

le News

WEEKLY SWISS NEWS IN ENGLISH

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Watches vs mobile phones

Insight

05

Desire & style at Motor Show

Geneva Motor Show

08

Preventing burglaries

Property

10

All the world's a movie set

Cracking up

12



EU retaliates

EC President José Manuel Barroso would restrict Swiss rights to work in the EU.

BASEL A disaster for Swiss students – and Switzerland – the EU's reprisal has Desiderius Erasmus turning in his grave.

Erasmus, the European student-exchange programme created in 1987 and named after the 15th-century humanist, will not accept the estimated 2,400 or more Swiss seeking to participate in the 2014–15 academic year. The

Brussels announcement that Erasmus+ will no longer apply to Switzerland came in the wake of the 9 February Swiss vote against the free movement of people.

When Bern refused to sign an agreement following the referendum to give Croatians unrestricted access to the Swiss employment market, the EU retaliated. It halted talks to bring Switzerland into the European electricity market and excluded it from Erasmus

and Horizon 2020, a Europe-wide research programme and crucial catalyst for cross-border collaboration.

The EU decision has dealt a severe blow to students hoping to expand their pan-European identities not only by studying abroad, but also by enjoying the cultural and social experiences made famous in the 2002 French cult film *L'auberge espagnole*.

Continued on page 2

Next week Internships

Where have all the entry-level jobs gone?



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This Week in Switzerland



Soroptimist International will sell tulips on 7–8 March to support **International Women's Day**. The proceeds will be used to support rural women across Switzerland, in conjunction with the UN's International Year of Family Farming programme. More than **20,000 tulips** are expected to be sold throughout the confederation.

Totalling 278,500 (64.2% male, 35.8% female), the number of **cross-border workers** rose by 3.7% in 2013. Compared to 2012, there was an **increase** of 10,200 people, with more than half from **France**, a quarter from **Italy** and a fifth from **Germany**. Since 2008, the number of frontaliers rose by 62,000. A third of cross-border workers were located in the Lake Geneva region, with 25% in the north-west and 20% in Ticino.

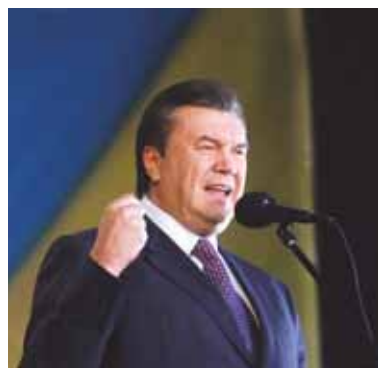
Switzerland's **weapons exports** decreased 34% in 2013, falling from CHF 700 million in 2012 to CHF 461.2 million last year. To boost sales, the **Senate** has suggested relaxing the rules governing weapons-sales to countries including those with a track-record of human rights abuse. Switzerland's greatest importer remains Germany, with over CHF 123.5 million of weapons materiel exported to the country in 2013.

In talks with EU interior ministers in Brussels, **Swiss Justice Minister Simonetta Sommaruga** stated that it will take time to implement new immigration regulations in Switzerland. Stressing that the free movement accord will not be terminated, she also assured that **frontaliers and EU citizens** already working in Switzerland would not be affected.

The canton of **Fribourg** has halted a project to set up a national centre to **train Imams** on life in Switzerland. UDC, PDC and PLR members of the Grand Conseil demanded that the Conseil d'Etat stop the development of the centre for Islamic religion at the University of Fribourg. They state that it is not an appropriate use of **taxpayers' money** as the canton is experiencing financial difficulties. The Conseil d'Etat has five months to reach a decision on the proposal.

Switzerland's Canadian **ice-hockey** coach **Sean Simpson** has decided to stand down after the **World Championship** takes place in May. Having led the national team to a disappointing ninth place position at the Sochi Olympics, Simpson stated that though the decision was difficult, it was time to move on. Simpson has already signed a contract with an undisclosed ice-hockey club.

Over 10,000 people **demonstrated** last weekend outside the Swiss parliament in **Bern** in support of **immigrants' rights**, free movement and positive relations with the EU. The organizers stressed that foreigners were an integral part of the Swiss economy and the country's cultural diversity. According to the organizers, the rights of more than 1.8 million foreigners could be in jeopardy.



The assets of Ukrainian ex-president **Viktor Yanukovich** and 19 other people from his entourage have been **frozen** by the Swiss government. Though the amount remains unknown, the decision was catalyzed by both Austria and Liechtenstein taking similar action due to money-laundering suspicions – the EU plans to follow suit. The pro-Russian oligarch has also been **accused of robbing CHF 33 billion** from the Ukrainian state.

EU retaliates

Continued front page 1

Many Swiss universities encourage students of Political Science and International Relations to have an Erasmus experience. British political scientist, Stefan Wolff, coined the term "Erasmus generation" in 2005, saying that in "15, 20 or 25 years... Europe will be run by leaders with a completely different socialization from those of today." Nevertheless, Antonio Loprieno, President of the Rectors' Conference of Swiss Universities, is sanguine about resolving the issue. "We'll have to find an alternative solution that allows Erasmus-like exchanges, since Swiss participation in the programme seems to be excluded. But I am hopeful that in the next months solutions at the political level can be negotiated in order to reintegrate Switzerland into Erasmus+." Currently some 3,000 Swiss study and work abroad every year through the Erasmus programme, while the same number of foreign students come to Switzerland, mostly from Denmark, Spain and France. The Erasmus scheme

lends them the opportunity to study for a period of 3–12 months at a partner university or other member-country higher-education establishment. Current foreign students fear that when the Swiss immigration overhaul is finalized, they may not be able to remain for further degrees or to work.

Erasmus has become a test case for interlinking bilateral agreements signed in recent decades between Switzerland and the EU, which call for reciprocal freedom of movement and trade, access to labour markets and education. Under a so-called guillotine clause, a breach of any treaty would require all to be renegotiated. As the future of Switzerland's immigration law is being hashed out, the European Students Union (ESU), an umbrella group representing unions in 39 countries, has warned against including students in any eventual cap or quota system. "Switzerland is on a slippery slope to isolating its students and academics from the outside world," said ESU vice-chair Elisabeth Gehrke.

