

# Fifth Switzerland

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keeping have increased in a gigantic way. The firm believes, agreeing with the president of the World Olympic Committee, Mr. Avery Brundage, that the spirit in which amateur sport is practised is no longer the same. This change is felt in the ever-increasing exigencies of time-keeping asked of the company and which do not find their compensation in the degree of acknowledgement received.

In the beginning of the year, the European Broadcasting Union went so far as to ask its members to obliterate all Omega identification in their sports programmes. A similar position was adopted at the May meeting of the International Federation of Amateur Athletics in London this year.

Under such circumstances, Omega feels that the time has come to revise its position. The company will remember with pride its close participation in the Winter and Summer Olympics of recent years. It will continue however to offer its advisory services to international sports organisations".

### AND LONGINES TAKE OVER

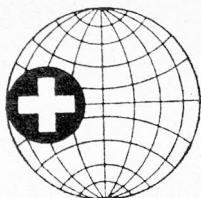
Strong with 60 years' experience of time-keeping in both international and Olympic events, the "Longines" Watch Company at St. Imier has offered its candidature as official time-keeper at the Summer Olympics of Munich in 1972.

The Longines dossier has been officially remitted to the Munich Games organising committee by one of the directors of the firm. The Federal Authorities have approved without reserve a candidature which will represent the Swiss watch industry at the Olympic Games of 1972.

The total cost of the operation is estimated at 3 million francs, some of which would be covered by a financial contribution from the Olympic Games Committee.

The "Longines" company employs 1,300 persons and has achieved a turnover of 69 million francs in 1968.

(A.T.S.)



## EMIGRATION: GAIN OR LOSS FOR SWITZERLAND?

For many years, it has been customary for a member of the Swiss Government to address the Assembly of the Swiss Abroad on a subject connected with the main theme of the conference. At this year's gathering at Montreux at the end of August, it was Federal Councillor Dr. H. Schaffner who spoke on "Emigration: Gain or Loss?" He began his address by conveying greetings and best wishes from the Government. He said that it was an honour for him to take part in the Assembly and to make contact with his compatriots from abroad. The organisers had suggested the subject by way of an introduction to the symposium which was to follow on "the Swiss abroad and Swiss economy."

"The question of whether emigration is of benefit or disadvantage cannot be answered by simple book keeping methods. There is too much of the intangible, too many economic imponderables would have to be evaluated to find a pointer to a convincing answer. The originally very meagre and poor economic conditions of the small Alpine country shut away from the sea, are well known. As ample mineral wealth is completely lacking, the Swiss have always been forced to procure the missing goods through hard work, both mental and physical. By the same token, the Swiss have always been obliged to find a good part of their economic sphere outside the political boundaries of Switzerland. In spite of intensive land cultivation, it was impossible to feed the Swiss population from the fruits of limited arable land. Thus the fact that numerous Swiss have to earn their living abroad is almost as old as the history of the Swiss Confederation. Right to the end of the 18th century, the Swiss movement of population showed considerable emigration losses. In the 16th century, it was the Reisläufen (mercenaries), the oldest Swiss service industry, which absorbed almost completely any increase in the Swiss population. At that time, the population was hardly larger than in the previous 100 years—about 1.1 million inhabitants. Mercenary service abroad absorbed about two-thirds of population increase in the 17th and roughly half in the 18th century. It was only in the course of the 19th century that the loss in population decreased in the wake of an astonishing early industrialisation, and finally turned into a gain of numbers, which resulted in a large increase in foreign inhabitants in Switzerland up to the first world war. In those days, the percentage of foreigners in the whole of Switzerland was about 15.

"In spite of unfavourable geographic conditions, limited number of inhabitants and the smallness of the country, Switzerland today is amongst the most pros-

perous countries in the world with a standard of living surpassed by few only. Amongst trader nations she takes 12th place in absolute figures. The annual productivity per head of population is one of the highest in the world. This unique progress was achieved by the Swiss people who were not spoilt by nature and therefore trained for work. The natural disadvantages of Switzerland were outweighed by human achievements." Amongst these were—Federal Councillor Schaffner expressed the hope that they would remain in the future—above all willingness to work, application, proficiency in one's job, ability, enterprise and adaptability.

