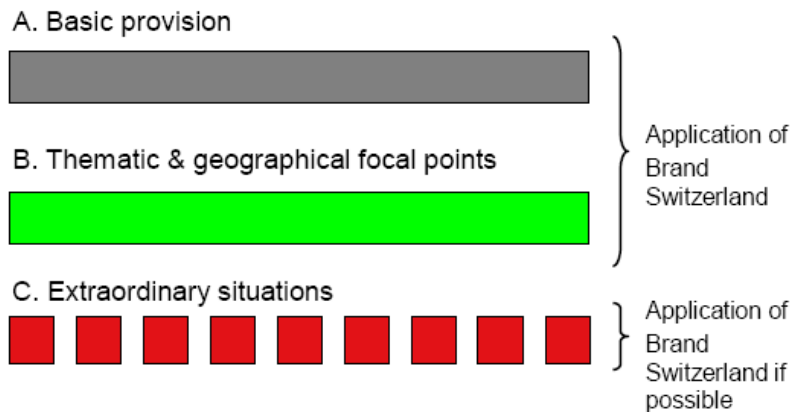




Strategy for Communication Abroad 2010-2011

The Federal Council specifies the strategy for communication abroad at the request of the FDFA (Art. 3 of the Ordinance on Communication Abroad (*Landeskommunikationsverordnung*)). The strategy for communication abroad that is valid in 2010 and 2011 was adopted by the Federal Council on 19 December 2008.

This provides for three different levels of communication abroad:



1. The FDFA, Presence Switzerland, continues to ensure the **basic provision** for the Swiss representations abroad, the partner organisations' representations abroad and the Swiss Federal Administrative Departments, supplying them with geographical and cultural information media, study trips to Switzerland and the fundamentals for a uniform presentation of Switzerland abroad in terms of both visual appearance and content (Brand Switzerland).
2. In addition, the FDFA, Presence Switzerland, is increasingly working on specific topics in selected regions. The Federal Council has defined these focal areas on the basis of the need for action set out below (see chart on next page):
 - a) Insufficient knowledge of Switzerland's political system amongst foreign decision-makers and in the foreign media.
 - b) Insufficient understanding of Switzerland's political approaches, especially with regard to Switzerland's bilateral approach to the EU and also in the fields of Switzerland as a financial centre and its tax policy.
 - c) Low level of knowledge abroad on Switzerland's competitiveness and innovativeness.
 - d) Little interest in Switzerland amongst Europe's young people and representatives of the media.
3. As far as communication in **extraordinary situations** is concerned, the Federal Council has additionally commissioned specific assignments for 2009 and 2010 in the USA and Germany (Federal Council Decision (BRB) of 17 June 2009) and, in the case of the USA, has allocated additional funding for these. The communication abroad is intended to support the attainment of Switzerland's political aims through selective lobbying (USA) and a combination of lobbying and public relations measures (D) and thus heighten comprehension for Switzerland's positions and concerns in these two countries.

Thematic and geographical focal areas 2010-2011

The crosses indicate the importance of an aim for communication abroad in the country in question and worldwide.

Aim Country	Promoting an understanding of Switzerland's political system (especially federalism and direct democracy)	Promoting an understanding of Switzerland's political approaches (incl. solitary partner, financial centre, tax issues, bilateral relationship with the EU)	Boosting the level of knowledge of Switzerland's competitiveness and innovativeness, especially in the fields of environment and transport
Great Britain	XX <ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 	XX <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	X <ul style="list-style-type: none"> • Politicians specialised in education • Scientists • Students • Media representatives
Italy	<ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 		
Germany	<ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 	XXX¹ <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	X <ul style="list-style-type: none"> • Politicians specialised in education • Scientists • Students • Media representatives
France	XX <ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 	XX <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	
EU Capital Brussels	XX <ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 	XX <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	
Austria		X <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	X <ul style="list-style-type: none"> • Politicians specialised in education • Scientists • Students • Media representatives
USA	XX <ul style="list-style-type: none"> • Opinion leaders, especially in politics • Media representatives 	XXX¹ <ul style="list-style-type: none"> • Opinion leaders in politics & business • Media representatives 	XX <ul style="list-style-type: none"> • Politicians specialised in education • Scientists • Students • Media representatives
China			XX <ul style="list-style-type: none"> • Politicians specialised in education • Scientists • Students • Media representatives
Worldwide	X		X

¹ As per the strategies adopted by the Federal Council on 17 June 2009: Public Affairs Strategy USA and Communication Strategy Germany.