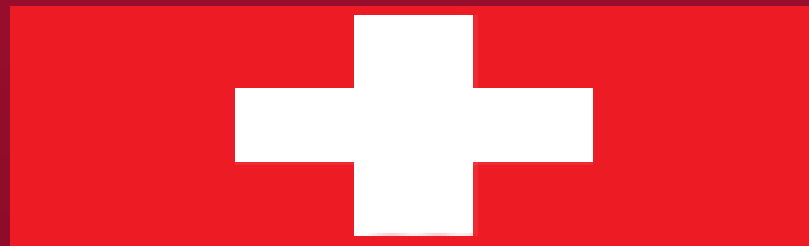


Swiss made

A few insights into Switzerland's success and media image

Festival of Creativity for a great Vietnam's Aspiration

Saigon, 23 November 2013



Switzerland's imagemountains ...



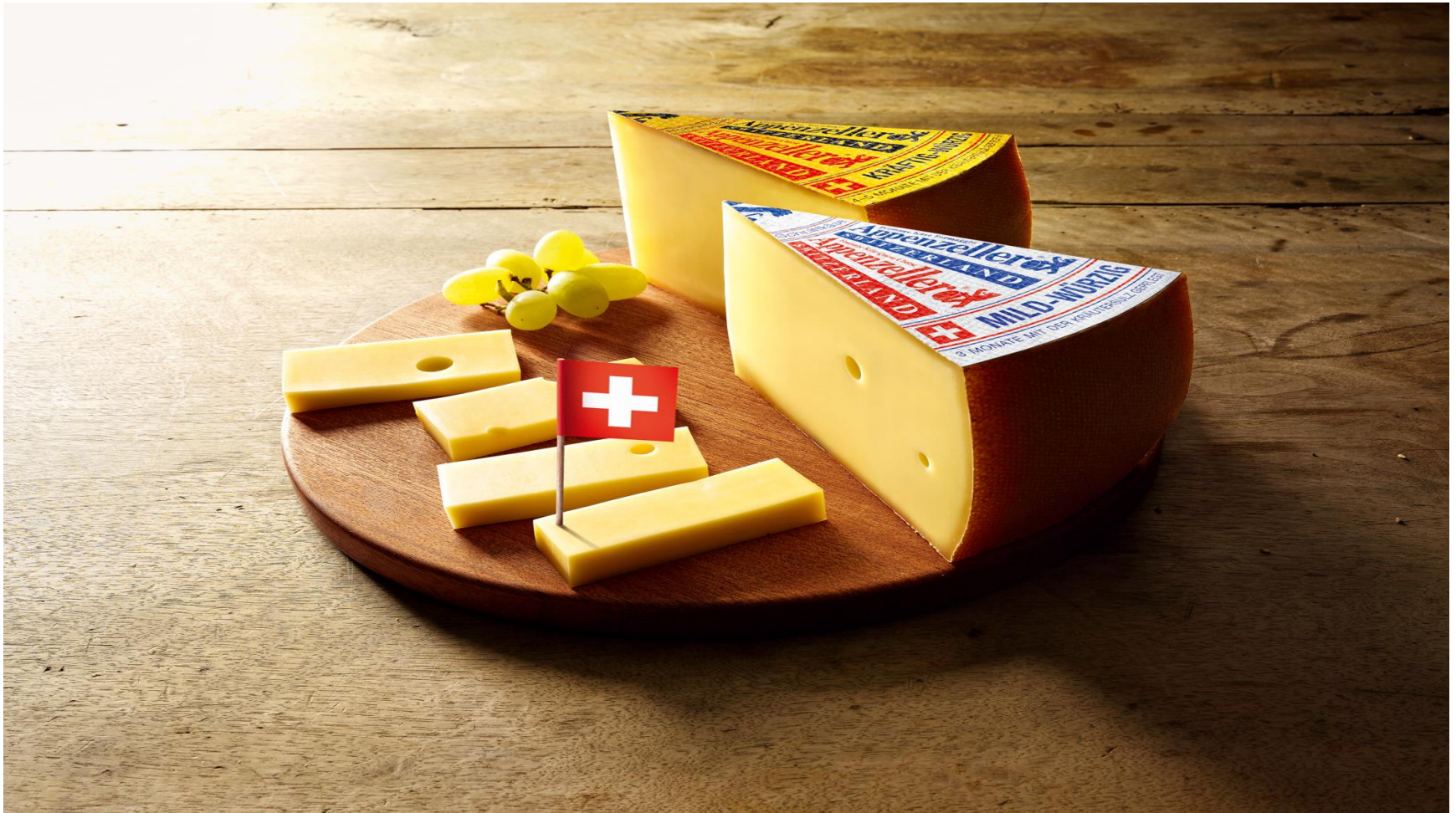
... chocolate ...



