

# ENVOY EXCELLENCY

Go Beyond Excellence



Mr Narendra Modi,  
Prime Minister of India

Mr Alain Berset,  
President of Switzerland



**INDIA- SWITZERLAND  
FRIENDSHIP**  
(1948 - 2018)

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**Published by**  
Envoy Excellency Magazine  
In association with Embassy of India,  
Berne, Switzerland

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**H.E. Mr. Sibi George, Ambassador of India to Switzerland,  
The Holy See and Liechtenstein**

## **India – Switzerland A Long Standing Dynamic Partnership**

India and Switzerland have a 'Long Standing Dynamic Partnership' fostered by our robust democratic traditions and common values and interests. Switzerland is a partner in India's economic transformation and scientific progress. The link between Himalayas and Alps are growing steadily.

At the political level, we maintain the highest level of engagement with Switzerland. In the last two years, there have been three summit level visits between India and Switzerland. In July 2016, the then President H.E. Mr. Schneider Amman hosted Prime Minister of India in Geneva, Swiss President H.E. Ms. Doris Leuthard undertook a State visit to India in August/September 2017 and current President H.E. Mr. Alain Berset received Prime Minister of India in Davos in January 2018. Prime Minister of India was in Davos in January 2018 to deliver the opening keynote address at the Annual Meeting of World Economic Forum.

This year marks the 70th anniversary of the Treaty of Friendship between India and Switzerland which was signed in 1948. In last seven decades, our friendship has consistently seen an upward trajectory. These decades were marked by growing bilateral cooperation in all





areas including trade and commerce, science and technology, education and research, cultural exchanges as well as promotion of people-to-people ties.

Today, India has emerged as the fastest-growing large economy in the world, with a growth rate of nearly 7.5%. It is also a global hub for manufacturing and innovation. It is moving towards a knowledge-based society, which aims to build a five trillion dollar economy by 2025. This will make India the 3rd largest consumer market in the world by 2025. According to the World Bank and IMF, our growth rate is going to be steady and high; India ranked 3rd in WEF's list of most trusted governments in 2017. India has climbed 30 places in the World Bank Ease of Doing Business Index in 2017, the biggest jump by any country last year. In recent years, India has taken several steps to introduce many far-reaching changes to build infrastructure, reform the business environment and promote education, skills and economic development. India is witnessing an economic transformation today. We have a leadership striving hard to develop an Indian economy driven by smart and sustainable cities, robust farm sector, vibrant manufacturing and dynamic service sector. And, its engines to run on world class network of rail, roads, airports and digital connectivity.

We are happy that more and more European businesses including Swiss business are looking towards India and are increasingly engaging India. The Momentum in India – SME Programme (MISSP) that the Embassy of India in Switzerland has initiated has been a success, supporting more and more Swiss companies to engage with India. In India's transformational journey, Switzerland and Swiss companies have emerged as natural partners.

Switzerland today is a household name in India. Thanks to the Bollywood which spent considerable time shooting in Switzerland and continues to maintain its Alps connection. On the other hand, in Switzerland Yoga and Ayurveda are becoming household names. Yoga is celebrated in every village and town in Switzerland. Switzerland is among the pioneer countries in Europe which provided a legal framework for Ayurveda. Nearly half a million Indian tourists visit Swiss Alps every year. The number of Swiss tourists visiting India is on the rise.

There is vast scope to combine the relative advantages of the two countries, in capital, technology, science and human resources, and to work for mutual benefit. India's engagement with Switzerland today is indeed multifaceted. India's Flagship Programmes like Make in India, Smart Cities, Digital India, Swachh Bharat (Clean India), Startup India, Skill India and other initiatives are resonating well in this land of innovation and competitive edge. Our ties of collaboration in trade, investment, science and technology and skill development benefit both our societies.

We have a vibrant Indian diaspora of around 25000 in Switzerland which serves as an important link deepening the engagement between the Himalayas and the Alps. The Indian community in Switzerland is well integrated and hold key positions in various companies as well as universities contributing to the progress of Switzerland.

On the occasion of the 70th Anniversary of the signing of the Friendship Treaty between India and Switzerland, the Embassy of India in Switzerland has planned a series of Cultural and Diaspora related activities to celebrate India in Switzerland. We invite all Indians and Friends of India to join hands to strengthen our mutually beneficial Long Standing Dynamic Partnership.

**H.E. Mr. Sibi George, Ambassador of India to Switzerland,  
The Holy See and Liechtenstein**



## **Dr. Andreas Baum**

### **Ambassador of Switzerland to India and Bhutan**

Dear readers,

As we commemorate the 70th anniversary of the signing of the Swiss-Indian Treaty of Friendship, one of the first such treaties signed by independent India, we have many significant milestones to look back to and a well-founded confidence about our future together.

Switzerland and India share close and dynamic relations rooted in common democratic values. India is one of Switzerland's key partners in Asia. The close relationship is reflected in a large number of agreements and treaties, and in frequent high-ranking diplomatic visits between the two countries. In addition to Presidential and ministerial visits, the two countries hold yearly political and thematic consultations and dialogues. Indian Prime Minister Mr. Narendra Modi travelled to Switzerland on an official visit in June 2016 and on a working visit in January 2018. Also, Swiss President Mrs. Doris Leuthard paid a State visit to India in August/September 2017. Switzerland and India have been regularly conducting foreign office consultations since 2005. Since 2012, the two countries have also been involved in a dialogue on migration and consular matters.

On the economic front, in the last few decades, a remarkable number of 250 Swiss companies, in the fields of engineering, manufacturing, distribution and services, have been steadily enlarging their presence in India. According to the cumulative FDI data compiled by the Indian Ministry of Finance for the period between April 2000 to March 2017, Switzerland stood as the 11th largest investor in India. India, on the other hand, is Switzerland's third largest trading partner in Asia, and its first in South Asia. India, one of the fastest growing emerging economies, offers a plethora of business opportunities for Swiss companies. Without doubt, Swiss companies, with their innovative mind-set and future oriented vision, will continue venturing into India.

Switzerland is considered favourably by many global multinationals as it has not only showed resilience through Europe's challenging economic conditions of the recent past, but has also consistently maintained a top position on many global league tables. In the context of a continuously changing business environment, a key element for Switzerland's success has been its emphasis on developing and ensuring an economic infrastructure that encourages R&D and innovation. The Swiss Business Hub India (SBHI) was set-up in 2001 in the Swiss Consulate in Mumbai and in the Swiss Embassy in New Delhi. The SBHI represents Switzerland Global Enterprise (S-GE), the official export and investment agency of the Swiss Government, mandated by the State Secretariat for Economic Affairs SECO. Because of its official status, the SBHI is well-placed to support Swiss companies in expanding and strengthening their business activities in India and to inform Indian companies about the advantages of Switzerland as a business location. S-GE and the SBHI together with regional/Cantonal representatives promote Switzerland as a competitive business location and facilitate investments of Indian companies who are in the process of considering



investment in Switzerland. Today, I am happy to say that we have approximately 140 Indian companies that are present in Switzerland, especially in the field of ICT, biotech and life sciences.

Switzerland lays great emphasis towards proactively evolving its economic and political systems to remain a competitive contender for global companies. One indication that this effort has yielded results is that for eight consecutive years Switzerland has been ranked as the most competitive economy globally. Not just that, Switzerland is also one of the global leaders in the field of science, technology and innovation. The synergies between top global technical universities, such as ETH Zurich and EPF Lausanne, and the favourable R&D environment in Switzerland, combined with public-private partnerships, are key to Switzerland's innovation ecosystem. Switzerland's innovative landscape is represented abroad, among others, through its global network of swissnex offices, one of which is located in Bangalore, the startup capital of India. swissnex India facilitates collaborations between Swiss and Indian institutions of higher education and research and acts as an information hub on developments in the science, innovation & education landscape in India and Switzerland. swissnex India also brings exciting projects combining science and arts into the spotlight and provides a lively platform of showcasing creativity in all art forms. Between 2013 and 2017, it has coached and facilitated over 350 deep science and hi-tech Swiss startups and researchers to validate and enter the Indian market, of which 42 startups are conducting business with India.

Besides trade, investments and research cooperation, let me briefly highlight a recent achievement of high importance in the financial field. On 21st December 2017, Switzerland and India signed a Mutual Agreement related to the introduction of the automatic exchange of information (AEOI) in tax matters, on a reciprocal basis. It is implemented as of 1st January 2018, with a first exchange of data in autumn 2019.

Further, the Swiss Agency for Development and Cooperation (SDC) has been supporting development programs in India since 1958. Classical bilateral development cooperation was phased out a few years back, but SDC remains active in India with projects in the area of climate change adaptation planning, scientific cooperation on Himalayan ecosystems, low carbon and climate resilient urban development, micro-insurance, renewable energy policy analysis, enhancing energy efficiency of buildings, research on low carbon cement, promoting solar power generation as an alternative livelihood for farmers, etc. They are aimed at supporting India's climate-compatible development. The projects are contributing towards the implementation of the Government of India's flagship national missions such as the National Mission for Sustaining the Himalayan Ecosystem, the national programme on Energy Efficiency in Buildings, implementation of the State Action Plans on Climate Change and contribution towards the Smart City mission and other national programmes on rejuvenation of urban infrastructure in selected cities.

Speaking of people to people contact, Switzerland is a much preferred destination for many Indians. Therefore, it comes as no surprise that India is one of the most important markets of overseas tourists to Switzerland. With the efforts of the Switzerland Tourism office in India, arrivals from India have been growing steadily for many years, with approximately 739'185 overnights spent by Indians in Switzerland during 2017.

I conclude by inviting you to join us in celebrating 70 Years of the Swiss-Indian Friendship Treaty, which will see continued exchanges and conversations this year under the tag of 'Connecting Minds - Inspiring the Future'.

**Dr. Andreas Baum**  
**Ambassador of Switzerland to India and Bhutan**

# ENVOY EXCELLENCY

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## Editor's Desk



At ENVOY EXCELLENCY, it has been our privilege and honour to participate in and produce this special collectible in collaboration with the Embassy of India in Berne, India. This production coincides with the 70th anniversary of the India- Switzerland Friendship Treaty that was signed in 1948 and 72nd Independence Day of India.

We've a three-page interview with Mr. K.J. Alphons, Hon'ble Minister of State for Tourism (IC) and Minister for Electronics and Information Technology, Government of India and three- page interview with H.E. Mr. Sibi George, Ambassador of India to Switzerland, The Holy See and Liechtenstein.

Prime Minister Jawaharlal Nehru chose Switzerland for its neutrality to be one of the first countries with which to start diplomatic relations. Switzerland did not hesitate to accept the offer since India opened up new horizons and business opportunities. The Treaty of Friendship spells out a pledge for peace and friendship between the two countries, followed by the right of each party to set up diplomatic representations.

Indian Diaspora link- Indian Origin and Indians residing in different parts of Switzerland. Most of them are professionals, engaged in the fields of Information Technology, pharmaceutical industry, research and health sector.

The Indo- Swiss cultural exchange acknowledged the need for greater people-to-people contact at different levels, particularly in the field of academics, culture, cinema etc. to foster closer ties between the two countries.

On the tourism side, both nations present great new opportunities for private Investment. India –Switzerland scientific relations are on the greater extends.

The bollywood bond- Yash Chopra - through his movies – has single-handedly promoted Switzerland to wider audiences of cinema lovers across India. Soon, Switzerland became a destination for the romantics, honeymooners and for nature travelers.

We would like to thank H.E. Mr. Sibi George, Ambassador of India to Switzerland, The Holy See and Liechtenstein in particular for believing in us to deliver this special collectable. We would also like to thank Mrs. Roshni Thomson, Second Secretary (PIC) at the Embassy who strived tirelessly over many hours to ensure that the special collectable was brought out on time.

