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Ressort: Mixed News

Switzerland well seen from abroad in 2024

Bern, 23.02.2025 [ENA]

In 2024, Switzerland was perceived positively. The Summit on Peace in Ukraine attracted by far the most attention from the world's media. Overall, there was less coverage of Switzerland and fewer critical reports than in 2023 and 2022. Switzerland's image among the general public abroad remains very positive.

The Summit on Peace in Ukraine at Bürgenstock Resort attracted a great deal of interest from foreign media.

However, the summit also put the spotlight on Switzerland and its good offices. The European Court of Human Rights judgment against Switzerland in the 'climate senior citizens' case and Nemo's Eurovision Song Contest victory also received above-average press coverage abroad. In general, there was less international coverage of Swiss-related topics in 2024 compared to the two previous years, and reports tended to be less critical.

The general public abroad continued to see Switzerland in a very positive light overall. Switzerland took the top spot in Presence Switzerland's 2024 Image Monitor, compared to seven other benchmark countries. Many people have a positive, but often clichéd, image of Switzerland as a prosperous country with beautiful mountain scenery. People also routinely associate Switzerland with high-quality products like chocolate and watches.

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According to the latest survey, specific issues, such as Swiss banking and financial services, are also viewed positively.

The general public abroad also rated Swiss neutrality better in 2024 than in 2022, when attitudes were temporarily more critical after Russia had launched its attack on Ukraine.

Perceptions of Switzerland in neighboring countries are often more nuanced and attitudes somewhat more

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sceptical than in countries further afield. For example, people in Germany and Austria often associate Switzerland with high prices. The further away a country is from Switzerland, the more people think in terms of stereotypes and clichés.

These are the key findings of Presence Switzerland's annual report on the image of Switzerland abroad. Presence Switzerland is part of the FDFA and is responsible for implementing the Federal Council's strategy for Switzerland's communication abroad.

This includes monitoring other countries' perceptions of Switzerland based on coverage in traditional print and broadcast media and on social media and analysing image studies on an ongoing basis. Presence Switzerland's activities are based on the Federal Act and the Ordinance on the Cultivation of Switzerland's Image Abroad.

(Source: Federal Department of Foreign Affairs - FDFA)

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https://afro-europa.en-a.eu/mixed_news/switzerland_well_seen_from_abroad_in_2024_-90857/

Redaktion und Verantwortlichkeit:

V.i.S.d.P. und gem. § 6 MDStV: ZéLuis F. Correia

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