Biggeo Barrier States States



Rosso, Klee, Sonnier & more Works from the Hilti Art Foundation 9 November 2018 – 17 March 2019

Nora Turato explained away 22 February – 19 May 2019

Special exhibition Thomas Struth Hilti Art Foundation 12 April – 6 October 2019

Städtle 32, P.O.Box 370, 9490 Vaduz Tue–Sun 10 am–5 pm, Thu 10 am–8 pm, closed on Mondays www.kunstmuseum.li www.hiltiartfoundation.li Entrare nell'opera Processes and Performative Attitudes in Arte Povera 7 June – 8 September 2019

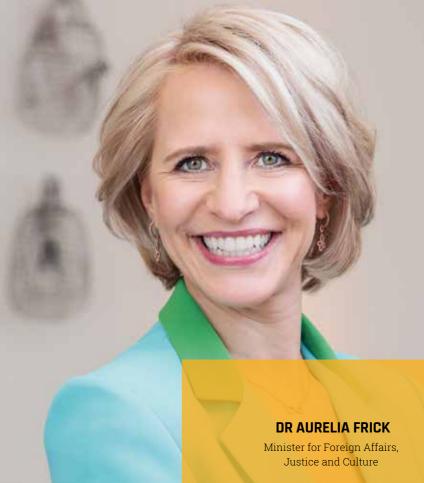
Liechtenstein. The Future of the Past A Dialogue of the Collections 19 September 2019 – 23 January 2020



KUNSTMUSEUM LIECHTENSTEIN

with **Hiltí** Art Foundation EDITORIAL

HOI



y great-great-great-great-greatgreat grandfather Alexander Frick (1672 to 1728) was one of those who witnessed the birth of our country – on 23 January 1719. It was on that day that Emperor Karl VI merged the County of Vaduz and the Dominion of Schellenberg and elevated the territory to the status of an Imperial Principality. 1719 – a number of great significance for Liechtenstein. So great that we are dedicating a whole year to it. This magazine is also focusing on the country's 300-year history – its past, present and future.

Liechtenstein's founding year was characterised by discussions on constitutional matters, the rights of subjects and the return of land. Keywords with high conflict potential. Behind the conflicts were wishes: To retain the acquired rights and to improve the financial position. These were certainly also things wanted by my great-great-great-great-great grandfather, who was Mayor of Schaan at that time. It is thanks to the determination of our ancestors to realise their wishes that Liechtenstein is today an independent, highly industrialised and globally recognised state. Since achieving independence in the year 1806, our country has built on international networks and memberships – and has done so with success. We continue to benefit from manifold good relations with numerous countries to this day. This is also thanks to the valuable work of our eight embassies. These ensure, inter alia, that our country's profile is maintained and that our interests are safeguarded.

The anniversary year should not merely encourage us to remember and celebrate the present, but should also encourage us to turn our thoughts towards the future. And when it comes to the future – in my view – we should make some wishes. It is my wish that Liechtenstein will continue to make effective use of its foreign policy resources in the future, will build networks and define and enforce its concerns. And perhaps my descendants in 300 years will set out their own wishes, while recalling my wishes as well as those of my great-great-greatgreat-great grandfather.

And - what are your wishes?»

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A LOOK BACK AT 300 YEARS

There have been many highlights and milestones over the course of 300 years. The following 14 events are historic milestones in the history of the Principality of Liechtenstein and provide insights into how Liechtenstein has developed.

شہ 1719

Following the acquisition of the Dominion of Schellenberg in the year 1699 and of the County of Vaduz in the year 1712 by Prince Johann Adam I of Liechtenstein, the two parts of the country are unified in 1719 by Emperor Karl VI and elevated to the status of the Imperial Principality of Liechtenstein.

1806

Admission to the Confederation of the Rhine and attainment of sovereignty.

1815

Participation in the Congress of Vienna and admission to the German Confederation. This led to Liechtenstein receiving its first written constitution in 1818. The so-called State Constitution did not, however, grant any substantial rights to the population.

1852

Customs union with Austria. Industrialisation begins. The customs union is dissolved once again in 1919, shortly after the First World War.

1848/49

Prince Alois II issues transitional constitutional provisions. A Liechtenstein Parliament («Landrat») meets for the first time. In 1852 the reforms are withdrawn.

1862 + 1921

The Parliament («Landtag») is created with the Constitution of 1862. The new Constitution of 1921 anchors state authority in the Prince and in the people, and involves Parliament in the process of forming a government. The Constitution of 1921 remains valid to this day.

1924

Customs union treaty with Switzerland comes into force. Border controls with the western neighbour are abolished. Liechtenstein adopts the Swiss franc as currency.

1938

Prince Franz Josef II is the first Prince to take up residence in Liechtenstein. This symbolises the country's autonomy in a threatening period.

1990

Liechtenstein becomes the 160th member of the United Nations. This is an important step that documents and secures the country's sovereignty.

1995

Liechtenstein becomes part of the European Economic Area. Since then, its industrial sector has had access to the Swiss market as well as to the European market.

1997

Creation of the Archdiocese of Vaduz. Liechtenstein is separated from the Diocese of Chur and elevated to the status of an Archdiocese.

2009

«Liechtenstein Declaration»: The Liechtenstein financial centre undergoes a strategic realignment within the context of international tax cooperation.



The Principality of Liechtenstein celebrates its tercentenary. The anniversary year begins on January 23rd with the official birthday party.



THE FOUNDATION OF A PRINCIPALITY

Those who wish to understand the development of the Country of Liechtenstein should visit the special exhibition «1719 – Tercentenary of the Principality of Liechtenstein» at the Liechtenstein National Museum.

TEXT Doris Büchel · PHOTOS Liechtensteinisches Landesmuseum

ow can one pack the history of a country that is celebrating its 300th anniversary into just a few lines? How can one pick a highlight out of innumerable highlights for a short article? The answer: you don't even try. For any attempt to demonstrate the versatility of the comprehensive and unique special anniversary exhibition in just a few words would probably be doomed to failure. So you limit yourself to the essentials and instead invite everyone to visit the exhibition in person from 27 February 2019 to 23 January 2020. Dr Rainer Vollkommer, Director of the Liechtenstein National Museum, cites three good reasons for this:

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PRINCE JOSEPH WENZEL I OF LIECHTENSTEIN (1696–1772)

Painter: Circle of Martin van Meytens, approx. 1750. © LIECHTENSTEIN. The Princely Collections, Vaduz-Vienna.





300 Years Anniversary Foundation

They gave us our roots, taught us our values and laid the foundation stones for our current prosperity. This is why the "300 Years Anniversary Foundation" would like to give something back to the older generation in the Principality of Liechtenstein.

It was the older generation in "our diminutive state" that made our country what it is today. That generation made a major contribution to Liechtenstein's economic revival and continuing prosperity and it is up to our generation to ensure that our children and grandchildren can continue to benefit from these advantages. Three prominent local businesses, Vogt Asset Management Trust reg., Balzers, NEUE BANK AG, Vaduz and IFM Independent Fund Management AG, Vaduz have joined together to make this possible.

This year, on the occasion of "Liechtenstein's 300th Anniversary", the three aforementioned businesses have set up the 300 Years Anniversary Foundation to enhance the living standards and quality of life of the elderly. The Foundation is working on various projects aimed at promoting independence and fulfilment in old age, to give the older generation the social recognition and status which is their due. This work will concentrate on all aspects of old-age and the needs of elderly people.

Basic human needs remain the same throughout one's life. They only change in their significance, with freedom being a key issue. It is therefore important for elderly people as well to have the freedom to choose how and where they would like to live in their old age. This choice can only be made possible if suitable opportunities are on offer, which is why the 300 Years Anniversary Foundation is helping to promote forward-looking building projects, which feature a wide variety of residentialfacilities, care options and activities designed for people as they grow older.

There's much more to being free than having somewhere to live, it also refers to other factors such as mobility or leisure activities. Here too, the 300 Years Anniversary Foundation is planning a range of initiatives to say a big thank you to the older generation during the anniversary year. These initiatives are intended to favour the creation and preservation of liveable structures for the benefit of the older generation and give them the opportunity to actively participate in the social scene and help to shape the social environment.

The Anniversary Foundation is financed by annual fee allowances in connection with the PIZ Fonds – Colm – HiH-CHF (ISIN LI0371253837) Fund. This fund is under the management of IFM Independent Fund Management AG, Vogt Asset Management Trust reg. is acting as Fund Manager and NEUE BANK AG is the fund custodian.

Vogt Asset Management

NEUE BANK
Liechtenstein Private Bank
inderserdent and crossistent since 1992



The members of the Foundation Board (from left to right) Guido Wille-Minicus Willy Bürzle Jacqueline Vogt Luis Ott Daniel Vogt «The showcased image of the period 1712 to 1772 brings Liechtensteiners as well as all guests from near and far closer to the historic act that elevated the Principality of Liechtenstein and presents fascinating insights into the day-to-day lives of the population and other aspects of this period.»

«Many different exhibits, including masterpieces and spectacular items such as the founding deed, which is being shown for the very first time, or the first map of Liechtenstein, await visitors. Numerous items drawn from everyday life, from art, architecture, music or science also provide fascinating insights into past times, in particular the new epoch of the Enlightenment.»

«We surprise visitors with exciting, intriguing, curious and rare items, and introduce them to aspects of the country's development with which they will not have been familiar.»

«As a museum director, it is a very special experience to pay tribute to the 300th anniversary

PRINCE ANTON FLORIAN OF LIECHTENSTEIN (1656–1721)

Unknown master. © LIECHTENSTEIN. The Princely Collections, Vaduz-Vienna.



of a country,» says Vollkommer, who also sees the special exhibition as a continuation of the 2012 exhibition «1712 – The Birth of a Country», which threw light on the epoch from 1690 to 1720. The current exhibition begins with the death of Prince Johann Adam I of Liechtenstein, the buver of Schellenberg (1699) and Vaduz (1712), who died shortly after signing the purchase deed for the County of Vaduz. Other hurdles that had to be overcome before the Dominion of Schellenberg and the County of Vaduz were raised to the status of an Imperial Principality in 1719 are

also featured. Furthermore, the development of Liechtenstein up to 1772 is presented. In the richly illustrated accompanying book, which bears the same title as the special exhibition and appears parallel to this, some 50 distinguished authors from Liechtenstein and abroad drawn from specialist fields present various aspects of the period from 1712 to 1772.