In addition, on the behalf of our entire team, let me convey sincere gratitude to all the contributors who helped making this special collectable successful.

Sincere wishes, and happy reading.

**Prof. Manoj Sharma**  
([editor@envoyexcellency.com](mailto:editor@envoyexcellency.com))



# SEGMENTS

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# MINISTER ALPHONS IN THE MEDIA



*Mr. K.J. Alphons, Hon'ble Minister of State for Tourism (IC) and Minister for Electronics and Information Technology, Government of India*

In a conversation with Envoy Excellency, Tourism Minister K.J. Alphons has said The Indian government is seeking a dramatic increase in tourist figures, both foreign and domestic, in a way that it helps to earn more revenues and generate employment, "The number of foreign tourist arrivals was growing by 9.7% to 8.8 million in 2018. We want to increase it drastically. We also want to increase the number of domestic tourists, which was around 150 million. The whole idea is that we want to generate revenues and be a huge contribution to the economy,"

Foreign Exchange Earnings (FEEs) grew at 8.8% to US\$ 22.9 billion in 2016. Foreign Trade agreement (FTAs) during 2017 were 10.2 million, with a growth of 15.6%, while FEEs from tourism were US\$ 27.7 billion, with a growth of 20.8% over 2016. Domestic tourist visits grew by 12.7% to 1,614 million in 2016 from 1,432 million in 2015.

Various initiatives have been taken by the Government to promote tourism include the introduction of the e-Visa facility under three categories of Tourist, Medical and Business for the citizens of 163 countries; launch of Global Media Campaign for 2017-18 on various Channels; launch of 'The Heritage Trails' to promote the World Heritage Sites in India; launch of International Media Campaign on various international TV channels; Celebration of 'Paryatan Parv' having 3 components namely 'Dekho Apna Desh' to encourage Indians to visit their own country, 'Tourism for All' with tourism events at sites across all states in the country, and

'Tourism & Governance' with interactive sessions & workshops with stakeholders on varied themes. FTAs on e-Tourist Visa grew by 143% to 10.8 lakh in 2016, and further grew by 57.2% to 17.0 lakh during 2017 said by Minister.

Speaking at his office in Transport Bhavan, Minister Alphons said: "We don't want people to just come, see and go. We want them to stay, experience India, shop and spend money."

"We have a 5,000-year-old civilisation, one of the oldest in the world. What is exceptional in India is that, along with the civilisation, we also have a philosophy. It is not only brick and mortar. It is much, much beyond it. The kind of spiritual and philosophical depth that Indian civilisation has is unique."

Asked about Prime Minister Narendra Modi's expectations from this ministry, Minister Alphons said "marketing the country well to the outside world is very crucial".

"The entire thing is about marketing India, as we are an amazing, incredible and beautiful country. We just need to tell the world that we are a fantastic destination to visit. We want the whole world to come to India. They should come and feel the country and when they leave, they should say, "This was fantastic!"

Asked about the steps needed to attract more tourists, the minister said better cleanliness and improved infrastructure are key focus areas of the government.



"Infrastructure has to be improved vividly. Cleanliness has to improve, footpaths must be built, manholes must be covered, drains must be covered, and they should not be encroached. It should be a hugely pleasant experience to walk around the cities; only then will foreign tourists go shopping.

"I am interested in generating money, because if we generate money that will create employment. They should walk around, laze around and feel comfortable, and that comfort should be provided by us. That means we have to improve our infrastructure around tourist destinations strongly," the minister said.

Minister also shared his plan to promote the '49-day Kumbh Mela' which is to begin in January 2019 with Envoy Excellency, the measures being taken by the Government to promote the '49 day Kumbh Mela' on global platform, which is to going to held in January 2019, in order to attract foreign tourists are as below:

- Launch of 'Chalo Kumbh Chalo' campaign across the country
- Branding and marketing campaigns for Kumbh, 2019
- Advertisements at major international airports of the country to attract foreign tourists
- Development of a designated area for flag hoisting for 192

countries visiting Kumbh Mela

- Organising the 'Pravasi Bharatiya Divas', 2019 in Varanasi to attract 'Pravasi Bharatiya Delegates' to visit Kumbh, 2019

**Whereas, following are the steps taken by the Government for smooth organising of Kumbh Mela:**

- Drawing out of a detailed Movement and Parking Plan for convenient approach to and from parking areas
- Identification and development of holding areas for crowd control during the Mela period
- Deployment of digital signages in the Mela area to guide visitors towards places of interest and dissemination of crucial information by Government and law enforcement agencies
- Deployment of dustbins for solid waste management
- Engagement of Ganga Praharis and Swacchagrahis for helping gather community participation and awareness towards conservation of River Ganga.

**Apart from above said facilities, the government has made following arrangements for the pilgrims who are expected to visit the Kumbh Mela:**

- Construction and widening of public roads
- Construction of parking spots at short distances from mela area
- Provision of shuttle buses for the convenience of pilgrims
- Digital signages at systematic points to ensure smooth flow of traffic
- Construction of toilets to maintain cleanliness and hygiene
- Setting up of LED lights in the mela area
- Erection of tents for the use of tourists
- Convention halls and pandals for serving as hub of cultural events
- Deployment of telecommunication services, banking services and water ATMs in the Mela area
- Setting up of integrated command and control centre including CCTV cameras for the security of tourists

Minister Alphons, also highlighted, Ministry of Tourism has identified 17 sites in 12 clusters in the country for development under Iconic Tourist Sites Development Project, pursuant to Budget Announcements of 2018-19. Following are the 17 sites: Uttar Pradesh- Taj Mahal & Fatehpur Sikri; Maharashtra- Ajanta & Ellora; Delhi- Humayun's Tomb, Red Fort & Qutub Minar; Goa- Colva beach; Rajasthan- Amer Fort; Gujarat- Somnath & Dholavira; Madhya Pradesh- Khajuraho; Karnataka- Hampi; Tamil Nadu- Mahabalipuram; Assam- Kaziranga; Kerala- Kumarakom; Bihar- Mahabodhi.

The Ministry shall be developing the above sites in a holistic manner with focus on issues concerning connectivity to the destination, better facilities/experience for the tourists at the site, skill development, and involvement of local community, promotion & branding and by bringing in private investment.

The monuments taken up for development under the above mentioned project fall under the jurisdiction of Archaeological Survey of India (ASI) and State Archaeology Departments. The Ministry will carry out interventions at these monuments in collaboration with the ASI and State Government, and all development plans will have elements of universal accessibility, cleanliness at the monuments, use of Green Technology and enhanced security for the tourists.



**Mr. K.J. Alphons, Hon'ble Minister of State for Tourism (IC) and Minister for Electronics and Information Technology, Government of India**

*"We don't want people to just come, see and go. We want them to stay, experience India, shop and spend money."*





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*H.E. Mr. Sibi George, Ambassador of India to Switzerland,  
The Holy See and Liechtenstein*

# Interview of H.E. Mr. Sibi George, Ambassador of India to Switzerland, The Holy See and Liechtenstein with

D.N Media Group,  
Envoy Excellency Magazine

**Q** India and Switzerland have 70th Anniversary of Treaty of Friendship from 1948-2018. Do you think relations between our two nations are at all time high?

India and Switzerland are celebrating the 70th Anniversary of the signing of the Treaty of Friendship this year. India and Switzerland have close relations and share the values of democracy and rule of law. India is world's largest democracy while Switzerland is world's oldest modern democracy. In last seven decades, our friendship has consistently seen an upward trajectory, and the bilateral relations can definitely be considered to be at an all-time high. This is evidenced by the regular high level political interaction taking place in the past few years, the latest being during visit of Prime Minister Narendra Modi to Davos for the Annual Meeting of the World Economic Forum where he delivered the opening key note address on January 23, 2018.

**Q** Many high-level visits have taken place on either side in the last 2-3 years, further strengthening relations. Please let us know about such visits?

bilateral interactions taking place regularly. These high-level visits have served the purpose of giving momentum as well as direction to the bilateral engagement. In this context, the relations have become much more intense since the visit of PM Shri Narendra Modi to Geneva in June 2016. This was followed by the State Visit of the Swiss President H.E. Mrs. Doris Leuthard to India in 2017. The Joint Statement issued during this visit refers to the India-Switzerland relations as a 'Long Standing Dynamic Partnership'. In January 2018, PM Shri Narendra Modi visited Davos and held bilateral discussions with the Swiss President H.E. Mr. Alain Berset. The visit was also historic as this was the first time an Indian Prime Minister delivered opening keynote address at the Plenary of the Annual Meeting of the World Economic Forum. It was also after a gap of 20 years that an Indian Prime Minister participated in the Annual Meeting of the World Economic Forum.

Other high-level visits to Switzerland included visit in January 2018 to Davos of Commerce and Industry Minister Shri Suresh Prabhu, Minister of P&NG and Skill Development Shri Dharmendra Pradhan, Minister for Railways and Coal Shri Piyush Goyal, MoS in PMO Dr. Jitendra Singh and MoS for External Affairs Shri M. J. Akbar. Besides, Chief Ministers of Andhra Pradesh and Maharashtra also attended WEF. At the Ministerial level, one of the recent visits is of Minister of Health and Family Welfare Shri J P Nadda who interacted with CEOs and senior Executives of the the medical and health sector companies in Switzerland. Two separate delegations from the Maharashtra legislature also visited Switzerland this year. Equally important is the large number of high level of industry and business delegations that visit Switzerland regularly.

**Q Bilateral trade between the two countries has grown over the years. Kindly elaborate?**

Bilateral trade between India and Switzerland is expanding. Switzerland is the 9th largest trading partner and 5th largest import destination for India with the total bilateral trade amounting to USD 20 billion in 2017-2018. Switzerland is also the 11th largest investor into India. Sectors such as clean technology, life sciences, precision engineering, medical technology etc. represent opportunities for Switzerland to invest in India with mutually beneficial outcomes. There is a lot of untapped potential for investment from Switzerland into India which can cater to the aspirations of a growing economy such as India as well as pay rich dividends to the Swiss investors.

**Q What are the major items of exports from Switzerland to India and vice-versa?**

The major items of Indian export to Switzerland include textiles and garments, organic chemicals, pearls, precious stones and jewellery, dye stuffs, non-electrical machinery and parts, leather products, shoes, cotton plastics, coffee tea and hand-knotted carpets while major items of Switzerland's export to India are chemicals and machinery, transport equipment, precision engineering products and watches. But the biggest export item from Switzerland to India has been precious metals.

**Q What is the presence of Indian businesses in Switzerland and what are the major investment opportunities for Indian businesses in Switzerland?**

Recent Indian investments in Switzerland have gone into sectors such as ICT, life sciences, engineering and chemicals. Major Indian IT companies including TCS, Infosys, HCL, Tech Mahindra, etc. have their offices in Switzerland and provide services to major Swiss pharma companies, banks and insurance firms. Indian companies in pharma and life science sectors having presence in Switzerland include Dr. Reddy, Wockhardt and Glenmark. Tata and Birla also have their representative offices. Switzerland is attractive for Indian investors due to its strategic location in Europe and the brand advantage it gives as a manufacturing location. Also, its political and economic suitability, modern infrastructure, prominence of the strong financial centre, strong industry and technology clusters and modern tax structure are definite advantages for Indian businesses to consider for investment in Switzerland.