Pamela Taylor

Advertisement



THANK YOU TO THE FOREIGNERS IN SWITZERLAND

Following the acceptance of the Swiss People Party (UDC) initiative "against mass immigration" on 9 February 2014, the Vaud Chamber of Commerce and Industry (CVCI) would like to extend its most sincere gratitude and appreciation to the foreign employees and international companies present in Switzerland.

Entire sectors of our economy, research and health services would not function without the presence of thousands of international collaborators. The many foreign companies which are established in the Lake Geneva region have fuelled the competitiveness of our region – and have made it the most dynamic in Switzerland. The current prosperity of the Canton of Vaud would not be possible without this human and entrepreneurial contribution.

These competencies are extremely valuable. Now more than ever, they remain welcome in our region.

In light of this, the CVCI, comprising more than 3000 companies and representing 110,000 employees in the Canton of Vaud, will strongly advocate for the introduction of a flexible, generous quota system for foreign employees which takes into account the needs of companies and of their employees. We must remember that for the moment, nothing changes for them and they will benefit from their acquired rights. Looking ahead, we have full confidence in our federal authorities and support them in their efforts towards finding a solution that will allow the continued fruitful collaboration with our European partners.

Bernard Rüeger
President, CVCI

Claudine Amstein
Director, CVCI

Regional

le News

WEEKLY SWISS NEWS IN ENGLISH

Editor's comment

Good information promotes good democracy

February's anti-immigration referendum is proving costly for Switzerland. As Pamela Taylor points out on the front page, the EU's suspension of the Erasmus programme will mean that some 2,400 Swiss students will not be able to study in the EU next year. Other EU funding for key Swiss research also has been frozen. This is bad news indeed.

While Swiss president Didier Burkhalter is stoically pressing ahead with improving Swiss-EU bilateral relations, other politicians are scrambling to contend with what could become an economic, even cultural, nightmare. Worried Swiss filmmakers are demanding financial compensation for not being able to participate in the 2014 MEDIA programme for the promotion of European cinema.

The crux of the matter, however, is that neither Bern nor much of the press properly informed the public about the consequences of voting for

immigration curbs. Some supporters are now wondering whether they made a mistake. It's also too soon to know what's going to happen. Four parliamentary groups have demanded urgent debate, including the UDC party that instigated the vote and is now feeling the heat. This is where good media needs to come into its own. A well-informed public is critical to any effective democracy. Le News is very concerned by the issue.

Hence our plan to hold a public conference in April with key opinion-formers, to explore what the immigration vote really means.

Edward Girardet, editor@lenews.ch

Crime falls in Geneva

GENEVA Crime declined in Geneva in 2013. After the sharp decrease announced in August for the first two quarters of the year, the last figures published at the end of October confirmed the downward trend. Burglary and theft have gone down, primarily because of increased street controls and monitoring by the police. These measures have risen by 54% since November 2012, when the new policing methods known as "dispositive Alpha" were introduced to fight violence and drug-dealing. "The Alpha dispositive is just one of the several measures the police have taken to prevent crime, and so far figures show it has worked," said police spokesman Jean-Philippe Brandt. There also has been growing collaboration between the Swiss and French police on both sides of the border. Overall, the number of arrests has risen by 29% since October 2012 to 5,047 in 2013. Pick-pocketing has dropped by 24.2%, while burglaries (5,081 in 2013) declined by 20.6% since 2012. Vehicle break-ins and thefts also fell by 13.4% – down from 680 in 2012 to 584 in 2013. Assaults and violence-related crimes decreased by 11.9% to 1,263 in 2013 from 1,434 the previous year.

Cristina Odero

Au vote!

DIVONNE

With French local elections on 23 and 30 March, political campaigns across France, including Switzerland's Gallic hinterland, are underway. Under French law, EU citizens – but not Swiss – are allowed to vote in the municipal polls that take place every six years. The mayor, however, must be French. In the Pays de Gex and Haute-Savoie, an eclectic group of foreigners are becoming increasingly involved to help shape their communal programmes with new ideas.

Caroline Hunt-Matthes adjunct professor at Webster University in Geneva, who has lived in the Lake Geneva region



French local elections are being held on 23 and 30 March.

since 1994, is taking an active role in the campaign challenging the current administration in Grilly, a village near Divonne. According to Hunt, whose eco-friendly ticket calls for accountability and dynamism, "conflicts of interest and lack of transparency have catalyzed controversial regional development schemes which need to be addressed". Her group's campaign advocates "a balance between development

and transparency". Part of a list of 11, of which half are bilingual and three EU citizens, Hunt feels honoured to join a movement that reflects not only the French spirit of local representation, but also the region's cosmopolitan nature. If eligible, now is the time to help define the communes you live in.

Christopher Woodburn

French municipal elections: quick facts

- Proportional or majority voting (according to town size)
- EU citizens resident in France are entitled to vote in municipal elections
- Main political parties: PS, UMP, FG, EELV, FN, UDI
- For more information, visit <http://www.vie-publique.fr>

GENEVA Preparations are almost complete for the Geneva marathon, which will take place on 3 and 4 May. Whether you are novice or expert, coming alone or with family and friends, Geneva's run is open to everybody. The event is being held in partnership with UNICEF, which will receive donations offered by participants, sponsors and spectators alike.

Geneva's marathon, supported by Harmony fitness

Starter's orders for the Geneva marathon

clubs, will help raise funds for UNICEF's water projects, including the hydraulic water pumps used in emergencies. The event, which costs CHF 1 million to organize, registered 9,150 participants last year. Organizers expect over 12,000 runners this year, of 100 different nationalities, and aim to increase the number of runners to 15,000 by 2015. "This marathon is unique and different from the others," said director Benjamin Chandelier. "Indeed, in addition to its charity purpose, it offers a fantastic run on a route that crosses

through 12 towns outside Geneva, offers amazing scenery and views of Mont Blanc, and has a stunning finish on the Pont du Mont Blanc."

Cristina Odero



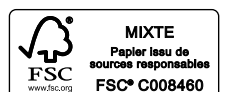
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Business & Economy

Bitcoins: on the way out?

