



SWISS NATIONAL DAY, 2022

SUPPLEMENT

DHAKA, MONDAY AUGUST 1, 2022
SRABAN 17, 1429 BS



B2

MESSAGE FROM THE EMBASSY OF SWITZERLAND

The first of August is an important day for Switzerland. It is our National Day! On this joyful occasion, I offer my best wishes and warm greetings to our Bangladeshi friends and fellow Swiss citizens living in this colourful country and abroad. At a time when Bangladesh and Switzerland celebrate the 50th anniversary of our bilateral relations, the Swiss national day gives us even more of an opportunity to celebrate our achievements together.



▲
Nathalie Chuard

Indeed, on 13 March 1972, Switzerland officially recognized Bangladesh as an independent and sovereign nation. The golden jubilee celebration this year gives us a unique opportunity to reflect on our collective journey. Our two countries have cultivated and grown a solid, diversified and robust partnership in a whole array of areas over the last decades. This makes me very proud. Our bilateral cooperation began with humanitarian aid in the early 70s when my government and the Swiss population stood firmly by Bangladesh in solidarity at a time of need. Since then, humanitarian support has remained a cornerstone of our cooperation, for instance with

a substantial operation and our on-the-ground presence in Cox's Bazar to respond to the Rohingya refugee crisis. Moreover, development and economic cooperation have with time emerged as solid pillars of our ties as well as effective political and cultural exchanges. All this has nurtured significant goodwill between our countries and people.

Looking ahead, I am thrilled about what the future has in store for us. In the economic sector, we see vast untapped possibilities and remain convinced that closer trade and investment ties would mutually benefit our two countries. Switzerland has a lot to bring to the table when it comes to innovation, quality and know-how. I am convinced that if Swiss excellence in technology can be effectively combined with the fantastic entrepreneurial spirit of Bangladesh, we can make miracles happen together! In terms of development cooperation, our new country programme for 2022-2025 is aligned with the Sustainable Development Goals (SDGs) and Bangladesh's national priorities. It aims to promote a more prosperous, just and resilient society and a sustainable transition from the Least Developed Countries (LDCs) group. Switzerland will continue to partner with Bangladesh towards a greener future and a society that is inclusive and leaves no one behind. On critical issues, such as climate change, gender equality, human rights and good governance, we want to reinforce our partnership with all stakeholders involved.

While we have numerous milestones to celebrate on the bilateral front, our world is faced with unprecedented challenges. One crisis has collided with the next, with the pandemic, climate change and Russia's attack on Ukraine. This war has not only brought conflict back to

Europe but also made the recovery from the pandemic harder, not only for my continent but for the whole world. Moreover, it has tested our values and beliefs about a rules-based society. This is a test we must not fail. In view of this brutal violation of international law, especially international humanitarian law, Switzerland has strongly condemned the war and adopted the EU's sanctions. For my country, which has a long traced tradition of neutrality, being neutral does not mean being indifferent.

If this conflict has taught us anything, it is the importance of building consensus, standing up for a rules-based order, advocating for global peace and prosperity and stronger multilateralism. In June this year, the UN General Assembly resoundingly elected Switzerland as a non-permanent member of the UN Security Council for 2023-2024. The membership to this important UN body gives us an excellent opportunity to work closely with Bangladesh on critical global peace and security as well as development issues.

Our future is together. The cooperation between Bangladesh and Switzerland over the years has proven that with joint efforts, we can create amazing results. In this spirit, we are looking forward to the next fifty years of our relationship.

I hope that you will enjoy reading this special newspaper supplement. If you want to join us virtually to celebrate our Swiss National Day, please log on to www.missionelagosto.org. There is plenty of fun stuff on this website and many opportunities to get to know my country. I wish you, your family and your friends a happy Swiss National Day!

Nathalie Chuard
Ambassador of Switzerland to
Bangladesh

Humanitarian and development cooperation between Switzerland and Bangladesh

Humanitarian values and principles are at the core of Switzerland's identity. In the years following the independence of Bangladesh, our humanitarian aid mainly focused on reconstructing the country's war-affected infrastructure. Since then, Switzerland has remained a committed partner of Bangladesh, be it in relation to natural disasters, such as floods or cyclones, or in the context of the Rohingya refugee crisis. In this regard, considering per capita contribution, our country is among the top contributors, standing firmly by Bangladesh to respond to the crisis.