... watches and ...



... cheese! But of course there is much more ...



... Global Competitiveness!



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OF THE WORLD

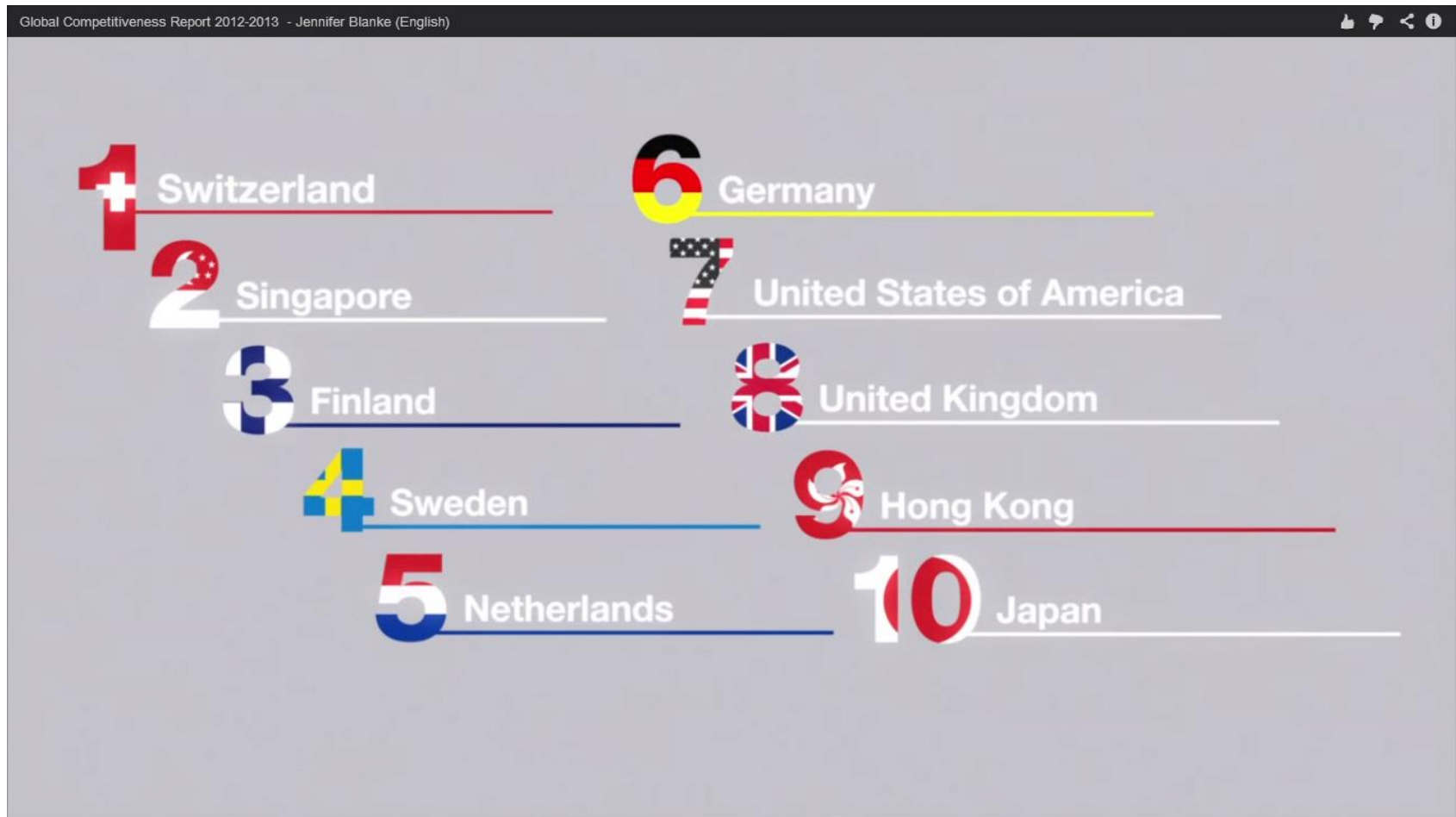
Insight Report

The Global Competitiveness Report 2012–2013

Also in 2012/13 ...



