



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea



Switzerland.

*Korea -
Switzerland* two
winners of
globalization facing
new challenges

16th November 2017

Ambassador Dr. Linus von Castelmur



Overview

- Korea and Switzerland – an overview
- the two sides of globalization
- reasons for Switzerland's success
- current challenges...
- ...and how we tackle them
- a journey through contemporary Switzerland in ten pictures



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

What comes to your mind when you think about 대한민국?





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra





Embassy of Switzerland in the Republic of Korea

What comes to your mind when you think about Switzerland?





Korea and Switzerland – an overview

	Korea 	Switzerland 
GDP ¹	1'411 bn. US\$	660 bn. US\$
economic growth ²	2.8%	1.3%
population ²	50,4 mio.	8,1 mio.
trade (imports/exports) ¹	406/495 bn. US\$	269/305 bn. US\$
bilateral trade ³	807 mio US\$ → 	2.8 bn. US\$ → 
unemployment rate ²	3.7%	4.9%

¹ source: World Bank, 2016

² source: OECD Data, 2016

³ source: Swiss Federal Customs Administration, 2016



Korea and Switzerland – an overview

	Korea 	Switzerland 
university degrees ¹	70.0%	48.8%
life expectancy ²	82.3 years	83.4 years
suicide rate ³	24.1	10.7
murder rate ⁴	0.69	0.70
military budget ⁵	36.8 bn. US\$	4.7 bn. US\$
army size (active) ⁶	630'000	20'950

¹ source: OECD Data, of population aged 25-32, 2016

² source: Who, 2016

³ source: WHO, per 100'000 people per year, 2015

⁴ source: United Nations Office on Drugs and Crime, per 100'000 people per year, 2013

⁵ source: Stockholm International Peace Research Institute, 2016

⁶ source: International Institute for Strategic Studies, 2016



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

globalization – two sides of a medal



Korea and Switzerland – two winners of globalization facing new challenges
Embassy of Switzerland in the Republic of Korea



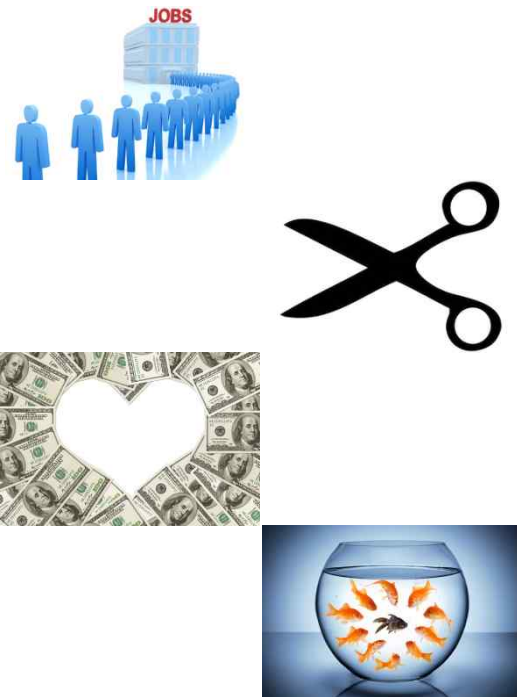
globalization – two sides of a medal

- + easier communication, travelling
- + increasing international trade
- + better and cheaper products
- + new technologies
- + increased interdependencies and cooperation





globalization – two sides of a medal



- unequal winners / domestic losers
- loss of manufacturing jobs in developed countries
- increasing gap between rich and poor
- over-evaluation of material goods
- xenophobia, racism



