



# National Day of Switzerland

The Daily Star

SPECIAL SUPPLEMENT

August 1, 2008

## Geneva--the international capital of Switzerland



**G**ENEVA is the capital of the canton of the same name, and is Switzerland's second biggest city. It lies in the south-west, near the border with France, at the western end of Lake Geneva, where the Rhone flows out of the lake.

### History

Geneva was a settlement even in Celtic times. It was an important transshipment point under the Romans, who named it Genava. The Germanic Burgundians, who conquered the area in the 5th century, made it their capital for a time. The city was the seat of a bishop from around 400 until the Reformation, when the bishop was driven out and the city became one of the major Protestant centres in Europe under Jean Calvin. The influx of refugees it attracted contributed to its economic and cultural upsurge. In 1602 the city defeated the Duke of Savoy and forced him to abandon his territorial claims against it. Geneva then remained a small city state until it was briefly absorbed into France in 1798, before becoming a Swiss canton in 1815.

### Ideals of peace and humanity

In 1863, Henry Dunant and a group of Genevese formed the International Committee of the Red Cross. Today, Geneva's humanitarian role and action are more than ever necessary and it is widely recognised as the city of Peace and of major international negotiations.

While Berne is Switzerland's capital, Geneva functions as the "international capital of Switzerland" and plays host to some 200 international organizations - the UN European headquarters, the UN Conference for Trade and Development (UNCTAD), the International Labour Organization (ILO), the World Health Organization (WHO), and the High Commission for Refugees (UNHCR). Geneva houses diplomatic missions from about 170 countries. As home to major trade pacts, Geneva proved to be the ideal location for the World Trade Organization (WTO).

In addition, a number of specialized bodies such as the International Organization for Standardization (ISO), the International Telecommunications Union (ITU) and the World Intellectual Property Organization (WIPO), give Geneva a major role in the development of technical standards and copyright law.

Geneva has sheltered successive waves of refugees over the centuries. They brought the leading technologies of their era - printing, watchmaking and textile manufacture. The international city, with 40% of its population from other lands remains open to people of different origins and cultures.

Switzerland offers a neutral ground to host sensitive conferences and meetings. For example, the first meeting between Gorbachev and Reagan (1985) or between Clinton and Syria's President Assad (2000) took place in Geneva.

It is therefore not surprising that the city has become a top conference centre. The cross-fertilization of ideas encourages action, an open mind and an objective view of the world.

As an open city, Geneva's amazing power of assimilation and integration makes you soon feel at home. Perhaps it's the city's genius for maintaining traditional values in a modern context, that makes it unique.

### Message of the Ambassador



**O**N the occasion of the National Day of Switzerland, I would like to extend the warm greetings and best wishes of the Government of Switzerland to the Government of Bangladesh and the people of Bangladesh. I also extend my heartfelt greetings and wishes to the Swiss residents here in Bangladesh.

The Swiss National Day commemorates an event that took place over 700 years ago. The day was chosen because August 1st 1291 was the date on which three Alpine cantons swore the oath of confederation, an act which later came to be regarded as the foundation of Switzerland.

This auspicious occasion affords me the opportunity to highlight the expansion and deepening of Swiss-Bangladesh relations. Our bilateral relation both at the government level and people level has increased

ingly developed with sincere understanding and mutual trust, reflecting the long-standing spirit of close and friendly relations. Over the last years, there has been substantial development of relations between the two countries in many aspects, including trade and investment, culture, development cooperation and humanitarian aid.

I would like to take this opportunity to congratulate the government of Bangladesh for finalizing the second Poverty Reduction Strategy Paper (PRSP) for the period 2008-2011, which is an important and positive step towards the government's efforts for sustainable reduction of poverty in the country. In line with the principles of PRSP, Switzerland has renewed its longstanding commitment to the economic development and poverty alleviation in Bangladesh with the approval of the Cooperation Strategy 2008-2012. Under this 5-year framework, Swiss Agency for Development and Cooperation (SDC) will work with the Bangladesh Government and NGOs to provide assistance in the areas of local governance and employment and income generation in Bangladesh. Another critical area of Swiss cooperation in the coming years is disaster risk reduction, and mitigating the risks resulting from the effects of climate change. These measures will be strengthened in our programme, together with support to the government of Bangladesh in its efforts to adapt to the climate change. Switzerland has quickly responded to the cyclonic storm SIDR and floods that affected Bangladesh last year, giving support to the victims. However, focus will be more and more on preventive measures.

The trade and economic relations between Switzerland and Bangladesh has

become increasingly important in our bilateral relations. An agreement for the Avoidance of Double Taxation was signed between Bangladesh and Switzerland in December last year. Together with the agreement on Investment Promotion and Protection signed in 2000, this will greatly contribute to creating favourable conditions for Swiss investments into Bangladesh. Our bilateral trade has increased steadily over the last years. The two-way trade exceeded a total of 200 million Swiss francs in 2007 and is balanced. The largest Swiss multinational companies have investments in Bangladesh in important sectors like pharmaceuticals, food, cement and technical services. In addition, over 100 Swiss companies are represented in Bangladesh by themselves or by agents. Switzerland Bangladesh Business Forum (SBBF), formed in 2004 to foster bilateral trade and investment between the two countries, is in the process of becoming a business chamber.

I am proud to say that Switzerland successfully co-hosted the European Football Championship Euro 2008 in June this year. On this occasion, we organized a string of exciting activities in Dhaka, which was greatly enjoyed and appreciated.

I am happy to note that I have always experienced a warm and friendly reception from the people of Bangladesh during the three years I have spent here. Switzerland and Bangladesh always had excellent relations based on mutual understanding and trust. I am confident that all concerned share my desire to continue supporting the bond that grows stronger between the two countries.

**Dr. Dora Rapold**  
Ambassador of Switzerland to Bangladesh

## Heartiest Felicitation and Best Wishes on the Occasion of Swiss National Day



**BENNINGER**  
Switzerland  
\* Warming/Sizing  
\* Indigo Dyeing  
\* Wet Processing



**oerlikon**  
Accotex-TEXParts  
Germany  
\* Pendulum ARM PK-2025/3025/1500  
\* Cots and Aprons  
\* Lubricating Apparatus



**PICANOL**  
Belgium  
\* Weaving Looms  
Rapier/Air Jet/Terry



**Holz**  
Germany  
\* Flyer Washing Device  
\* Simplex Flyer  
\* Presser, Twist Cap



**FISCHER & POEGE**  
Germany  
Knotting Machine



**AMSLER**  
TEXTILE EFFECT SYSTEMS  
Switzerland  
\* Ring Slub Yarn  
\* Open End Slub Yarn  
\* Core Yarn System



**SperottoRimar**  
Italy  
\* Denim Finishing  
\* Dry/Wet Sueding



**RF**  
Germany  
\* Spinning Rings  
\* Ring Travelers



**MAINO**  
Italy  
\* Garments Washing  
\* Dyeing / Drying Machine  
\* Spray Machine  
\* Laser Marking



**WIRA**  
UK  
\* Testing Equipment

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## World Class Brands from Nestlé, Trusted for their Good Nutrition

Nestlé, world's No.1 food company, has been producing quality foods and beverages under world class brands, and is trusted for their goodness and nutritional values by families all over the world. Our range of nutritious foods and beverages is for everyone in the family to enjoy. And whatever we serve you, will always be of the highest quality in terms of ingredients, taste and nutritional values. Because we believe, a good life depends on good nutrition and good nutrition on good food.



Good Food, Good Life