GENEVA As a crypto-currency bypassing banking regulations, bitcoin's merit as an alternative to traditional transactions is compounded by a versatility second to none.

By facilitating virtual payment for goods and services, bitcoins enable decentralized exchanges by avoiding third-party involvement. The 2007-08 financial crisis prompted bitcoin's introduction in 2009. Though not illegal in Switzerland, the judicial confusion about its real value impairs effective oversight by financial bodies which particularly fear its potential for money laundering, online vulnerability and endemic volatility.

Bitcoin Suisse plans to introduce seven bitcoin "cash machines", to convert real currencies



Bitcoin Swiss directors would like to join the Financial Services Standards Association.

The recent collapse of Japanese currency-exchanger Mt. Gox is a case in point: an estimated CHF 424 million vanished, affecting bitcoin value and user confidence.

Geneva's first distributor, installed by BitAccess Inc, has been hailed as a novelty and a success. Bitcoin Suisse's plans to introduce seven bitcoin "cash machines", where users can convert

real currencies to bitcoins, mirrors the virtual currency's tangibility. To encourage trust and usability, the company says it wants to join the Financial Services Standards Association. Bitcoin is valued at over CHF 520 per unit, but financial advisors warn not to invest heavily given its high-risk speculative nature.

Christopher Woodburn

Record result for Raiffeisen

Raiffeisen has reported that "the year 2013 has been a particularly successful one". The country's largest mortgage lender announced a rise of 15.2% in gross profit, exceeding CHF 1bn for the first time in its history, and has declared a net profit of CHF 717m. The third largest retail bank in Switzerland, its mortgage lending grew 5.7% to CHF 7.7bn and its managed funds and savings book grew by 6.3% to CHF 109.6 bn. The average value of existing mortgages is CHF 360,000 with new business averaging CHF 420,000.

Fewer foreigners in the boardroom

The number of foreign directors on the boards of the top 100 Swiss companies has fallen for the first time in ten years. Having risen from 36% in 2006 to 45% in 2011 the number declined to 42% in 2014, according to the Schilling report released this week.

Insight

Time out for wristwatches?

BIEL/BIENNE The generation gap is growing ever wider between those who feel naked leaving home without wearing a wristwatch and those who never wear one. The watch industry is not overly concerned because it has discovered that in the 21st century, watches are more than simple timepieces – especially for the high-end market that sees them more as status symbols or luxury items of jewellery. Maurice Altermatt of the Federation of the Swiss Watch Industry (FHS) in Biel/Bienne agrees that customers from the youth market are disappearing. "If someone has a smartphone, he may not need a watch. He can also find the time on his computer and perhaps a watch is too expensive for the young."

"Today, a watch is more an item of jewellery, a bracelet, for women,"

In recent years, mobile phones have appeared to be the timepiece of choice for many, including the over-30s, who prefer to spend their money on a multi-functioning electronic

device. This preference has mainly affected the low-cost, non-brand-name end of the watch market. Swatch, which has traditionally appealed to a younger market, is not worried as its sales continue to climb. Its seasonal variations, such as the Valentine's Day limited-edition watch in red and white candy stripes – just the right balance between cute and chic for an affordable CHF 80 – are targeted at young people.

Emerging economies of South America, India, Russia and China, which represents a quarter of Switzerland's total watch export market

Other Swiss watchmakers are not worried either as they continue to focus on the luxury market, especially in the emerging economies of South America, India, Russia and China. China, which represents a quarter of Switzerland's total watch export mar-



Then again, some phone owners do prefer to use their watch

ket, may have registered a drop in sales in 2013, according to the FHS, but this was partly due to a crackdown by Beijing on the use of luxury goods as bribes.

Elsewhere, watch sales increased in 2013 to the UK, where customers spent a record high of CHF 948.3 million on luxury watches, exceeding sales to the other top 15 export markets, including Germany, Hong Kong, the US, and China. Across the whole of the year, exports of luxury Swiss watches reached the record high of CHF 21.6 billion. "Today, a watch is more an item of jewellery, a bracelet, for women," said

Altermatt, noting that watches, especially those with chronographs or other sports accessories, are also one of the few accessories suitable for men.

The rise in smartphone usage has caused the watch industry to shift away from utilitarian watches towards more fashion-statement pieces, designing timepieces to project the wearer's taste, be it classic, retro or street style. "A watch is a fashion thing for me," said 21-year old student Donna Perez of Lausanne. "And now it's a habit. If I'm not wearing it, I feel lost." She even uses it to check the time once in a while.

Pamela Taylor

Motor Show

André Hefti: exhibiting the best

Considered by some to be the most important of the world's "Big Five" auto salons, the 84th Geneva Motor Show opened its doors this week expecting up to 700,000 visitors. André Hefti, the show's managing director, talks to Le News.

For André Hefti the Geneva Motor Show, which dates back to 1905, is one of the "most popular" among international car manufacturers, attracting a wide range of production and concept cars. "This is because Switzerland does not produce commercial vehicles of its own and is considered neutral," Hefti said. "We may not be the biggest in the world, but we're regarded as more 'human' size-wise. Geneva is seen as one of the best showcases for what manufacturers around the world produce." Key new cars in this year's event are the Citroen C1/Peugot 108, Honda Civic Type-R, Lamborghini Huracán and the Mercedes S-Class Coupé.

March is a good time of the year for a motor show because that's when people think about buying a new vehicle. "Manufacturers like to use Geneva as a place to launch new models," noted Hefti. Recent years have seen the unveiling of cars such as the Golf GTI, Ferrari LaFerrari and Alfa Romeo 4C. "We have all the main producers, from the Americans to the Germans and Italians, and now the Chinese, who are moving into the global market." The Chinese Qoros firm first appeared on the Geneva scene last year and is now here in strength with a viable car they can sell in Europe.

In 2009, the Geneva Motor Show was the first to set up a Green Pavilion for vehicles fuelled by alternative or renewable energy sources. Now most manufacturers realize that low-carbon and fuel-efficient cars are a bonus. "They now want to have green cars in their stands and not somewhere else," said Hefti. "They want to show that they're responding to the new norms." The motor show and SwissEnergy have



André Hefti, General Manager of the International Motor Show

produced a special brochure highlighting vehicles that emit less than 95 grams of CO2 per kilometre.