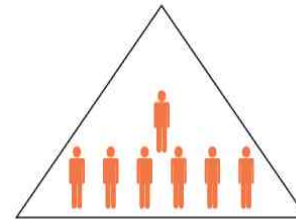
reasons for Switzerland's success



lean and frugal
state



direct
democracy



flat hierarchies &
critical thinking



citizen-oriented
administration



open society



liberal labour
market



research &
development



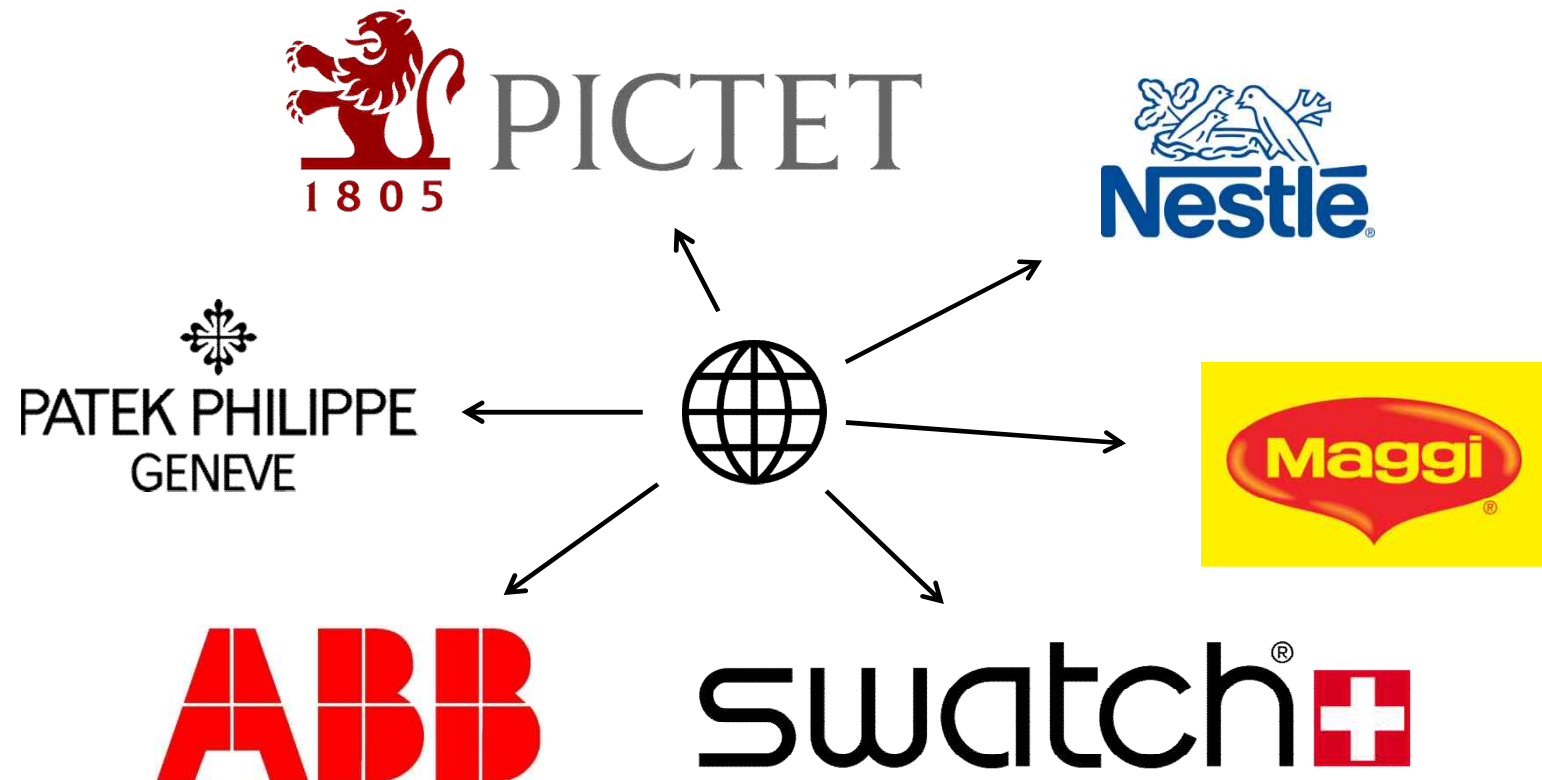
dual education
system



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea

Swiss companies built by foreigners





current challenges...



