spirits, anti oxidant fruit juices amongst a host of others. The drinks respect the preferences of those who do and those who don't partake of alcoholic drinks. They are matched with tapas-styled bar food, music that helps one unwind and a discreet yet attentive service. And it does not end at this. The "Indulge Weekend With Sunday Brunch" The Leela Kempinski Package is indeed too tempting to be ignored.

To add yet another shade to its truly international hue, The Leela has targeted Dubai. This was disclosed recently at a press conference by Vice-Chairman and MD, Vivek Nair, who is also the president of FHRAI (Federation of hotel and Restaurant Association of India). This body will be holding its 40th annual convention in Dubai, a place that has shot to fame as a prominent tourist destination.

Awards and accolades have followed The Leelas quite naturally. The Leela, Goa, was bestowed with the honour of the prestigious 'Imperial Mark' this June, while CNN has declared Bangalore's Leela Palace as 'Ultimate In Service' among all hotels in the Indian sub-continent for the year 2004.

Stairway to Heaven



Gita Hari

As the name suggests, Sikkim is indeed a gateway to Heaven, if you believe that beauty is divinity. Unearth this spirituality bestowed in the bounties of nature that Sikkim beholds with columnist Gita Hari.

Sikkim is the land of the breathtaking Mount Kanchendzonga famous for its mesmerizing scenic splendours, snow and mountain views with rare varieties of flora and fauna. Stand almost anywhere in Sikkim and you look up to Kanchendzonga, the House of Five Treasures. It is omnipresent, standing over everyone, protective and terrifying at the same time. This mystic mountain, reminiscent of the awesome Swiss Alps, is my one abiding memory of Sikkim.

There is another -- the flora. We were in Sikkim in the best of seasons. The days were warm and along many of our passages across Sikkim there were flowers in prime bloom, and flowers, and flowers...

And then a third -- the people who were something of both the mountain and the flowers. Even today the image is sharp, of a smiling, colourful, pretty people.

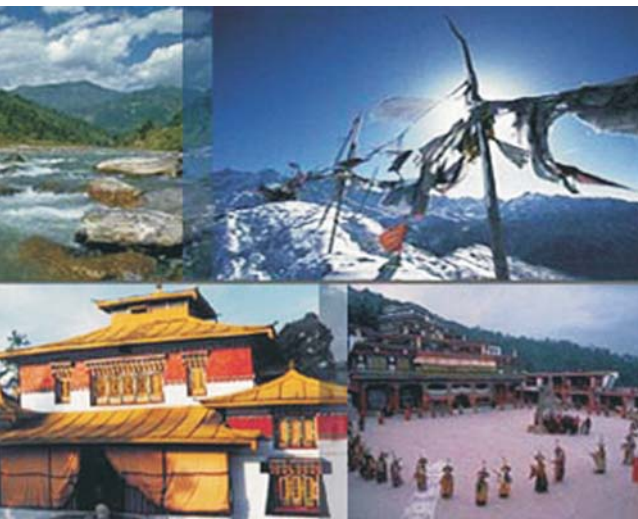
Gangtok, the capital of Sikkim is an eclectic mix of trendy restaurants, brightly painted pagoda-roofed houses, friendly people, lamas with Prayer Wheels invoking the Gods to the valley and, of course, posh travel agencies that promote sublime Buddhism tours which have become a craze with western tourists who come to the crested land in search of the elusive nirvana.

Gangtok is always brimming with activity, with an air of enchantment that envelopes the city at dusk and as the lights come on, Gangtok wears a festive look. The rope way here reminds one of Mt. Titlis in Switzerland, though the Swiss Alps provide a far and much better view. Considering it to be a good idea to reach out to the monasteries close to the state capital, I went to the majestic Rumtek Monastery, 22 kms away. The drive from Gangtok to Rumtek is beautiful as you criss-cross hairpin bends at every half a kilometer which bring you fascinating vistas of Sikkim's awe-inspiring mountains on the one hand and the laidback countryside life of the state on the other. Rumtek is the largest and the most beautiful monastery in Sikkim and happens to be the seat of the Karmapa Lama.

Pelling is fast growing to be an urban settlement due to tourist influx. Situated at an altitude of 6,800 ft, it offers a good view of entire mountain ranges and due to this locational advantages, many hotels and lodges have mushroomed in and around Pelling offering various categories of accommodation facilities.