Finally, Hefti said, this year's show has "a very special surprise" with an exhibition on the French 24 Hours Le Mans race, now in its 82nd year, featur-

ing 20 former Le Mans cars, starting with the Chenard et Walcker Sport that won the 1923 endurance race, and will trace the history of one of the world's greatest sporting events.

Le News

Rinderknecht, the Picasso of the motor trade

The average driver will never have heard of Frank M. Rinderknecht, or possibly even the company behind the man, Rinspeed. Yet we all owe quite a debt to him.

Rinspeed is the work of Frank Rinderknecht, car industry visionary and the founder – 30 years ago – of a company little known outside of the workshops it occupies in Zumikon, Switzerland.

Starting out in the late 1970s Frank Rinderknecht, an engineer through and through, specialized in tuning and customizing exotic German machinery including the VW Golf GTI, Porsche and Mercedes-Benz for wealthy clients. It wasn't long before Rinspeed was exhibiting its cars at the Geneva Motor Show; the lavish Porsche 939 Targa appeared in 1983 and a host of other cars followed. Early in the 2000s Frank Rinderknecht took a new path. Not content with a highly successful tuning and customization business, in which he partnered with Porsche, Mercedes, AMG and other great marques, he wanted to showcase his visions and try to influence future car design and development. Even as far back as 1985 he can be credited with steering-wheel-mounted controls and showed his flair in bold automotive designs. In 2008 his



SQuba car introduced driverless technology and could travel underwater into the bargain; James Bond was his inspiration he freely admits. The current trend for matte paint finishes on cars can be traced back to him in 2005.

To the casual eye, some of these prototype cars seem quite mad and puzzling, yet a more serious inspection shows real insight, and large manufacturers take a keen interest in Rinderknecht's visions. He has a knack for showcasing ideas that mainstream automotive manufacturers don't explore since they need to maintain their brand image and the financial implications of producing such radical

designs could be catastrophic.

Rinderknecht compares the company to a fashion industry haute couturier: "For many manufacturers what we do is too wild – if they do a prototype it has to be close to series because they want to test the market. They have a different purpose. We can be much more colourful, and we need to be much more colourful."

And colourful he has been. In 2001 Rinspeed presented Advantage Rone, the world's first sports car to be powered by kitchen and garden waste. Then a year later the company introduced Presto, a vehicle that shrinks by almost 1 metre to get into parking

spaces. This was followed by the Bedouin, which at the flick of a switch converts from pick-up truck to station wagon. This year's concept is called the Xchange and focuses on autonomous driving and advanced infotainment to keep occupants busy while on the road. The car boasts more than 20 different seating positions! Rinderknecht has spent some years investigating autonomous driving, noting that "We are at the dawn of a new technology." Technological advances in artificial intelligence (AI) will allow cars to react to dangers more quickly than humans are able to react, for instance if a deer leaps out in front of a speeding car. Perhaps the greatest resistance will come from drivers themselves, although Rinderknecht is quick to point out that autonomous driving will free us from those duller aspects of driving – say along motorways – and for him there will always be "joyful driving" when he is negotiating his beloved alpine passes at the wheel of one of his favourite sports cars.

Perhaps for 2015 Frank will have a Time Travelling De Lorean. "If you travel back to the '70s," I ask him, "could you still fit a sunroof to a VW Golf?" We all know the answer to that one ...

Edward O'Brien

Motor Show

How to get to Palexpo

Be sure to leave extra time for travel.

By Geneva Public Transport – TPG (www.tpg.ch): Bus 5, 10, 23, 28, 57, Y Tram 15

By train

Save with “Motor Show Combo” tickets. Take advantage of the Motor Show Combo tickets. They entitle you to reduced rail travel and a discounted admission. If you already have an admission voucher, you can present it at the counter and you will receive a reduction on your rail ticket. Available at all stations and online. For further information, visit www.rail.ch/motorshow.

By road

From the city centre we strongly recommend Geneva Public Transport. From Lausanne and France: take the motorway and follow the directions to “Palais des Expositions”, PALEXPO or Salon (Motor Show).

Car parks

Parking at Palexpo is limited. However more than 5,600 slots during the week and around 10,000 slots at the weekend will be available in three parking areas within 5km of PALEXPO. Please follow the “P Salon” signs. Shuttle buses run regularly between the car parks and the show. The price is CHF 20 per vehicle (parking + transfer, irrespective of the number of passengers).

Disabled parking

Parking spaces for people with reduced mobility are available in the underground car park P12 (not free). For further information, please contact PALEXPO on +41 22 761 11 11.

FOR FURTHER INFORMATION

General Secretariat, International Motor Show Geneva:
Tel.: +41 22 761 11 11; www.palexpo.ch and www.salon-auto.ch

Motor Show Guide

PALEXPO 6–16 MARCH 2014

Weekdays: 10h–20h

Saturdays and Sundays: 9h–19h

ADMISSION

Daily admission tickets to the show – please note that these do not allow re-entry.

Adults: CHF 16

Children 6 to 16 and pensioners: CHF 9

Groups (more than 20 people): CHF 11/person

There will be a 50% discount on all tickets sold on-site after 16h for entry on the same day.

Buy tickets at www.salon-auto.ch, on-site at the Palexpo ticket booths or at the following points of sale:

FNAC: www.fnac.ch or www.fnac.com or in France, tel. 0892 68 36 22 (EUR 0.34/min).

In Switzerland: FNAC stores. In France: FNAC, Carrefour, Géant and Magasins U stores.

SWISS RAIL (CFF/SBB): At railway stations or online for the discounted

all-in “rail travel + admission” ticket. www.cff.ch/motorshow

Geneva Public Transport (TPG): An all-in “train + admission” ticket can be purchased at Cornavin train station, Rond-Point de Rive and Bachel-de-Pesay.

SHOW FACILITIES

Official information desks: in the halls

Cloakrooms: Conference Centre (main entrance hall), Halls 5 and 6 and in the basement of the Arena

Money: several cash and exchange machines are available on-site

Child Care: Entrance Hall, beneath Hall 1, cares for children from three months to six years. The first hour is free of charge, then CHF 6 per hour.