**Q What is the presence of Swiss businesses in India?**

Switzerland invested FDI equity worth approximately USD 4.31 billion in India from April 2000 to March 2018 thus becoming the 11th largest investor and accounting for about 1.14% of total FDI in India during this period. More than 250 Swiss companies have a presence in India through their own subsidiaries and joint ventures. In terms of industry-wise distribution of Swiss investments in India, traditional sectors of Swiss excellence, e.g. engineering and industrial equipment, services (tourism, financial, logistics etc.), precision instruments, chemicals and pharmaceuticals continue to maintain top positions. Most of the Swiss multinational companies like Nestle, ABB, Novartis, Roche UBS and Credit Suisse etc. have their operations in India. Recent reform initiatives by India have created enhanced potential for Swiss businesses. Sectors such as clean technology, life sciences, precision engineering, medtech, financial services and fintech, construction materials and equipment, consumer goods, railways and defense offer plenty of opportunities for Swiss companies.

**Q What kind of cultural exchanges are taking place between the two nations? What are the major tourism opportunities in Switzerland?**

India and Switzerland benefit from good people-to-people relations over the past many years. Despite the absence of a structured mechanism for cultural exchange, Indian culture, art, yoga and Ayurveda are quite familiar to the people in Switzerland and regular cultural exchanges take place in both the countries. Embassy of India has been in the forefront of facilitating this cultural exchange through various activities such as celebration of International Day of Yoga as well as Festivals of India in Switzerland etc. The Fourth International Day of Yoga was celebrated in Switzerland in 12 locations across the country which saw participation from a large number of local citizens. It has to be mentioned that yoga is practised on a daily basis by a large number of Swiss citizens and they also identify this cultural heritage of India which has contributed towards better understanding of our culture. Ayurveda is also widely practised in Switzerland and is regulated through a legal framework.

Rabindranath Tagore Chair of Indian Studies is functioning in the University of Lausanne as established by an MOU between ICCR and the University of Lausanne. Under this Chair, a Professor of Hindi visits the University on a regular basis and Hindi classes are included in the regular curriculum of the university.



Museum Rietberg in Zurich is a treasure trove of Indian artefacts as well as Indian Miniature Paintings. Various groups of artists from India perform in Switzerland on a regular basis. On account of all of this, a tradition of strong cultural relation exists between India and Switzerland.

With regard to tourism, Switzerland is a major tourist destination for Indian tourists which may be seen from the fact that more than four lakh Indian tourists visit Switzerland every year. Bollywood movies including those produced by Yash Chopra have contributed significantly to the flow of Indian tourists to Switzerland by picturing Switzerland as the ideal tourist getaway destination. Locations in Switzerland such as Interlaken, Zurich, Mount Titlis, Zermatt, Lucerne, etc are prominent destinations for Indian tourists, providing unique experiences about Swiss geographical beauty, cultural traditions etc. Similarly large number of Swiss tourists also visit India. The Government of India has extended the e-Tourist Visa facility to Switzerland in February 2016 due to which Swiss Tourists can now apply and receive e-Tourist Visa online significantly improving the traffic of Swiss tourists to India. The Embassy is taking a series of tourism promotion activities in 2018-19 to promote Swiss tourism to India including Medical and Health Tourism.

### **Q Does Switzerland cooperation in Skill Development, help to boost the Skill India Mission?**

Switzerland is a partner for India in the field of skill development and vocational education training. The dual system of education of Switzerland is world class. At the private sector level, a number of Swiss companies having presence in India have started their vocational training centres. At the Government-to-Government level, a Memorandum of Understanding on cooperation in the

fields of skill development as well as vocational and professional education and training was signed in June 2016. Under this MoU, an Indo-Swiss Joint Working Group on Vocational Education and Training has been created which held its first meeting in April 2017. Institutions such as Bhartiya Skill Development Campus and University in Jaipur, SkillSonics India Pvt. Ltd., etc. are indicative of the intense engagement between the two countries in the field of skill development.

### **Q Going forward, what is your own vision for taking relations between India and Switzerland to the next level?**

India-Switzerland relations are currently at an all-time high with regular high-level interactions, engagement through dialogue mechanisms, strong commercial and trade relations, as well as growing people-to-people contacts. India and Switzerland share strong democratic values and have been partners in each other's progress over the years. Strong synergistic exchanges in the field of commercial cooperation as well as political engagements exist which can be further nurtured. Switzerland was one of the first countries with which India signed a bilateral Treaty of Friendship back in 1948. This treaty of friendship has stood the test of time and has become the basis for building a strong and vibrant relation over the past seven decades. Through the commemoration of this strong foundation of our bilateral relation, both countries are looking forward to further strengthen and expand our horizons of engagement. With our shared values of democracy and 'unity in diversity', India and Switzerland can progress together in their endeavour for a better world. In this 70th anniversary year, it is our endeavour to take proactive steps to ensure implementation of the Joint Statement for a 'Long Standing Dynamic Partnership' that India and Switzerland issued in August 2017 during the State visit of President H.E. Mrs. Doris Leuthard to India.



# Switzerland: Fast Facts

General	
Official Name	Swiss Confederation
Capital	Bern (population 400,000)
Area	41,285 sq km
Population (2016)	8.4 million: 25% Foreigners
Cantons (2016)	Zurich (1.4 million); Bern (1.02 million); Geneva (4,89,524); Basel (4,78,694)
Age Profile of Population	Under 50 years: 40.9% 65 years and more: 18% Centenarians: 1546 (at end-2016)
Life Expectancy (2016)	Total: 83.4 years Male: 81.5 years; Female: 85.3 years
Languages	Multi-Cultural: 4 National Languages: German 63.3%; French 22.7%; Italian 8.1%; Romansch 0.5%; and Others 5.4%. English is generally understood in most of big cities, hotels, banks etc.
Head of State (President)	Mr. Alain Berset, (Head of the Federal Department of Home Affairs (FDHA))



# India Fast Facts

**Geographical Area** – With an area of 3,287,240 sqkm, India is the seventh largest country in the world by area and 2nd largest by population.

**Coldest Place** – Dras, located in the Kargil district of Jammu & Kashmir, is the coldest place in India. It is situated at a height of approximately 11,000 feet.

**Easternmost Point** – The tiny town of Kibithu in Arunachal Pradesh is the easternmost point of India. The Lohit River enters India from Kibithu.

**Westernmost Point** – The westernmost point of India is the small inhabited village of Ghuar Moti, located in the Kutch District of Gujarat.

**Northernmost Point** – Located in the eastern Karakoram range in the Himalayas, Siachen Glacier, near Indira Col, is the northernmost point in India.

**Southernmost Point** – Indira Point in Great Nicobar Island in the Andaman Sea is the southernmost point of India.

**Southernmost Point on Indian Mainland** – Kanyakumari in the town of Tamil Nadu is the southernmost point of the Indian Subcontinent and Indian Mainland.

**Wettest Place** – Located in the East Khasi Hills District of Meghalaya, Mawsynram is often touted as the wettest place on earth. It holds the record for the most rainfall in a calendar month and year.

**Smallest Indian State** – With an area of 3,702 sqkm, Goa is the smallest state in India by area, and 4th smallest by population.

**Largest Indian State** – Rajasthan is India's largest state by area (342,239 sqkm) and 8th largest by population.

**Highest Point** – India's highest point is Mount Kanchenjunga at 28,169 feet. It is located in the eastern Himalayas in the state of Sikkim.

**Lowest Point** – Located in the Alapphuza, Pathanamthitta and Kottayam districts of Kerala, Kuttanad is a region with the lowest altitude in India. It is one of the few places in the world that supports farming below sea level.

**Longest River** – The River Ganges is the longest in India with a length of 2,525 kms. It starts in the western Himalayas in the state of Uttarakhand and empties into the Bay of Bengal, passing through the Gangetic plain of North India.

**Largest District** – Sprawling an area of 45,652 sqkm, Kutch in the state of Gujarat, is the largest district in India. It consists largely of the Rann of Kutch which is a large salt flat desert.

**Smallest District** – Mahe, with an area of 9 sqkm, is the smallest district in India. Geographically it comes under the state of Kerala, whereas administratively it is under the control of Pondicherry.

**Largest Delta** – A UNESCO World Heritage Site, Sundarbans, with an area of 10,000 sqkm, is the largest delta in India. It is one of the largest reserves for the Bengal Tiger.





## Republic of India

Motto: "Satyameva Jayate"

Anthem: "Jana Gana Mana"

Capital: New Delhi

Largest city: Mumbai

Official languages: Hindi in Devanagari

### Religion

79.8% Hinduism

14.2% Islam

2.3% Christianity

1.7% Sikhism

0.7% Buddhism

0.4% Jainism

0.9% others

**Demonym** : Indian

**Polity: Sovereign Socialist Secular Democratic Republic**

- President : Ram Nath Kovind
- Vice President: Venkaiah Naidu
- Prime Minister: Narendra Modi
- Chief Justice: Dipak Misra
- Speaker of the Lok Sabha: Sumitra Mahajan

- Independence Day: 15 August 1947

- Republic Day: 26 January 1950

### Area

- Total: 3,287,263 km<sup>2</sup> (1,269,219 sq mi) (7th)

- Water (%): 9.6

### Population

- 2016 estimate: 1,324,171,354 (2nd)

- 2011 census: 1,210,854,977 (2nd)

- Density: 396.6/km<sup>2</sup> (1,027.2/sq mi)

### GDP (PPP) 2018 estimate

- Total: \$10.385 trillion (3rd)

- Per capita: \$7,783 (116th)

GDP (nominal) 2018 estimate

- Total: \$2.848 trillion (6th)

- Per capita: \$2,134 (133rd)

**Currency:** Indian rupee (INR)

Time zone: IST (UTC+05:30)

Calling code +91



Kishore Biyani (Founder & CEO of Future Group) and Luigi Pedrocchi (Group CEO Mibelle Group) presenting first Swiss Tempelle products.

## Future Group and Mibelle Group are creating Swiss-Indo FusionSecrets™ and bringing them to India

Swiss Migros-Industry company, Mibelle was keen on exploring business opportunities beyond European markets and India being one of the promising and developing economies, Future Group was the perfect partner being the retail giant of India. Thus in 2015 a joint venture was formed between Mibelle AG & Future Consumer Limited, the Fast moving consumer goods (FMCG) arm of Future Group. The purpose of the newly founded Mibelle Future Consumer Products Limited is to combine the strengths of both parent companies to bring tailor-made personal care products to the Indian consumers.

Hence, a brand was born out of the Indo Swiss collaboration that combined Swiss sensibilities with Indian beauty – Swiss Tempelle.

Swiss Tempelle as a brand promises the perfect blend of Indo Swiss fusion of ingredients which is represented as FusionSecret™. The unique range of skin care products marry the beauty traditions of Switzerland and India. The brand allows consumers to experience affordable luxury with superior sensorial & fine ingredients.

The products are developed in Switzerland according to Swiss R&D and quality standards but are especially tailored and responsive to Indian beauty practices and expectations towards personal care products. The products are not just Swiss products but taking the local needs and desires of Indian consumers into account and are thus the result of a joint development. Cross cultural teams take a holistic view and combine the cultural and emotional aspects of Swiss quality and knowledge about characteristics of the Indian personal care market. For example, the R&D team went on inspirational excursions to flower markets in India to inhale the spirit of India to create unique fusions.



Questions to Mibelle:

**Since 2016 Mibelle products are available in 570 stores all across India. How did Mibelle enter the market?**

India was for Mibelle Group a new market and we had to learn and gain experience. Thus the product range evolves step by step. In Asian countries personal care products from Switzerland are well perceived.

**What are the differences of personal care products dedicated to the Indian market from similar products in the Swiss market?**

The fragrances in Indian cosmetic products are much more intense. A special challenge is also the water consumption. Shampoos and shower gel needs to rinse-off with less water. We can imagine that similar formulations will sometime also be used in Europe – we all need to reduce our water consumption.

