

# THE PEARLS OF SWITZERLAND

## Content

PRIVATE BANKING:	<b>17</b>	Federal Councillor Hans-Rudolf Merz – a time for bankers	
	<b>20</b>	The Private Banking Division of Basler Kantonalbank – Partnering for Success	
	<b>22</b>	Finance Forum – Information and Networking as key success factors	
	<b>25</b>	Bank Vontobel – Efficient markets are an illusion	
ECONOMY:	<b>28</b>	Federal Councillor Ueli Maurer – we give much to the world	
	<b>32</b>	OSEC – the centre of excellence promoting Switzerland's foreign trade	
	<b>34</b>	economiesuisse – a solid foundation for Switzerland's foreign trade	<b>36</b>
	<b>35</b>	Swiss Economic Forum – ReThink!–ReStart!	
	<b>36</b>	World Economic Forum – People need work and money	
	<b>38</b>	Presence Switzerland – House of Switzerland Canada 2010: Switzerland at its best	
	<b>40</b>	Swiss embassy in Thailand – a deeply touching warmth and serenity	
	<b>44</b>	Travel with Swiss: more than just a flight	
SPORTS:	<b>48</b>	Roger Federer – the sympathetic record holder	
	<b>52</b>	Ariella Kaeslin – finding the perfect balance	
	<b>55</b>	SwissTopSport – driving force, role model and image bearer	<b>49</b>
	<b>58</b>	Pius Schwizer – the two lives of an equestrian	
LIFESTYLE:	<b>62</b>	Switzerland Tourism – Three enjoyable ways to get closer to Switzerland	
	<b>66</b>	2010 – the centenary of flying in Switzerland	
	<b>70</b>	3 PM in Andermatt	
	<b>72</b>	Automotive visions become reality	
FOOD:	<b>77</b>	Welcome to the country famed for its cheese	
	<b>80</b>	Cheeses larger than wagon wheels	
	<b>86</b>	Le Gruyère AOC – lives up to its history	
	<b>89</b>	«1655»: the guarantee of an exceptional Gruyère	<b>72</b>
	<b>90</b>	L'Art du Biscuit	
WATCHES:	<b>95</b>	The watch industry winds itself out of the crisis	
	<b>102</b>	Eterna	
	<b>105</b>	Baselworld – the world watch and jewellery show	
	<b>106</b>	Victorinox's "multifunctional" world	
REAL ESTATE:	<b>109</b>	The purchase of Swiss real estate by foreign nationals	
	<b>113</b>	Exclusive real estate still very much in demand in Switzerland	
ART AND CULTURE:	<b>116</b>	The Rütli Oath – "a single people..."	<b>84</b>
	<b>120</b>	St. Bernhard dogs – armed with courage, strength and a flask of brandy	
	<b>122</b>	Betruf – The blessing reaches out, to the furthest note	
	<b>128</b>	Five-horse power over the Gotthard	
HIGH-TECH:	<b>131</b>	The hi-tech world of the glitterati	
	<b>135</b>	Energy for the future	
RESEARCH:	<b>139</b>	On the trail of the Universe	
	<b>141</b>	Research based on curiosity	
TEXTILES:	<b>144</b>	Textiles Worldwide	<b>101</b>

