

**Die Auslandschweizerin Barbara Brühwiler hat ein Buch über ihr erstes Jahr in Johannesburg geschrieben. Hier ein Auszug aus ihrem Exposé.**

Auswandern aus der Stadt mit der höchsten Lebensqualität in die Welthauptstadt des Verbrechens? Ja gerne, sagen sich Sandra und Lukas und ziehen mit ihren zwei kleinen Jungs nach Johannesburg. In Südafrika erwartet die europäischen Auswanderer eine neue Welt: Der Strassenverkehr gehorcht eigenen Regeln; um ihre Kinder zu verstehen, benötigt Sandra einen Übersetzer; der Übergang von der Karrierefrau zur Hausfrau erfolgt über die Seufzerbrücke; die Weihnachtsfeier erfordert ein neues Konzept; Telefon- und Internetdienste zu ergattern ist eine wahre Kunst und der Umgang mit Hausangestellten hat seine Tücken. Die Vielfalt und Schönheit ihrer Wahlheimat erleben die Neuzuzüger hautnah, auf Reisen zu Schlachtfeldern, zum Kap der guten Hoffnung, ins Weinland und natürlich in den afrikanischen Busch. Nach grossen und kleinen Abenteuern ist klar: Wer auswandert, stellt sich zahlreichen amüsanten, aufreibenden und lehrreichen Herausforderungen.

Barbara Brühwiler, geboren 1969, arbeitete in Bern und Zürich im Bereich Public

Relations und als Juristin. Seit einigen Jahren lebt sie in Johannesburg, wo sie



Barbara Brühwiler

publiziert und ihr kleines Familienunternehmen führt.

Das Buch in deutscher Sprache ist via [www.ein-jahr-in-suedafrika.com](http://www.ein-jahr-in-suedafrika.com) erhältlich.

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*New Head of Swiss Business Hub South Africa*

**Max Bertschmann replaced Erwin Luethi, who has taken up a new position in Hong Kong, as the Head of the SBHSA on 2 November 2009.**

Max Bertschmann was born in Locarno Switzerland and was schooled in Zürich where he gained a diploma in Sales Management. He then started at Osec Business Network Switzerland in 2002 and whilst there continued his studies attending the School for International Business and obtaining a degree as an Export Specialist and a Post



Max Bertschmann

Graduate qualification in Executive Leadership and Management at the KV Zürich Business School in 2008.

Mr Bertschmann has served in various posts at Osec, starting as a Customer Relationship Manager moving up to Head of Service Centre Business Network Switzerland and then becoming Head of Partner & Sponsoring.

The SBHSA team would like to welcome Max to the team and wish him all the best in this new and exciting post in South Africa.

*High Level Consultations between Switzerland and South Africa*

**On 7 December 2009, the Swiss State Secretary for Foreign Affairs Mr Michael Ambühl paid a working visit to South Africa.**

In the beautiful Presidential Guesthouse in Pretoria he met Deputy Minister Ebrahim Ebrahim for High Level Consultations. These Consultations, which have been taking place for several years now, were institutionalised in May 2008 when Switzerland and South Africa signed a Memorandum of Understanding. State Secretary Ambühl and Deputy Minister Ebrahim were both accompanied by several officials.

State Secretary Ambühl reaffirmed the excellent relations between the two

countries. He identified areas such as trilateral cooperation, nuclear disarmament and peace promotion where the collaboration of Switzerland and South Africa could be deepened. Both parties agreed to sign an Agreement regarding the waiver of visa requirements for holders of South African diplomatic and official passports very soon.

State Secretary Ambühl pointed out that there is a potential for the realisation of certain common projects in foreign policy. This is particularly true due to the fact that both countries share common values like democracy, rule of law, human rights as well as peace and security.

State Secretary Ambühl invited Deputy Minister Ebrahim to Switzerland for next year's High Level Consultations.

*Presentation of Credentials*

On October 29, 2009 Ambassador Baerfuss completed his serie of presentation of credentials in Swaziland with His Majesty King Mswati III. Three weeks earlier, on October 8, he was in Maseru/Lesotho to present his credentials to his Majesty King Letsie III of Lesotho.

The Swiss Ambassador is now fully operational in all six countries where he is accredited.

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## SwissCham events

**SwissCham Southern Africa hosted three interesting events at the end of last year.**



Michael Spicer (r.) and President Dr. Jürg A. Schalch

Michael Spicer, CEO of Business Leadership South Africa, delivered the keynote address at a SwissCham luncheon in October at the Country Club Johannesburg in Woodmead. In front of 45 guests Spicer talked about business and the Zuma Administration in South Africa and how business should deal with the new political environment.

