



SCHWEIZERISCHE VERTRETUNG
REPRÉSENTATION SUISSE

in/à C o l o m b o

Bundesamt für Aussenwirtschaft	
No. S. Lanka & Co. a.s.	
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O F A E E
Département fédéral de
l'économie publique

Ihr Zeichen
Votre référence

Ihre Nachricht vom
Votre communication du

Unser Zeichen
Nctre référence

Datum
Date

551.2 - OC/kd

14.12.1981

Gegenstand / Objet

Mission à Sri Lanka de M. Toschkoff: 23-29.11.81

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Préparé par M. Chanson, le rapport ci-joint et ses annexes vous donneront une idée des activités déployées lors de cette mission.

Comme le relève mon collaborateur, il serait prématuré d'escompter de cette visite des résultats immédiats. Mais elle a été incontestablement déjà fructueuse, à mon avis, en ce sens qu'elle a attiré l'attention de certains hommes d'affaires sur les possibilités d'affaires avec la Suisse, elle a suscité leur intérêt, les a obligés à "penser suisse". Le film "Suisse, Schweizer, Svizzeri" a lui aussi contribué au succès de l'opération. Après l'avoir vu, plusieurs personnes m'ont d'ailleurs déclaré avoir ignoré que la Suisse était aussi avancée dans tel ou tel domaine.

De telles missions me paraissent donc fort utiles. Bien qu'elles exigent une préparation et une participation intensives et qui prennent beaucoup de temps, je pense qu'elles devraient être renouvelées régulièrement, une ou deux fois l'an.

Le Chargé d'Affaires de Suisse

C. Ochsenbein
C. Ochsenbein

Annexes ment.

Copie p.i. à:
OSEC, Lausanne



Report on visit of
Mr. N. Toschkoff, Delegate OSEC Lausanne, from 23.11 - 29.11.1981

This visit had been announced by OSEC and agreed upon in spring 1981 already. Originally it was primarily to be a mandat/ assignment visit, but eventually turned out to be more of a trade promotion visit between Switzerland and Sri Lanka.

I had made arrangements for him to meet Sri Lankan businessmen interested in importing goods and services from Switzerland by advertising his visit twice in two local English language newspapers. The cost of these ad amounting to Rs. 5'796.- has been charged to OSEC.

Mr. N. Toschkoff arrived from Singapore on Monday night and was met at the Airport by Mr. E. Chanson to be taken to his hotel in Colombo.

A general discussion took place on Tuesday morning when also plans for his stay were finalized.

For 17.30 a meeting had been arranged at the Residence. 2 films were shown after the speech by Mr. N. Toschkoff and my welcome address, followed by drinks/short eats and informal discussions with Mr. N. Toschkoff and between participants.

About 50 persons/organisations had responded to the ads. Of those invited to the address of Mr. Toschkoff and film show only about 50 % turned up. Including some Swiss business people and the press representatives about 40 persons were actually present. Mr. Toschkoff considered this to be quite satisfactory.

For the following two days, viz. 25th and 26th November, Mr. Chanson had arranged individual interviews with local businessmen and Mr. Toschkoff at the Embassy. In all 14 parties were met. Of these about 1/3 were merely interested in imports from Switzerland,

where as the remainder were mainly concerned with exporting their products to Switzerland or finding Swiss partners for joint ventures in Sri Lanka.

It is difficult to say how much the final benefit will be for either Country. Mr. Toschkoff felt that the response was quite encouraging. He undertook to follow up the many enquiries received from Lausanne. Mr. Chanson in turn will do likewise where required information is available with this Embassy.

Possibly the most useful contacts were negotiated as a side-line flowing from social contacts made at a dinner party and a cocktail party offered by the local Gherzi Agents on the occasion of the visit of their Chairman Dr. Gherzi from Zurich. By courtesy of these Agents Mr. Toschkoff and two other Swiss business people were able to join as well.

Colombo, 11th December 1981



E. Chanson