... topping the rankings for the 4th year running.



Switzerland - some facts and figures

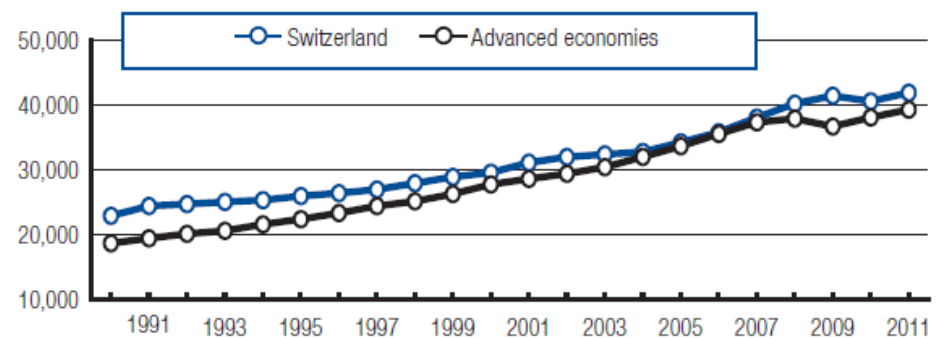
2.1: Country/Economy Profiles

Switzerland

Key indicators, 2011

Population (millions).....	8.1
GDP (US\$ billions).....	636.1
GDP per capita (US\$).....	81,161
GDP (PPP) as share (%) of world total.....	0.43

GDP (PPP) per capita (int'l \$), 1990–2011

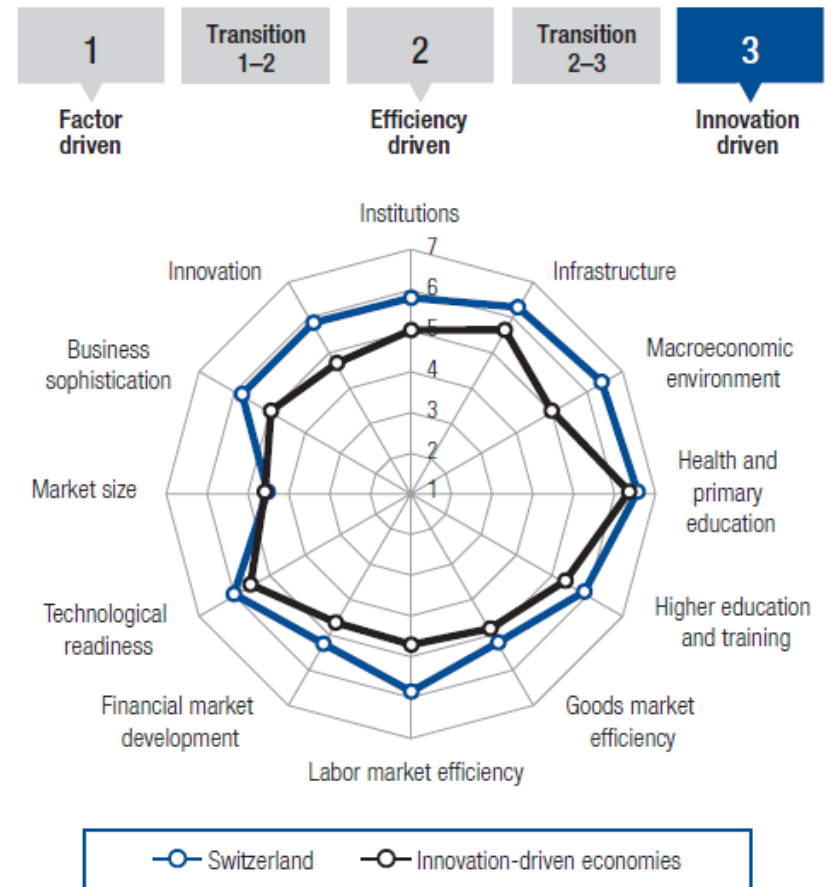


Key drivers for Switzerland's success

The Global Competitiveness Index

	Rank (out of 144)	Score (1-7)
GCI 2012-2013	1	5.7
GCI 2011-2012 (out of 142).....	1	5.7
GCI 2010-2011 (out of 139).....	1	5.6
Basic requirements (20.0%)	2	6.2
Institutions	5	5.8
Infrastructure	5	6.2
Macroeconomic environment	8	6.4
Health and primary education.....	8	6.5
Efficiency enhancers (50.0%).....	5	5.5
Higher education and training.....	3	5.9
Goods market efficiency	7	5.3
Labor market efficiency	1	5.9
Financial market development.....	9	5.3
Technological readiness.....	6	6.0
Market size.....	39	4.5
Innovation and sophistication factors (30.0%)	1	5.8
Business sophistication	2	5.8
Innovation.....	1	5.8

Stage of development



Infrastructure - sustainable energy production.



