

Switzerland greets Hong Kong Media Coverage Part 1: October 2004 - January 2005

Date	Publication	Circulation	Language	Content
11 October 2004	Wen Wei Po	180,000	Chinese	The article mentioned that " Switzerland greets Hong Kong " campaign aims at promoting Swiss products and brands to Hong Kong people by arranging a series of events from October 2004 to March 2005.
13 October 2004	South China Morning Post	116,661	English	The article states that the renowned UBS Verbier Festival Orchestra returns to Hong Kong to play Mozart's <i>Overture to Le nozze de Figaro</i> , Beethoven's <i>Violin Concerto in D major</i> , and Mussorgsky's <i>Pictures at an Exhibition</i> . With picture.
14 October 2004	BC Magazine	40,100	English	"One hundred of the world's most talented youths are jetting into Hong Kong for a night of music on November 3. Charles Dutoit and the UBS Verbier Festival Orchestra prank it up with Mozart's <i>Le Nozze di Figaro</i> overture and stroll around Mossorgsky's <i>Pictures at an Exhibition</i> while violin prodigy Maxim Vengerov solos in Beethoven's <i>Violin Concerto</i> . With picture.
15 October 2004	HK Economic Times	72,000	Chinese	The article depicted that the campaign is to promote tourism in Switzerland. In addition, Swiss Kwai Fong is described as the most interesting event. Swiss Watch Excellence is considered to be educational and Langham Hotel is mentioned as the hotel sponsor. Picture of Mr. & Mrs Barras holding the Switzerland greets Hong Kong Logo .
15 October 2004	Sing Tao Daily	72,871	Chinese	The article focused on Swiss Kwai Fong and says there will be lots of "Swiss" happenings in the area for people to experience. Four pictures.
15 October 2004	Apple Daily	367,981	Chinese	The article mentioned that the campaign helps to promote Tourism in Switzerland and there is a quote from Casey Liu (Switzerland Tourism) stating that the tourists travelling to Switzerland will increase from 90,000 to 100,000. Picture of Mr. & Mrs Barras holding the Switzerland greets Hong Kong Logo .
15 October 2004	Oriental Daily News	630,940	Chinese	The article said the " Switzerland greets Hong Kong " will last for six months and that the events include Swiss Chocolate Creations , Swiss Watch Excellence and Swiss Kwai Fong .
15 October 2004	Ta Kung Pao	80,000	Chinese	The article summarized the content of " Switzerland greets Hong Kong ", which will last for six months. Picture of Mr. & Mrs Barras holding the Switzerland greets Hong Kong Logo .

15 October 2004	HK Daily News	100,000	Chinese	The article mentioned " Switzerland greets Hong Kong " as a bridge to facilitate the communication between Hong Kong and Switzerland.
15 October 2004	Wen Wei Po	180,000	Chinese	It said Mr. Barras organized " Switzerland greets Hong Kong " to enhance the promotion of Switzerland to Hong Kong with a variety of events. Picture of Mr. & Mrs Barras holding the Switzerland greets Hong Kong Logo .
15 October 2004	Sing Pao Daily News	72,489	Chinese	The reporter said that it is a nice move to have the press launch at Mr. Barras' residence. It made him feel very special. The reporter also mentioned that he liked the simple décor and arrangement inside the house and that the campaign will be helping to promote Switzerland to Hong Kong. Picture of Mr. & Mrs Barras holding the Switzerland greets Hong Kong Logo .
16 October 2004	The Standard	45,000	English	Entertainment listing: The Max! 2004 German Film Festival showcases over 10 films and shorts from Austria, Germany and Switzerland.
19 October 2004	Ming Pao Daily News	96,578	Chinese	Briefly mentioned " Switzerland greets Hong Kong " and its variety of events with the website listed.
20 October 2004	South China Morning Post	104,484	English	"Hong Kong offers springboard for Swiss filmmaker's success". An article about Swiss filmmaker Dominique de Rivaz and her first feature film "Jagged Harmonies" which is shown at the Max! film festival 2005 in Hong Kong. Ms de Rivaz explains how she got the idea for the film and what the film is all about. She tells the readers about the Seminar for Hong Kong Baptist University film students and the question-and-answer sessions with the film audiences.
22 October 2004	HK Magazine	48,900	English	The UBS Verbier Festival Orchestra gets a listing for its performance at the Hong Kong Cultural Centre on November 3.
23 October 2004	The Standard	45,000	English	The Swiss Films Facing Death (2003) and South of the Clouds (2003) are listed in the Film Section as part of the Max! 2004 German Film Festivals .
29 October 2004	HK Magazine	45,000	English	The UBS Verbier Festival Orchestra gets another listing for its performance at the Hong Kong Cultural Centre on November 3.
31 October 2004	South China Morning Post	104,484	English	Violin virtuoso Maxim Vengerov gets a half page write up as being part of the UBS Verbier Festival Orchestra performing at the Hong Kong Cultural Centre as well as in Singapore, Beijing and Tokyo.
31 October 2004	South China Morning Post	104,484	English	The UBS Verbier Festival Orchestra gets two listings in different parts of the Entertainment Listings for its performance at the Hong Kong Cultural Centre on November 3.