**Are the Mibelle products also manufactured in India?**

Yes, we have commenced Hand Wash manufacturing in India and other products like Body Wash, Facewash and Body Lotion will soon be manufactured in India. However, all our products will continue to be formulated in Switzerland which will be the key differentiator in the Indian market promising superior sensorials and great Swiss quality.

### Mibelle Group

Mibelle Group is the umbrella brand for the Migros companies Mibelle AG in Buchs, Switzerland, Mifa AG in Frenkendorf, Switzerland, Mibelle Ltd in Great Britain and Ondal France S.A.R.L in France.

As a full-service provider for the production of own brands, the Mibelle Group is active in three fields of business: Personal Care, Home Care and Nutrition. The Mibelle Group is also committed to development and marketing of exclusive brands in the cosmetics sector through Mibelle Group Brands. As an independently operating area of business, Mibelle Group Biochemistry specialises in research into and development of actives for cosmetic applications and enjoys an outstanding reputation in the global cosmetics industry.

The Mibelle Group is the third-ranked own-brand manufacturer in the European market. The Group, which is part of M-Industry, employs around 1,200 people and achieves annual turnover of the order of EUR 440 million.

### Future Consumer Limited

Future Consumer Limited is part of Future Group that operates some of India's most popular retail networks including hypermarket chain, Big Bazaar, Hyper City, Nilgiris, Heritage Fresh, Easy Day, department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, Brand Factory among others. Future group has presence in 255 cities and towns across India and attracts around 550 million customers through the year at its stores. Future Consumer Limited focuses on the food and fast moving consumer goods (FMCG) sector in India. The company, along with its subsidiaries and partners, manufacturers, markets and distributes a number of food and fast moving consumer goods (FMCG) products through a number of brands. The company has developed a nation-wide sourcing and processing network for agricultural produce and has manufacturing facilities at the state-of-the-art India Food Park. The company also operates a fast-growing network of convenience store chains that collectively operate around 400 stores. The company is headquartered in Mumbai and is publicly traded in National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE)





From Switzerland

Experience the  
**Indo-Swiss FusionSecrets™**



Hand Wash | Shower Gel | Face Wash and much more

**Swiss Tempelle** is born out of the collaboration of Mibelle Group from Switzerland and Future Consumer Limited from India. The brand offers a range of Personal Care Products crafted with a fusion of Indo-Swiss ingredients.



*Swiss ambassador to India Armin Daeniker signed a friendship treaty with Indian Prime Minister Jawahar Nehru in 1948 (Privatarchiv Daniel Daeniker)*





# India- Switzerland Friendship Treaty, 1948



The Embassy of Switzerland is glad to present an event of series to celebrate 70 years of Swiss-Indian bond. The biennial initiative of 70 Years of Swiss-Indian alliance: Connecting Minds - Inspiring the Future (SIF70) commemorates the anniversary of the Swiss-Indian Treaty of Friendship, which was signed in New Delhi on August 14, 1948.

With this initiative, the Swiss diplomatic network in India is connecting Swiss and Indian minds that are actively shaping the future of both countries. The focus lies on creating opportunities for innovation in business, research and technology, but also in the fields of governance, art or social inclusion. Events and activities will take place in various cities across India to showcase this important landmark until the end of 2018.

Upon India's independence, Prime Minister Jawaharlal Nehru chose Switzerland for its neutrality to be one of the first countries with which to start diplomatic relations. Switzerland did not hesitate to accept the offer since India opened up new horizons and business opportunities. The Treaty of Friendship spells out a pledge for peace and friendship between the two countries, followed by the right of each party to set up diplomatic representations. It also fixes the right of either country's citizens of taking up residence and exercising professional and commercial activities. Prime Minister Nehru himself visited Switzerland for the ratification process of the Swiss Parliament in May 1949.

<https://www.eda.admin.ch/countries/india/en/home/switzerland-and/70-years-of-swiss-indian-friendship--connecting-minds--inspiring.html>

Treaty of friendship and establishment between His Majesty the King of the United Kingdom of Great Britain and Ireland and of the British Dominions Beyond the Seas, on behalf of the Dominion of India, and the Swiss Confederation.

Traité d'Amitié et d'Établissement entre la Confédération Suisse et Sa Majesté le Roi du Royaume-Uni de la Grande-Bretagne et de l'Irlande et des Dominions Britanniques au delà des mers, au nom du Dominion de l'Inde.

Concluded in New Delhi on 14th August 1948.  
Came into force on 5th of May 1949.

His Majesty The King of the United Kingdom of Great Britain and Ireland and of the British Dominions beyond the Seas for and on behalf of the Dominion of India and the Swiss Federal Council being desirous of consolidating the bonds of peace and friendship, which have ever existed between the two States and of developing peaceful and friendly relations between them, have resolved to conclude this Treaty and have, for that purpose, appointed as their Plenipotentiaries:

His Majesty The King of the United Kingdom of Great Britain and Ireland and of the British Dominions beyond the Seas, on behalf of the Dominion of India, The Honourable Pandit Jawaharlal Nehru, Prime Minister and Minister for External Affairs and Commonwealth Relations in the Government of India

and the Swiss Federal Council, Monsieur Armin Dœniker, Envoy Extraordinary and Minister Plenipotentiary of Switzerland in India,

who, having communicated to each other their respective full powers and found them good and in due form, have agreed and signed the following articles:

#### Article I

There shall be perpetual peace and unalterable friendship between the Dominion of India and Switzerland.

#### Article II

Each of the contracting parties shall be able to appoint diplomatic representatives, Consuls General, Consuls, Vice Consuls and Consular Agents, who shall reside in towns, ports and other places in each other's territory where the corresponding representatives of other countries reside or in such other places, as may be agreed to.

Consuls General, Consuls, Vice Consuls and Consular Agents shall be provided with exequaturs or other valid authorization of their appointment. Such exequatur or authorization is liable to be withdrawn

by the country which issued it if considered necessary. The reasons for the withdrawal shall be indicated wherever possible.

The persons mentioned above shall enjoy on a reciprocal basis all the rights, privileges, exemptions and immunities that are accorded to persons of corresponding status of any other State.

#### Article III

The nationals of either of the contracting parties shall have in the territory of the other party, subject to the laws and rules in force in that territory, the right of establishing themselves and of residence, of going from and coming to and of moving freely within the territory.

#### Article IV

The nationals of each of the contracting parties residing in the territory of the other party shall be treated in all respects that concern the exercise of their trades and professions and the carrying on and development of their commercial or industrial enterprises and their lawful traffic and trade on a footing of equality with the nationals of the "most favoured foreign nation" provided they conform to the laws and rules in force. They shall not be liable to any charge impost or tax of whatever nature other or greater than that which is demanded from the nationals of the "most favoured foreign nation".

#### Article V

In no case shall either of the parties demand for its own nationals more extensive rights than it grants to persons of the other party similarly engaged in a trade or a profession or in the development of any commercial or industrial enterprise or lawful traffic and trade.

#### Article VI

The contracting parties undertake to extend to the nationals and goods of each other for everything concerning commercial travelers and the import, export and transit of goods, treatment on the same basis as that given to the "most favoured foreign nation".

The privileges which are at present extended or may be extended in future for facilitating the frontier traffic to neighbouring countries, as also such privileges as might arise from a Customs Union already in existence or to be concluded in future by either of the contracting parties are excluded.

#### Article VII

The contracting parties will, as soon as possible, enter into negotiations for the conclusion of a more comprehensive Treaty or Treaties of Establishment and Commerce which will, inter alia, cover the matters referred to in articles III, IV, V and VI. Subject to the terms of such Treaty or Treaties, this Treaty with respect to Articles

III, IV, V and VI shall remain in force for a period of six months after the notification by either party to the other of its intention to terminate the operation of those articles.

#### Article VIII

Any disputes arising out of the interpretation or application of this Treaty or one or more of its articles shall be settled in the first instance, by negotiations, and, if no settlement is reached within a period of six months from the commencement of negotiations, by arbitration in such manner as may hereafter be determined by a general or special agreement between the contracting parties.

#### Article IX

The present Treaty shall be ratified and shall come into effect on the date of exchange of ratifications which shall take place as soon as possible in Bern.

In witness whereof, the Plenipotentiaries have signed the present Treaty in the English and French languages and have affixed thereto their seals.

Done in duplicate in New Delhi the fourteenth day of August in the year one thousand nine hundred and forty-eight.

Signed by *Jawaharlal Nehru*

Prime Minister and Minister for External Affairs and Commonwealth Relations in the Government of India on behalf of His Majesty The King of the United Kingdom of Great Britain and Ireland and of the British Dominions beyond the Seas.

In the presence of *P. A. Menon*

Signed by *Armin Dœniker*

Envoy Extraordinary and Minister Plenipotentiary of Switzerland in India on behalf of the Swiss Federal Council.

In the presence of *Franz Josef Arndt*





Swiss-Indian  
Friendship  
Connecting Minds  
Inspiring the Future  
1948 - 2018

# India-Switzerland 70 year of Friendship

India and Switzerland have had cordial and friendly relations since India's Independence, based on shared values of democracy and rule of law. India's policy of non-alignment and Switzerland's traditional policy of neutrality led to a close understanding between the two countries. Switzerland established diplomatic relations with India soon after Independence. A Treaty of Friendship between India and Switzerland was signed at New Delhi on August 14, 1948; one of the first such treaties to be signed by independent India and an important milestone in Indo-Swiss relations. In 2018, India and Switzerland celebrate the **70th anniversary of the signing of the Treaty of Friendship**.

The relations between India and Switzerland have achieved new heights following the visits of Prime Minister Shri Narendra Modi to Switzerland in 2018, 2016 and Swiss President Mrs. Doris Leuthard to India in August/September 2017. The Joint Statement issued during the visit of the Swiss President in 2017 noted the India-Switzerland relations as '**A Long Standing Dynamic Partnership**'.

Switzerland has an Embassy in New Delhi and Consulate Generals in Bengaluru and Mumbai; it also has Honorary Consuls based in

Kolkata and Chennai. There is a Swiss Business Hub in Mumbai, and a Swissnex office in Bangalore. The visa section of the Swiss Consulate in Mumbai, till February 2016 when it was closed and transferred to the Embassy of Switzerland in New Delhi, was issuing the maximum number of visas by any Swiss Consulate. India has an Embassy in Berne and a Consulate General in Geneva.

From 1971 to 1976, during and after Bangladesh's struggle for Independence, Switzerland represented India's interests in Pakistan.

**Switzerland is the largest European import source country for India and the 5th largest in the world. The exports from India to Switzerland during the last quarter of FY 2017-18 registered an increase of 31.51% compared to the same period in FY 2016-17.**

#### Bilateral Dialogue Mechanism

- **Foreign Office Consultations (FOC):** The FOC were established in January 1996 with the 1st round of FOC taking place at the Secretary-level in February, 2000. The latest [10th] round of FOC was held in New Delhi on 5 December, 2017. It was Co-Chaired by Secretary (West), MEA and Swiss State Secretary for Foreign Affairs Ms. Pascale Baeriswyl.

