



Media release

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Swiss Embassy in China and China Media Group launch TV documentary '*Into Switzerland*' to celebrate 75 years of Sino-Swiss relations

To celebrate the 75th anniversary of diplomatic relations between Switzerland and China, the Swiss Embassy in China together with Presence Switzerland, and the Chinese Language Centre of China Media Group (CMG) have co-produced a two-episode documentary, *Into Switzerland* showcasing Swiss trust, innovation and sustainability. The first episode will premiere on CCTV-4 on September 14 at 22:00, with the second episode airing on September 21.

Switzerland was one of the first western countries to establish diplomatic relations with China on September 14, 1950. Over the past 75 years, the two countries have deepened cooperation in politics, economy, culture, education, technology, setting an example of friendly cooperation between countries of different size and social systems.

Into Switzerland highlights the core themes of Swiss trust, innovation, and sustainability, values central to Switzerland's identity and to its cooperation with China. The film crew from CCTV-4's program *Bond with China* under CMG's Chinese Language Centre travelled across Switzerland, capturing authentic stories in Basel, Geneva, Zermatt and Zurich. They visited international organizations, renowned financial institutions, research institutes, biotech laboratories, sustainability projects, and precision manufacturing sites. Through authentic footage and in-depth interviews, the TV documentary captures Switzerland's outstanding contributions in global governance, innovation, scientific research, education and sustainable development.

Yannick von Arx, Deputy Head of the Culture and Media Section at the Swiss Embassy in China, served as the host and on-screen reporter of the TV documentary. Fluent in Chinese, he accompanied the crew throughout filming and said, 'this TV documentary is not only an in-depth exploration of Switzerland but also a vivid reflection of Sino-Swiss friendship'.

Swiss Ambassador to China, Jürg Burri, expressed his strong support to the project. At a preview event, the Ambassador remarked: "Switzerland partners with China to be a strong actor in international affairs. We also want to refine our global image. Switzerland has earned global trust through action. Innovation is Switzerland's winning card and sustainability is at the core of our future. This documentary perfectly captures these themes.' He added, 'we extend our gratitude to CMG for their professionalism and dedication in this project. We hope this documentary showcase Switzerland's charm to Chinese audiences.'

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This is the first time the Swiss government has invited a Chinese State TV documentary team for in-depth filming in Switzerland and it is the first large-scale TV collaboration between the Swiss Embassy in China and CMG. Launching exactly on the day of the 75th anniversary of bilateral ties, *Into Switzerland* not only commemorates a historic anniversary but also adds fresh momentums to the future of Sino-Swiss relations.

Broadcast Details:

- Episode 1 (Trust into Switzerland): September 14, 22:00, CCTV-4
- Episode 2 (Swiss Innovation and Sustainability): September 21, 22:00, CCTV-4

Watch the TV trailer

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