01 November 2004	South China Morning Post	104,484	English	The UBS Verbier Festival Orchestra gets another listing for its performance at the Hong Kong Cultural Centre on November 3.
01 November 2004	Ming Pao Daily News	96,578	Chinese	It mentioned UBS Verbier Festival in the article featuring Lang Lang, the pianist from china.
02 November 2004	South China Morning Post	104,484	English	The UBS Verbier Festival Orchestra gets another listing for its performance at the Hong Kong Cultural Centre on November 3.
03 November 2004	South China Morning Post	104,484	English	A reader's comment complaining the the Hong Kong Newspaper "The Post" didn't review concerts like the one from the Verbier Festival Orchestra and others.
03 November 2004	South China Morning Post	104,484	English	Pick of the Day Listing with picture: UBS Verbier Festival Orchestra's performance of November 3.
November 2004	Talkies Hong Kong	28,000	English	"Swiss Hits - The Swiss have a lot to be proud of. Apart from the usual cliches of chocolate and watches, the country is a world-beater at tennis and yachting. Swiss exports, from culture, commerce, lifestyle and education, are celebrated in the on-going " Switzerland greets Hong Kong " promotion organised by the Swiss Consulate General. A street carnival transforms Lan Kwai Fong on November 20, offering a variety of Swiss food and wines, a Formula One Sauber racing car on display and music from the Sonalp Ethno-folk band , which performed at the Athens Olympic Games. Swiss Kwai Fong , November 19-24, www.switzerlandgreetshongkong.com . Picture of Sonalp.
05 November 2004	China Daily (HK Edition)	13,000	English	A 2/3 page write up about the master conductor Charles Dutoit returning with the UBS Verbier Festival Orchestra and violinist Maxim Vengerov to the Beijing Music Festival 2004 with a performance on November 5.
November 2004	PI Magazine		English	Swiss Kwai Fong listing.
13 November 2004	The Standard	45,000	English	A listing of New Visions Arts Festival – " No More Heavens " performances on November 20/21 at the Auditorium, Kwai Tsing Theatre.
16 November 2004	Apple Daily	343,660	Chinese	The columnist picked up the press conference of Swiss Kwai Fong and details of the event are featured. Two pictures.
16 November 2004	HK Economic Times	73,383	Chinese	The reporter attended the press conference and mentioned the details of Swiss Kwai Fong , especially the cow display. Picture of cow display.
16 November 2004	Shenzhen Special Zone Daily	500,000	Chinese	A correspondent from Xinhau News Agency attended the press conference and reported Swiss Kwai Fong in a newspaper of Mainland China. Picture of cow display.

16 November 2004	Ta Kung Pao	100,800	Chinese	Reporter attended the press conference and listed out the activities of Swiss Kwai Fong . Picture of cow display.
16 November 2004	People's Daily (Overseas Edition)	310,000	Chinese	Correspondent from Xinhua News Agency also placed the article in this newspaper to list out the activities of Swiss Kwai Fong . Picture of cow display.
17 November 2004	Sin Tao Daily	85,000	Chinese	The article is prepared by Sing Tao Daily, one of the press trip participants, in regards to the textile industry , which is introduced to the press during the trip. The textile industry impressed the press very much. In addition, the St. Gallen Church and Library and the Bodensee area are featured in terms of the location and description of the venues.
18 November 2004	Apple Daily	343,660	Chinese	A photography reporter attended the press conference and listed out the activities of Swiss Kwai Fong with highlight on the "Costume competition" for children. Includes a photograph of Sonalp
18 November 2004	BC Magazine	40,100	English	A listing of Swiss Kwai Fong as part of " Switzerland greets Hong Kong " with details about the times and activities of the event. Picture of the Sauber Formula One race car.
19 November 2004	Asian Wall Street Journal	81,399	English	" No More Heavens " choreographed by Hungarian Josef Nadj gets a listing in the Calendar for the performance on November 20/21,
20 November 2004	The Standard	45,000	English	Listing of No More Heavens , choreographed by Hungarian Josef Nadj for the November 20/21 performance.
20 November 2004	South China Morning Post	104,484	English	Pick of the Day Listing with picture: Il n'y a plus de Firmament (No more heavens) November 20 and 21.
21 November 2004	The Sun	200,000	Chinese	Reporter visited Swiss Kwai Fong and said that the atmosphere was great. Picture of sexy Heidis.
21 November 2004	Apple Daily	343,660	Chinese	Reporter visited Swiss Kwai Fong and mentioned sexy Heidi, cow display and the formula one race car display. Picture of cow display and sexy Heidi.
21 November 2004	Sing Tao Daily	85,000	Chinese	Reporter is sent to Swiss Kwai Fong , which is described to turn Lan Kwai Fong into Switzerland miniature. Picture of sexy Heidis.
22 November 2004	Weekend Weekly	48,417	Chinese	Listing of Sonalp Ethno-folk Group and their performance at Swiss Kwai Fong incl. the website www.switzerlandgreetshongkong.com . Picture Sonalp.
24 November 2004	Sing Tao Daily	85,000	Chinese	The article is generated from the press trip by Sing Tao Daily. It focused on the Chateau-d'Oex and the cheese-making, and also described how Swiss enjoy the famous cheese from day to day.