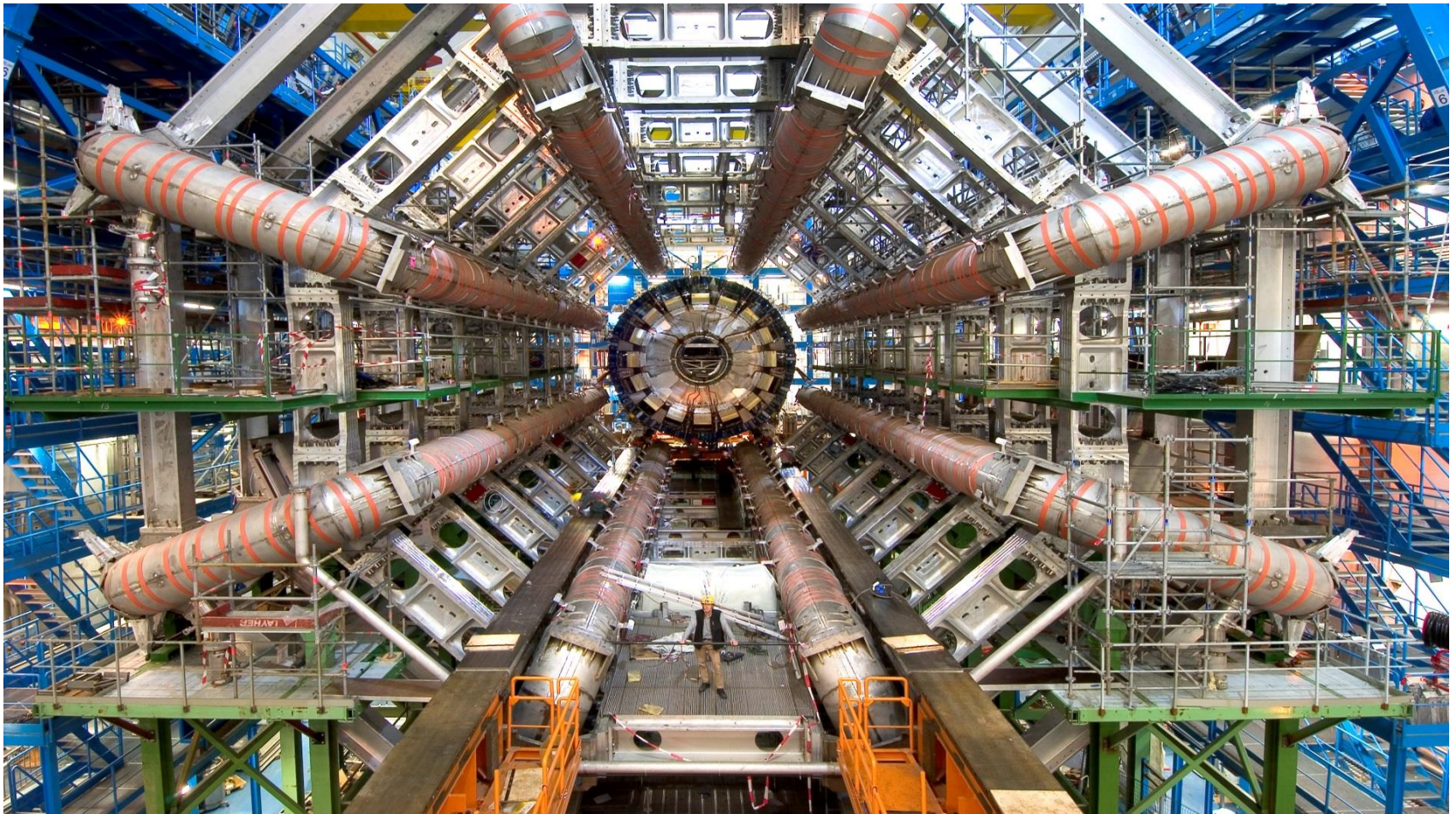
Higher education and training - highest standards worldwide.