- **Joint Economic Commission:** It was set up in 1959 to intensify economic and commercial relations. Its latest session [16th] was held in New Delhi on 23 February, 2018 which was co-chaired by JS (Europe), Department of Commerce Ms. Anita Praveen and Head of Bilateral Economic Relations, State Secretariat of Economic Affairs Amb. Mrs. Livia Leu Agosti.
- **Joint Committee on Science & Technology:** The 1st meeting of the Indo-Swiss Joint Committee on S&T was held on 23 September, 2011 in Berne. The latest [4th] meeting of the Joint Committee was held on 21 November, 2017 in New Delhi Co-Chaired by Dr. Arabinda Mitra, Head, International Cooperation (Bilateral), Department of Science and Technology, and Head of International Relations Division, State Secretariat for Education, Research and Innovation (SERI) Ambassador Mauro Moruzzi,.
- **Consular Dialogue:** The 1st round of the composite dialogue on Consular and Legal matters was held in New Delhi on 2 March, 2012. The latest [4th] round was held in New Delhi on 11 May, 2018. It was co-chaired by Joint Secretary (CPV)

foreign nation treatment” to Switzerland. As provided by the Treaty itself, it has set the pace for further treaties like Double Taxation Treaty in November, 1994, followed by Amendment Protocol in 2010, Promotion and Protection of Investment Treaty in July, 1997. The first major investment by Swiss companies in India came in the mid-50s. Switzerland is an important trading partner for India outside the EU.

**Bilateral Trade:** Switzerland is the 9th largest trading partner for India with the total bilateral trade including merchandise exports, bullion, IT services and software exports, amounting to 20,006 million in 2017-18. The imbalance mainly arises out of export of bullion and precious metals to India.

The major items of Indian exports to Switzerland are textiles and garments, organic chemicals, pearls, precious stones and jewellery, dyestuffs, non-electrical machinery and parts, leather products, shoes and shoe uppers, cotton, plastics, coffee, tea and hand-knotted carpets. Besides bullion, Swiss exports to India consist of chemicals & pharmaceuticals, machinery, transport equipment's, precision engineering products and watches.

#### Year-wise bilateral trade figures (including precious metals) [Source: Swiss Customs] (in Million USD)

Year (Jan-June)	2010	2011	2012	2013	2014	2015	2016	2017	2018
India's Exports	969	1474	1547	1662	1785	1523	1500	1643	939
India's Imports	2482	3364	30739	25725	21014	21276	14517	19755	8740
<b>Total Trade</b>	<b>3451</b>	<b>4838</b>	<b>32286</b>	<b>27387</b>	<b>22799</b>	<b>22799</b>	<b>16017</b>	<b>21398</b>	<b>9679</b>

Mr. Amrit Lugun and Head Third Countries and Multilateral Affairs Section, State Secretariat of Migration Mr. Karl Lorenz.

- **Financial Dialogue:** The 1st round of the Financial Dialogue was held in Berne on 6 July, 2012. The latest [3rd] round was held on 15 June, 2016 in India Co-Chaired by Secretary, Department of Economic Affairs and Swiss State Secretary for International Financial matters Mr. Jacques de Watteville. The 4th round of Financial Dialogue is scheduled to take place on 16 July, 2018 in Berne.
- **Defence Dialogue:** The 1st Defence dialogue was held on 18 November, 2016 in the national capital of India.

#### Commercial Relations

Commercial contacts between India and Switzerland dated back to the early 19th century when in 1851 the Volkart Trading Co. established its offices in Basel and Mumbai. In 1915 when Europe was in the grip of the war and the need of the hour was to secure for Switzerland food and economic prospects, the Swiss Consulates were set up in key locations across the world including Mumbai. The Integral Coach Factory (ICF), Chennai, set up based on 1949 agreement signed between the Government of India and the Swiss Cars and Elevators Manufacturing Ltd. Zurich, celebrated its diamond jubilee in September, 2015. It expanded its network, diversifying its activities, and soon becoming the backbone of Switzerland's economic presence in India.

The Indo-Swiss Treaty of Friendship signed in 1948 laid the foundation for a strong economic content to the bilateral relationship. Article 3 to 6 of this Treaty secured the “most favoured

**Bilateral Investment:** Switzerland invested FDI equity worth approximately USD 4.31 billion in India from April 2000 to March 2018 thus becoming the 11th largest investor and accounting for about 1.14% of total FDI in India during this period. As a large part of FDI in India, is routed through third countries, actual Swiss FDI in India is much higher, with overall Swiss investment inflows into India pegged at about USD 7.71 billion during 2005-2016 as per Swiss National Bank (SNB). More than 250 Swiss companies have a presence in India through their own subsidiaries and joint ventures.

When it comes to industrial sector of Swiss investments in India, the major sectors are engineering and industrial equipment, service sector (tourism, financial logistics and many more), whereas, precision instruments, chemicals and pharmaceuticals successfully remained at the top. Various multinational companies of Switzerland like Nestle, ABB, Novartis, Roche UBS and Credit Suisse, along with many other, have their operations in India. As per Swiss Government data, Swiss enterprises have created over one lakh jobs in India during April to September, 2017.

Recent reform initiatives by India have enhanced potential for Swiss businesses. Sectors such as clean technology, life sciences, precision engineering, med-tech, financial services and fintech, construction materials and equipment, consumer goods, railways and defense offer plenty of opportunities for Swiss companies.

Overseas Direct Investment from India to Switzerland for the duration from April 2014-December 2017 was USD 1.72 billion (4.36% of total Overseas Direct Investment) placing it at 7th position. Recent Indian investments in Switzerland have gone into



sectors such as ICT, life sciences, engineering and chemicals. Major Indian IT companies including TCS, Infosys, HCL, Tech Mahindra and major companies; have their offices in Switzerland and provide services to major Swiss pharma companies, banks and insurance firms. Indian companies in pharma and life science sectors having presence in Switzerland include Dr. Reddy, Wockhardt and Glenmark. Tata and Birla also have their representative offices. Swiss luxury goods firm Lux was taken over by Eureka Forbes and earlier in 2010 M/s. Steiner, a construction company, was taken over by HCC Ltd. Rajesh Exports acquired the world's biggest Swiss gold refinery 'Valcambi' for USD 400 million in 2015.

Switzerland continues to attract investment from Indian companies looking for a gateway to Europe. Key factors that make Switzerland attractive for Indian investors are its geo-strategic location in the centre of Europe, political and economic stability, modern infrastructure, the strong financial centre, the liberal labour market, strong industry and technology clusters and a moderate tax structure.

Switzerland's initiatives to remain competitive such as the Corporate Tax Reforms and the introduction of the Swiss Innovation Parks are ensuring the interest of Indian and foreign companies alike to consider the country as a base for European operations.

**The Embassy of India in Berne has initiated the Momentum of India: Swiss SMEs Programme** for facilitating the entry of Swiss SMEs into the Indian market. The Mission is also regularly participating/organising events for enhancing India's trade and investment relations with Switzerland. The recent activities of this Mission as follows:

- Investment and Trade Promotion Event [February 2, 2018; Berne]
- Freisein Event [March 15-17, 2018; Zurich]
- State Facilitation Event [March 24, 2018; Horgen, Zurich]
- State Facilitation Event [March 24, 2018; Museum Rietberg, Zurich]
- MUBA Exhibition [April 20-29, 2018; Basel]
- Workshop on Trade and Investment [May 17, 2018; Zurich]
- Swiss Yoga Conference [May 25-27, 2018; Zurich]
- Indian Wine Tasting Event [June 1, 2018; Berne]
- Ayurveda Festival in 10 cities in Switzerland and Liechtenstein in June 2018

**The Embassy is organizing a series of Trade and Investment events all over Switzerland from August-October 2018. The Workshop schedule is as follows:**

- Digital India Summit on 15 August 2018 in Berne
- Workshop on 22 August 2018 in Geneva
- Workshop on 12 September 2018 in Basel
- Workshop on 26 September 2018 in St. Gallen
- Workshop on 11 October 2018 in Lugano
- Workshop on 31 October 2018 in Zurich

The Embassy has launched the Indian Professional Network as an outcome of the discussions held with the Indian diaspora on the occasion of Pravasi Bhartiya Divas on January 9, 2018 in Berne. It is the one of the public diplomacy arms of the Embassy of India with the aim to outreach to the professionals in the Indian diaspora with a view to come up with ideas to strengthen bilateral relationship. Sessions on following matter have taken place till date:



- Immigration issues (March 21, 2018)
- Ayurveda in Switzerland (April 13, 2018)
- India-Switzerland Cooperation in Vocational Education and Training (May 30, 2018)

## Sectoral Cooperation

**Science & Technology:** During the visit of Swiss President to India in 2003, an Inter-Governmental Framework Agreement on Technical and Scientific Cooperation was signed under which an Indo-Swiss Joint Research Programme (ISJRP) was launched in 2005 as the main vehicle for S&T cooperation through periodic POCs. To oversee and co-ordinate S&T Cooperation, the Joint Committee on Science and Technology has been set up. The latest round [November 2017] reviewed the outcome of the previous POCs 2006-10 extended to 2012 and 2013-2016 and approved the new POC for 2016-19. The discussions resulted in an agreement between the Indian Department for Biotechnology (DBT) and the Swiss National Science Foundation (SNSF) to launch a joint call for projects in the beginning of 2018. Separately, a Working Group for cooperation has also been constituted for joint training and capacity building programs in the field of Glaciology.

**Railways:** During the visit of the Swiss President to India in August-September 2017, two MoUs were signed in the field of Railways: MoU on Technical Co-operation in the area of Railway Safety & Technology between the Ministry of Railways and Federal Department of Environment, Transport, Energy and Communication of Swiss Confederation and MoU between Konkan Railway Co-operation Ltd. (KRCL) and Swiss Federal Institute of Technology Zurich (ETH Zurich) in the field of tunneling and underground structures.

**Civil Aviation:** An Air Services Agreement (ASA) was signed in May 2001. Following the bilateral Civil Aviation talks in May 2006, Swiss Airlines commenced direct flight to Delhi from December 2007. Presently, Swiss Air operates direct daily flights to Delhi and Mumbai under code sharing arrangement with Air India providing an impetus to both tourism and business links between the two countries. The passenger composition on these flights is approximately 60% Indians and 40% Swiss.



*External Affairs Minister, Mrs. Sushma Swaraj with Former Swiss President, Ms. Doris Leuthard*

**Education/Skill Development:** Minister of State (I/C) for Skill Development and Entrepreneurship, Mr. Rajiv Pratap Rudy, visited Switzerland to participate in the 2nd International Vocational and Professional Education and Training Congress from 20-22 June, 2016. A MoU to institutionalize bilateral cooperation in the areas of skills development and vocational education and training was signed. Under this MoU, the 1st meeting of the Indo-Swiss Joint Working Group on Vocational Education and Training was held in New Delhi on 21 April, 2017.

**Swiss initiatives in the field of vocational education in India include the following:**

- **Bharatiya Skill Development Campus and University:** Bharatiya Skill Development Campus [BSDC], Jaipur established by the Switzerland-based 'Rajendra and Ursula Joshi Foundation' and inaugurated on 23 April, 2016 working on the model of Swiss Dual System of Training. On the day of the inauguration, an MoU was signed between the Government of Rajasthan and BSDC for establishment of Bharatiya Skill Development University [BSDU] which was launched in March, 2017.
- **Indo-Swiss Centre of Excellence, Pune:** The Indo-Swiss Centre of Excellence, Pune is a not-for-profit organization set up to impart highest standards of skill training by applying Swiss Vocational Education System. It is setting up a Centre of Excellence in Manufacturing and a Centre of Excellence in



Agriculture which are expected to become operational in 2018.

- **Skillsonics India Private Limited:** Skillsonics partners with Swiss VET institutions and adapts Swiss content to the Indian requirements. It is a partner company of the National Skill Development Corporation (NSDC).

• **Vocational Training Center, Andhra Pradesh:**

Government of Andhra Pradesh and BJ Institutes, Aarau Switzerland signed contracts for the establishment of a Vocational Training Center [VTC] in Andhra Pradesh and also for extension of the SOPEX (Solar Power Experience, a program for imparting practical experience with solar energy) program in February 2017. The courses in the VTC are likely to start by 2019.