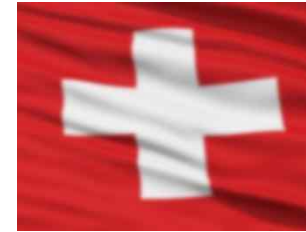
ageing
population



de-industrializa-
tion



migration



perceived loss
of identity



fear of loss of
prosperity



populism and
fake news



terrorism



pollution of
environment



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Republic of Korea



1948 Trift Glacier, Gadmental, Berner, Oberland, Switzerland

2002

2006

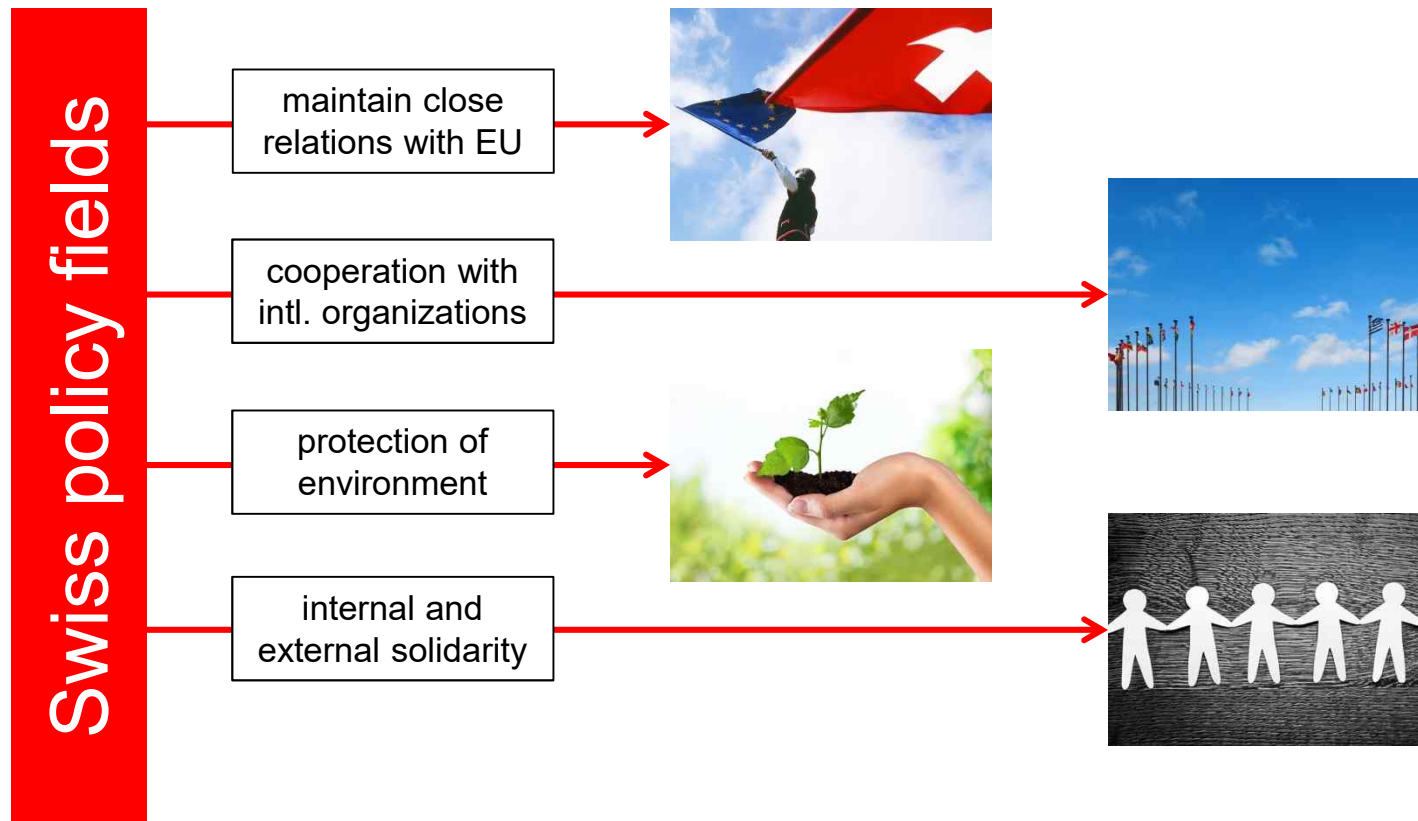


How to overcome these problems?