Labor market efficiency - less than 3% unemployment.



Innovation - the CERN, Geneva.



Business sophistication - exceptional entrepreneurial spirit.



Hidden champions - small / medium sized companies



Sustainability - strong focus on environmental issues

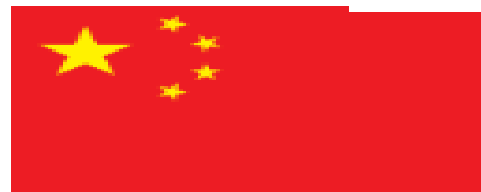
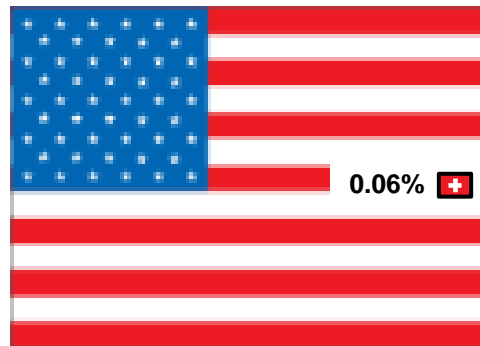


But how is Switzerland portrayed in the media?



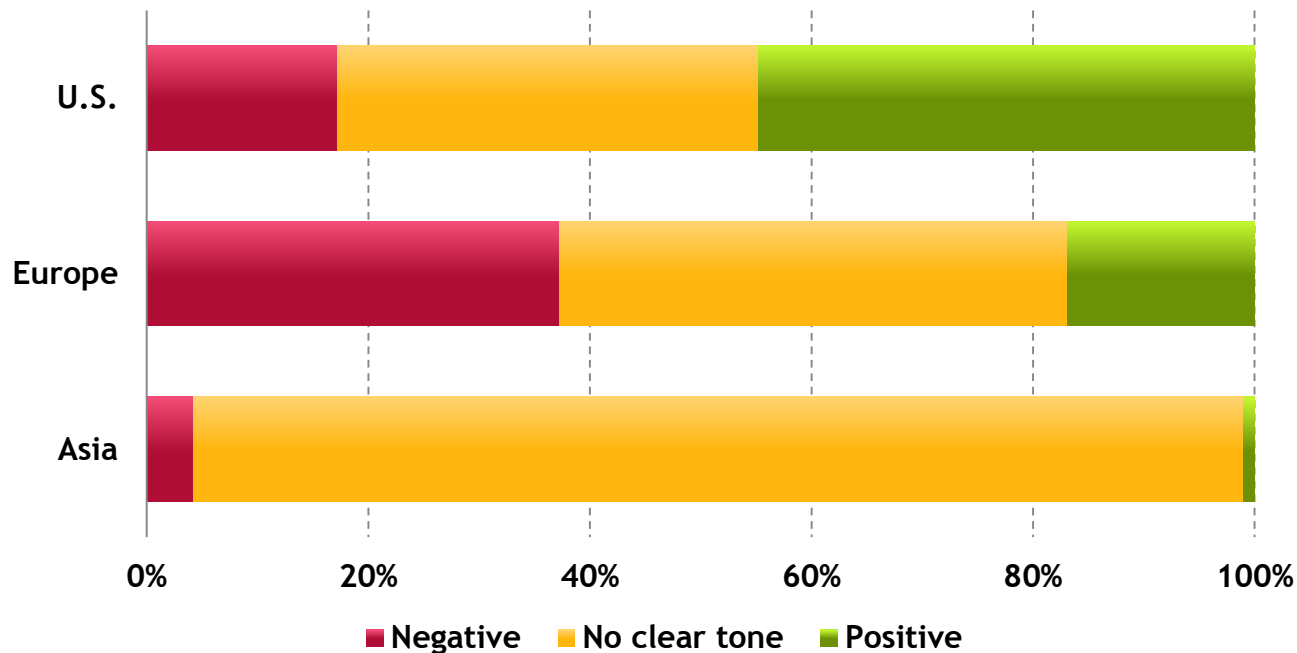
Switzerland below public awareness in key markets