- **AYUSH:** Ayurveda along with 3 other traditional systems of medicine i.e. Chinese, European and homeopathy, has been approved for federally recognized national diploma examination.

*Embassy of India, Switzerland*



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THE RELIABLE EXPERT 



*(High Level Visit): PM Modi meets Alain Berset, President of the Swiss Confederation and Professor Klaus Schwab, Chairman of the World Economic Forum in Davos (January 23, 2018)*

# India - Switzerland

## High Level Visits

### **Prime Minister Narendra Modi's visit to Davos in January 2018**

Hon'ble Prime Minister Shri Narendra Modi paid a visit to Switzerland in January, 2018. During his visit, PM Modi met H.E. Mr. Alan Berset, President of the Swiss Confederation and discussed matters of mutual interest. After the bilateral segment, PM delivered the key-note address at the Inaugural Plenary Session of the Annual Meeting of World Economic Forum on January 23, 2018. On the sidelines of WEF, PM met other Heads of States to discuss issues of mutual interest.

### **Other ministerial visits at Davos in 2018 to attend WEF**

Indian group of Ministers comprising CIM Shri Suresh Prabhu, Minister of P&NG and Skill Development Shri Dharmendra Pradhan, Minister for Railways and Coal Shri Piyush Goyal, MoS in PMO Dr. Jitendra Singh and MoS for External Affairs Shri M. J. Akbar addressed a number of sessions on various topics including economy, foreign policy, security and politics. Besides, Chief Ministers of Andhra Pradesh and Maharashtra and a few Members of Parliament and State ministers also attended WEF.

### **Swiss President's visit to India in 2017**

President of the Swiss Confederation His Excellency Mrs. Doris Leuthard paid a State Visit to India from 30 August-02 September, 2017, accompanied by the Swiss State Secretary for Economic Affairs, State Secretary for International Financial matter, amongst

others and a 33-member high-level business delegation of CEOs and Senior Executives of leading Swiss companies. A comprehensive Joint Statement was issued during the visit. Both sides expressed satisfaction at the on-going Co-operation in prevention of money laundering and tax evasion. Discussions with a number of line Ministries opened up avenues for sectoral exchange and cooperation. PM and the Swiss President jointly addressed a meeting with some big shots from business world of Switzerland and leading Indian entrepreneurs in the context of business interest in Switzerland.

### **PM's visit to Switzerland 2016**

Prime Minister Shri Narendra Modi paid an official visit to Geneva, Switzerland on 5-6 June 2016. This was a historic visit; the first bilateral visit by the Indian Prime Minister to Switzerland in the last several decades. PM was accompanied by a high powered delegation and had a packed program which included highly productive bilateral meeting with the then Swiss President Mr. Johann N. Schneider-Ammann; a Business Round Table with Switzerland's top companies; and a meeting with Indian research scholars based at CERN.

### **Previous bilateral visits at HOS/HOG-level**

Swiss leaders visited India: Swiss President Mrs. Micheline Calmy-Rey [5-7 November 2007]; Swiss President Mr. Pascal Couchepin [6-12 November 2003]; Swiss President Mr. Flavio Cotti [1998; first ever visit by a Swiss President to India].



**Indian leaders visited Switzerland:** President Smt. Pratibha Devi Singh Patil [30 September to 4 October 2011]; President Dr. A.P.J. Abdul Kalam [May 2005]; President Shri V.V. Giri [1975].

### Ministerial-level and Parliamentary visits

**Swiss leaders visited India:** Swiss Parliamentarian Mr. Niklaus Samuel Gugger and Mayor Jean-Philippe Pinto Federal Councillor for Justice and Police [1st PIO Parliamentarian Conference [9 January 2018 in New Delhi]; Mrs. Simonetta Sommaruga, [5-7 October, 2016]; Federal Councillor for Economic Affairs, Education and Research Mr. Johann N. Schneider-Ammann, [15-17 May, 2015]; Federal Councillor for Foreign Affairs Mr. Didier Burkhalter [11-12 November 2013]; Federal Councillor for Environment, Transport, Energy & Communications Mrs. Doris Leuthard, [18-20 October 2012]; Federal Councillor for Home Mr. Alain Berset [1-3 October 2012]; Federal Councillor for Foreign Affairs Ms. Micheline Anne-Marie Calmy-Rey [August 2010]; a 4-member Swiss Parliamentary delegation [12 February 2016].

**Indian leaders visited Switzerland:** Minister of Health and Family Welfare Shri J.P. Nadda [19 May 2018]; Parliamentary Delegation from Maharashtra [separate visits in February and April 2018]; Minister of State (I/C) for Skill Development and Entrepreneurship Shri Rajiv Pratap Rudy [June 2016]; EAM Shri Salman Khurshid [22 January 2014]; Minister of State (IC) for Sports & Youth Affairs Shri Jitender Singh [14-15 May 2013]; Minister of Commerce & Industry Shri Anand Sharma [8 April 2013]; Lok Sabha Speaker Smt. Meira Kumar [16-19 October, 2011; 16-17 July 2010]; an 18-member Indian Parliamentary Goodwill delegation led by Minister of Parliamentary Affairs and Water Resources Shri Pawan Kumar Bansal [1-4 April 2010]; Minister of Textiles Shri Dayanidhi Maran [25-28 October 2009]; Minister for Road Transport & Highways Shri Kamal Nath [11-12 August, 2009].

### Other visits

**Swiss leaders visited India:** Swiss State Secretary and Director SECO Marie-Gabrielle Ineichen-Fleisch [25-26 June 2018 in Mumbai]; Head of International Affairs, Swiss Federal Office of Energy Jean-Christophe Fueg [10-12 April 2018 in New Delhi]; Swiss State Secretary and Director SECO Marie-Gabrielle Ineichen-Fleisch [19-20 March 2018 in New Delhi]; State Secretary of the Federal Department of Foreign Affairs Mrs. Pascal Bareiswyl [5 December 2017]; 4-member delegation led by Ambassador Frank Gutter, Head of Security Policy Division, Federal Department of Foreign Affairs and including Ambassador Thomas Schneider, Head of International Affairs, Federal Office of Communication, Government of Switzerland To participate in the 5th edition of Global Conference on Cyber Space [23-24 November 2017 in New Delhi]; Swiss State Secretary for International Financial Matters Mr. Jacques de Watteville [15 June 2016]; Swiss State Secretary for Economic Affairs Ms. Marie Gabriel IneichenFleisch [10 June 2016]

**Indian leaders visited Switzerland :** Secretary, Ministry of Skill Development and Entrepreneurship Dr. K.P. Krishnan [3-6 July 2018]; Foreign Secretary Dr. S. Jaishankar [10-13 Sept. 2015]; Ms. Sujata Mehta, Secretary (West) [8 March 2016]; Secretary, Department of Science & Technology Prof. Ashutosh Sharma [16-19 Sept 2015]; a delegation from the International Cooperation Division of M/o Skill Development and Entrepreneurship [31 August to 8 Sept. 2015]; Secretary, Department of Sports Shri Ajit Mohan Sharan [23-25 March 2015]; Revenue Secretary Shri Shaktikanta Das [15 October 2014].

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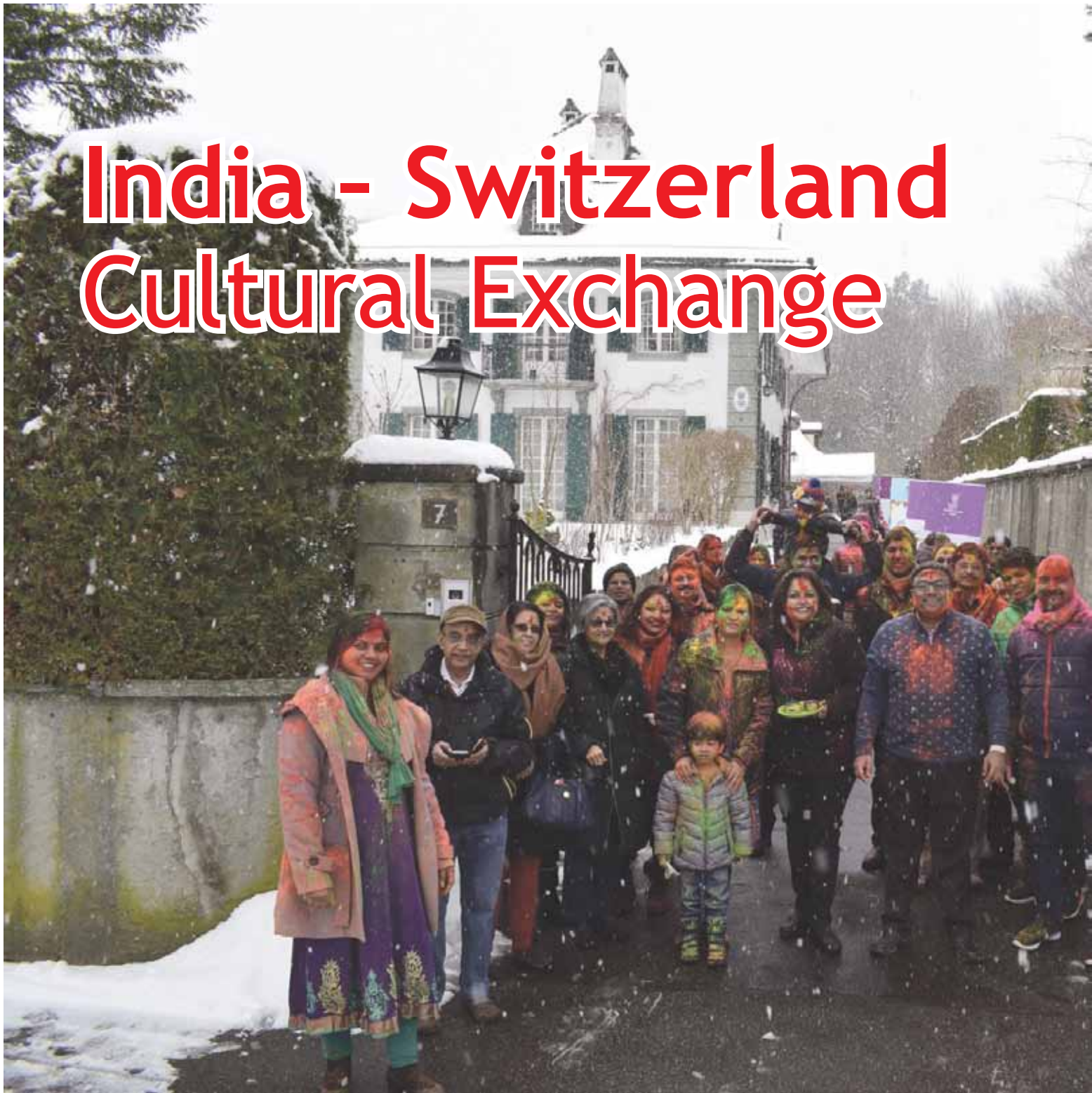
*Embassy of India, Switzerland*



*Prime Minister of India, Mr. Narendra Modi with the President of the Swiss Confederation, Mr. Alain Berset and the Chairman of the World Economic Forum, Professor Klaus Schwab, at the plenary session of the World Economic Forum, in Davos on January 23, 2018.*



# India - Switzerland Cultural Exchange



**I**n the Joint Statement issued during the visit of Swiss President, both sides acknowledged the need for greater people-to-people contact at different levels, particularly in the field of academics, culture, cinema and other fronts to foster closer ties between the two countries.