FOOD AND REFRESHMENTS

Palexpo Restaurants provides six “à la carte” and two self-service restaurants, plus several bars and snack shops. Reservations: Tel. +41 22 761 15 00.

Peugeot 308 wins Car of the Year

Peugeot's new 308 small family hatchback (above) has been voted European Car of the Year for 2014. It received an impressive 307 points from a jury of nearly 60 international motoring writers - with 22 of them awarding the French contender top points.

The French hatchback beat rivals - the BMW i3 (with 223 points), the Tesla S (216), Citroen C4 Picasso (182), Mazda3 (180), Skoda Octavia (170), and the poorly received Mercedes-Benz S-Class. Previous years' winners include: Nissan Leaf (2011); Vauxhall Ampera (2012) and the Volkswagen Golf (2013).

“With the new PEUGEOT 308, we were convinced that we had achieved a leap in concept, technology and quality and which would soon allow it a place on the podium for the category in Europe.”



The new Peugeot 308 is the ultimate family car

Receiving the award from Hakan Matson, the President of the jury, Maxime Picat, Director General of Automobiles Peugeot said: “With the new PEUGEOT 308, we were convinced that we had achieved a leap in concept, technology and quality and which would soon allow it a place on the podium for the category in Europe.”

The New 308 is the ultimate family car - a stylish hatchback that is daring and intuitive, perfect for those who know that streamlined doesn't have to mean low-tech. The 1.6-litre petrol is workmanlike, delivering 155bhp. It's pretty quick off the mark: 0-62mph in 8 seconds.

Tim Zimmerman, Managing

Director of Peugeot in the UK, commented: “This is an excellent and thoroughly deserved endorsement of the huge leap forward we have made with the New 308. Customers choosing the car can be confident in its outstanding driving dynamics, environmental credentials and quality.”

With 55,000 orders received since its launch, sales success is a reality

With more than 55,000 orders received since its launch, sales success is a reality. From the start of Spring, the new 308 range will be expanded by the introduction of a second body style, an estate (brake) - the 308 SW.

Nine engines are currently available - four petrol, five diesel with good fuel economy - and will be supplemented at the 308 SW launch with the exceptional 3-cylinder 1.2-litre PureTech e-THP 130bhp turbo petrol engine as well as three BlueHDi engines, including the new BlueHDi 1.6-litre 120bhp version with CO₂ emissions of just 82g/km in the Hatchback, a record in the segment.

Jeremy McTeague

Motor Show

Self-driving cars at the motor show



Convert dead time in traffic jams into work or leisure time

GENEVA Imagine preparing a work presentation in the car on your way home for dinner, or unwinding as you watch your favourite TV series.

As Geneva gears up for the Motor Show at Palexpo from 6 to 16 March, autonomous cars – also known as driverless, self-driving or robot cars – have been in the news, even if they aren't yet a reality on the road.

Swiss specialist motor company Rinspeed is unveiling its new concept car, XchangE, at the show. Partnering with flexible workspace provider Regus, Rinspeed has created a "new place to work", which converts the usual dead time spent in traffic jams into productive working time. Through the Regus Express network across Europe's motorways, drivers are already able to use walk-in business facilities at service stations. Andre Sharpe, global product and business development director at Regus, commented: "People already work on the road, thanks to Regus. Now, with the XchangE, Regus's third place network could encompass the car itself as well as the roadside." Frank M. Rinderknecht, CEO of Rinspeed, added: "Autonomous cars no longer require drivers to watch the road, so there's an opportunity to make more meaningful use of their time."

Induct Technology's Navia, an all-electric self-driving shuttle, was put through its paces at the Consumer Electronics Show in Las Vegas in January and is now officially on sale – with a price tag of \$250,000, although Max Lefevre, marketing and communications director, observes that this is no more than a year's running costs for a normal shuttle, with driver, petrol

and maintenance charges.

The Navia, which was presented at the Geneva Motor Show last year, still cannot ride on public roads as it cannot recognize traffic signals, but it is a perfect "first-kilometre, last-kilometre" vehicle for places where conventional cars cannot go. Indeed the Navia prototype was brought to Switzerland in December 2012 for testing at Lausanne's Swiss Federal Technical institute (EPFL).

According to Lefevre, the Navia "works like a horizontal elevator", carrying up to eight people at a maximum speed of 20 km/h – not exactly the performance of a common car. But it is equipped with lidar (light detection and ranging) sensors, which give it a 200-metre span of the road ahead, while cameras work as "eyes" to spot potential obstacles. But there is still scepticism about their safety and ability to avoid collisions, even though normal cars hardly boast a great safety record.

Although autonomous cars will not be driving on public roads any time soon, some governments are working on legislation for temporary licenses to allow testing on highways. In June 2011 Nevada became the first state in the US to pass legislation with several stipulations. A Toyota Prius modified with Google's experimental driverless technology completed over 500 000 km accident-free.

Companies like Mercedes-Benz and Lexus are already conducting supervised tests of their models, and BMW and Volvo are working on new prototypes. For now, however, fully autonomous cars remain a futuristic dream, but one that could be realized before too long.

Cristina Otero

Franco Sbarro – maverick designer

GENEVA Last year Franco Sbarro launched his 40th creation at the Geneva Motor Show, and this year he returns with the latest prototype from his automotive design school in Montbéliard – the "Flèche Rouge", or Red Arrow.

Franco Sbarro is an Italian with a passion for all things mechanical. His early career, in the 1960s, was as chief mechanic developing and maintaining the race cars of Scuderia Filipinetti, the Swiss World Endurance Racing team.

At his design school in Montbéliard he takes 30 students under his wing each year

After settling in Switzerland, Sbarro used his expertise to produce bespoke and customized cars for a wide-ranging clientele. His work has included customizing various Mercedes, Ferraris, a Lola T70, and even a highly bespoke Rolls-Royce hunting car for an Arabian falconry enthusiast!

Having accomplished everything he set out to achieve in his automotive plan, Sbarro has now turned his attention to teaching the next generation of designers. At his design school in Montbéliard he takes 30 students under his wing each year, between September and the following June. They learn the necessary skills to visualize, design and actually build an automotive project, with a tight schedule and a defined budget. Included in the curriculum are drawing and design; modelling, including working with a variety of materials such as fibreglass, carbon fibre and metals; and paint techniques.