Share of foreign reporting on Switzerland



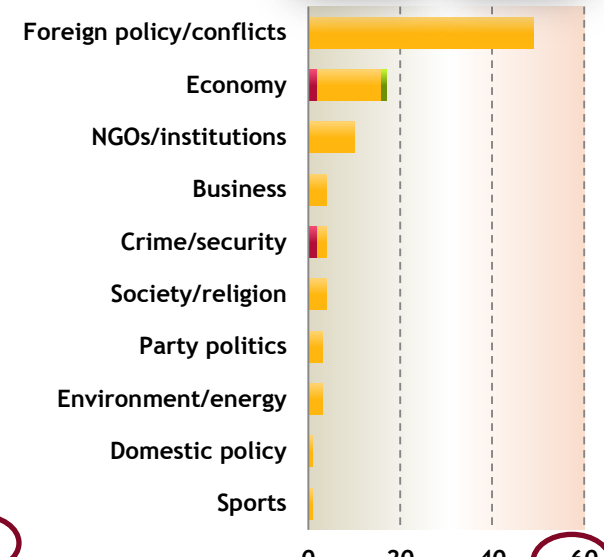
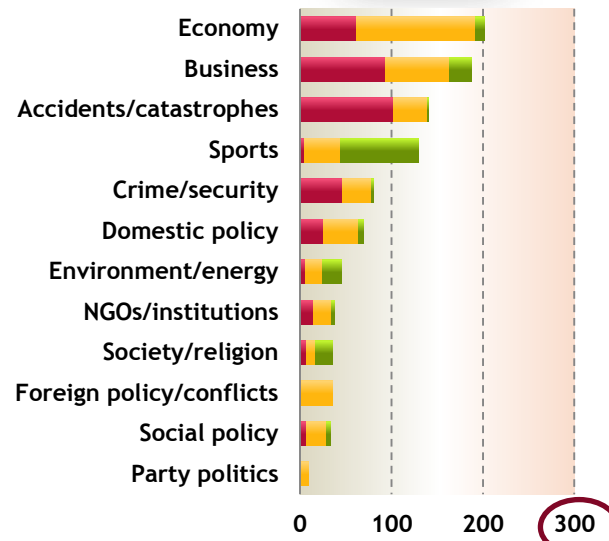
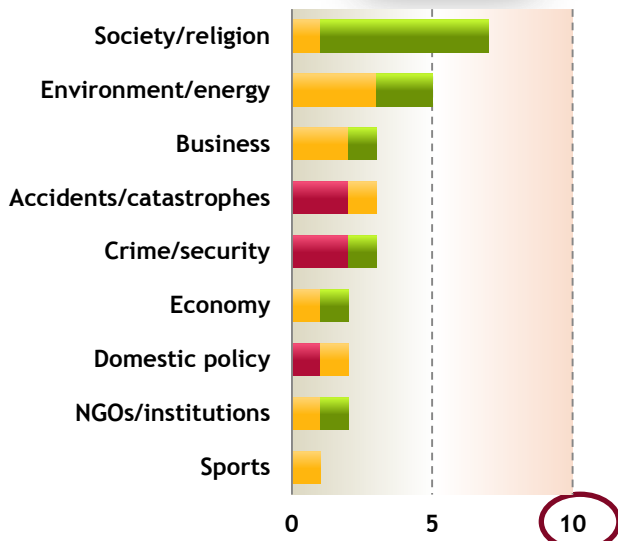
TV news programs devote only 20% of airtime on average to foreign reporting. Out of all foreign news reports analyzed in key media markets, Switzerland garnered very little coverage- far below awareness levels.

U.S. and European media send contrasting messages



Overall, European media was the most negative when reporting on Switzerland. The U.S. reported on balance more positively while Chinese and Vietnamese TV news programs appeared most neutral.