The speaker warned his audience about resting on one's laurels, especially in these days of rapid technical development. He said that Switzerland no longer held a monopoly for good quality; former strong competitors had made extremely big efforts, not forgetting some of the newly industrialised nations; competition had become very keen. "In the long run, Swiss economy can no longer succeed abroad with quality and precision work alone. In order to remain competitive, it has to be creative. It has to assert itself ever anew by novel products and developments, and above all by progressive labour- and expense-saving production methods. For this purpose, new ways have to be found in joint efforts of research and development in order to manufacture even more efficient machines, instruments and apparatus, yet more modern watches, better chemicals and drugs and even more beautiful textiles, just to give a few examples. To fulfil this task, Switzerland needs qualified research workers, engineers, technologists and technicians, draftsmen, chemists, skilled experts, and above all efficient teachers at all levels of instruction. Precisely in this field, the considerable experience of Swiss emigrants is of greatest value to the country."

The speaker then referred to the markets which emigrants had secured in many parts of the world already at the beginning of industrialisation, especially where it was not easy for Swiss economy to make itself felt. He mentioned overseas markets where Swiss merchants had been able to establish connections—a remarkably early world-wide relationship. He praised the large number of able emigrants who had returned and put their extensive knowledge and experience at the disposal of Swiss economy. He said that the achievements of some of these industrial pioneers filled an important and impressive chapter in the history of Swiss industrialisation. There were no limits to exchange within the framework of a liberal economic order. Talented

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foreigners had not been prevented from entering Switzerland, from settling and putting their knowledge at the disposal of the hostess country which had often become their second homeland. It was only the slump in the 'thirties and the second world war and following post-war years, which had called for restrictive policies.

*"Since the end of the second world war, no Swiss citizen is forced to leave his country for economic reasons. Today, compelling reasons for emigration are the wish for improved knowledge of professional or linguistic nature, as well as the urge to widen one's spiritual horizon by getting to know other countries, manners and customs. It is practically a tradition with highly qualified technologists and scientists to spend some time abroad working and studying."*

Dr. Schaffner said that especially with best-qualified people, such a stay could easily turn into a lengthy or even permanent absence from home. This fact had often been given as the reason for the sad shortage of qualified experts in Switzerland. The "brain-drain" had been deplored, especially where North America was concerned where many specialists had settled after the war. This over-simplifying opinion had, however, been corrected. At Basle University, statistics had been compiled for the years 1960 to 1967. According to these, 8,242 highly qualified experts had emigrated, but as many as 7,734 had come back. In other words, the loss over the eight years was no more than 508 people. This had come as a great surprise to many and it was realised that the "brain-drain" had been over-estimated for years. During the same period, a net figure of 8,808 highly qualified foreigners was registered.

Next, the speaker gave the example of co-operation between the Swiss Embassy in Washington and BIGA (Federal Office for Industry, Trade and Labour) in Berne, which endeavours to gather all information and give assistance to potential emigrants interested in returning to Switzerland.

*"Often a return to the home country fails for most commonplace difficulties such as finding a home of one's own which is a matter of course for a man of average income in USA. Unfortunately, the rather superficial opinion is often held that the returning scientists, engineers and technologists are less well qualified, whilst top people would not dream of returning thanks to their great success abroad. This is completely false. In the fields of medicine, chemistry and electro-industry alone, Switzerland has been able to get back extremely able experts who were trained abroad and even made a name for themselves in another country."*

The Federal Councillor then stressed the valuable contribution which the Swiss abroad have been making for decades in the field of development aid. *"If Switzerland enjoys a high reputation in the developing countries and shows the highest export to the Third World per*

*head of population, it is not least due to the activities of Swiss compatriots living in the developing countries. They knew how to stimulate interest in Swiss products and to establish confidence in the reliability of Swiss quality. It is they who have opened up the way to considerable Swiss private investments, whose annual increase surpasses 350 million francs today, with the result that Switzerland is in fifth place in international statistics regarding private investments in development countries. More than 20% of total Swiss exports is absorbed by these overseas markets. Their importance will no doubt increase even further in the future and will contribute to a welcome diversification of the main importers of Swiss goods."*

The speaker pointed out that such gains to Swiss economy were also of advantage to developing countries. Swiss capital, expert knowledge and enterprise also contributed to the whole process of development, which, happily, was generally appreciated in a positive way by the receiving States. In this, too, he thought it was largely due to Swiss emigrants who were anxious to study requirements and were willing to put their services towards economic development of young and striving nations. Swiss technical aid was not limited to financial contributions, but the Confederation put well-qualified men and women at the disposal of developing countries as well as of international organisations.

