



# National Day of Switzerland

The Daily Star

SPECIAL SUPPLEMENT

July 30, 2020

## Mission August 1<sup>st</sup>

Join us and let's celebrate Swiss National Day together:

[www.missione1agosto.org](http://www.missione1agosto.org)

### What will you find ?

- Do-it-yourself activities for August 1st: traditional recipes, yodeling classes, table decorations, tutorial on how to make your own lantern, initiation to flag throwing, cervelat cutting class...
- Swiss music
- A quiz to test your knowledge about Swiss sounds
- Fun facts about Switzerland

### Your mission ?!

- Share the results of your do-it-yourself activities directly on missione1agosto.org
- and maybe win a dinner with the Swiss Ambassador in your country!
- Make noise on social media with #SwissNationalDay!
- Join live on August 1st to watch and comment the speech of the President of the Confederation, Simonetta Sommaruga!



We look forward to seeing you on [Missione1agosto.org](http://Missione1agosto.org)



Scan the QR code for instant access to the website

## CORPORATE SOCIAL RESPONSIBILITY IN PRACTICE How Swiss Companies in Bangladesh Contribute to the COVID-19-Response

SWISS companies operating in Bangladesh are playing a key role in maintaining livelihoods, food security, health services and critical infrastructure and logistics during the ongoing crisis. Many also support or implement their own relief operations and pioneer safe working and commuting practices.

Switzerland is home to many globally leading pharmaceutical companies, two of which are particularly active in the country and its COVID response. Both Novartis and Roche have continued supporting patients and healthcare professionals with their wide range of testing solutions and medicines, often vital for diagnosis and treatment of critical diseases. Together with UNDP, Roche has reached out to over a million people with an online awareness campaign. Novartis has teamed up with the Swiss Red Cross and the Bangladesh Red Crescent Society to provide PPEs to healthcare professionals.

Various Swiss businesses are critical links in Bangladesh's food and beverage value chains, playing a key role in ensuring food security and safety, particularly during times of crisis. Syngenta, a leading agriculture company, has continued to safely supply farming products and services by distributing PPEs among its employees and business partners, and running a number of hygiene campaigns. Similar initiatives were taken by Bühler, a global food processing technology leader, who managed to continue servicing its equipment in mills and factories



PHOTO: F. BARISHAL/ UNICEF

Hand wash after disinfecting the handle and spout at a well.

throughout the county, despite the pandemic. The food and beverage company Nestlé has continued its operations to ensure availability of essential food items in Bangladesh. The company also contributed to the Honourable Prime Minister's Fund and supported local NGOs and around 1'000 families living near its factory.

LafargeHolcim, a global leader in building materials with a strong presence in Bangladesh, provided local communities living in the vicinity of its operations with food support, protective equipment and hygiene solutions. The company also provided PPEs to health care professionals across the country. Meanwhile, Switzerland-based SGS, with its core

competencies in testing, inspection and certification, plays a key role in setting up standards and guidelines for sourcing and manufacturing high-quality PPEs in Bangladesh. Finally, the IT powerhouse Secure Link Services (SELISE), which even expanded its local workforce during this crisis, has developed a digital platform to assess the likelihood of an individual contracting COVID-19, based on automated data collection and analysis.

As advocates of Swiss values such as quality, reliability, sustainability and solidarity, these companies, together with their local business partners, are making key contributions to help Bangladesh overcome and recover from the COVID-pandemic.

## Heartiest Felicitation on Swiss National Day

From

Switzerland-Bangladesh Chamber of Commerce & Industry



48 Years of Bi-lateral Relationship



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We provide knowledge and equipment to create the next generation of made-in-Bangladesh foods.

### Breakfast



### Meals



### Savoury snacks



### Sweet treats



### Grain-to-feed solutions



Let's discuss your next project

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