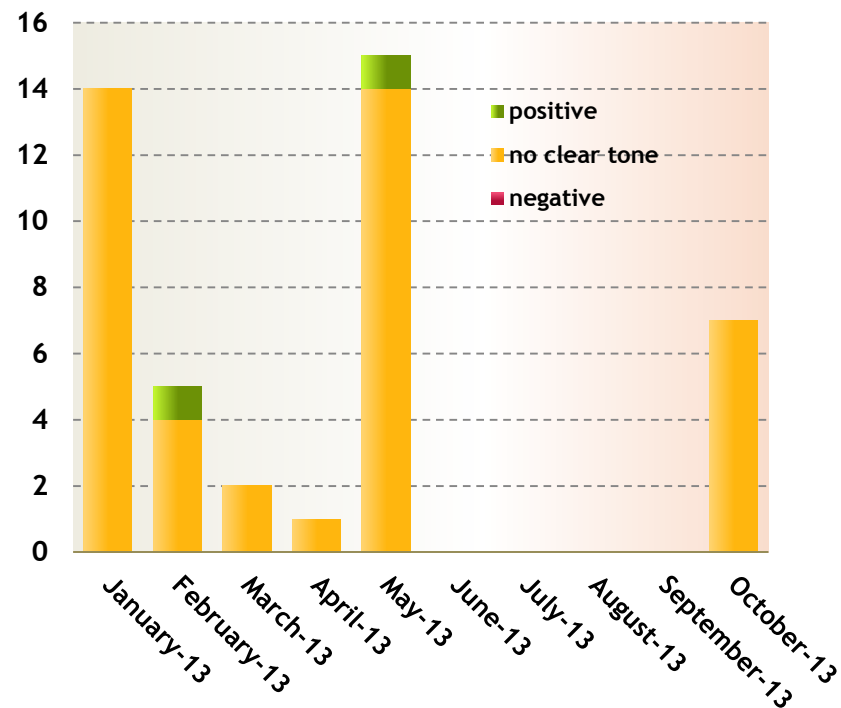
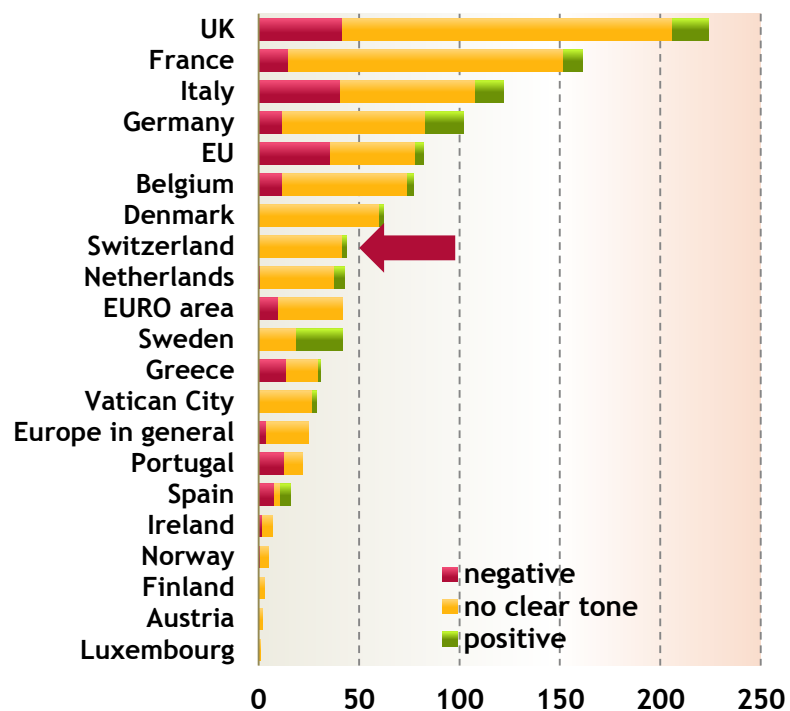
Europe most critical of Switzerland's economy



