

Swiss miss

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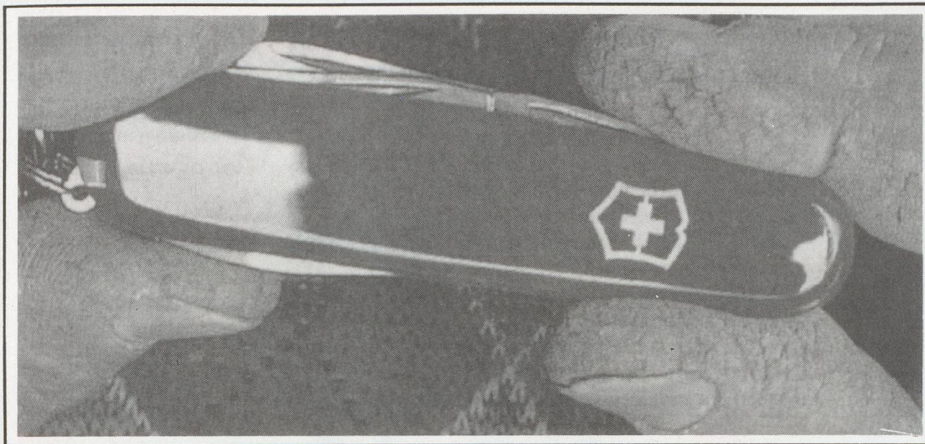
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Victorinox, the manufacturing firm in Ibach which started production in 1897, registered its knives under the name of "Officers Knives" (Offiziermesser). The name was always written with inverted commas to indicate that it was simply a brand name.

The name "Swiss Army Knife" only came after the 2nd world war when it became a standard article of sale through the US-Army surplus shops.

Today, carrying a Swiss Army Knife in your pocket can get you into all sorts of trouble, especially if you travel from one country to another. The obvious places where you will encounter trouble are airports when your knife triggers off detector alarms. Whilst you may consider your beloved pocket knife as an everyday tool to clean your finger nails, cut a string or pull a cork, the airport officials see it as a dangerous and offensive weapon. So, instead of carrying it on you, you have to put it into your suitcase and hope that no customs officer at the other end will find it when he rummages through your belongings.

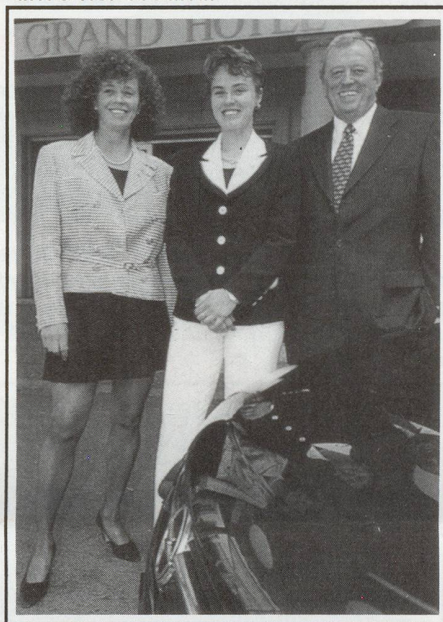
MARTINA HINGIS

Being a superstar at the tender age of 16 is great but it also brings along a certain number of problems. Martina finds it increasingly difficult to go shopping without being immediately recognised. What is a very simple activity for most of us becomes for Martina a real headache: trying to avoid the photographers and the autograph hunters is not an easy task for her.

On the other hand, being famous also opens new doors for promotional

The "Swiss Army Knife", for generations the proud possession of every boy and man. Today a dangerous and murderous weapon? It's hard to believe how much times have changed.

contracts. Martina just signed a million dollar deal with Opel Switzerland to promote their line of cars. As part of the deal, she also received a brand new Opel car. This was a great present for Martina who loves beautiful and fast cars. Small problem though: at 16 she is not allowed to drive in Switzerland. So she has to wait another two years before she can obtain her driving licence. In the meantime, Mum has to drive her around.



Picture taken at the Grand Hotel Dolder near Zurich after the signing of the contract with Opel Switzerland.

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SWISS MISS

Here are some extracts from an article by a Wall Street Journal reporter which illustrates quite clearly how the Americans view the Swiss and its present economy. Although some of it might be typical American exaggeration, the basis of the article sounds quite true and a bit frightening.