Dr. Schaffner explained that it was not only experts with above-average qualifications who could give valuable services. Non-experts, too, were welcome, inasmuch as there were important jobs to be done within their particular scope of vocational training. The first experimental group of such volunteers had been sent to Cameroon, Dahomey and Tunisia in 1963. Twenty-four young Swiss men and women had overhauled the electrical installations in a hospital and begun the electrification of a whole village; an architect and a plumber had installed water supply in a teachers' training college; a woman chemist had established a laboratory for ground research and trained natives to continue the work. Such examples, the speaker said, could be quoted *ad libitum*. After this digression into development aid, the speaker dealt with the question of what possibilities were open in general to the emigrant of today.

*"Looked at then in a general way, these possibilities have gone back in the last decades. At the moment, some 300,000 Swiss citizens are registered with our Embassies and Consulates, 130,000 of them dual nationals. It is true that the number of resident Swiss abroad has gone up slightly during the last few years—an average of 15,000–16,000 Swiss have left the country every year—but the emigrants concentrated on a limited number of countries. In Europe, it is in particular the agreement regarding stagiaires (student trainees), which was concluded with eleven coun-*

*tries, enabling a mutual exchange of young employees. Of overseas countries it is USA which attracts most interest. Last year, a new American immigration law came into force. Unfortunately, its criteria for the issue of immigration visas has a limiting character, differing according to occupation. In Canada, too, new regulations were issued last year, which demand higher requirements regarding professional knowledge and qualifications. That country, by the way, has been hit by economic recession and increased unemployment for the past two years, with the result that the granting of immigration visas has been limited accordingly. On the other hand, Australia follows an active immigration policy in order to counteract its under-population. The Government there sees the best way to further industrial development by admitting some 150,000 immigrants every year. Difficulties of various kinds are encountered by would-be immigrants to the Near and Far East, Africa, Central and South America."*

Federal Councillor Schaffner said that the often propagated liberty of free entry from one country to another had so far remained pure theory. Often men and women who apply to the Swiss Office for Information to Emigrants, believed that working conditions were the same in other countries and, based on the shortage of labour in Switzerland, they expected as a matter of course that numerous employers would receive them with open arms. Prospective emigrants from Switzerland had to be warned that such a demand for employees prevailing in Switzerland for many years already, was hardly found anywhere else in the world. Whoever wanted to go abroad had, on the whole, to recognise that he would have to accept a reduced income, and also be prepared for difficulties in social and cultural life. All the more, he declared, Swiss emigrants deserved respect and admiration.

*"Swiss economy is glad for every opportunity offered to a young Swiss for work and training abroad. Experiences gathered outside Switzerland are of great benefit to the young compatriots who have had their training during a time of Hochkonjunktur. Unfortunately, the opinion often heard in Swiss communities abroad, that young Swiss who work there only temporarily do not belong to the resident Swiss Colony."* The Federal Councillor did not share this view. He believes that everything must be done to further such exchanges of knowledge, ability and experience in Switzerland's own interest. He asked his audience for tolerance and understanding if the young Swiss who go abroad were turned out in a different manner from what was customary a generation ago, and if they did not show the same interest any more in *Ländlermusik* and Swiss folklore. They were in no way better or worse than we had been. He hoped the Swiss communities abroad would show them that they, too, had remained truly Swiss in the course of time.

"Switzerland's affluence rests to a large extent on her Weltverbundenheit, her relationship with the world. In this, the Swiss abroad form an important pillar of great significance for Swiss economy. If she wants to keep her place in an ever-increasing and world-wide competition, it is imperative that such pillars must be maintained and if possible strengthened. From experience, it has been seen that ever increasing immigration restrictions create more and more difficulties. All the more should the still existing possibilities be used by maintaining good relations with countries available for immigration, and in addition by determined co-operation with all institutions looking after the interests of the emigrants and the "Fifth Switzerland." Constant improvement of schools and vocational training centres must be promoted at all levels. Many countries have caught up in the field of professional education and training during the past decades and are more and more anxious to improve their "presence" in the immigration countries. For this reason, too, it is vital to take care of the young Swiss emigrants who want to work abroad temporarily."