Chungthang, on the confluence of Lachen and Lachung Chu and the starting point of river Teesta, has emerged as a major sub-division settlement in North Sikkim. It is the nodal junction for the two passes, Lachen and Lachung. The valley is believed to have been blessed by guru Rimpoche and one can visit the Holy Guru Ihedu to see the foot and palm left behind by the patron saint.

As we drove northwards from Mangan, the headquarters of the northern district of Sikkim, along an excellent winding road hugging the steep forested hill sides, the snow covered ranges of north-Sikkim welcomed us by unfolding at every corner, a new vista. We saw the first misty view of mount Kanchendzonga the moment we turned a corner and entered the village of Singik. Yet, enticingly, she did not let us see her full form; a filmy shawl of blue haze covered her from her feet deep in the valley right to her lofty head in the blue sky. It was

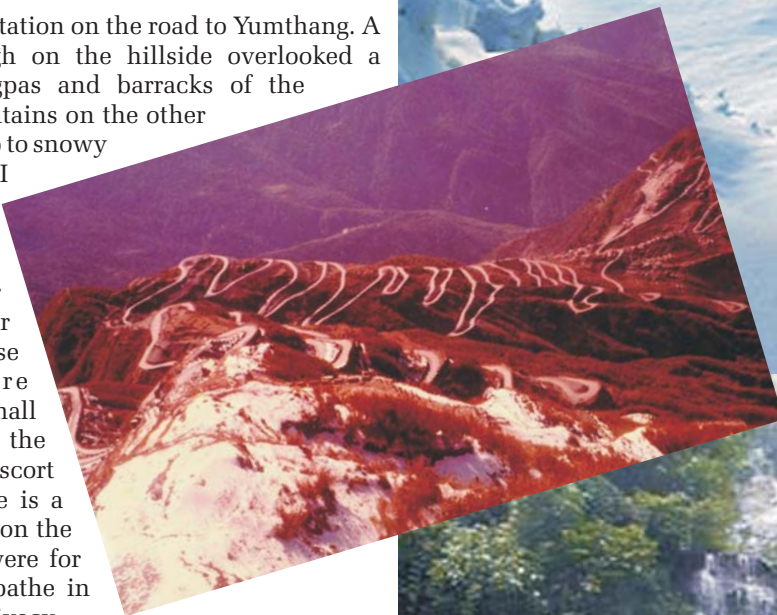


obvious that on clear days, the view of her 'profile' from this vantage point would be gorgeous. I waited for the golden rays of the first sun to catch Kanchendzonga unveil her splendour. She read my thoughts and herself shooed the clouds away, if only for a short while. Exhilarated, I moved on clutching the charming vision in my entire being. The air was crisp and fresh with the smell of pines. The villages here are typical with a few wooden houses with corrugated, galvanized sheet-iron roofs, some grocery shops and a school lined along the roadside, while the rest of the houses are planted along the hill side, both above and below the road.

The road from Chungthang toward Lachung took us into another world. This is the area inhabited by the Lachungpas, a hardy mountain people who consider themselves quite different from the Bhutias and the Tibetans. Two spectacular waterfalls greeted us further up the road.

Lachung is the last habitation on the road to Yumthang. A monastery, hidden high on the hillside overlooked a settlement of Lachungpas and barracks of the Indian army. The mountains on the other side of the valley rose up to snowy heights. In the distance, I could see the impressions of a track that was once used by traders to cross over from Tibet with their mules laden with Chinese silk. Shortly before Yumthang, we saw a small wooden bridge across the river Lachung. My escort informed me that there is a hot spring at this point on the river, and these huts were for those who wanted to bathe in the thermal waters in privacy.

Finally, we reached Yumthang, a valley at 12,000 ft. Its location is awesome an ideal picture postcard scenery if I have ever seen one reminded me of the Swiss and Austrian Alps. Add to that a generous splurge of colourful rhododendrons and you are at Singha rhododendron reserve. Nature is at her expressive best at this valley. Snowclad mountains all around looking down on this high valley full of colour. The valley floor is covered with wild, yellow flowers and violet primulas, while the hill-sides are vivid and glowing with multicoloured rhododendrons. The best part about traveling in Sikkim is that even while you are traveling you are actually passing through beautiful places. Each place could be the destination for a lovely ethereal holiday. May be, it was the time of year, or may be the kind of life amidst these lofty mountains. I walked along the road deeply breathing in the crisp mountain air and the stillness. I lost my heart somewhere in these mountains.