OFFICIAL MESSENGER SIGN RHEINBERGER

Vaduz, Liechtenstein National Museum (Sven Beham).



CAVALIER IN RED TAILCOAT ON A DAPPLE-GREY HORSE IN THE LEVADE

Painter Johann Georg von Hamilton, 1713. © LIECHTENSTEIN. The Princely Collections, Vaduz-Vienna.



TEXT Joël Grandchamp

ILLUSTRATION Eliane Schädler

HIKING THE HISTORY OF A COUNTRY

Balzers

Malbun

riesenberg

Vaduz

Triesen

·man

«With yesterday's experiences, we are setting out together into the future,» is the guiding principle of the anniversary year 2019. This guiding principle has been put to practical use in the Liechtenstein Trail.



The «Liechtenstein Trail» is much more than just a symbolic implementation of a guiding principle. The Trail leads through all 11 of Liechtenstein's municipalities, past the most beautiful and fascinating places in the country, while at the same time relating the history of the Principality with the help of an innovative app. One could say, the past is brought into the present with the technology of the future.

TRAIL THROUGH ALL MUNICIPALITIES

«Discovering the Principality of Liechtenstein's key historical moments by foot along the Liechtenstein Trail is an experience that should not be missed. Where else can one hike across a whole country in just a few days, while discovering its rich 300 year history?» says Martin Knöpfel, Project Manager of the Liechtenstein Trail. With the help of the «LIstory» app, the Liechtenstein Trail connects 136 selected historic sites and events, so-called points of interest (POIs), along a route of around 75 kilometres to create a unified picture. Historic events that do not have geographical context are placed between the location-based POIs.

«The Trail leads along an already-existing network of paths through all 11 of Liechtenstein's municipalities. The Liechtenstein Trail can be started from any municipality, and can be hiked either from south to north or vice versa,» continues Knöpfel. As only few hikers will complete the entire route in just one day, the Liechtenstein Trail can be broken down into several stages.

The «LIstory» app takes up these stories and relates them to hikers at the respective locations.

IMMERSION IN HISTORY

Liechtenstein lives from its stories. The «LIstory» app takes up these stories and relates them to hikers at the respective locations. «One can stand before a monument and learn that in 1945 Russian soldiers who fought for Germany in the Second World War fled to Liechtenstein,» explains Knöpfel. The app relates the history of the country in a lively and exciting manner, and is also likely to provide many long-standing Liechtensteiners with new background information and narratives. «A particularly fascinating story is sericulture,» says Knöpfel. There have been several attempts to establish silk worm farms in Liechtenstein. Only one of these was ever successful, and only for a brief period of time. «To this day, traces of these complex projects can still be seen, although most people are not aware of it. The app will draw attention to these sites, and relate the stories behind them,» says Knöpfel. Those who want to discover these stories will, however, need to set off along the Trail in person. With its state-of-the-art



augmented reality technology, the app also offers special insights into the past. Such as, for example, in the case of the former Roman Fort in Schaan. Another POI that can also be explored using augmented reality offers a very special highlight. «Thanks to the app, Vaduz Castle will for the first time be virtually opened for locals and tourists alike,» says Knöpfel. With the app, the Castle can be projected into the real environment with augmented reality, and individual rooms can be accessed with the help of 360° images. Even if public guided tours are still not possible, at least individual rooms can be entered virtually. «I am particularly pleased with the implementation of this POI,» says Knöpfel.

TO BE OPENED ON 26 MAY 2019

The Liechtenstein Trail will be officially launched on 26 May 2019 together with the LIstory-App. The whole of Liechtenstein will be celebrating its past once again on this day. «All municipalities have assured us that they will be organising something special on the day in question. For example, new life will be breathed into the castle ruins of Schellenberg in the form of a Medieval Festival,» says Knöpfel. The app and the Trail will, of course, continue to be maintained long after the official opening. «The app can also be comprehensively accessed offline. But if mobile phone batteries fail to last the duration, the Trail is also well indicated with traditional signposts,» says Knöpfel. So nothing stands in the way of a hike through the history of Liechtenstein.

LIECHTENSTEIN TRAIL

- Launch of the Liechtenstein Trail on 26 May 2019
- Leads trough all of Liehtenstein's 11 municipalities
- Length of the route: 75 kilometres
- Ascents/descents 2,000 m / 2,000 m
- Min. altitude 429 m a.s.l.
- Max. altitude 1,103 m a.s.l.
- Total hiking time approx. 21 hours
- Sections of certain stages are also accessible to persons with limited mobility
- Explore the Principality of Liechtenstein with the «LIstory» app from 26 May 2019 – available from the App Store or on Google Play.

www.liechtensteintrail.li



Energy was produced by the first steam engine 300 years ago. What will be powering us 300 years from now?



Wealth management since 1931

www.kaiserpartner.com



LIECHTENSTEIN TRAIL STAGE PLANNING



or near the Liechtenstein Trail. If you want to change hotels while hiking the Trail, Liechtenstein Marketing will arrange for your luggage to be transferred for only CHF 25 enabling you to enjoy the Principality of Liechtenstein unencumbered.

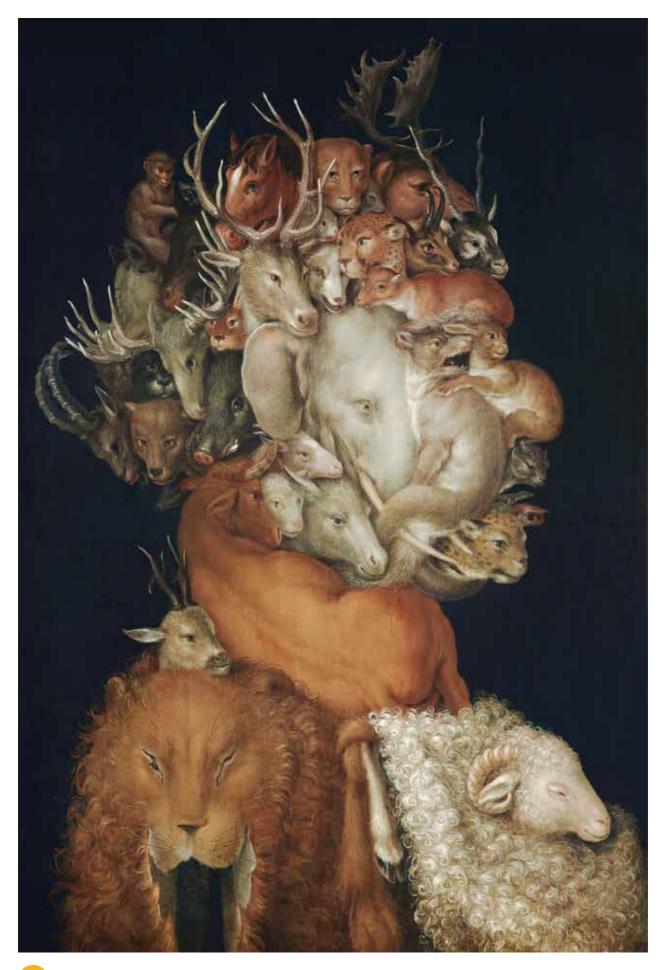
WHEN VORKS OF ART ENGAGE IN DIALOGUE

From today's perspective, a dialogue between Picasso, Rubens and Holmqvist appears highly unlikely. To mark the occasion of Liechtenstein's 300th anniversary, the Princely Collections, the Collection of the Kunstmuseum Liechtenstein and the Hilti Art Foundation make this dialogue possible.



he Princely Collections are significantly older than the country of Liechtenstein. They date at least 100 years further back. The tradition of collecting has continued without interruption to this day,» says Dr Johann Kräftner, Curator of the Princely Collections. The anniversary is also an occasion for the Princely Collections to celebrate. While the structure of the collection has changed over the years, the collection has nevertheless been preserved throughout all the turbulent turns of history. «Collecting has always been an expression of self-understanding and self-representation. The collection and the exhibition also need to be seen within this context – and many others that came later,» says Kräftner. The exhibition therefore addresses not merely the Collection of the Princely House, but also the collection of an entire country.

The State of Liechtenstein, by contrast, has a much younger culture of collecting. «The State Collection is also an expression of shifts in the development of our country,» says Dr Friedemann Malsch, Director of the Kunstmuseum Liechtenstein. Up until the Second World War, the State of Liechtenstein was not financially in a position to collect art on a consistent basis. «This became possible only as a result of the enormous economic boom that arose after the Second World War,» says Malsch. The fact that it is now possible to hold a joint exhibition on the





CHAPTER: «EARTH» Guiseppe Arcimboldo, The Earth, around 1570. ©LIECHTENSTEIN. The Princely Collections



DIVERSITY MAKES US READY FOR THE FUTURE

The corporate culture we live is one where all our employees are valued and can incorporate their own perspectives. This makes us more innovative, more flexible and stronger, and is also the reason we invest in diversity and equal opportunity.

hund

occasion of the 300th anniversary is hugely important to the Kunstmuseum. The Hilti Art Foundation is also looking forward to the anniversary year, as Dr Uwe Wieczorek, Curator of the Hilti Art Foundation, confirms. In 2019, in addition to the joint exhibition with the Kunstmuseum and the Princely Collections, it will be showing two collection exhibitions and a special exhibition by the photographic artist Thomas Struth. «We are very much looking forward to these, as Struth has never been seen in the region before. The anniversary year has a great deal to offer, and we are already looking forward to welcoming visitors from near and far,» says Wieczorek.

