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From Heidi to Swiss Institutes of Technology : what image for Switzerland abroad?

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Alexandre Edelmann, Chef a.i. Présence Suisse



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Stratégie de communication internationale 2021-2024

Switzerland is...

- ... an innovation hub
- ... a strong commercial partner
- ... a country that shares common interests with its neighbours
- ... a leading financial centre
- ... committed to reaching the Sustainable Development Goals



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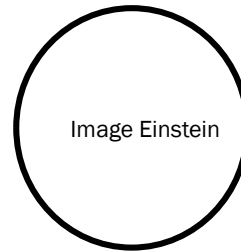
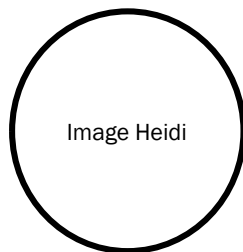
Perception beats reality.



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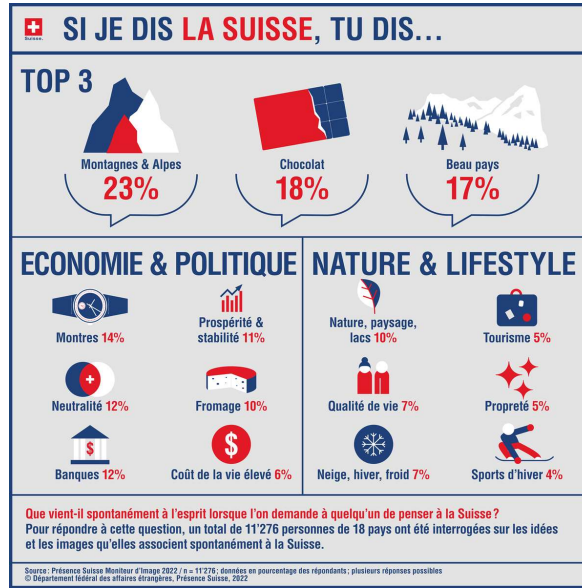
Does it?



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Consistent Switzerland, Steady as Ever, Is Once Again the World's Best Country

Economic stability and education fall the nations reign in the Best Countries rankings. Also, people wouldn't mind living there.

By [Tim Bland](#) Sep 4, 2023 at 12:01 a.m.



Four hikers near Samolux, Switzerland, enjoy a sunset in the heart of the Swiss Alps. Switzerland is No. 1 in the U.S. News Best Countries rankings for the sixth time in eight years. "That makes Switzerland a top choice for many travelers," says Jacobus Prinsloo, the Swiss ambassador to the U.S. (IMAGE COURTESY AP/GETTY IMAGES)

Consistency

It's a word that aptly describes the nation of Switzerland. Whether it's tennis ace Roger Federer and his record 12 men's final appearances at Wimbledon or the steady ticking of a Patek Philippe watch – not to mention the country's centuries of neutrality – there is something pleasantly constant about it.

That consistency remains in 2023 as Switzerland again takes the No. 1 spot in the U.S. News Best Countries rankings. This is the sixth time the Alpine nation has claimed the top position in the project, which this year was based on a survey of more than 17,000 people and gathered perceptions about 87 nations across 73 descriptive attributes.

"With us, you know what you get, which is rare nowadays!" Alexander Edelmann, head of Presence Switzerland, a government agency that promotes the country abroad, says in an email. "Although Switzerland is a relatively small country from a geographical perspective, it is very well known all over the world and well connected internationally."

The 25 Best Countries in the World



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Innovation can be everywhere.



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Innovation can be everywhere.



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Innovation needs inspiration.



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Innovation needs inspiration.



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Innovation needs inspiration.



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Discussion.



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Thank you. Merci.



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