For the 2014 Motor Show, this

year's students have produced – in only ten weeks and with a tiny €30,000 budget – the stunning Flèche Rouge. This two-seater sports car has strong design connections with that childhood favourite – the Batmobile.

They learn the necessary skills to visualize, design and actually build an automotive project, with a tight schedule and a defined budget

This radical sports car is powered by an engine sourced from a sporting Citroen DS3 which, combined with a very lightweight construction, means it will be a very rapid car indeed. Taking the Red Arrow from initial idea and off the drawing board was quite an achievement. Although it is described as a prototype, this car is firmly a project and will never make it into production. What will make it into production are the skills learnt by Sbarro's students when they enter the automotive industry in the years to come.

For the 2014 Motor Show, this year's students have produced – in only ten weeks and with a tiny €30,000 budget – the stunning Flèche Rouge.

If you go to the show, be sure to visit the stand of one of Switzerland's great adopted treasures, Franco Sbarro, in Hall 2.

Edward O'Brien




Sbarro's students produced - in ten weeks and with €30,000 - the stunning Flèche Rouge.

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Property

Smart about home security

If you forgot to shut a window when you left your house this morning, no worries, there's an app for that.

Home security is becoming increasingly advanced, and more Swiss households are buying in as crimes rates rise. Data from the Federal Office of Statistics shows that property theft rose approximately 11% from 2011 to 2012, with approximately one burglary every nine minutes in the country. A 2012 study from the United Nations Office of Drug and Crime placed Switzerland's burglary rate 10th among all OECD countries.

Property theft rose approximately 11% from 2011 to 2012

Experts estimate that 7-8% of Swiss homes now have security systems, and those systems are becoming more high-tech. "It's not longer about only securing," said Benjamin Chassot, managing director of Safe Home SA, "but also about controlling, caring and viewing".

As more people look for integrated technology solutions, the options are increasing. Systems can now send alerts to mobile devices, monitor energy use and notify you if you leave a window open or forget to lock a door. "You can know what is happening at home, wherever you are, thanks to your smartphone," said Chassot. The trend now, he said, is to combine self-monitoring through mobile devices and cameras, with a professional surveillance system.



An estimated 7-8% of Swiss homes now have security systems

A 2012 study from the United Nations Office of Drug and Crime placed Switzerland's burglary rate 10th among all OECD countries.

Some systems do more than monitor and alert – they will even lock doors themselves. Geo-location applications can arm or disarm a system automati-

cally when a user's mobile device moves outside of the security zone. The user will simply walk away from their home and the alarm will set itself. Many security systems can also detect smoke, gas, CO₂ and flooding, for exam-

ple in a basement. Some integrated systems also go beyond security, also monitoring and making suggestions for conserving energy use.

Jackie Campo

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Travel

Gstaad: slow life luxury

Playing down its standing as a resort for the elite, the Gstaad-Saanenland region is appealing more to a broader level of holiday makers, including families, looking for a mountain weekend getaway.

“We want to show that we’re not just for the ‘bling-bling’ clientele,” noted Tourist Office manager Kerstin Sonnekalb. This may prove a hard image to shake given the enormous wealth that this part of Switzerland represents. Even if much is quaintly rural with cows, goats and pastures, the tone is set by the upmarket shops ranging from luxury kitchen items to jewellery that dominate the Promenade. During the season, society receptions feature in the traditional chalets, all beautifully built or renovated in the old style, while Le Rosey, one of the world’s most expensive schools, moves up from Rolle from January to March.

As a more than century-old tourism resort, Saanenland stretches from French-speaking Chateau d’Oex and Rougemont to Swiss-German Sannenmöser and Zweisimmen with Gstaad in the middle. Retaining its traditional beauty and authenticity, it remains one of my family’s favourite destinations from Geneva. We normally drive, but it’s worth taking the MOB (Montreux-Oberland-Bernois railway), an exquisite train ride I still savour. And you don’t have to stay in an expensive place. There are lots of small hotels in the villages along the way, including simple mountain huts for those seeking the outdoors. A new Gstaad youth hostel will be opened in June.

The alpine skiing may not be Verbier level, but with numerous starting points linking the 250 km pistes up to 3,000 metres, you can roam the five Saanenland valleys, all with the same ticket; free for kids under nine. In the summer, there is superb hiking, moun-

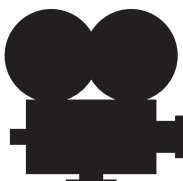


Gstaad’s style and understated opulence offers exceptional choice for a weekend away.

tain biking and climbing. There are also numerous events ranging from the Chateau d’Oex balloon and Davidoff gastronomy weeks to the Gstaad Tennis Open, Beach Volleyball Grand Slam and Menuhin Music Festival. Or

you can trek the Staldenflüe mountains, a well-known alpine sanctuary for ibex, eagles, snakes, flowers and other species, combined with stunning views.

Edward Girardet



FILM REVIEWS

By Neptune



VERLIEBTE FEINDE – Amours Ennemies

★★★★

(vo German)

Here’s a fine film by Werner Schweizer about a fascinating subject – the lives and loves of Iris Meyer and Peter von Roten, a Swiss couple who were trailblazers in the equality and emancipation of women in the staid, conservative Switzerland of the

1950s. With luminous photography portraying the love story of this beautiful and provocative duo, and vintage photos and archives of the real family illustrating their history, Schweizer shows how modern and courageous were this Beauvoir/Sartre of Switzerland. Portrayed by Mona Petri and Fabian Krüger, the couple is a unique example of love and loyalty overcoming all sorts of political and emotional hurdles.

SAVING MR. BANKS (Dans l’ombre de Mary)

★★★

Emma Thompson plays an uptight British lady who sniffs down at one and all, and is holding on to her beloved Mary Poppins character as though to life itself. A bit of an overacting feat, “what, what...” Tom Hanks portrays a patient Walt Disney trying to coax her into letting the Disney studios create a movie out of her book. In the meantime, to explain her com-

portment, we’re offered lengthy, sentimental flashbacks about her difficult background in Australia and her close relationship to her charming, drunken father, played by Colin Farrell. The period sets of 60s Hollywood, the costumes and the atmosphere are well done, but it all doesn’t quite gel. It’s sweet but somehow contrived, and I was underwhelmed. But my friend next to me was shedding sincere tears. As I’ve repeated often, we all go to films with our own baggage.