EXTENSIVE RESTORATION

Realising an exhibition of this nature is not just a huge logistical task. It is also often the case that works need to undergo restoration first. «These works of art used to be treated like furniture. and were frequently transferred between the various houses and castles of the Princely House. Of course, they have always been well looked after, but they were looked after differently than they are today, and there were no air-conditioned rooms and no professional restorers,» says Kräftner, describing the challenges. The workload deployed to preserve and restore the works of the Princely Collections is enormous. At the same time, there are also tremendous opportunities to rediscover certain works of art. The Princely Collections employ a total of six restorers. «In addition to new acquisitions, we are able to supplement the Collections with works from our depots that have been forgotten. For example, there are items that were

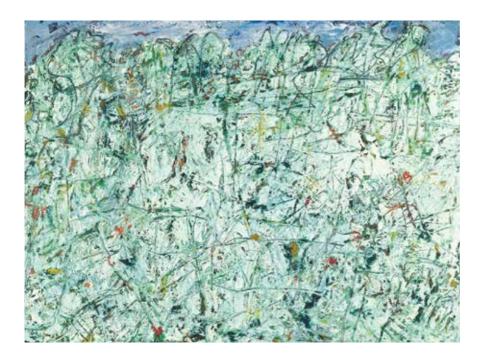
recovered in 1945 from the castles in Moravia in the Czech Republic, and are still hanging in exactly the same condition in the depot today. During the course of the exhibitions, we will also present items that have never been shown before,» promises Kräftner.

The collection of the Hilti Art Foundation also requires ongoing restoration work. This includes preventive conservation – i.e. the care of the works – as well as preventive restoration – i.e. the repair of damage. «We work here in accordance with the guiding principle: As much as necessary, as little as possible,» explains Wieczorek. The Hilti Art Foundation employs one restorer.

The Kunstmuseum, by contrast, works with external restorers. As the works owned by the State are not so old and consist of different materials, they tend not to require so much restoration. «The longer the State Collection exists, and the more it grows, the more restoration will also be a topic for the Kunstmuseum. To date, and for the foreseeable future, we see no need to employ in-house restorers. Instead, we work with external restorers as and when necessary,» says Malsch. «We are very much in the 'here and now' and that is what makes it so attractive to work together with the other collections on an exhibition.»

CARPE DIEM

All three collections continue to be expanded to this day. During the 20th century, the Princely Collections were used as a piggy bank and sold, with the proceeds being deployed to refurbish the finances of the







Jean Dubuffet, Riant été, 1954, Hilti Art Foundation. © 2018, ProLitteris, Zurich



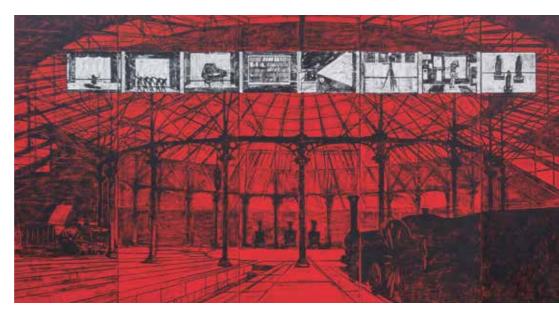
FURTHER INFORMATION

The exhibition «Liechtenstein. From the Future to the Past. A Dialogue between Collections» can be seen from 19 September 2019 to 23 January 2020 at the Kunstmuseum Liechtenstein.

www.kunstmuseum.li

www.hiltiartfoundation.li

www.liechtensteincollections.at





CHAPTER: «ART»

Matt Mullican, Untitled (Roundhouse of the Arts), 1989/2001, Museum of Fine Arts Liechtenstein. © Matt Mullican

Princely House. Although the current ruling Prince had planned to buy back pieces sold at that time, this has proved difficult – in some cases even impossible. «The really important pieces were bought by major museums at that time. The only Leonardo da Vinci hanging in the National Gallery in Washington comes from the Princely House. This is a picture that the Princely Collections will never see again,» says Kräftner. For this reason, it was decided to acquire pieces that would complement the collection, within the meaning of the historical collection concept.

«We endeavour to define collection categories for these new acquisitions, where new acquisitions would strengthen the collection,» says Kräftner about the approach taken. This means that while the collection is very extensive in the field of old masters, leading names are still absent. On the other hand, there are also fields where important pieces are present, but where breadth is lacking. To do this, one has to work with the market and with what the market has to offer. The decision as to whether a work should be purchased still lies with the Ruling Prince today – or increasingly with the Hereditary Prince.

The collection objective pursued by the Hilti Art Foundation has been defined in a joint written remit by the collector Michael Hilti, the curator Uwe Wieczorek and the advisory board. «The collection encompasses paintings, sculpture and photography from the late 19th century to the present,» explains Wieczorek. This panel also decides on new acquisitions for the Martin Hilti Family Trust. Michael Hilti chooses his own acquisitions for his personal collection. «As the collection's curator, I visit not just auctions, but also trade fairs, galleries and dealerships for the purpose of buying new works of art,» says Wieczorek.

The Kunstmuseum takes a different approach in this regard. «We have an Acquisitions Commission that advises on purchases on the basis of the collection policy specifications. The individual purchases need

to be agreed unanimously,» says Malsch. For this reason, the Kunstmuseum cannot always keep up with the rapid pace of private sales. «We never attend auctions, but endeavour instead to pursue long-term, artistic positions,» says Malsch. «The acquisitions budget approved by the state means that we are active only in the field of art after 1970. The market behaves differently towards public museums than it does towards private collectors. It is understood that decision-making processes take longer.»

THE COLLECTIONS IN DIALOGUE

Over the centuries, artists have (regularly addressed certain topics – their approaches have been very different, however, in the various art periods. This is apparent not merely between the various collections, but even within the Princely Collections. «We endeavour to highlight the common denominator of such topics, and discuss these in a dialogue between pictures from very different epochs,» says Kräftner. The goal is to find a fundamental thematic structure that does not chronologically trace the development of art history

from the late 16th to the early 21st century, but instead encourages these various topics to enter into discussion. «The anniversary is not relevant to the exhibition as an anniversary. It prompted us, however, to approach the

exhibition in this way,» adds Malsch.

The exhibition was put together with the reciprocity of a table tennis match. We slowly approached what should constitute an exhibition of this nature, rejected works of art that were initially considered compelling, and instead accepted other – more powerful – works.







Gloria Friedmann, ancestors of the future, 1989, Museum of Fine Arts Liechtenstein. ©2018, ProLitteris, Zurich

The market behaves differently towards public museums than it does towards private collectors **TEXT** Doris Büchel

PHOTOS Roland Korner (Portraits)

AMBASSADORS

FOUR WOMEN For Liechtenstein

Half of Liechtenstein's diplomatic missions are headed by women. In their functions as ambassadors, Sabine Monauni, Isabel Frommelt-Gottschald, H.S.H. Maria-Pia Kothbauer and Dr Doris Frick represent Liechtenstein's interests abroad. With their know-how and passion, they also always present the many facets of the country. For the anniversary magazine, these four outstanding women grant personal insights into their day-to-day work and disclose what their wishes are for Liechtenstein on this special anniversary.



50° 51' N, 4° 21' E

SABINE MONAUNI

AMBASSADOR IN BRUSSELS

Sabine Monauni has represented Liechtenstein at the EU and at the Kingdom of Belgium since 2016. She studied law in St. Gallen and secured an LL.M. in European law at the College of Europe in Bruges. From 2003-2010 she was the Deputy Director of the EEA Unit, and thereafter Liechtenstein's member of the College of the EFTA Surveillance Authority in Brussels.





52° 31' N, 13° 24' E

ISABEL FROMMELT -GOTTSCHALD

AMBASSADOR IN BERLIN

Isabel Frommelt-Gottschald has been Liechtenstein's ambassador in Berlin since 2017. Following stints at the State Secretariat for Economic Affairs (SECO) in Berne and at the International Peace

Research Institute (SIPRI) in Stockholm, she held various positions within the Office of Foreign Affairs since 2005, most recently as Deputy Director. She has a master's degree in sociology and an executive master in European and International Business Law.



46° 56' N, 7° 26' E

DR DORIS FRICK

AMBASSADOR IN BERNE

Doris Frick has represented Liechtenstein in Berne since 2013. From 1995 and 1997 respectively to 2013 she was the Deputy Permanent Representative at the Liechtenstein Mission in Geneva, while simultaneously working at the Embassy of the Principality of Liechtenstein in Berne. She secured a PhD in economics in St. Gallen.



48° 12' N, 16° 22' E

H.S.H. MARIA-PIA KOTHBAUER

AMBASSADOR IN VIENNA

H.S.H. Maria-Pia Kothbauer has been Liechtenstein's Ambassador to the Republic of Austria since 1997. She secured a master's degree in political science at Columbia University in New York. She has worked for the Principality's diplomatic service since 1989, inter alia as Embassy Secretary and Head of Delegation.



ANNIVERSARY MAGAZINE · JANUARY 2019 25





SABINE MONAUNI

«The tercentenary represents an excellent opportunity to reflect upon what unites us Liechtenstein citizens.»

AT THE HEART OF EUROPE

«The fact that we have a say in Europe is an expression of our sovereignty,» says Sabine Monauni. As Ambassador in Brussels, she is keen to help ensure that Liechtenstein's voice continues to be heard in the EU.

n Brussels I am often asked how Liechtenstein managed to stay independent. Liechtenstein's 300th anniversary cannot be taken for granted – particularly if we consider the history of nation states over the past century. State borders are still being contested on the European continent to this day. The fact that we are still here today is not merely down to luck, but is instead the result of political wisdom. Joining the EEA almost 25 years ago, thus opening up to Europe, was a milestone in securing our sovereignty. Without the goodwill of Switzerland, with which we remain closely linked, this move would not have been possible. For this reason the anniversary needs to be celebrated above all with our neighbours. Without good and stable neighbours, our country would not be doing so well.