The SwissCham Gala Dinner in November was held at The Westcliff Hotel in Johannesburg. Suzanne Howitt, SwissCham Manager, reported that membership had gone from an initial 32 to 74 members with a number of new members already in the pipeline for 2010. She emphasized that SwissCham continually endeavours to attract top speakers with relevance to members interests and that negotiations were already taking place for a number of highly prominent and interesting speakers for 2010.

Ambassador Baerfuss recalled a series of highlights of his first year in office in South Africa during his speech.

A very successful wine tasting was held with

Eikendal Vineyards of Stellenbosch end of November at the Country Club Johannesburg. Stuart Buchan, Marketing Manager of Eikendal, gave the SwissCham members an overview of the company.

## *Auslandschweizerplatz in Brunnen: Your plot in Switzerland*



Auslandschweizerplatz at Brunnen

In 1991, on 1 August, Switzerland celebrated the 700th Anniversary of its Foundation by the Solidarity Vow of 1291 between Uri, Schwyz and Unterwalden. There are few if any democracies in the old world, which can emulate the active support and upholding of such a pledge over such a long period of time.

In order to demonstrate the commitment of the Auslandschweizer to this Vow as well as the three founding Cantons, it was decided to acquire a lakefront site, diagonally in front of the 5-star Waldstätterhof Hotel on the Brunnen Waterfront. It is a prime site, and acts as fulcrum for the "Weg der Schweiz". This pathway takes in such historic spots such as the Rütliwiese, Telskapelle, Axenstrasse, not to mention Ingebohl-Brunnen, which is well-known to Auslandschweizer through its exports of premium brand Dettling Kirsch. In Southern Africa, we were privileged to have a branch of this family in the person of Hector Dettling who was a long-time Swiss Club Cape Town Committee Member and its

first Licensee in 1976. His son, John Dettling was a popular Swiss Club President in the early 1980's.

Much fund-raising was done, and eventually some CHF 750,000 was raised by the Auslandschweizer, which amount together with big corporate and other donations from Switzerland, resulted in the purchase of "your plot in Switzerland", the Auslandschweizerplatz in Brunnen.

The property and its administration vests in a Foundation, the Auslandschweizerplatz Stiftung. The Foundation Council and its Members who inter alia represent the various financial interests of the purchasing parties in 1991, is presently presided over by Alt-Ständerat Toni Dettling, yet another branch of this illustrious family, and second cousin a few times removed of our South African – Swiss Dettling family.

Another member is Mayor Urs Koller, the retiring Mayor of Brunnen, who as former Senior Swissair Pilot of the MD11's knew the flight routes into Johannesburg and Cape Town like the back of his hand. As one of your Southern African delegates to the Auslandschweizererrat, I have had the privilege of serving as a member of the Foundation since 2001, serving alongside representatives from Diaspora Communities in Germany, France, Italy and Austria.

I would like to make you aware of your plot in Switzerland, and the wonderful opportunity of using Brunnen as a springboard to spend a few relaxing days in discovering the Way of Switzerland ([www.weg-der-schweiz.ch](http://www.weg-der-schweiz.ch)).

The Platz is used for annual Summer-time Musicals, Functions and Celebrations. However, a lot more usage could be obtained from this site. Should you have any ideas, please email the undersigned at [sargro@bluewin.ch](mailto:sargro@bluewin.ch). Any other enquiries regarding the site and its hire should be addressed to Norbert Mettler, Schwyzer Tourism, at [norbert.mettler@sz.ch](mailto:norbert.mettler@sz.ch)

*ASR Delegate Peter Müller*

## *Piratenmuseum in Madagaskar*

**Der Schweizer Botschafter Carlos Orga eröffnete in Antananarivo das erste und einzige Piratenmuseum Madagaskars.**

Das Museum zieht einen grossen Bogen entlang dem Piratenthema. Schon in der Antike segelten Piraten im Mittelmeer, Rom mobilisierte eine ganze Armee gegen sie. Die Seepiraten der Wikinger waren ebenso gefürchtet wie später die Piraten der Karibik oder die straff organisierten chinesischen Dschunkenpiraten. Das Museum beleuchtet die Seepiraterie bis in die heutige Zeit mit Schwerpunkt bei der Piraterie in Madagaskar. Gestreift werden auch die neuen Formen der Piraterie: Produktdiebstahl, illegales Kopieren von Musik, Filmen und Software wie auch der Diebstahl von geistigem Eigentum. Das Museum wurde vom Schweizer Ethnologen und Entwicklungshelfer Franz Stadelmann konzipiert und wird vom schweizerisch-madagassischen Reiseveranstalter Priori unterhalten.

[www.piratenmuseum.ch](http://www.piratenmuseum.ch)

*Franz Stadelmann*



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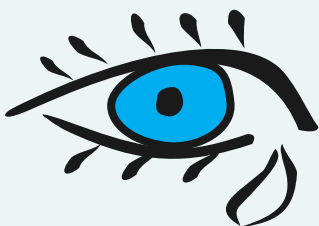
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