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Cracking up

All the world's a movie set...

The recent excitement about the Academy Awards has got me thinking – if our lives were movies, what genre would they be? It'd be really useful to know exactly what you're starring in, right? Because you can make all sorts of decisions based on that. Should you investigate the strange noise in the basement (Adventure) or should you run the other way (Thriller)? Will your new neighbour come after you to win your heart (Romance) or chase you with a chainsaw (Slasher)? Should you carry on with French lessons (Mystery) or has Switzerland doffed its immigration cap at you (Weepee)?

As I sat in the lounge the other night, listening to the unearthly thumps and wails coming from upstairs – the usual sounds of my children falling asleep – I thought, maybe my genre is Supernatural Horror. Only last week the smaller child was shriek-

ing, vomiting and levitating a metre off the floor. Of course, in her case it wasn't a sign of demonic possession; it was a sign that she wanted to wear the pink tutu that I'd just put in the wash. And the gory little handprints that keep appearing on the walls are only jam, not blood. Although they're so sticky that nothing short of Holy Water is ever going to get them off.

Perhaps, then, my genre is Adventure. See the Mommy Housewife stash her bullwhip in her handbag and venture into The Supermarket. Watch her carefully weighing the precious Golden Mango in one hand against the pile of Francs in the other, before braving the icy stare of the terrifying Manicured Checkout Lady...

Or maybe it's Disaster. I like holidays and, in the movies, holidays always lead to disaster: cruise ships sink; aeroplanes are sucked into the

Bermuda Triangle; people picnicking in the countryside are attacked by killer bees or giant mutant ants. But no one is ever shown coming home from two weeks away to find that they left a load of dirty plates in the dishwasher. Not disastrous enough for a big audience, I suppose, although goodness knows it nearly killed me.

"Aha!" I thought, as a small, angry face appeared at the lounge window. "It must be Science Fiction!" But it wasn't an alien. Just the cat, which someone had shut outside by mistake.

I'm not sure how to rate my movie, either. It's mostly Family Viewing but does contain some Mature Themes ("That bit where the mother tries to do yoga again after sitting at a computer for ten years ... ouch!") and has Scenes that Some Viewers May Find Distressing ("Did you see the part where the father collapses into bed and

impales himself on a toy triceratops?"). There is also quite a lot of Strong Language and some Violence (when there aren't enough cherry tomatoes to go around, the guinea pigs can get quite huffy with one another).

So I really don't know what genre my life falls into. However often it makes me want to scream and run away, it isn't Horror. It's too small-scale to qualify for Adventure or Disaster. It's definitely not Drama because nothing ever happens. Nor is it a RomCom because there's precious little Rom and the Com isn't that funny. And, despite the fact that a lot of it is boring and incomprehensible, it's not well-composed enough to be Art.

I suppose, for now, I'll just have to call it Reality.

Robyn Goss is a South African writer, recently moved to Switzerland. You can read her blogs at www.robbygoss.com

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LE MEET

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"Peace and calm"
Email your entry to competition@lenews.ch by 11 March 2014.

"Tree line", Zorica Denic

Congratulations to Zorica Denic, winner of last week's photo competition "Beauty" with her entry "Tree line".

Regional Events

le News

PICK OF THE WEEK IN COLLABORATION WITH



Geneva UNITED NATIONS ORCHESTRA

21 March 20h00

The programme features Rossini's William Tell Overture, Saint-Saëns' delightful Piano Concerto No.2, and Dvořák's powerful Sixth Symphony. The orchestra will accompany the internationally acclaimed Georgian pianist Elisso Bolkvadze. Tickets CHF 20-80

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Morges 120 SECONDES PRÉSENTE: LA SUISSE

13 March 20h00

Discover Switzerland through the satiric comedy 120 secondes présente: La Suisse, performed by Vincent Veillon and Vincent Kurcholl. Tickets CHF 42.

Théâtre de Beausobre
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Geneva LES LARMES DES HOMMES

4-23 March

Les larmes des hommes is a touching Swiss-Cuban piece exploring Mia Couto's portrayal of a singular world through unique and universal language. Tickets 15-25.

Théâtre de la Parfumerie
7, chemin de la Gravière
1227 Les Acacias, Geneva
+41.22.341.21.21
www.laparfumerie.ch



Geneva BABY WITH THE BATHWATER

11-15 March

Described as a comedy about surviving those who love you very badly, Baby with the Bathwater provides an amusing insight into the lives of new parents Helen and John, who must face a panoply of parenting dilemmas.

Théâtre de l'Espérance
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Les Mosses RIVELLA FAMILY CONTEST

9 March

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www.museedepully.ch



Payerne BRANDONS OF PAYERNE

7-10 March

The Brandons of Payerne is one of the oldest carnivals in Switzerland. During an entire weekend, madness is not only allowed but greatly encouraged in an event that includes processions, Guggenmusik, bars and various activities.

www.brandonspayerne.ch



Suisse-Romande & France, FILM VERT FESTIVAL

1-31 March

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LAUSANNE- Cirque Helvetia "Illumination"

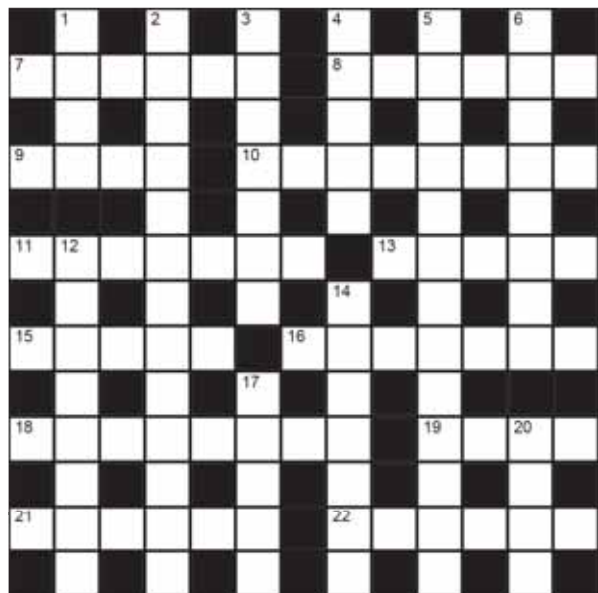
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Puzzles