Today, Liechtenstein is regarded as a modern and economically successful state. The fact that we are part of the European single market is essential for our economy and the financial centre, as are the open borders to Switzerland and Austria. Liechtenstein contributes towards numerous EU bodies and committees. Government experts travel to Brussels on an almost weekly basis to take part in European legislative procedures. My task as Ambassador is to ensure that the EU takes sufficient account of Liechtenstein's interests and treats us as an equal partner. Despite everything, the small state is still considered a special case and one has to work twice as hard to maintain a public profile. I also hear much praise from EU representatives about how Liechtenstein has integrated itself into Europe and, above all, how efficiently we operate. Today, relations with the European Union are better than ever. The

In Brussels, I often hear praise about how Liechtenstein has integrated itself into Europe.

EU values us as reliable EEA and Schengen partners, as well as for the fact that we uphold key European values such as freedom, constitutionality and democracy. In some respects, I might be so bold as to suggest that we are even more European than some EU member states. We Liechtensteiners are aware that we are dependent on foreign countries, and have thus learned to adapt and think across borders. This is our great strength. Liechtenstein citizens are simultaneously Rhine Valley inhabitants, mountain dwellers, Euro-

peans and citizens of the world.

hear hear hear bear hear hattitude and cohesion. We Liechtenstein citizens are entitled to be proud of what has been achieved, and above all grateful. We live in a country that is blessed with prosperity, political stability and a beautiful natural environment. These blessings need to be preserved for future generations. I advise young people to venture forth and explore the world. From outside one views one's country with different eyes. One needs to leave one's homeland in order to

understand where one comes from.»

MY PERSONAL TIP:

«Enjoying Käsknöpfle (cheese dumplings) and apple purée at the Restaurant «Löwen» in Hinterschellenberg, while admiring the wonderful views of three countries from the sun terrace.»



COSMOPOLITAN AND DOWN-TO-EARTH

One of Isabel Frommelt-Gottschald's ongoing tasks in Berlin is to show what Liechtenstein is today, where the country stands, how it presents itself and how closely it is intertwined with Europe as well as internationally.

he positive perception of Liechtenstein is often coupled with curiosity: How do you function as a small state? Those who have visited Liechtenstein often mention the friendly impression that our country made. Many are keen to return. Despite this, it remains necessary to clarify the picture. For this reason, one of my main tasks as Ambassador in Berlin – in addition to representing the country's interests – is to present Liechtenstein's many facets: That we

have been a member of the EEA, that is to say part of Europe, for decades, and that we have been a member of the Council of Europe and UN for even longer; that we have procured an international profile through our own initiatives; that we are the most heavily-industrialised country in Europe; or that we have an incredible density of enterprises – and I am not just talking about our global high-end producers, but instead the many smaller, successful businesses. This raises the profile of our small state and makes it tangible.



ISABEL FROMMELT-GOTTSCHALD

«As a Liechtenstein citizen who lives with her family in a megacity like Berlin, I feel that Liechtenstein's compact size is an enormous strength.»



My goal is to present Liechtenstein in Germany as a modern, innovative state. As an interesting bilateral as well as multilateral partner that also addresses issues such as refugees and integration, international sanctions, Brexit, sustainability issues, the various conflict regions around the world and much more. We have our positions on all of these topics, which we stand Germany as a modern, up for and which I represent in Berlin. In addition, it is also important to me innovative state. to show what our countries have in common: We are both committed Europeans, we speak the same language, we have the same culture, we stand for the same values and we therefore very often pull in the same direction at

the international level. At the same time, that is not to say there are no differences between us and Germany, as there are between us and Switzerland or Austria. All this interests people in Berlin, and in this respect I frequently register as-

tonishment, sympathy and admiration. The fact that we are down-to-earth and nature-loving, our pragmatic outlook and flexibility, coupled with our cosmopolitanism - in my view constitutes a unique Liechtenstein mix. These are characteristics that we need to preserve at all costs. Our compact dimensions mean that our political decision-making channels are short and the parliamentary process is very efficient. Enabling us to implement ideas and visions in concrete government action without burdensome bureaucracy. This responsiveness is our opportunity. Particularly in comparison to a large and federally-structured country like Germany. where challenges have completely different dimensions and where coordination between the federal government and the federal states always needs be taken into account.

In the biggest EU country it is not always easy to get a hearing, because everyone is clamouring to be heard. Patience and perseverance are therefore of the essence when so many people are struggling to get access to political movers and shakers. It is consequently important to maintain a high profile and to make good arguments at the right time. This is the only way to create new, valuable connections that need to be maintained on an ongoing basis. My main task in Berlin is to establish a broad network for our government, the business sector, the financial centre and for our My goal is to present cultural representatives, while at the same time acting as a local initiator for develop-Liechtenstein in ments in Germany and vice versa.»

MY PERSONAL TIP:

«A winter stroll to the little lake Sass-Seeli in Malbun. Those who have the opportunity should scale one of our mountain peaks in the summer. The valley views from Planken or Triesenberg are also always worthwhile.»



ANNIVERSARY MAGAZINE · JANUARY 2019 29







H.S.H. MARIA-PIA KOTHBAUER

 $^{\rm w}$ This 300 $^{\rm th}$ anniversary celebration is a fantastic opportunity for us, and I am determined to make the most of it...»

OPENNESS, ARTISTIC ABILITY AND KNOW-HOW

H.S.H. Maria-Pia Kothbauer is the longest-serving ambassador in the OSCE. She says: «The way Liechtenstein practices direct democracy is something I find very special about our country.»

When I talk about

out where the country is

history has been.

iechtenstein's embassy in Vienna exercises a wide range of tasks, for which major countries maintain several diplomatic missions. Firstly, we are responsible for relations between Liechtenstein and the Republic of Austria, that is to say the host country. In addition, we also represent the interests of the Principality in the Czech Republic and, finally, I represent Liechtenstein at the Organisation for Security and Cooperation in Europe, the OSCE, the United Na-

tions in Vienna, and in particular at the International Atomic Energy Agency. Bilateral relations with Austria are important because there is very close and good cooperation at many different levels in the Liechtenstein, I like to point public, economic and cultural spheres. The Czech Republic is another country with which geographically embedded we have a long history and and explain how unusual its with which we have maintained diplomatic relations for almost ten years. The strong links of the Princely House, especially with South Moravia, could open up many opportunities for cooperation.

During the anniversary, culture will play an enormously important role in Vienna. Over a period of four months, in addition to the Batliner Collection, we will be showcasing parts of the Princely Collections in the Albertina - one of the most beautiful buildings amongst the wealth of cultural sites in Vienna's city centre. This cultural heritage will give us the opportunity to bring the many people who visit this museum closer to the modern, economically and culturally active and successful Liechtenstein.

When I talk about Liechtenstein, I like to point out where the country is geographically embedded and explain how unusual its history has been. I address our form of government, and soon reach the topic of our thriving, direct democracy, which, in my view, is one of the enormous strengths of our modern state. I also like talking about our economic data: That we are one of the most heavily industrialised countries in the world, on a pro capita basis. Or, that we have more jobs than inhabitants. With an Austrian I talk about international commuters to Liechtenstein, but also about the important sites of Liechtenstein's economy in Austria. The same applies to the Czech Republic, where three Liechtenstein companies have been

> developing very successfully. I especially like to mention the medals we win in winter sports. Our stamps are also a form of art. Our openness, our cultural abilities and our technical know-how are brought together in these miniature masterpieces.

> > My wish for the future of Liechtenstein is that we think about and appreciate as often as possible how well we are doing, how lucky we have been, how successful the country and its people are and what incredible beauty our country offers.»

MY PERSONAL TIP:

«I recommend that everyone should take a look at our anniversary stamp, which will represent a very special novelty for philatelists all around the world. I also recommend the Liechtenstein Trail. which links all municipalities and brings to life the history of the country of yesterday, today and tomorrow. To the people of Liechtenstein, I recommend travelling to Vienna and visiting the Princely Collections and the Batliner Collection in the Albertina.»

WE ARE ALL IN THIS TOGETHER

The embassy in Berne is the oldest of Liechtenstein's embassies. Amongst other things, Doris Frick concerns herself with over 100 agreements upon which the close and amicable relations between Switzerland and Liechtenstein are based.

ur anniversary is a source of tremendous pleasure for me. This is because in my capacity as Ambassador in Berne, the 300th anniversary celebrations represent an excellent excuse and opportunity to explain to people what Liechtenstein is and how closely we cooperate with Switzerland. Dialogue with Switzerland is very straightforward and amicable. Here is a good example:

Last year we presented the Princely Collections for five months in an exhibition in Berne. It was a wonderful opportunity to share these exclusive works of art with a very large number of people. Through the art and its history, we succeeded in getting an amazing number of Swiss people enthusiastic about Liechtenstein.

Indeed, Liechtenstein encounters a great deal of goodwill and sympathy. We are an established part of the region, but at the same time we are perceived as independent and something «special». I experience this again and again during the course of my work. The fact is that when Switzerland decides something, this can have direct repercussions for us – on account of our customs treaty and the



further approximately 100 agreements we have with each other - and influence many decisions in Liechtenstein. For this reason, one of my tasks is to explain that things are not always automatic and simple. There are legal agreements that need to be observed. And, of course, there are also highs and lows in our relations. It is therefore a great help if one knows one's counterpart well.

As an ambassador and economist. I like to emphasise our business location. Our financial centre is very important. But I get really enthusiastic when I start talking about the rest of our economy: from Hilti (you can hang a VW Beetle on a single steel nail); Neutrik (the White House is wired with it); Hoval (Buckingham Palace is heated with these products, the Vatican is cooled); Ivoclar (40 percent of the dental implants and artificial teeth in Europe are made

by this enterprise, 20 percent worldwide); Hilcona (every Swiss citizen eats eight kilograms of Hilcona products per year); the Ospelt Group (three

We are an established part of the region, but at the same time we are perceived as independent and something «special».

million dogs and cats are fed daily with Ospelt products). At the same time, the achievements of our SMEs are phenomenal: Leone Ming has been in charge of the Vatican Bank's advertising, RMS transports euro banknotes throughout Europe and operates Europe's best and biggest safe, or Coobx, whose new technologies mean that in future dental braces will cost only 20 percent of what they cost today. These are just a few examples of a very long

If I look to the future, I hope that we Liechtensteiners remain as dynamic as we are today. That we don't rest on our laurels. And that we remain true to our fundamentally liberal outlook. For this has enabled us to advance from the past to the present.»