The two countries do not have an institutional arrangement on cultural cooperation like Cultural Cooperation Agreement or CEP. Numerous Swiss artists and researchers had been actively engaged in the Indian subcontinent, notably Le Corbusier (architecture) and Alice Boner (painter, sculptor, art historian) while film producers such as Yash Chopra brought Switzerland and India closer through popular Hindi movies filmed in the Swiss Alps.

**The Pravasi Bharatiya Divas** was celebrated by the Embassy of India in Berne on 9 January, 2018. It witnessed enthusiastic participation from the Indian diaspora in Berne.

Government of India extended the e-tourist visa facility to 37 more countries from 26 February, 2016 including Switzerland. There is a significant traffic of Indian visitors to Switzerland.





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**The 4th International Day of Yoga Celebration at Davos in the Alps on June 24, 2018**

The International Day of Yoga (IDY) was celebrated by the Embassy of India in Berne from June 16-24, 2018 in various cities in Switzerland. It concluded in Berne with a unique philately exhibition at the Universal Postal Union focusing on Yoga-related stamps. An Ayurveda Festival was also organised at all the venues coinciding with the International Day of Yoga celebrations. It received positive response from the Swiss public. The International Day of Yoga and the Ayush festival were organised at the following venues:

- Berne
- Basel
- Zurich
- Davos
- Flaach
- Bad Ragaz
- Neuchatel
- Spreitenbach
- Lausanne
- Vaduz

**[Principality of Liechtenstein]**

A MoU was signed between ICCR and the University of Lausanne to establish Rabindranath Tagore Chair on Indian Studies. The MoU has been extended for another 3 years in June 2016. Based on this revised MOU, an Assistant Professor of Hindi visited the University of Lausanne from February-June in 2017 on deputation by ICCR. An MOU was signed in 2012 between the Indian Council of Social Science Research and the University of Lausanne







## swiss arts council prohelvetia

for institutional Co-operation in social sciences and humanities projects under the Indo-Swiss Joint Research Program [ISJRP].

**Switzerland opened an office of Pro Helvetia – Swiss Arts Council in New Delhi in 2007.** Pro Helvetia focuses its efforts on contemporary literature, visual arts, dance and design and offers scholarships in Switzerland as well as in India. The Universities of Berne, Lausanne and Zurich offer courses for the study of Hindi, Sanskrit and Indology. The Rietberg Museum in Zurich reportedly possesses the largest collection of Indian miniature paintings outside India and the UK.

A 10-member Kathak Dance troupe, led by Smt. Aruna Kelkar from Pune based “Niritya Bharti Academy” and sponsored by ICCR, visited Switzerland between 24-26 March 2015 and showcased its performances in Berne and Zurich. The shows were well received. A performance and lecture-demonstration on Kathak was organised in Zurich on 16th May 2014 by ICCR sponsored 6-member Kathak troupe, led by Ms Rujuta Soman.

To mark the **International Day of Peace and Non-Violence**, a statue of Mahatma Gandhi was installed in Ariana Park, Geneva on 14 November 2007. The 150th birth centenary celebrations of Swami Vivekananda were held in Saas Fee on 30 August 2013 with the unveiling of a plaque at Hotel Grand Metropole where Swami Vivekananda stayed in 1896. A bronze bust of Gurudev Rabindranath Tagore was unveiled to commemorate the 150th birth Anniversary of Gurudev Tagore on 4 October 2011 during the State Visit of President Smt. Pratibha Devi Singh Patil at the University of Lausanne.

In 1989, a ‘Festival of India’ was held in Switzerland. In 1991, a ‘Festival of Switzerland’ was held in the four metropolitan cities and in Bangalore.



### Yuva India in Switzerland

“YUVA” is a public, non-profit, non-political, and non-religious organization for Indian and Indian-origin students studying or working in Lausanne.

The membership is also extended to students and friends of any nationality who share strong interests in Indian culture and tradition and in our activities.

YUVA is registered with EPFL and will be the face and voice of Indians@EPFL/UNIL.

*Embassy of India, Switzerland*



# Indian Diaspora in Switzerland

Approximately, 25,000 people of Indian origin and Indians residing in different parts of Switzerland. Most of them are professionals, engaged in the fields of Information Technology, pharmaceutical industry, research and health sector (para-medics). There are also a few employed at UN Offices in Geneva and two other prestigious Swiss institutes viz., Swiss Federal Institute of Technology (ETH), Zurich and Federal Institute of Technology, Lausanne (EPFL). Several Indians living in Switzerland represent major Indian software companies like TCS, Infosys, Wipro, Mahindra Satyam and other multi-national companies like ABB, Alstom, Novartis, Nestle and more.

There are about ten Indian Associations in various parts of Switzerland with Cantonal jurisdiction including Indian Association Zurich, Indian Association Berne, Bharatiya

Association of Berne, Indian Association Geneva. All the Indian Associations in Switzerland actively organize Independence Day, Republic Day functions and festivals like Diwali, Holi, Onam, Baisakhi, Navratri and other festivals. These Associations also arrange annual Gala programs where Indians and other close acquaintance of the country meet and celebrate the festive occasions of India. Besides the above, there are regional associations and also Indian Students Association in Zurich and Lausanne Co-ordinating various activities amongst youngsters from India. There are about 1000 Indian students pursuing Hotel Management and other professional courses with various prestigious Institutes in Switzerland. Several premiere Indian educational institutes have students exchange program with Swiss institutes like ETH, Zurich and EPFL, Lausanne.

Source: <http://www.indembassybern.ch/eoi.php?id=Community>



# RECENT ACTIVITIES OF



*H.E. Mr. Sibi George, Ambassador of India to Switzerland called on Shri Pinarayi Vijayan, Hon'ble Chief Minister of Kerala at Thiruvananthapuram on July 20, 2018.*



*Ambassador Sibi George delivered opening remarks at the India MICE Roadshow jointly organised by Ministry of Tourism and India Convention Promotion Bureau on 28 June in Geneva.*



*Ayurveda Festival at International School of Berne on June 23, 2018*





# THE EMBASSY



**Embassy of India  
Berne**



*Ambassador Sibi George  
with Swiss President  
H.E. Mr. Alain Berset*



*Ambassador with  
H.E. Mr. Ignazio  
Cassis, Federal  
Councillor and Head  
of Federal Department  
of Foreign Affairs  
(Foreign Minister)*



*Embassy of India to Switzerland, the  
Holy See and Liechtenstein celebrated  
World Environment Day, June 5,  
2018 with planting of fruit trees  
including by Children, at India House  
gardens in Berne. They also painted a  
symbolic tree of joint celebrations.*

*Ambassador Sibi George  
met with H.E. Mr.  
Guy Parmelin, Federal  
Councillor and Head of  
Federal Department of  
Defence, Civil Protection  
and Sports (Defence  
Minister of Switzerland)  
April 17, 2018 in Berne.*







# Switzerland - India

## Scientific Cooperation

In the Federal Council's Dispatch on the Promotion of Education, Research and Innovation for 2008-2011, the Swiss Confederation broadened its foreign science policy, naming eight non-EU countries with which it wished to deepen bilateral scientific relations, India is one of them. This path was confirmed in the Federal Council's international strategy for ERI (2010) and further tangible steps were taken in the ERI Dispatches 2012 and 2013-2016. An external evaluation of the Impact of Swiss Bilateral Research Programs in 2011 recommended that in the long term, of the countries with which Switzerland should have research and innovation Co-operation, India (along with China) should have the highest priority.

The Indo-Swiss scientific relations had begun with the signature of an agreement between both the Governments on technical and economic Co-operation signed in New Delhi in 1966.

An agreement for scientific and technological Co-operation was signed in 2003. It is implemented by the State Secretariat

for Education, Research and Innovation the Swiss side, and the Department of Science and Technology on the Indian side. A Joint Steering Committee oversees the activities carried out under this agreement. Its latest meeting took place in November 2017.

A Memorandum of Understanding on Co-operation in the social sciences was signed in 2012. It is implemented by the University of Lausanne on the Swiss side and the Indian Council of Social Science Research on the Indian side.

The activities under the agreement mentioned above are implemented through the Indo-Swiss Joint Research Program. The main implementing agencies for the program are the Swiss Federal Institute of Technology, Lausanne (natural and exact sciences) and the University of Lausanne (social sciences). Calls for proposals for joint research projects in the natural and exact sciences are implemented by the Swiss National Science Foundation on the Swiss side.



To date, the Swiss side has provided CHF 15M for the program, which has been matched by the Indian side. It has funded 55 joint research projects, one public-private partnership project, 4 institutional partnership projects and 91 exchange grants, involving researchers and students from 19 Swiss and 69 Indian universities and research institutions in the fields of information and communication technologies; the life sciences; materials science and nanotechnologies; human health sciences and medical

sciences; sustainable urban development and renewable energy sources.

The main activities in the Co-operation in the social sciences include joint research projects; exchange of faculty and PhD scholars and lectures by distinguished scholars. Till now 11 projects, 14 faculty exchanges and 6 scholar exchanges, as well as 3 seminars have taken place. The priority areas for Co-operation include sustainable urban development and land use; democracy; inclusive growth, green economy, economic growth and development; public health and well-being; food security; population, ageing and migration and higher education development, science and innovation policies.

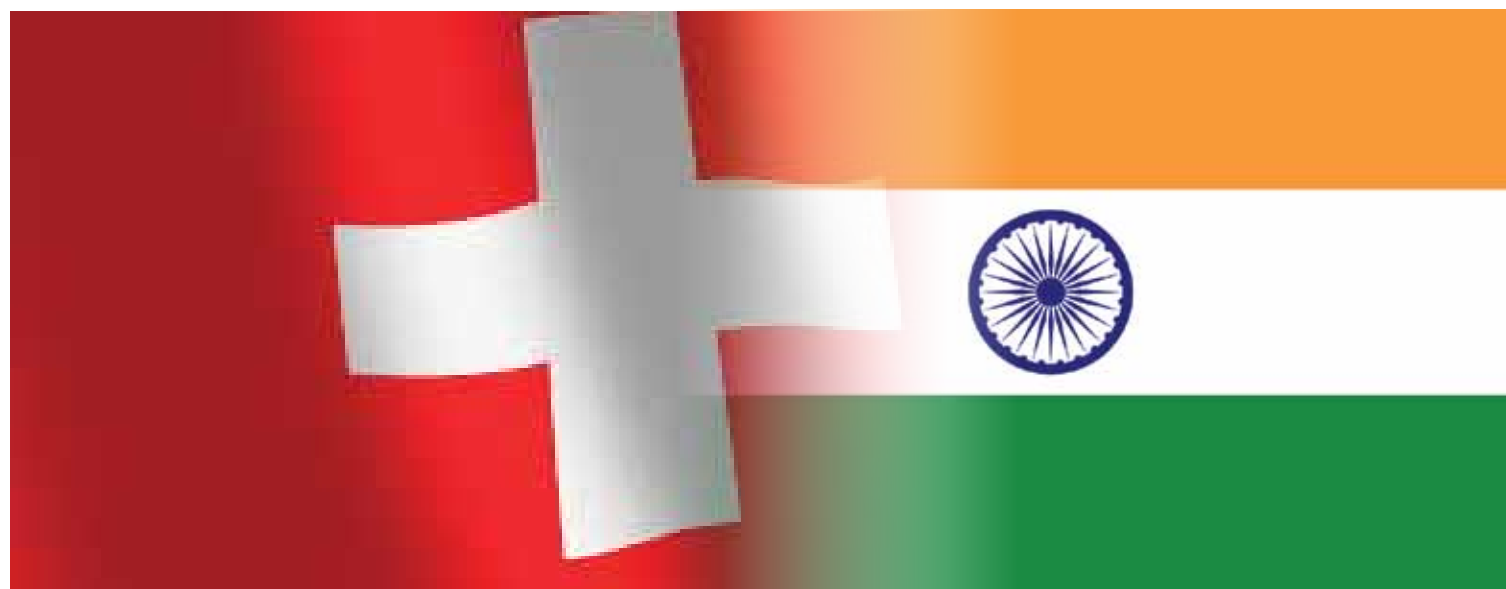
Swissnex India, established in Bangalore in 2010, connects



Switzerland and India in the fields of science, education, art and innovation. An initiative of the Swiss State Secretariat for Education and Research and Innovation (SERI) in association with the Swiss Federal Department of Foreign Affairs, Swissnex India is a part of the Consulate General of Switzerland in Bangalore. The activities of Swissnex India are focuses on three main pillars: academic relations, entrepreneurship and innovation and the intersection between the arts and science.