QUICK CROSSWORD

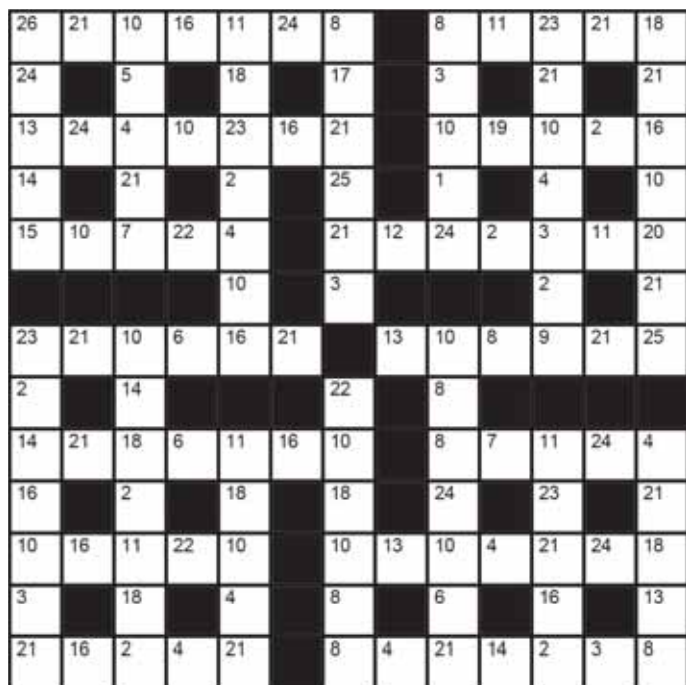
ACROSS

- 7 Provides pleasure and attracts (6)
- 8 An indulgence not a necessity (6)
- 9 We correctly was (4)
- 10 Red hard stoned fruits (8)
- 11 Turn the oar (7)
- 13 Twisted fibers (5)
- 15 Three-dimensional (5)
- 16 So long (4-3)
- 18 Three sheets to the wind (8)
- 19 Barmy (4)
- 21 Independent organisms (6)
- 22 Lightweight cord (6)

DOWN

- 1 Time with a lover or potential lover (4)
- 2 Amusement (13)
- 3 One arranged on top of another (7)
- 4 State of rest (5)
- 5 Beyond what is usual (13)
- 6 Inclined to help or support (8)
- 12 Trained and taught (8)
- 14 Sound of greatest volume (7)
- 17 For wearing a watch (5)
- 20 Weighs lots (4)

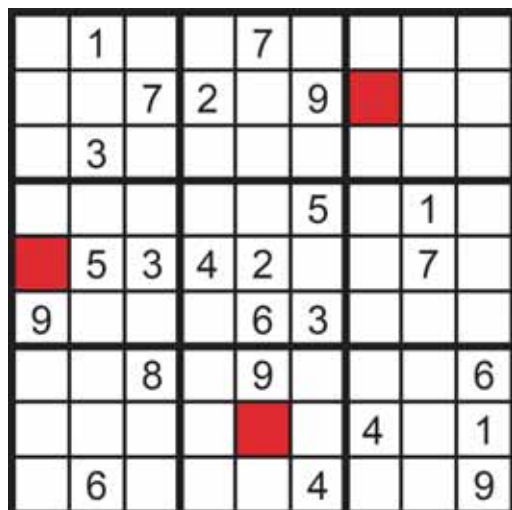
Last week's solution



CODEWORDS

Each letter has been replaced by the same number throughout the puzzle. Simply decide which letter is represented by which number and complete the puzzle. To start off we're given you the first three letters.

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
					X				B	U		



SUDOKU

Easy

Enter numbers into the blank spaces so that each row, column and 3x3 box contains the numbers 1 to 9.

What's On

Habitat-Jardin

Le Salon Habitat-Jardin is an enormous homes and gardens exhibition held at Beaulieu in Lausanne on 8-16 March. Over 500 exhibitors take over the entire venue (some 40,000 square metres) and offer visitors from all over the country a myriad of household and garden products and services ranging from the latest in home design, appliances to gadgets to garden furnishings. To say there is something for everyone is only a mild exaggeration. The halls are stuffed with every imaginable variation on chic and traditional home decor, garden machinery and utilitarian devices. If you want to transform your heating and hot-water system to environmentally friendly solar, wood pellet or geothermal or merely install a central decalcifier for your hot-water system, then this is the place to come.



The array of gadgets on display is breathtaking and not only for the diversity of problems (known and previously unknown) that it promises to solve. A visit to the exhibition is an absolute must for anyone thinking about embarking on a home or garden improvement plan. Advice and counsel is not in short supply and you can save yourself a huge amount of research

time. You can get technical and design advice on how to bring your dream project to reality, followed by advice on how best to pay for it and even how to insure it!

Tedious it is not as there are plenty of demonstrations, shows and Swiss cultural diversions to amuse and entertain even the most recalcitrant family member. You don't really rush around the exhibits - you'll be exhausted within an hour - just stroll around taking in the ambience, enjoy a *petit verre* and be pleasantly impressed by the ingenuity on offer. *Le News* has a few tickets for readers. Email: prizes@lenews.ch

Win!
Sudoku: Send us the three numbers in the shaded squares for a chance to win CHF 10.00. The first correct answer drawn next Monday will win. Email: prizes@lenews.ch
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Weather

SUISSE ROMANDE



	Thursday	Friday	Saturday	Sunday
GENEVA	1 8°	2 10°	2 11°	2 13°
LAUSANNE	1 7°	2 9°	2 9°	2 11°

SNOW REPORT - ON THE SLOPES

Verbier	191 cm	Crans Montana	245 cm	Les Rousses	220 cm
Villars	150 cm	Château d'Oex	90 cm	Chamonix	265 cm
Leysin	105 cm	Les Crosets	220 cm	Morzine	310 cm



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