MY PERSONAL TIP:

list.

«The anniversary exhibition at Liechtenstein Kunstmuseum: The Princely Collections in dialogue with the Collections of the Liechtenstein Kunstmuseum and the Hilti Art Foundation. This will stimulate an exciting exchange that will inspire many thoughts on the subject of (Liechtenstein yesterday-today-tomorrow>».



«As soon as I start talking about Liechtenstein, everyone is fascinated.»



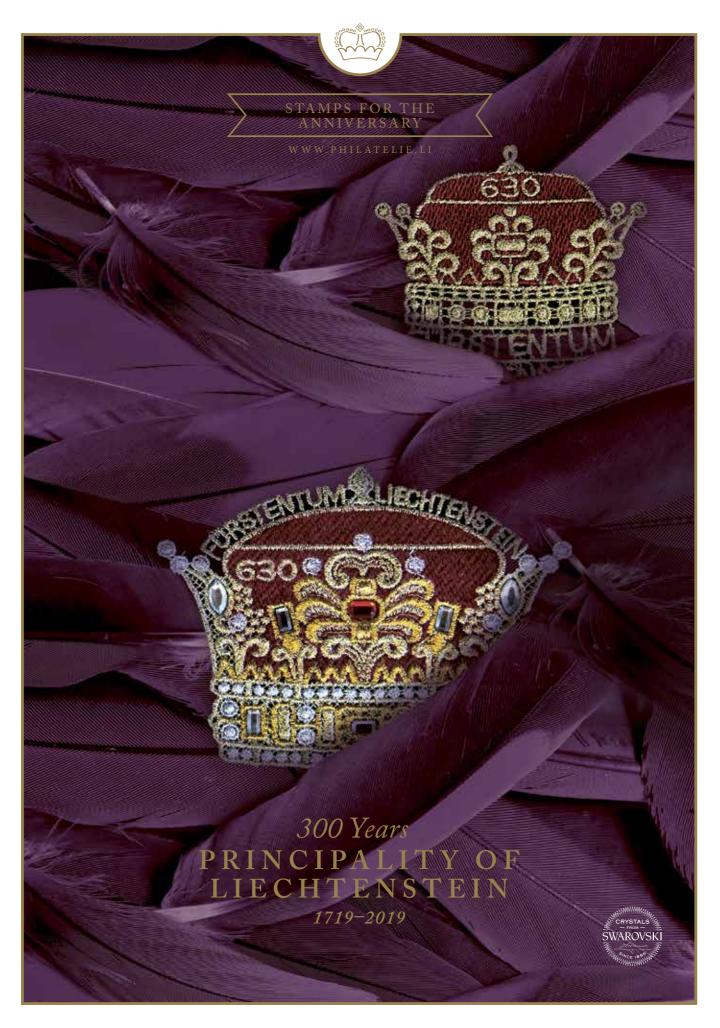


The anniversary postage stamps will be available from 23 January at the Liechtenstein Center and all other Philately Liechtenstein points of sale. Further information is to be found under www.philatelie.li. **TEXT** Joël Grandchamp

PHOTOS Paul Trummer, Philatelie Liechtenstein

SPINNING GOLDEN THREADS

Liechtenstein released its first postage stamp in 1912, that is to say 200 years after the Princes of Liechtenstein acquired the County of Vaduz. To mark the 300th anniversary of the Principality of Liechtenstein, Philately Liechtenstein will be issuing a very special postage stamp on 23 January 2019 – a postage stamp in a form that has never existed before. For the first time, a postage stamp will not merely be embroidered, but will also feature threads of gold.



www.philatelie.li www.diemarke.li

Liechtensteinische Post AG Philatelie Liechtenstein, Alte Zollstrasse 11, 9494 Schaan, Liechtenstein Tel +423 399 44, Fax +423 399 44 94, E-Mail philatelie@post.li, www.fb.com/philatelie.liechtenstein esigns for the postage stamp clearly draw upon the Princely Crown, which is colloquially known as the «Prince's Hat». The postage stamp will appear in two variants. Both have a nominal value of CHF 6.30, whereby the limited special edition will be more elaborate and will cost CHF 300 to buy. This special edition consists of 24 carat threads of real gold, and will be adorned with eight Swarovski crystals. The anniversary postage stamps are limited to 70,000 and 2019 units respectively.





PRODUCTION OF THE ANNIVERSARY POSTAGE STAMP IN FOUR STEPS



STEP 3

The postage stamps are embroidered







INTERVIEW

Joël Grandchamp

PHOTOS

Roland Korner (Interview) Julian Konrad (Castle Vaduz) Office of Cultural Affairs, National Archives (archive footage)



Your Serene Highness, the Principality of Liechtenstein is marking its 300th anniversary. What are your feelings about this? I am absolutely delighted that we have been able to survive 300 years at the centre of this troubled continent. 300 years ago we were a member of the Holy Roman Empire of the German Nation, which consisted of a very large number of small states. While many of the former member states have now disappeared, we somehow survived, with a great deal of good fortune.



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Tina Weirather, Alpine Ski Racer Sponsored by LGT since 2006



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ca. 1985 / unknown

What do you think contributed toward this good fortune?

There were probably two decisive factors. One factor was that the two counties bought at the time were of no strategic or economic interest. On one side there was a border with Switzerland, on the other with the Habsburg Empire, with which friendly relations were cultivated. So there was no threat from either side. The country was poor and dependent on the wealthy Princes, who continued to support the country financially until the fifties. These were important factors that helped us to survive the Napoleonic era and the German unification process. If we had been located at the middle of Germany, we probably would not have survived as an independent state. And if the Princely House had been poor, we likely would not have survived either.

How did Liechtenstein manage to avoid an Anschluss in the Second World War?

In addition to successfully warding off the attempted Nazi putsch, my father's meeting with Adolf Hitler was very significant. The meeting is likely to have come about for several reasons. One reason was that following Austria's Anschluss, Hitler wanted to demonstrate that he had peaceful intentions. At this time, however, he had already built up his military capabilities in preparation for his attack on France. The meeting with my father was important to show that he respected the sovereignty of even very small states. Another reason was that he saw himself as the successor to the First and Second Reich. This meant that the leader of the Third Reich was receiving the head of state of a surviving state of the First Reich, the Holy Roman Empire. Hitler had perhaps private considerations. After returning from the First World War, he wanted to begin a career as an artist. At that time, our Gartenpalais in Vienna was open to the public. He would sit there and paint copies of our Rubens pictures. There was a wide variety of factors that worked to ensure we also survived the Third Reich.

Without this system of government, Liechtenstein would not exist anymore.

What, in your opinion, were the most important milestones in Liechtenstein's history, apart from the acquisition of the two parts of the country and the founding of the state?

The Napoleonic era was a critical period. At that time, many of Europe's small states vanished from the map. Liechtenstein's survival was certainly due to the fact that Napoleon held the then Prince in very high esteem, even though they had fought against each other on the battlefield. Another critical period was German unification under Bismarck. On that occasion we were saved by our favourable geographical location between Switzerland and the Habsburg Empire.

When Austria became part of the Third Reich in 1938, Hitler not only spared us and invited my father to Berlin for a visit, but also held a protective hand over Liechtenstein when other leading figures of the Third Reich were scheming to annex Liechtenstein and make it part of the Third Reich. It probably would have been difficult to survive, politically or economically, as the Republic of the Upper Rhine Valley. The political and economic support of the Princely House has always been necessary.

Liechtenstein has a globally unique form of government. How did this come about?

Forms of government tend to change over time. There are today huge differences between the various systems of government around the world. For Liechtenstein, it has certainly been crucial to have a Princely Dynasty that has been politically influential internationally and, apart from brief periods, so economically successful that it was able to support an inherently poor state financially, when necessary. For this reason, there has always been broad popular support for the monarchy. When it came to necessary reforms, we have benefited from the experience of our two neighbour states. We were able to adopt direct democracy from Switzerland, and from Austria large parts of the legal system. This is how this unique form of government came into being. At the same time, it is important to remember that Switzerland too has a unique form of government that does not exist in other parts of the world. Both forms of government have been able to develop over the centuries, with relatively little interference from outside. In other states, wars and revolutions repeatedly caused major upheavals.

H.S.H. PRINCE HANS-ADAM

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on the castle meadow, ca. 1947 / Baron Eduard von Falz-Fein, Vaduz

What impact did the form of government have on the Principality's current situation?

The monarchy had always a strong influence on Liechtenstein's foreign policy. I myself, during negotiations with the veto powers in the UN, successfully persuaded them to abandon their opposition to the membership of states smaller than Luxembourg. Luxembourg was a founding member of the UN. I achieved this at the beginning of the seventies, in close consultation with my father. Curiously, it proved easier to win over the major powers than to secure a majority of the Liechtenstein Government and Liechtenstein Parliament. It was not until 1990 that I succeeded in overcoming this resistance, by threatening that I would decide on Liechtenstein's membership of the UN even without the consent of the Government and Parliament, so long as I bore the costs.

I negotiated our membership of the EEA (European Economic Area) with the Commission in Brussels and the Federal Council in Berne while maintaining the customs treaty. Again, there was a strong opposition by government and parliament against our EEA membership. But now, they are all very happy that we are a member of the UN and the EEA. I got through our EEA membership with a popular vote thanks to our direct democracy.



How do you judge Liechtenstein's present situation, both economically as well as politically?

Today, our position is politically and economically better than it has ever been. We are internationally recognised as a sovereign state on account of our membership of the UN, we are an integral part of The European Economic Area and also engage in global trade through the World Trade Organisation. Per capita income is one of the highest in the world. We have a highly diversified economy and a strong constitution.

Do you think Liechtenstein is already geared to the future, or is a certain amount of fine tuning still required?