Making the World Tick the Swiss Way

Please throw some light on your organization and the range of its activities.

The Federation of the Swiss Watch Industry FH, with its headquarters in Bienne, is the Swiss watch industry's leading trade association.

We are a private, professional, and non-profit association, currently bringing together more than 500 members representing more than 90% of all Swiss watch manufacturers (finished products, watch movements, components, etc.).

We have, among others, as our mission to contribute to the development of the Swiss watch industry to establish a permanent link between its members to promote their joint interests to represent the Swiss watch industry in dealing with the Swiss, foreign and international authorities and economic organisations

To protect the interests of its members in the drafting of national and foreign legislation, as well as during international negotiations to defend its members' interests by means of legal proceedings.

As a meeting place for our members, we strive to provide common interests, to coordinate the policy wishes of the industry and to help conditions in the foreign markets to provide optimal benefits for the watch business.

Our organization is also designed to provide its members with a very large range of services in the legal, economic and commercial



Jean-Daniel Pasche,
President of the FH

Time is abstract. But the Swiss have captured it and made it exact for the earth to revolve. The Swiss think time, wink time and ink time. The Federation of the Swiss Watch Industry, FH, the apex organization of the country's watchmakers, relentlessly drives its members towards achieving perfection, another abstract concept for the world, except the Swiss. In an interview to **Shruti Sinha**, **Jean-Daniel Pasche**, President of the FH, talks about the Theme Exhibition the Federation is hosting to ensure the world ticks the Swiss way.

fields. It acts as a privileged entity when dealing with the authorities, the media and the public in general, both in Switzerland and abroad. Our chief antennae in the world (permanent offices) are located in Hong Kong and Japan.

What has been the purpose of your organization behind choosing this particular theme for the exhibition?

The need to have an attractive medium through which to promote Swiss watchmaking led the Federation of the Swiss Watch Industry to set up a travelling theme-based exhibition. Right from the outset, precise criteria were defined to ensure that this exhibition would provide optimum visibility for the Swiss watchmaking sector and enhance awareness among different segments of the public regarding the multi-faceted nature of this industry.

Think Time Think Swiss Excellence is designed to be presented either independently, or within the context of events such as trade fairs, conventions or seminars. Thanks to its eminently modular nature, it can be displayed in whole or in part and may be integrated within such varied settings as museums, embassies, hotels, etc. A promotional instrument dedicated to the sector, but also on a broader level to Switzerland in general, it is capable of responding to requests from specialised organisations as well as non-watchmaking sources.

Enhancing awareness of the wealth and variety of the Swiss watch industry was a prime element in designing the exhibition. There is a focus on sound and vision technologies in order to enable visitors to experience a genuine immersion into a world that is both entertaining and educational.

Which factors do you think contribute to giving Swiss watches the rarity that they stand for?

One of the great strengths of the Swiss watch and clock industry, by comparison with its foreign competitors, is its ability to offer the consumer a genuinely comprehensive choice of products. Would you like a mechanical watch (hand wound or automatic) or a quartz watch (with analogue or digital display)? Do you prefer a diamond-set watch of precious metal or one made of stainless steel, wood, plastic or even high tech ceramic?

Are you more attracted by a sober classic appearance, a sporty look or a fashionable and trendy design? Whatever you want, you will always find something to satisfy you amongst the products of the Swiss watch industry. And if you prefer an alarm or other type of clock to a wristwatch, you will have difficulty in choosing from amongst the vast range of models offered by the Swiss manufacturers of this type of product.

What is your assessment of the response that you

have got from this show?

Think Time - Think Swiss Excellence always encounter a flattering success wherever it is presented, members of the public are able to become acquainted, or in some cases renew their acquaintance, with the wealth and variety of Swiss watchmaking. All topics covered by the exhibition (history, innovation, technology, research, training, materials, after sale service) arouse a marked interest among visitors/consumers, who are clearly thirsty for knowledge, but also captivated by the audiovisual technologies used.

At which points within the watch market, do you feel the Swiss and the Indian hands can come together?