25 November 2004	South China Morning Post	104,484	English	A 1/4 page interview with Mr. Barras outlining the similarities between Hong Kong and his homeland (like efficiency and precision). The article features details of the Switzerland greets Hong Kong campaign and general information on trade between Switzerland and Hong Kong. Photograph of Mr. Barras.
27 November 2004	Ming Pao Weekly	60,002	Chinese	Switzerland story (1) - Architectural philosophy, It firstly introduced the " Switzerland greets Hong Kong " campaign initiated by Mr. Francois Barras and it comprised of a variety of events for a period of six months. The article mainly talked about the amazing architectural features the reporter experienced during the press trip . The journalist is amazed by the fascinating artistic scenes he went through during the trip.
01 December 2004	Sing Tao Daily	85,000	Chinese	The article, written by Sing Tao Daily, talked about Lausanne in terms of the markets showing a sense of intimacy displayed by the people and the down-to-earth lifestyle. The journalist very much likes the morning market in Place de la Riponne on every Wednesday and Saturday. The historical church and plaza is described as a must for tourists.
December 2004	Perspective		English	Swiss Watched: a general listing of " Switzerland greets Hong Kong " stating the nature of the events (art exhibitions, films, music and ballet performances, business, lifestyle and educational lectures.
03 December 2004	Sing Pao Daily News	74,683	Chinese	(by Raymond Ho, freelance travel writer), The journalist is impressed by the stunning historical St. Gallen church and library. He briefly mentioned the textile industry and the 100th anniversary of Jakob Schlaepfer , which is a guarantee for high quality textile product.
04 December 2004	Ming Pao Weekly	60,002	Chinese	Through his visit to Givaudan , the journalist was amazed at how flavours and essences were so closely related with our daily life. He was much impressed by uncompromising efforts in research and outstanding achievements of Givaudan.
06 December 2004	Sin Tao Daily	85,000	Chinese	The journalist mentioned Zurich as a Christmas City with lots of decorations around town and people were all looking forward to Christmas. It described how the town is filled with Christmas atmosphere by having a giant Christmas tree in the train station plaza. Franz Carl Weber is the largest toy retailer in Switzerland, which interested the journalist a lot.

07 December 2004	TVB Weekly	72,066	Chinese	This is a 10-page article written by the journalist who joined the press trip in November. The article covered a variety of topics mentioned during the press trip. The " Bling Bling Fabrics from St. Gallen " was described as highlight in St. Gallen as it went through the milestones of textile industry. Then the cheese-making and chocolate-making industry is described with details, including the history and technical process. Beau-Rivage Palace is featured with its luxurious setting and it is also visited by famous people and politicians. The train system is highlighted by the journalist as it connects all the major cities of Switzerland. It is highly recommended by the journalist who has listed out the details of the train system. Final session mentioned the travel information in Switzerland including the visa, weather, languages, etc.
11 December 2004	Ming Pao Weekly	60,002	Chinese	Switzerland story (3) - The practical philosophy, The journalist thought the herbal hair styling product by Rausch is much more practical than the luxurious botox product. The factory setting and the process of making herbal hair styling products amazed the journalist, who has talked to the distributor of Rausch in Hong Kong after his return, in order to get more insights about the products.
14 December 2004	South China Morning Post	104,484	English	An article about the French speaking region of Switzerland, focusing on Lausanne , the Olympic Museum, Street Markets, Chateau de Beaulieu de Musee de l'Art, Nightlife, Montreux and Chaeteau de Chillon, Chateaux d'Oex, Gruyere, Yverdon-les-Bains, and the Beau Rivage Palace. Written by Barbara Maher.
18 December 2004	Ming Pao Weekly	60,002	Chinese	The entire was about the " Bling Bling Fabrics from St. Gallen ". It specifically described the textile-making process in the factory of Jakob Schlaepfer. In addition, the design and craftsmanship is highly praised by the journalist.
25 December 2004	Ming Pao Weekly	60,002	Chinese	The article is written by Samson Chiu, one of the press trip attendees. He focused on Sonalp and its origin in this article. He is impressed by their performance and admires the simple lifestyle they are having.
30 December 2004	Sing Tao Daily	85,000	Chinese	It talked about "Swiss Chuchi" in Zurich and described a few dishes offered by the restaurant.
03 January 2005	HK Daily News	80,000	Chinese	It is the listing of Tony Ho's Photo Exhibition "Melody of Switzerland" .
06 January 2005	BC Magazine	40,100	English	Listing of Switzerland greets Hong Kong's Chocolate Design Exhibit and Competition held at Pacific Place.
06 January 2005	BC Magazine	40,100	English	Made in Switzerland: as part of Switzerland greets Hong Kong , GREAT Food Hall and six selected Park'n Shops will have a variety of Swiss products like cheese, yoghurts, herbal teas, Lindt chocolate etc. available. The Chocolate Creations will be on display from January 17-24 at Pacific Place.