Adjustments will always be needed here and there, because the environment continues to change. It is necessary to remain flexible and adapt foreign and domestic policy. The most important thing is to search in a detached manner for the best solution, and not to create long-term problems for short-term benefits. It is also important to have a long-term perspective. This approach is more likely to be nurtured in a monarchy, because one thinks in terms of generations and not so much in terms of electoral periods.

Do you think digitalisation is an opportunity for Liechtenstein?

I see this as an opportunity. We need to adjust to this challenge accordingly, whereby it is a challenge pri-

marily for the private sector. In the past, however, we have demonstrated that our private sector is highly adaptable, flexible and innovative. This explains the success of Liechtenstein's economy. And I am confident that this will also remain the case in future. The state, too, has repeatedly shown that we can manage this effectively in the short and in the long term.

What are your wishes for the country and for the people of Liechtenstein on this anniversary?

I hope that things continue as positively as they have in recent decades – both economically as well as politically. I also hope that cooperation between the population and the Princely House continues to be as positive in future as it has in the past.

From today's perspective, where do you see Liechtenstein and the Princely House in 300 years?

That is a question I cannot answer (laughs). If, 300 years ago, you had asked the then Prince where he saw the Principality in 300 years, he would not have been able to predict that. I would say, however, there is a very good chance that the Princely House will continue to cooperate successfully with the people of Liechtenstein in 300 years' time. We do not know, of course, how the world will develop. As we have cooperated over the last 300 years successfully, there is no reason to think the next 300 years will not be similarly successful.





THE PRINCELY FAMILY

H.S.H. Prince Hans-Adam and H.S.H. Princess Marie with their children in Castle Vaduz. H.S.H. Hereditary Prince Alois (2nd from right) is 14 years old at the time this picture was taken, ca. 1982 / Verlag Huber Gassner, Vaduz

KAISER AG: A family company from Liechtenstein is growing worldwide

The history of KAISER AG is built on a capacity to innovate and inventive genius. It is a history of innovations and inventions which for a century have continually enabled technical improvements or led to entirely new products.

PRODUCT INNOVATION MADE BY KAISER

The company history started in 1913 with a patent by Josef Kaiser senior. There have been many different inventions throughout the existence of KAISER AG, like the legendary 'Kaiserfass' suction pressure tanker. The first sewer cleaning vehicle – at the time known as a gully emptier – was built in 1963, and the first walking excavator in 1965. As a serial innovator, KAISER has become a key influence in the development of both industries.

MODERN ENVIRONMENTAL TECHNOL-OGY IS BECOMING INCREASINGLY IMPORTANT

Water is one of our most precious resources. That is why there is also a growing interest in sewer cleaning with water recycling. The goal is to minimise the high volumes of drinking water used for sewer cleaning while simultaneously increasing the efficiency of the vehicles. Fundamentally, we can observe a global positive trend of investments in state-ofthe-art environmental technologies. KAI-SER exports vehicles around the world. Infrastructural and economic requirements differ greatly by country. While the industrialised nations often have a high standard of wastewater systems, big differences can be observed in less developed countries. However, even there, increasing urbanisation of the global population is also driving rapid development. KAISER is the only manufacturer of sewer cleaning vehicles that truly operates worldwide.

MOBILE WALKING EXCAVATORS FOR APPLICATIONS IN THE MOST CHAL-LENGING OF TERRAIN

KAISER AG is one of the leading companies in this industry, too. In the latest generation, S10 and S12 Allroad, KAISER AG offers all-wheel drive excavators that set new standards in terms of performance and efficiency. Whether on steep Alpine slopes, in an Indian metropolis or in the swampy terrain of Florida, they guarantee maximum mobility and stability in every situation.

EXPANDING THE INTERNATIONAL MARKET POSITION

However, significant investments were not only made in product development in recent years: Markus Kaiser, third-generation CEO and principal owner of KAISER AG has also focused on bolstering its international market position. With locations in Liechtenstein, Austria, Finland, Italy, Slovakia and the USA, the KAISER Group has roughly 500 employees and works with over 100 sales and service partners worldwide.



AquaStar in California: The patented KAI-SER recycling system saves 24,000,000 litres of fresh water per annum and vehicle.



KAISER is the world's leading manufacturer of vehicles for sewer cleaning and industrial disposal.



As an industry benchmark, the KAISER S12 Allroad has won several innovation and design awards.

RANNIVERSARY EVENTS

The anniversary year is set to feature many events. A small selection of anniversary-related events is set out on this page.

23rd of January 2019

300 years Principality of Liechtenstein: The birthday party A joint march of inhabitants from all 11 municipalities of the country will meet at the «Scheidgraben», a small trench separating the two parts of the country. Liechtenstein

29th - 30th of January 2019 1. Abo-symphony concert «SOL at SAL»

The Liechtenstein symphony orchestra performs starts the jubilee year with Prokofjews violin concerta performed by Sara Domjanić and the «Wallenstein»-symphony by Josef Gabriel Rheinberger. Conductor: Florian Krumpöck SAL –Saal am Lindaplatz, Schaan

27th of February 2019 -23rd of January 2020 «1719 - 300 years Principality of Liechtenstein»

A special exhibition at the Liechtenstein National Museum that shines a light on exciting, fascinating, and rare things and facts surrounding the founding of Liechtenstein.

Liechtenstein National Museum, Vaduz

31st of March – 6th of April 2019

Diabolus - The Devil's Mill This in-house production is a family piece suited for people 8 years and older. It tells the story of orphan boy Josef Lins, who worked in a mysterious mill 300 years ago. In German. junges THEATER liechtenstein, Schaan

5th of April – 27th of August 2019 300 Years, 300 Words

The exhibition at seminar center Stein Egerta is a light-footed journey through time in words and pictures that focuses on the history of Liechtenstein. Seminar center Stein Egerta, Schaan

25th - 26th of May 2019

Medieval Festival Schellenberg The Medieval Festival at Schellenberg will be happening at the same time and be part of the opening of the Liechtenstein-Trail. The festival showcases the daily life during medieval times.

Castle ruins «Obere Burg», Schellenberg

26th of May 2019

Opening of the «Liechtenstein Trail» and launch of the App «Llstory» Grand opening of the Liechtenstein Trail in all of Liechtenstein's municipalities. Liechtenstein

5th - 6th of July 2019 FL1.LIFE

Festival in Schaan, that connects musical, cultural, and art performances. It will also offer a stage to the winner of the Liechtenstein-song contest. SAL – Saal am Lindaplatz, Schaan

15th of August 2019 National Holiday 300

Liechtenstein's national holiday 2019 with the traditional state act and the festivities in the city center of Vaduz will mark the highlight of the anniversary celebrations. Vaduz

22nd – 25th of August 2019 Vaduz Classic

Vaduz Classic celebrates 2019 its third iteration with star pianist Lang Lang. As a stage for international stars, rising musical talents and local artists Vaduz Classic took hold as a highlight of Liechtenstein's cultural sommer. Vaduz

5th - 7th of September 2019 The Princely Liechtenstein Tattoo 2019

Brass music, bagpipes and dancing in combination with modern pop and rock songs combined with breathtaking choreographies delight in front of the impressing backdrop of the castle ruins in Schellenberg and the city of Vaduz Castle ruins «Obere Burg»,

Schellenberg

14th of September 2019 Europe Identity

Eight plays by eight authors from eight European countries will be performed within the scope of the anniversary year. TAK Theater Liechtenstein, Schaan

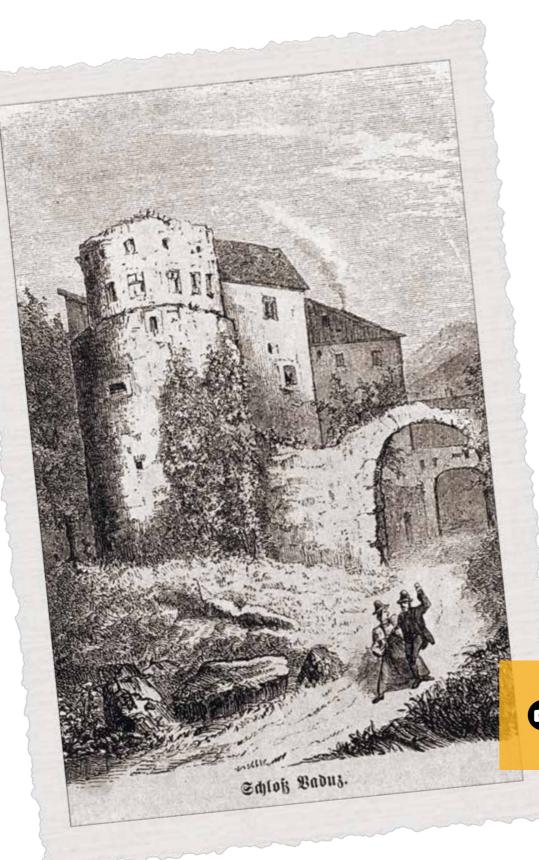
19th of September 2019 – 23rd of January 2020

Liechtenstein. The Future of the Past. A Dialogue among the Collections.

Special exhibition at the Liechtenstein Museum of Fine Arts that opens a dialogue between three different collections. Kunstmuseum Liechtenstein, Vaduz

Additional events www.tourismus.li/events

IF WALLS COULD TALK



PHOTOS Office of Cultural Affairs National Archive

The history of Vaduz Castle begins in the 11th century, when the first foundation walls were erected. The castle was repeatedly extended and renovated over the years. The Liechtenstein National Archive includes a number of photographs that document the fascinating development of Vaduz Castle.

Further information and exclusive insights into Vaduz Castle will be released on 26 May 2019 in the app «LIstory» – available from the App Store or on Google Play.