The scenario in which both Indian and Swiss watchmakers co-exist, offer a healthy competition to each other and both remain confident of good business opportunities is a happy one. I see a healthy free market in India's horology business. Those who feared that globalization of the Indian business would harm the domestic players are now convinced in the strength of the domestic industry and also of the positive attitude of the Swiss players. In working for the growth of the Indian wrist watch business, the Indian and Swiss companies are one and united.

What kind of expectations would you keep from the Indian government to boost this scenario?

The Swiss watch industry would like the Indian government to cut import taxes.



Films, Festivals and Fostering Ties



As with every passing year, the recently concluded 57th film festival at Locarno, saw the event grow in both, quality and quantity. This has made it a hub for perfect networking between the distributors, buyers and producers from all over. This year's festival only added one more shade to this growing positivism.

A new category was added to the award this year by the name of **Locarno Excellence Award** with a view to recognize and celebrate the work of an actor and actress. The first recipient of this award is the Russian stage and screen actor, **Oleg Menchikov**.

Several movies made a mark in this year. Amongst them the one to be honoured with the year's **Golden Leopard** for the best film was an Italian movie **Private**. **Silver Leopard** for the second best film went to the German movie **En Garde** and for the best feature film went to **Dastan Natamam**. The best actress award was shared between **Maria Kwiatkowsky** and **Pinar Erincin** for the film **En Garde**. In the best actor section, the leopard went to **Mohammad Bakri** for the film **Private**.

The **Leopards of Tomorrow** honoured the Swiss talents. **Pardino d'Oro SRG SSR idée suisse**, was awarded to a Swiss film, **Chyenne** by Alexander Meier. **Pardino d'Argento**, Kodak Prize was given to **Wackelkontakt** by Ralph Etter, **The Action Light Prize For Best Swiss Newcomer**, went to **Paul Maillard**, **Facteur De Langue De Bois** by Grégoire Mayor. A film that made a mark in the **Human Rights** category was the South African movie, **Forgiveness**.

The Eumenical Jury award was given to a UK/German film **Yasmin**. The **FICC Jury (International Federation of Film Societies)**, gave the **Don Quijote** Prize unanimously to **André Valente** by Catarina Ruivo-Portugal.

Critics Week Prize 2004 went to **Touch The Sound** by

Locarno has been known to keep alive the tradition of film festivals in their truest light. Be it experimentation or discovery or simply the passion for cinema, Locarno's film festival has it all. A report.

Thomas Riedelsheimer of Germany. A special mention was made to **Calling Hedy Lamarr** by Georg Mish.

As mentioned earlier, Locarno's film festival touches every aspect of life and culture from a diverse background. In her movie, **Conversations De Salon 1-2-3**, Danielle Arbid, makes us see tragedy of life through the lense of deep comedy and at once you feel connected with the world through this emotional kaleidoscope. Swiss film **Wackelkontakt** matches in proportion good cinematography with balanced display of a sensitive theme. **Forgiveness**, shows to us how difficult it is to forgive, yet not forgiving does not mean that it should have a negative connotation. Remembering our past can well become a source of hope and continuing the fight for justice. **Yasmin**, is the story of a girl, who is trying to understand her culture and rediscover her religion, in the aftermath of September 11. In the process she establishes herself as an individual, re begins her journey based on the true credibility of faith and depicts her religion in true light.

This brings us to the next point. Even a child of eight years age can be an individual by his right. This is what Andre Valente does when it shows the intensity of life of a child of the same age group.

It does not stop at this point. Locarno has been a living example of the ever growing ties between India and Switzerland, for films have always been one of the strongest link in this chain. The Indian movie 'Black Friday', based on the 1993 bomb blasts, was shown in the film festival. Indians also featured as members of the jury. The NETPAC award, to promote Asian cinema had in its jury Amitav Ghosh from India. Also were present Sahiba Kumar, the director of "Khamosh Pani" and Uma Da Cunha (as curator of films) as members of the Panel of Jury,

It needs to be mentioned here that the "familiarization trip" for eminent producers and directors of the Hindi film industry by Swiss Tourism in association with the Consulate General of Switzerland, which included a visit to the Locarno film festival, is a pointer in this direction. The trip included the likes of Mr Rajiv Rai, Mr Mukesh Bhatt, Mr Raj Kumar Santoshi among others. It was also reflective of the personal desire of the President of Switzerland, to receive this prominent people and thereby recognize the important role played by them in promoting Switzerland in India.

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