



14 October 2004

For immediate release

SWITZERLAND GREETES HONG KONG

On October 14, 2004, Mr François Barras, Consul General of Switzerland, will receive representatives of the Hong Kong media at his residence to launch the campaign *Switzerland Greets Hong Kong*.

The Consulate General of Switzerland, in co-operation with many Swiss and local institutions, will present a series of some forty events of commercial, cultural, academic and scientific nature under the motto *Switzerland greets Hong Kong* between October 2004 and March 2005.

Switzerland Greets Hong Kong aims at giving Hong Kong an opportunity to share in some of the core values which define "Swissness" such as quality, trustworthiness, innovation and well being.

Switzerland Greets Hong Kong represents a valuable tool for Switzerland to extend its Hong Kong network and in doing so to deepen its already existing friendly relationship with the city.

Through an impressive array of exhibitions, concerts, theatre and ballet performances, films as well as lifestyle and educational events, *Switzerland greets Hong Kong* will contribute to raise awareness of Switzerland. A listing of the events and calendar is enclosed.

Switzerland Greets Hong Kong's website:
<http://www.switzerlandgreetshongkong.com> will also be launched on October 14.

For further information, please contact :

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