VADUZ CASTLE

(reproduction of a woodcut), approx. 1866 / unknown























VADUZ CASTLE OVER THE COURSE OF TIME

1_Reproduction of a pen-and-ink drawing, approx. 1843 / August Kayer

2_Ruin before restoration, approx. 1900 / unknown

3_Ruin before restoration, «View from Vaduz Castle towards the Säntis Group» (postcard), approx. 1900 / published by «Kurhaus Gaflei»

4_«Vaduz Castle in the Principality of Liechtenstein with Swiss Mountains» (postcard)/ published by Philipp Gerster, Vaduz

5_Restoration, 1905 / unknown

6_Vaduz Castle with Städtle, Altenbach and Environs (aerial photograph) / Swissair-Photo AG, Zürich / Swissair-Photo AG, Zurich

7_Vaduz Castle (reproduction of a painting) / unknown

8_Northerly View of Vaduz Castle (postcard) / Monopol Kunst- und Verlagsanstalt Munich

9_«Entrance to Vaduz Castle» (postcard), approx. 1946 / Jean Gaberell, Thalwil; Verlag Papeterie Thöny, Vaduz

10_Construction Work on the Round Tower of Vaduz Castle (aerial photograph), August 1977 / Walter Wachter, Schaan

The interior of Restaurant Marée at Park Hotel Sonnenhof is being comprehensively renovated in time for Liechtenstein's anniversary – reopening January 2019

The Real family's enchanting panorama restaurant 'Marée' offers not merely gourmet cuisine – with 17 points and a Michelin star – but also certainly the sunniest views of our country's magnificent landscape, often immersed in magical light, including Vaduz Castle, and in particular the majestic 'Eagle's Nest' that seemingly floats above the trees.

A place you would like, indeed you should show your guests. Perfect for a dinner with friends, visitors or business partners who you wish to pamper and impress.

And certainly the right place for a romantic candlelight dinner, a family celebration or wedding that is guaranteed to be a memorable and successful event.

From mid-January 2019 onwards, the entire interior of the Restaurant is being refurbished in time for Liechtenstein's 300th anniversary. In addition, all lovingly designed rooms and suites are being fitted with water cooling for the hot summer months and a new heating system powered by renewable energy.







Let us surprise you!

Park Hotel Sonnenhof . Mareestrasse 29 . FL - 9490 Vaduz, Liechtenstein Tel.: +423 239 02 02 . real@sonnenhof.li . www.sonnenhof.li



 $\mathsf{Europe}\,\,\cdot\,\mathsf{The}\,\,\mathsf{Caribbean}\,\,\cdot\,\mathsf{Central}\,\,\mathsf{America}\,\,\cdot\,\,\mathsf{Middle}\,\,\mathsf{East}\,\,\cdot\,\,\mathsf{Far}\,\,\mathsf{East}\,\,\cdot\,\,\mathsf{Asia}\,\,\mathsf{Pacific}$

We are pleased to congratulate the Princely family and the people of Liechtenstein on the three hundred year anniversary of Liechtenstein's creation

Jeeves Group, Bahnhofstrasse 7, 9494 Schaan, Liechtenstein T +423 236 14 60, F +423 236 14 61, info@jeeves-group.com

www.jeeves-group.com



COUNTRY & PEOPLE

ENCRYPTING LIECHTENSTEIN'S DNA

Liechtenstein may be small, but each municipality and its inhabitants have their own identifying characteristics. What is typically Liechtenstein? There are many answers to that. One thing that all inhabitants are likely to agree on is the warm foehn wind.

TEXT Stefan Lenherr · ILLUSTRATIONEN Eliane Schädler

or outsiders, it might seem absurd, but there are indeed local characteristics and stubborn prejudices even in the small country of Liechtenstein that separate the inhabitants of the various municipalities from each other. Those from Vaduz, also known as «Residenzler» («Residence Dwellers») are thought to be a little snooty, while those from Balzers are thought to be slow. As the southernmost municipality, which is also most exposed to the foehn wind, the residents of Balzers have earned the nickname of «Pföhtschinka» («Foehn Folk»). Residents of Ruggell have the local nickname «Lettaknetter» («Mud Kneaders»), as the flooding of the River Rhine brought large amounts of mud to the village. While there is a spark of truth in most prejudices, these affronts are more cheeky than unkind.

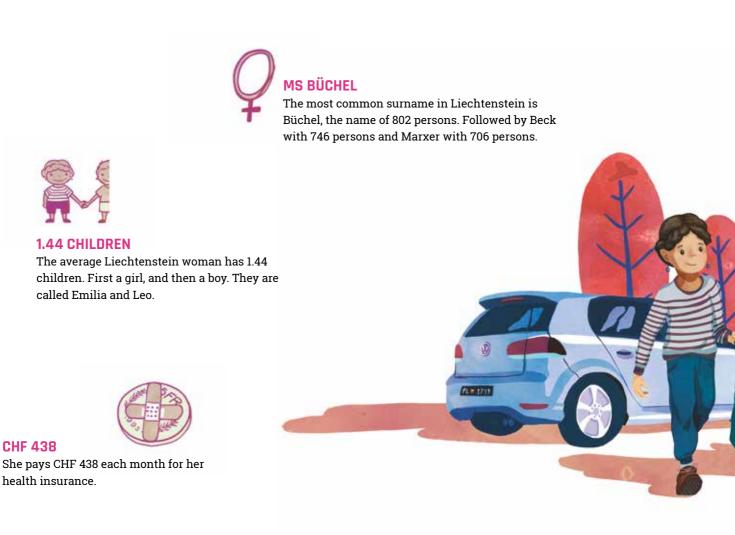
Trained ears can, indeed, hear differences between the dialects in Liechtenstein's Unterland and Oberland regions. And then there are the inhabitants of Triesenberg, who as descendants of Walser migrants from Switzerland, nurture their very own dialect. Residents of Triesenberg claim that the Walser Spirit, which remains tangible in the village to this day, has been responsible for preventing their dialect from becoming watered down over the centuries. Ancient Walser traditions are still to be encountered throughout the village. An example of this nature is the Walser Fable Trail, which provides visitors with insights into the histories and sagas of the Walsers.

One thing that nearly all Liechtensteiners have in common is their love of the national dish, «Käsknöpfle», a form of cheese dumplings. Opinions differ, however, as to whether the appropriate garnishment is potato salad or apple purée. Liechtenstein's second national dish is also hotly debated: The "Riebel", a dish prepared using maize flour and milk. Here opinions differ substantially, not just in respect of the correct spelling («Rebel», «Ribel» or «Ribl»), but also in terms of its proper preparation (served with coffee, milk, apple purée or sugar).

What constitutes typical Liechtenstein is not answered simply by browsing through statistical data. But all kinds of interesting facts and figures come to light, as the following humoristic graphics show.

MS LIECHTENSTEIN

We have taken the liberty – drawing upon statistical data – to describe the average Liechtenstein woman: Because if there was a typical Liechtensteiner, then it would be a Liechtenstein woman (50.7 % women versus 49.3 % men). She is aged 42 years and is unmarried. She is Roman Catholic, has 1.44 children and drives a nine year old VW Golf.



VW GOLF

A nine year old VW Golf stands in the Liechtenstein woman's garage, with a petrol engine. She drives the car to work in another Liechtenstein municipality or over the border to Switzerland. This takes her up to a quarter of an hour. The top 3 car brands in Liechtenstein are Volkswagen, Audi and Mercedes.



64.3 %

Her recycling quota is exemplary. This amounts to 64.3 percent. This means that 64.3 percent of Liechtenstein household waste is recycled. This quantity of refuse is consequently reused in one form or another, and does not end up as landfill.



600 GRAMS

She produces around 600 grams of refuse per day.



767 LITRES

On average, the Liechtenstein woman uses 767 litres of water per day.

88 WATT HOURS

She consumes around 88 watt hours of electricity per day. This is enough to watch television for around 700 hours.





EMPLOYED FULL-TIME IN THE SERVICE SECTOR

The Liechtenstein woman is employed in the service sector, and works as a full-time member of staff. 61.4% of the Liechtenstein workforce works in the service sector. The unemployment rate amounts to 2.3%. There are around 4,800 companies in Liechtenstein.

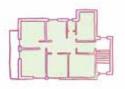


44 HOURS On average, she works 44 hours per week.



1.26 ROOMMATES

Ms Büchel does not live alone. The average Liechtenstein household comprises 2.26 persons.



4-ROOM RESIDENTIAL APARTMENT

The typical Liechtenstein woman rents her apartment. She pays CHF 1,736 for her 4-room apartment. A central heating system heats her apartment. Source: Liechtenstein Office of Statistics. Certain data is not, however, precisely statistically recorded, and needs to be taken with a pinch of salt.





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This is what it could look like above the floodplain in Eschen: Visualisation of a Rhine widening project. Source: fairezukunft.org

THE RHINE AND LIECHTENSTEIN

FORCE OF NATURE IN A TIGHT CORSET

Over the centuries, the destructive power of the River Rhine frequently caused great suffering amongst Liechtenstein's population. Today, the once wild Alpine Rhine has been tamed. Flood protection embankments tamed the river and helped make possible the exemplary economic development that the valley plain has experienced.





long its 1232 kilometre route from Reichenau in the Swiss Canton of Grisons to the estuary on the North Sea, the Rhine flows through six countries, including Liechtenstein. The Alpine Rhine, as the first approximately 90 kilometre principal section is known, forms the natural border between Liechtenstein and Switzerland and flows into Lake Constance on Austrian state territory.

On some historic paintings, such as that by J. Schmidt, who captured the image of the Rhine near Vaduz in the year 1825, the river resembles a jewel of nature. But for the rural Liechtenstein population - whose lives were not exactly a bed of roses before the huge growth in prosperity that was achieved after the Second World War – the wild and unpredictable river was more of a curse than a blessing. It regularly overflowed its banks and flooded agricultural land, destroying harvests, wreaking havoc on villages and, up until the 19th century, also encouraging the spread of disease by causing marshland and bogs to become established along valley area. Inhabitants endeavoured to escape the problem of flooding by building their settlements, wherever possible, higher up the flanks of the mountains. It is for this reason that the historic village centres in Liechtenstein's municipalities that are located on slopes are also to be found at elevated positions.