HOW THE RICHEST COUNTRY IN EUROPE WOUND UP IN A SIX YEAR RECESSION.

Banks Stumble and Workers Are Idled. Bern Has Army Stand By - Just in Case.

A Soup Kitchen for Geneva.

Late last year, the Swiss Army, famous for its knives (where did they get that one from?, Editor), drew up plans for how to counter an attack on the capital. It wasn't preparing for an invasion by Austria. Instead, the government wanted to be ready in case rising unemployment brought out violent protests.

Other European countries are suffering slow growth. But Switzerland, Europe's richest country in per capita income, is stuck in a six-year old recession. The trains are as punctual as ever, the streets remain the cleanest in

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Europe and blue-collar workers can still afford trips to their vacation homes in Spain. But the economy is going backward.

The damage is widespread. The mighty Swiss banking industry has quietly suffered its own version of the U.S. savings-and-loan crises. The real-estate industry is on its knees. Hardly a day goes by without another Swiss company announcing layoffs. Unemployment, which never rose above 1% in previous recessions, now stands at a record 5.7%.

Poverty is on the rise. A new study, the first of its kind in Switzerland, showed that one in 10 Swiss live below the poverty line. "Switzerland now has the phenomenon of the working poor" says a spokesman for the Swiss National Science Foundation, which conducted the study.

A recent afternoon saw about 130 people come for salad and lasagna at a soup kitchen in Geneva. The number asking for a free meal has risen sharply in recent years said the organiser. "I am an optimist, but the reality is really alarming, there could be a social explosion" he continued.

FRANK TALK

Switzerland's woes have several causes, but many blame economic globalization, the strong Swiss Franc and the Swiss National Bank. In the 1980s, the central bank allowed growth to explode. Swiss firms exported so many machines, watches and electronic parts that they created 480,000 jobs in the latter half of the decade - a huge amount in a country of seven million people. Companies imported workers from outside the country to keep up. The growth sparked inflation, prompting investors to pour money into real estate.

Then, in 1989, the central bank abruptly jacked up interest rates. That alone would have driven up the Swiss Franc. But within a few years, investors began preparing for European currency union. They rushed to buy Swiss Francs in fear that the new Euro currency would be weaker than the mark.

The Franc plays a huge role in Swiss economic life. The country exports 40% of its gross domestic product, the highest rate on Earth. The soaring currency hammered exporters by making their goods more expensive on world markets.

ASIAN CHALLENGE

A typical victim was Sulzer Rütli, a division of the Winterthur-based engineering group Sulzer AG. Sulzer Rütli, the world's biggest maker of textile weaving machines, employed 4,400 in 1990. But the strong Swiss Franc made it less equipped to deal with the growing Asian competition. Revenue fell sharply and last year the company closed its factory in Rütli to concentrate production at a factory near Zurich. The company cut 950 jobs.

Another industry feeling the heat is real estate. Prices are down significantly, the vacancy rate has swollen and office buildings in the periphery of

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Zurich stand empty. Six years ago, a couple bought a five-room apartment in Zurich for US\$610,000 (Switzerland has some of the world's highest housing prices). Last year, it tried to sell it for the same price and got nowhere. The couple has since cut the price down to US\$540,000. "It's disappointing, but not surprising considering how bad things

are" says the wife, who works as a dentist for the Canton of Zurich. Like other public employees in Zurich, she had to take a 3% pay cut last year.

One obstacle to a real-estate recovery are laws prohibiting foreigners from buying property. "There is a demand says a real estate broker, "but people are afraid of foreigners buying up Switzerland".

ADVENTURE ZOO

In Eichberg (Rhine Valley in the canton of St Gallen) there is a unique zoo where all visitors, but especially children, are allowed, under supervision from zoo employees, to touch, feed and play with the animals. What is even more unusual about this zoo is the fact that children can take some of the animals with them on walks outside the enclosures of the zoo so that they can get to know them even better.

Needless to say that the children really love these types of outings. However, the zoo keepers are very careful that the animals do not get stressed by the presence and attention of the children. The interaction between children and animals is carefully assessed so that none of them get tired or fed up with the others.



The highlight of the day for the kids: a hike into the St Gallen vineyards with some of the llamas that carry the food for the picnic in the baskets slung over their backs.