Dr. Schaffner reminded the Swiss people that they would have to remember this interest in maintaining the Swiss communities abroad when they are called to the poll on the second *Ueberfremdungsinitiative* (the Initiative regarding the "overforeignisation" of Switzerland). The electorate would have to decide which was preferable, the reasonable stabilising policy towards foreign workers as advocated by the

Government, or the drastic surgical cut proposed in the Initiative, which would have the gravest consequences not only for the Swiss service industries and Swiss economy, but which would take away the basis for "Fifth Switzerland". Immigration and similar agreements were no one-way streets! It would be deplorable if the image of Switzerland as a tolerant and world-open country came to grief in an unfortunate electioneering campaign. Federal Councillor Schaffner closed his address with the following words:

*"We must remember the wise and prophetic words by the great French scholar André Siegfried when we hear such demands for restrictions, for reservations and for a closed door:*

*"Privez du reste la Suisse de cette activité extérieure de grand style, vous n'avez plus qu'un pays de montagnes, réduit à un niveau de vie médiocre".*

*"Only as long as we are willing and able to put side by side with our traditional name for good relations with the outside world a corresponding readiness to give, can we face the future with confidence. In our foreign relations, both humane and economic, the upright old words by Goethe must be a guide:*

*"Mann mit zugeknöpften Taschen,*

*Dir tut niemand was zu lieb:*

*Hand wird nur von Hand gewaschen,*

*Wenn Du nehmen willst, so gib!"*

*(Nobody is anxious to please the tight-fisted; he who expects to receive, must give.)*

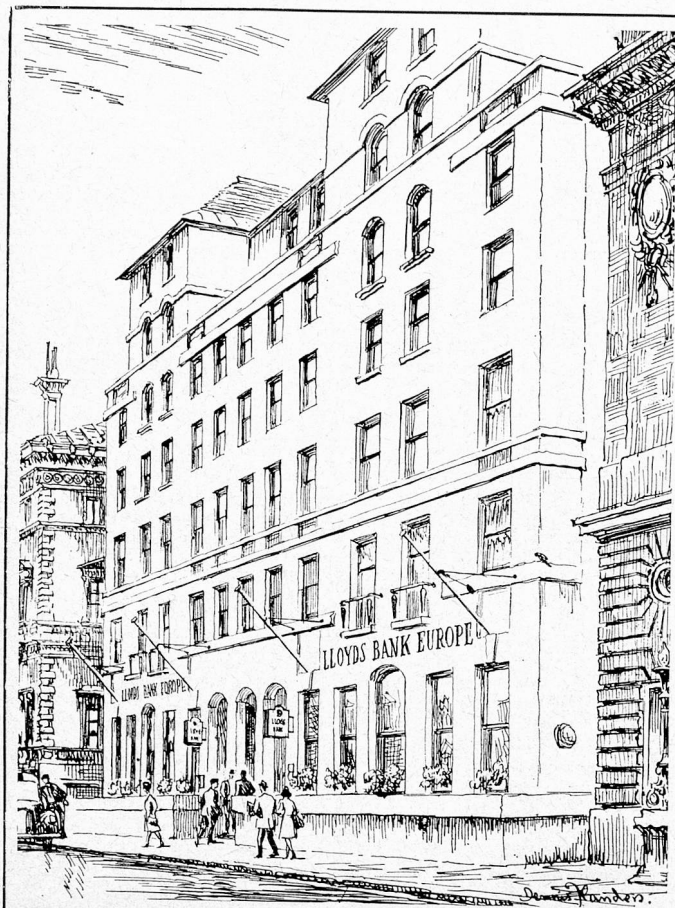
(Condensed from the speech in German by MM)

## MUSIC WITHOUT DISTRACTION

You may have been intrigued, running through the list of "forthcoming events" in the last but one issue, by an advertised gramophone performance of Dvořák's *Requiem* at St. Martin's-in-the-Field "in the setting of a totally blacked out church and a floodlit cross". You may also have asked yourself how such an event could possibly be related to anything Swiss.

Well, the promotor of this original musical happening, Mr. Kurt Kettner, who deals in stamps off Charing Cross Road, is a great lover of our country and believes his concerts are a marvellous publicity for Switzerland, and deserve to be mentioned in these pages.

Although the interest Mr. Kettner's concerts can have for Switzerland is a rather dubious question, they have a distinct interest of their own. Receiving me in his office, whose walls are thickly lined with stamps, Mr. Kettner, a genial, ebullient man with a roundish face, spouted forth with indomitable enthusiasm all his achievements in the way of musical production. A German citizen, Mr. Kettner has spent his happiest years in Zermatt, where he intimately knows the mayor, the innkeeper, the postman, the cheese-maker, the bell-ringer, and all the sedate population of the old village. In acknowledgement for the beautiful years he has spent there, he is filled with an overwhelming desire to do a good turn to Switzerland. His two life-passions are our country, and music; they are closely related, and it was in Zermatt that the idea of



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