

Editorial



attractive location, not only for tourists but also for those interested in business and culture. So it is both practical as well as stimulating to familiarise yourself with Switzerland, past and present, and this eighth edition of «The Pearls of Switzerland» provides a unique opportunity. We address a whole host of topics: culture, economics, education, sport, art and more. So why not immerse yourself in this wealth of information. It describes in a variety of ways and from a multitude of angles CH, the Confoederatio Helvetica.

Enjoy!

Theodor Heutschi
Publisher

Dear Reader

The revival is gaining ground as the world economy recovers. The U.S. market is growing, there are positive reports from Japan, Germany shows signs of a cyclical upturn. Following its enlargement the EU is poised to become the world's biggest domestic market – a major political development but also a massive economic one is happening before our eyes. Although Switzerland – situated at the heart of Europe – is not part of the EU, it has close historic, cultural and economic links with the Community and, without doubt, it will take advantage of the emerging upturn. Not only is Switzerland an important junction when it comes to the movement of goods and electrical power, it holds the advantage in communications. Three major European languages are spoken here so it is no exaggeration to say that Switzerland speaks Europe's languages; reason enough to get to know our country! Switzerland is a highly