Our contributions go to the United Nations, local and international NGOs. In addition, we established an office in Cox's Bazar to support with technical assistance the engagement in water and sanitation as well as waste management. Since 2017, Switzerland has contributed 50 million Swiss Francs (\$50 million), benefiting both the Rohingya and host communities. At the latest Joint Response Plan launch in late March this year, our country pledged additional 6 million Swiss Francs for humanitarian aid and over 1 million Swiss Francs for development activities in the district. Switzerland is further supporting UN agencies by deploying specialized staff. Since the beginning of the crisis, more than 25 Swiss experts have contributed with their expertise and skills to the activities of our implementing partners.

Switzerland has remained a committed, innovative, and effective development partner of Bangladesh, working in critical socio-economic areas over the years and supporting programs in many domains; this has included democratic governance, agriculture, income, and economic development and labor migration. Overall Switzerland has invested over \$1 billion in development cooperation since Bangladesh's independence, with significant additional amounts channeled to the country through different international and multinational organizations. In December last year, Switzerland kicked



More than 185,000 Rohingya refugees and members of the host communities have received basic health and referral services with Switzerland's support.

off the 50-year partnership celebration with the launch of its new Country Programme for 2022-2025. This programme is aligned with the Agenda 2030 - that both countries hold dear to - and Bangladesh's development priorities. With this new commitment, Switzerland will invest about 130 million Swiss Francs or BDT 1,250 crore over four years.

This country programme has a solid economic development and cooperation agenda, which includes a decisive market-led approach, for example in skills development, and a vision to engage even more with the private sector, for instance in the insurance domain. It also has a clear ambition to keep addressing social inclusion, citizens' participation, human rights and the rule of law. To this end, and in line with the 2030 Agenda - and especially to achieve SDG 16 (peace, justice and strong institutions) - Switzerland will continue its traditional engagement in the area of human rights and quality basic services; this includes targeted social protection of particularly vulnerable people. We are also committed to significantly ramping up our interventions in climate change adaptation and mitigation, disaster risk reduction and environmental sustainability.

Celebrating

50 Years

of Bilateral Relationship

Heartiest Felicitation on

Swiss National Day

from Switzerland Bangladesh Chamber of Commerce & Industry

Acce/eron

RADIANT

Clarichem LIMITED
(ISO 9001:2015 Certified)

Roche

JAKOB MÜLLER GROUP

SELISE
digital platforms

LafargeHolcim

SGS

Nestlé

syngenta

Aamra Resources Limited
ABB Ltd.
ACI Limited
AEGIS INTERNATIONAL
ALPHA VISION
Arifs (BD) Limited
ASSL Textile
Associated Technology Ltd.
Baby Nutrition Ltd.
BD Task Ltd.

Buhler Bangladesh Pvt. Ltd.
Building Products & Services
Clarichem Ltd.
Creative Engineers Ltd.
Cross Freight Lines Ltd.
Daffodil Trading House Ltd.
Digital Medical Systems Ltd.
Dohatec New Media
Fashion Step Limited
Giant Group

Habib Bank AG Zurich
Hasnat Enterprise & Swiss
Elegance
Index Accessories Ltd.
Kuehne+Negal
LafargeHolcim Bangladesh Ltd.
Mohammad & Sons
Nestlé Bangladesh Limited
New Asia Ltd.
Norsel Asia Pacific

Novartis (Bangladesh) Limited
"R.H. Corporation/R.J.M.
Corporation/ Ajij Group"
Radiant Business Consortium Ltd.
Roche Bangladesh Limited
Saco Watch Company
SECURE LINK SERVICES BD LTD.
SGS Bangladesh Ltd.
SIKA Bangladesh Limited
Swiss BioHygienic Equipments Ltd

Swiss Colours Bangladesh Ltd.
Swisscontact Bangladesh
Syngenta Bangladesh Limited
T & T Enterprise
Textile Associates Ltd.
TEXXIT BD.
Turbocharging Bangladesh Ltd.
Tutelar Oil Services Co. (PVT)
LTD.
W & W Grains Corporation