Number of reports ■ Negative ■ No clear tone ■ Positive

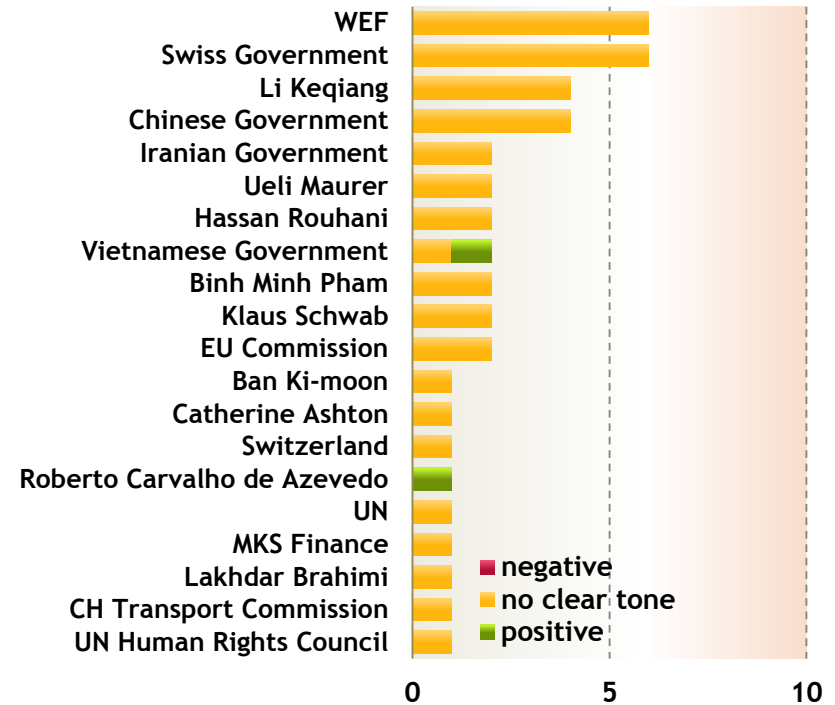
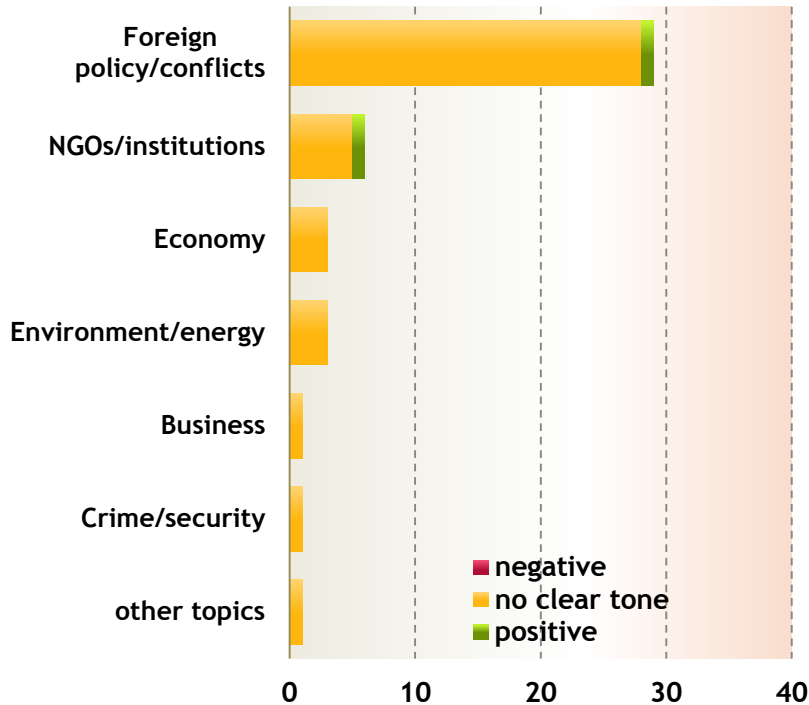
U.S. media mainly focuses on more positive topics when reporting on Switzerland, including society and the environment, while European media is highly critical of the economy and business activity.

Switzerland is a hidden champion on VTN TV as well



Only 12% of foreign news on Vietnamese TV screens dealt with Europe - showing a markedly different outlook on the EURO crisis than in Western TV programs. Switzerland enjoyed rather positive coverage but was eclipsed by its bigger neighbors.

Switzerland is visible as a location, but not as a protagonist



Two events shaped the awareness of Switzerland on Vietnamese TV: The World Economic Forum in January and the nuclear talks with Iran. Swiss politicians, companies and institutions on the other hand played a minor role.

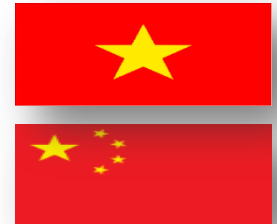
Media Sets



CBS Evening News
FOX Special Report
NBC Nightly News



ARD Tagesschau
ARD Tagesthemen
RTL Aktuell
ZDF heute
ZDF heute journal
BBC 10 o'clock
BBC2-Newsnight
ITV Late
RAI
TVE
TF1



HTV9
VTV1
CBN
CCTV

What are the lessons to be learned?

- In today's world it is not enough to be highly competitive and successful.
- Not only individuals, companies and institutions have to actively shape their image to be successful in a highly competitive global world - this also holds true for countries and nations.
- A country's reputation is a key success factor like infrastructure, education or innovation, which needs to be carefully managed and taken care of.
- An image of stereotypes does not help in times of crisis - countries like individuals, companies and institutions need a communicative safety cushion and a proper framing in case a crisis hits.

International Agenda Setting Conference

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20 Years
MEDIATENOR