06 January 2005	Sing Tao Daily	85,000	Chinese	It is the article generated from the press trip . The reporter wrote about the MFO park and the Zurich Architektur Forum and she thinks it expresses the creativity and innovation of Switzerland. She thinks the forum is very informative to educate tourists about the development of Zurich. The reporter is amazed by the extension of the forum and she was very impressed. She also featured the Sorell Hotel Seefeld and recommends it to the readers.
12 January 2005	Apple Daily	343,660	Chinese	The article is generated from the cooking demonstration held in GREAT Food Hall and mentioned the Swiss Food Promotion .
12 January 2005	Sing Pao Daily News	74,683	Chinese	The article is generated from the press trip and the journalist focused on Château-d'Oex and he is impressed by the ski events held in the region.
14 January 2005	South China Morning Post	104,484	English	After explaining the nature of the Swiss Chocolate Creations Competition this half page article explains the Switzerland greets Hong Kong campaign and its purpose of raising awareness of Swiss brands in the city. It also gives details about Made in Switzerland, the Swiss Food Promotion held at GREAT Food Hall and selected Park'n Shops.
15 January 2005	Sing Tao Daily	85,000	Chinese	The article mentioned the Swiss Chocolate Creations and encouraged readers to visit the competition on Sunday.
16 January 2005	Ming Pao Daily News	96,578	Chinese	It listed the Swiss Chocolate Creations Exhibition and Competition .
17 January 2005	Weekend Weekly	48,417	Chinese	The article mentioned the cooking of two dishes demonstrated by Cédric Rubelin, Pastry Chef at GREAT Food Hall..
17 January 2005	Oriental Daily News	527,519	Chinese	The reporter attended the prize ceremony and reported the result.
17 January 2005	The Sun	200,000	Chinese	The article reported the result of the Swiss Chocolate Creations Competition .
17 January 2005	HK Daily News	80,000	Chinese	Swiss Chocolate Creations Competition: The reporter mentioned the winner and first runner-up and he said all creations are good work.
17 January 2005	Macau Daily News	90,000	Chinese	The article mentioned the Swiss Chocolate Creations Competition and Exhibition and said there is a watch-creation looks like real.
18 January 2005	South China Morning Post	104,484	English	An article on the winner of the Swiss Chocolate Creations Competition with picture of the winning creation.
19 January 2005	Sing Tao Daily	85,000	Chinese	The article is generated from the cooking demonstration and the reporter said that the tea products from Switzerland were very special.
20 January 2005	Sing Tao Daily	85,000	Chinese	The article mentioned Tony Ho's Photo Exhibition "Melody of Switzerland" .
20 January 2005	BC Magazine	40,100	English	Listing of the Swiss Chocolate Creations Exhibition and Competition .
22 January 2005	The Standard	45,000	English	Listing of Switzerland greets Hong Kong's Booksigning Wine and Cheese Party as well as the Swiss Chocolate Creations Exhibition and Competition .

27 January 2005	Wen Wei Po		Chinese	The Baptist University conducted "Consul-General-in-Residence Programme" and invited Swiss Consul General Dr. F. Barras to speak on "Swiss Neutrality Policy". Dr. F. Barras introduced background information about Switzerland and the development of its neutrality policy. He mentioned that this feature, which enabled Switzerland to act as a peacemaker or mediator, should be maintained.
28 January 2005	New Monday		Chinese	A columnist introduced the Swiss Chocolate Creations Exhibition and Competition at Park Court, Pacific Place. She visited this exhibition and found her favorite item.
28 January 2005	Sing Pao Daily News		Chinese	An article with photos about Montreux , including its renowned music festival, Clinique La Prairie and Château de Chillon.

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