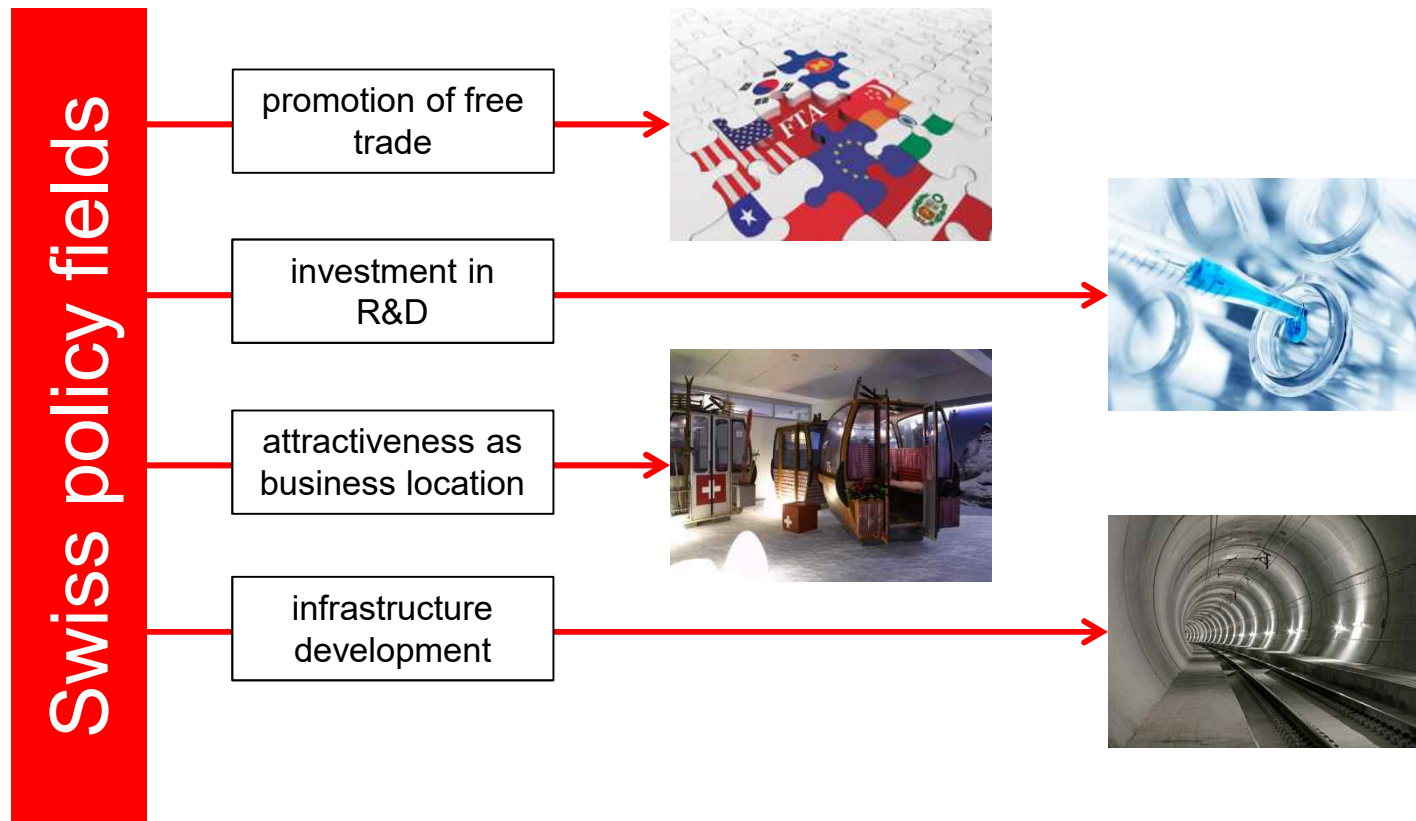


...and how we tackle them



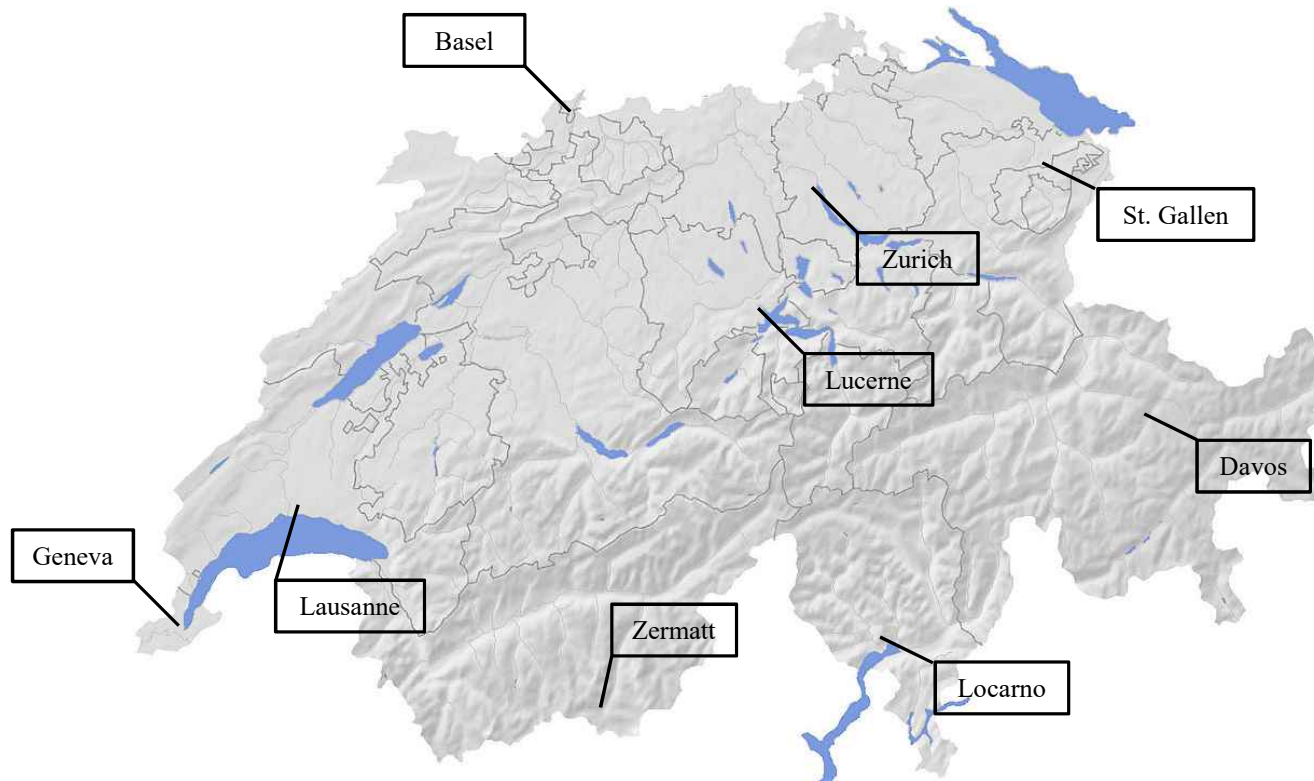


...and how we tackle them





a journey through contemporary Switzerland in ten pictures



















The logo of the World Economic Forum, featuring a stylized globe with a white arc at the bottom.

WORLD ECONOMIC FORUM







What can Korea and Switzerland learn from each other?