India is a priority country for the Swiss Government Excellence Scholarships. These scholarships provide graduates from all fields with the opportunity to pursue doctoral or postdoctoral research in Switzerland at one of the public funded universities or recognised research institutions. As per now somewhere around 240 Indian nationals have been offered a research, PhD or post-doctoral scholarship.

Source: <https://www.eda.admin.ch/countries/india/en/home/switzerland-and/science-technology-funding.html>





# BOLLYWOOD – BOND

Switzerland is one of the most visited countries in the world. Among Indians, it ranks among the top international destinations.

One of the main reasons stems from the fact that Switzerland's landscape is very different to that of mainland India. Barring the Northern states, few Indians can relate to what they encounter when they chance upon this Alpine country.

What Indians once read about Switzerland, namely about its calmness, its quest for perfection, the mountains and green hilly pastures, has become a treat for the eyes through cinema. This year marks fifty years of the partnership between Indian cinema and Switzerland.

## Indian movies: A golden partnership

It is hard to imagine that this non-English speaking country in the heartland of Europe would be synonymous with Indian cinema's fascination for romantic songs and dreamy sequences. In fact, Switzerland is a favorite destination for pristine backdrops.

**Sangam** (converge), the first ever color film of the late Indian filmmaker Raj Kapoor, was a *magnum opus* in many ways. Released in 1964, this movie had a screen time close to 200 minutes, filled

with an emotional storyline and songs starring Raj Kapoor, Vyjayanthimala and Rajendra Kumar.

For the first time, an Indian movie had gone beyond the national borders and had the story line scripted in locations like London, Vatican, Rome, Venice, Paris and Switzerland. The movie was a hit - and not just for the songs!

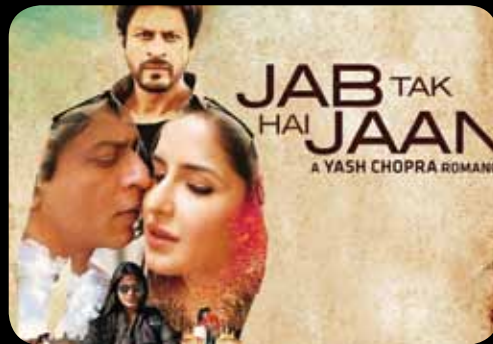
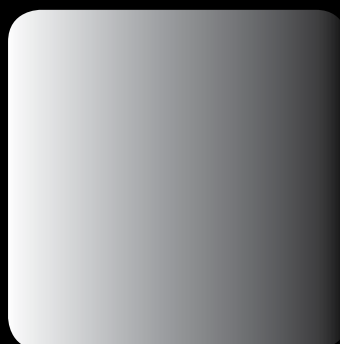
So, Switzerland and its snow-capped mountains were first showcased in Indian cinema through **Sangam**. This was at a time when nobody anticipated that this tiny country would soon become the most frequented destination for film shooting.

## Early films shot in Switzerland

Then came Shammi Kapoor's thriller, **An Evening in Paris** (1967). It was shot entirely abroad. Paris being the focal point, the movie also had some significant part shot in Switzerland, Lebanon and Canada.

In his directorial debut **Prem Pujari** (1970), Dev Anand followed the trend. He shot several scenes and a famous song inside Switzerland.

**Yash Chopra**, one of India's well-known film directors, chose







# WITH SWITZERLAND

Switzerland as his honeymoon destination and toured the country with his wife Pamela in 1970. Mesmerised by the landscape, he turned to Switzerland regularly for his movies which he produced under his banner Yash Raj Films.

No one would argue against the fact that Yash Chopra - through his movies - has single-handedly promoted Switzerland to wider audiences of cinema lovers across India. Soon, Switzerland became a destination for the romantics, honeymooners and for nature travelers.

## DilwaleDulhaniaLe Jayenge(1995)

Hundreds of Indian movies have been shot to this date, but the 1995 hit **DilwaleDulhania Le Jayenge**(produced by Yash Chopra) happens to be the most famous movie shot in Switzerland.

The famous **bridge scene** was shot in Saanen.

## Indian Tourists and Switzerland: A Love Affair

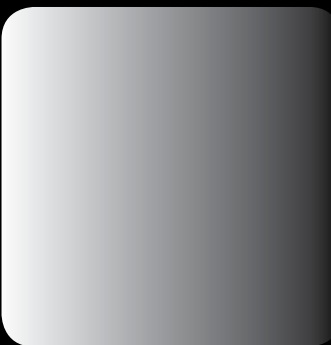
Since then, there has been a steady flow of Indian tourists visiting Switzerland. Interestingly for those who also happen to be cinema fanatics, **Bollywood packaged trips** to places like Gstaad are arranged.

In 2013, a total of **467'967 overnight stays** were logged by tourists from India. The trend of Indian tourists frequenting Switzerland did not go unnoticed by the Swiss tourism industry:

- Yash Chopra was nominated as the Ambassador for Interlaken;
- A lake where Chopra shot many of his scenes (*Lauenensee*) is famously known as **Yash Chopra Lake**;
- A Swiss government award for rediscovering Switzerland;
- A Jungfrau Railways train named after Chopra - an honor which not too many Swiss can claim!
- Chopra's last movie as a director, **Jab Tak Hai Jaan**, also had Switzerland in its original screenplay. The project had to be cancelled due to his sudden demise in 2012.

Apart from this, Ranveer Singh is the first **Indian ambassador for Switzerland Tourism & 'Ranveer on Tour' train**.

Source: <https://www.newlyswissed.com/50-years-indian-cinema-switzerland/>



28° N, 77° E

# Red Fort

Red Fort is a historic fort in the city of Delhi in India. It was the main residence of the emperors of the Mughal dynasty for nearly 200 years, until 1856. It is located in the center of Delhi and houses a number of museums. In addition to accommodating the emperors and their households, it was the ceremonial and political center of the Mughal state and the setting for events critically impacting the region.





27° N, 78° E

# The Taj Mahal

The Taj Mahal meaning “Crown of the Palace” is an ivory-white marble mausoleum on the south bank of the Yamuna river in the Indian city of Agra. It was commissioned in 1632 by the Mughal emperor, Shah Jahan (reigned from 1628 to 1658), to house the tomb of his favourite wife, Mumtaz Mahal. The tomb is the centrepiece of a 17-hectare (42-acre)[5] complex, which includes a mosque and a guest house, and is set in formal gardens bounded on three sides by a crenellated wall.

The Taj Mahal attracts 7–8 million visitors a year. In 2007, it was declared a winner of the New7Wonders of the World (2000–2007) initiative.





8°N, 77°E

# Kerala: God's Own Country

Kerala is a state in South India on the Malabar Coast. It was formed on 1 November 1956 following the States Reorganisation Act by combining Malayalam-speaking regions. Spread over 38,863 km<sup>2</sup> (15,005 sq mi), it is bordered by Karnataka to the north and northeast, Tamil Nadu to the east and south, and the Lakshadweep Sea to the west. With 33,387,677 inhabitants as per the 2011 Census, Kerala is the thirteenth-largest Indian state by population. It is divided into 14 districts with the capital being Thiruvananthapuram. Malayalam is the most widely spoken language and is also the official language of the state.



32°N, 76°E

# Udaipur- Historical Heaven

Udaipur also known as the "City of Lakes" is a major city, municipal corporation and the administrative headquarters of the Udaipur district in the Indian state of Rajasthan. It is the historic capital of the kingdom of Mewar in the former Rajputana Agency.

Lake Pichola, is an artificial fresh water lake, created in the year 1362 AD, named after the nearby Picholi village. It is one of the several contiguous lakes, and developed over the last few centuries in and around the famous Udaipur city.





32°N, 76°E

# Khajjiar- India's Switzerland

Khajjiar is a hill station in Chamba district, Himachal Pradesh, India, located approximately 24 km from Dalhousie.

Khajjiar sits on a small plateau with a small stream-fed lake in the middle that has been covered over with weeds. The hill station is surrounded by meadows and forests. It is about 6,500 feet (2,000 m) above sea level in the foothills of the Dhauladhar ranges of the Western Himalayas and peaks can be seen in the distance.





47° N, 8° E

# Zürich

Zürich is the largest city in Switzerland and the capital of the canton of Zürich. It is located in north-central Switzerland at the northwestern tip of Lake Zürich. The municipality has approximately 400,028 inhabitants, the urban agglomeration 1.315 million and the Zürich metropolitan area 1.83 million. Zürich is a hub for railways, roads, and air traffic. Both Zürich Airport and railway station are the largest and busiest in the country.



46°N, 7°E

# Jungfraujoch- The Top of Europe

Jungfraujoch is a notable saddle in the Bernese Alps, connecting the two four-thousander peaks Jungfrau and Mönch, at an elevation of 3,466 metres (11,371 ft) above sea level. It is a glacier saddle, on the upper snows of the Aletsch Glacier, and part of the Jungfrau-Aletsch area, situated on the boundary between the cantons of Bern and Valais, halfway between Interlaken and Fiesch.





46°N, 6°E

# Lake Geneva

Lake Geneva is a lake on the north side of the Alps, shared between Switzerland and France. It is one of the largest lakes in Western Europe and the largest on the course of the Rhone. 59.53% (345.31 km<sup>2</sup> [133.32 sq mi]) of it comes under the jurisdiction of Switzerland (cantons of Vaud, Geneva, and Valais), and 40.47% (234.71 km<sup>2</sup> [90.62 sq mi]) under France (department of Haute-Savoie).

Lake Geneva has been explored by four submarines: the Auguste Piccard and the F.-A. Forel, both built by Jacques Piccard, and the two Mir submersibles.





45°N, 7°E

# The Matterhorn

The Matterhorn is a mountain of the Alps, straddling the main watershed and border between Switzerland and Italy. It is a large, near-symmetrical pyramidal peak in the extended Monte Rosa area of the Pennine Alps, whose summit is 4,478 metres (14,692 ft) high, making it one of the highest summits in the Alps and Europe.





# ENVOY EXCELLENCY

## Go Beyond Excellence

Envoy Excellency Magazine is an international monthly magazine backed by **D.N Media Group, India**. It specifically covers diplomatic community worldwide, foreign and national affairs.

Envoy Excellency exclusively covers Politics, International affairs, Culture, Tourism and Medical Tourism. The magazine is characterized by its high-quality analytical articles on events at national and international level.





“ I invite you all that if you want to have wealth with wellness, then work in India. If you want the wholeness of life with the health, then come to India. If you want peace with prosperity then stay in India. If you come to India, you will always be welcome in India. ”

*—Hon'ble Prime Minister of India,  
Mr. Narendra Modi in Davos*

“ Switzerland is like a garden. The Indian community is part of the garden. We are a different variety of flowers in this garden. We add to the diversity. We bring India's rich and varied cultural heritage and traditions to this land. So we stand out yet merge and make the garden more beautiful ”

*—H.E. Mr. Sibi George, Ambassador  
of India to Switzerland, The Holy See and Liechtenstein*