\bigcirc

RHINE FLOOD

The Great Rhine Emergency: The River Rhine burst its banks in Liechtenstein in 1927, causing tremendous damage, such as here in Schaan. Source: Verlag K. Fitz, Rankweil/Office of Cultural Affairs, National Archive

In all, over 70 floods have been recorded in Liechtenstein since the 13th century. The oldest documented flood caused by the Alpine Rhine dates from the year 1206. When the Rhine overflowed its banks, the river valley was often submerged for extended periods – occasionally all the way to Lake Constance. It was not until 1892 that the then Austro-Hungarian Monarchy and Switzerland jointly heralded the dawn of a new era with a treaty to regulate the Rhine. Through this international cooperation, the Rhine was canalised and constrained by embankments. While this put an end to the many catastrophic floods along the Alpine Rhine, the danger was still not entirely averted.

INTERNATIONAL SOLIDARITY

Liechtenstein suffered a major Rhine catastrophe in September 1927 when the river breached its banks at several places and flooded large swathes of the country. People in Schaan and in the Liechtenstein Unterland were hit hardest. The harvest was destroyed, fields were covered with a layer of sand and gravel, cellars and ground floors were silted up, roads were rendered impassable. To this day, the so-called Rhine Emergency of 1927 is known as the worst natural catastrophe in the country's history.

The need was great, as was the solidarity shown towards the Liechtenstein population. The first to arrive were rescue workers from Vorarlberg and Switzerland, recruited from the military as well as amongst volunteers. An international aid project was moreover launched in the year following the catastrophe, with the aim of making the Rhine valley fertile once again. Approximately 700 helpers from over 20 countries made their way to Liechtenstein. They received free board and lodging and – if they stayed for more than two months – were able to keep the boots they received upon their arrival for work. The helpers toiled under harsh conditions, driven merely by charity and the pleasure of doing something good. They followed the campaign slogan: "Let good overcome evil!"

Following the Rhine Emergency, the construction of the inland canal begun and the construction of drainage channels in the valley was pursued as a matter of urgency. As a positive side effect of the flood protection measures, the works – which were completed in 1943 – created job opportunities during very difficult times. The impression that visitors have of the Alpine Rhine today is the result of countless supra-regional and local river engineering projects that have been realised over

several centuries. The river has been substantially narrowed and straightened, and passes between high flood protection embankments from the level of Bad Ragaz onwards. This means the Rhine Valley is protected today, even in the event of a one-in-a-century flood. The taming of the River Rhine made the intensive development of the Rhine Valley possible. Today, over 500,000 people live and work along the 90 kilometres of the Alpine Rhine, and a prosperous economic region has sprung up. Former rural hamlets have developed into villages and small towns.

RESTORATION OF THE JEWEL OF NATURE

Little remains of the tumultuously flowing Alpine Rhine, at least along extended stretches of its course through Liechtenstein. Even if this means it has become less attractive as a recreational area, the cycling, skating and hiking routes along the Rhine embankments are hugely popular. Since time immemorial, people have been drawn to water. By the same token, the leisure activities of the inhabitants of the Rhine Valley often take place close to the Rhine, especially on and near the embankments, on the sandbanks and on the foothills of the Rhine. There have recently been calls to give the Rhine more space. Relocated further away from the river course. modern embankments will be designed to provide equivalent or even better protection against flooding, while at the same time creating more space for the natural environment and leisure-seekers - not least in view of the fact that the current embankments are over 130 years old and are anyway long overdue for restoration. In the past, the population regularly suffered from the whims of Nature and the Rhine, and as a result forced the river into a tight corset. Today's generation, by contrast, might be able to restore the Rhine's position as a jewel of Nature, at least to a certain extent, with the planned engineering works.





RIVER RHINE 1825

Jewel of Nature: Painting of the River Rhine near Vaduz by J. Schmidt, approx. 1825. Source: Reproduced by Walter Wachter, Schaan/Office of Cultural Affairs, National Archive

INTERVIEW

«PEOPLE AND NATURE CAN BENEFIT»



In Liechtenstein, the «Werkstatt faire Zukunft» (Fair Future Workshop), amongst others, is committed to expanding the Alpine Rhine. Managing Director Andi Götz explains why this is a great project.

Mr Götz, what is the case for widening the Rhine?

Andi Götz: At the end of the nineteenth century, the River Rhine was dammed in order to protect the region from flooding. The natural environment was greatly neglected in the process, however. By widening the Rhine, we will not merely be able to guarantee improved flood protection, but will also create new recreational areas for local inhabitants as well as natural habitats for flora and fauna.

Who benefits from widening the Rhine?

People and the natural environment. In some places there will be sites for swimming and barbecuing, or just for relaxing. At other, less accessible places, the natural environment will have priority.

Will this be at the expense of safety?

On the contrary: The existing embankments need to be upgraded. The Liechtenstein Government recognises this. When embankments are extended, they are not simply demolished. Instead, new embankments are established behind the old embankments, using state-ofthe-art engineering and technology. For this reason, extended embankments result in greater safety than is the case today.

Was the construction of the original Rhine embankments, from today's perspective, a mistake?

No. In the past, the River Rhine regularly flooded agricultural land and damaged the villages. With the embankments, our predecessors protected their land and the population – that was a generational achievement. Through environmentally-sensitive river engineering and extensions, the achievements of the past will be effectively supplemented and brought up to the latest state-of-the-art for nature and mankind alike.

RIVER RHINE TIMELINE

1206

The earliest written record of Alpine Rhine flooding.

1846

The Rhine overflows its banks in Triesen. Liechtenstein's valley plain remains flooded for a period of six weeks.

1868

Almost the entire region from Vaduz to Lake Constance is flooded.

1892

Austria-Hungary and Switzerland sign a treaty to control the River Rhine.

1927

The Rhine floods extensive parts of Liechtenstein. To this day, the Rhine Emergency of 1927 is known as the worst natural catastrophe in the country's history.

1995

The Governments of Liechtenstein and Vorarlberg as well as the Cantons of Grisons and St. Gallen pursue closer collaboration with an Alpine Rhine Coordination Group.

2005

The Alpine Rhine Development Concept is presented. Ensuring flood protection while at the same time reducing the risk of damage is just as important as maintaining or restoring a natural watercourse.

AFTER 2011

Several opinion surveys reveal that a majority favour the «Alpine Rhine Development Concept» and the widening of the River Rhine.

Ivoclar Vivadent: A success story made in Liechtenstein

The company that makes people smile with high-quality products

The family business started in 1923 with the production of artificial teeth. Headquartered in Schaan in the Principality of Liechtenstein, the dental company has been consistently moving forward since its launch and has always been at the forefront of innovations in the dental industry. Today, Ivoclar Vivadent is among the world market leaders in materials for direct dental restorations crowns, bridges, dentures and dental laboratory equipment.

ACTING LOCALLY AROUND THE GLOBE

Ivoclar Vivadent has a workforce of around 3,600 people and ships its high-quality products to 120 countries. Subsidiaries and marketing offices represent the company around the globe. "We are big enough to operate globally and small enough to know our customers", says Christoph Zeller, owner and chairman of the company's supervisory board, explaining the company's continuing success. He has spent his entire professional life in the dental industry and knows exactly what he is talking about: Dental professionals want materials that are easy to work with and provide natural looking results.

DEVELOPING EMPLOYEES

The company's achievement would not be possible without the commitment of its employees at the headquarters in Schaan and at the various international subsidiaries. This is something that Robert Ganley, CEO, is very much aware of. The US-born executive, who has been at the helm of the company since 2003, attaches great importance to a corporate culture that is based on mutual respect. "We encourage our employees to grow and give them responsibility," he says. The company supports its employees with individual career development plans and talent management programs.

FROM BASIC RESEARCH TO MARKETING

Given its wide range of activities, Ivoclar Vivadent is an attractive local employer, offering jobs far beyond the classic field of dental technology: "Currently we are looking



for chemists, physicists, electrical engineers, mechanical engineers, process engineers, material scientists and software developers, to mention but a few," says Gernot Natter, HR manager at Ivoclar Vivadent. Altogether, the career opportunities reach even wider, ranging from jobs in basic research and product development to global logistics, marketing and customer support services.

CELEBRATING ACHIEVEMENTS TOGETHER

Celebrating achievements together is a tradition at the company. The management regularly invites its workforce to social events, such as the end-of-year celebrations where the employees are informed about the company's performance and treated to culinary delights. The company's apprentices are always part of these events. They can be assured that they have opted for the perfect start to their careers: Ivoclar Vivadent has recently been nominated one of the "Best Workplaces for Apprentices 2018" in Switzerland.

31 EDUCATION FACILITIES WORLDWIDE

The dental company sets high standards not only for the training of its apprentices but also for the continuing education it provides. The International Center for Dental Education (ICDE) in Schaan is a state-of-the-art training and continuing education facility, where hundreds of dentists, dental technicians and dental assistants undertake further training every year. An effective program keeps the customers abreast of the latest technological developments - for the employees at Ivoclar Vivadent have a true passion: providing people all around the world with the best possible end-to-end solutions for their oral health and care.

Ivoclar Vivadent employs around 3,600 people, almost 1,000 of whom work in Schaan.

TEXT Stefan Lenherr

PHOTO Roland Korner

ECONOMY

THE LIECHTENSTEN EMPLOYMENT MIRACLE

Over recent decades, the Liechtenstein economy has grown to such an extent that it now provides more jobs than the country's entire population. The model works because more than half of employees commute each day from their place of residence in other countries to their workplace in Liechtenstein.

t the start of the 20^{th} century, Liechtensteiners could hardly have imagined the prosperity that the country and its people now enjoy. Most of the population engaged in agriculture. Today, only about 250 people still work in this sector. Jobs in the home country, by contrast, were few and far between. This meant that many people commuted to work in the neighbouring countries of Switzerland and Austria during the first half of the century. In

the interim, the situation has wholly reversed: After the end of the Second World War, Liechtenstein's economy experienced rapid expansion. While the country was late to industrialise, employment levels rose rapidly in step with the pace of industrial development. From the 1960s onwards, new jobs were created in the growing financial centre and increasingly in the service sector. Liechtenstein's rise from an agrarian state to a prosperous business location is illustrated particularly in one key metric:

Since the start of the 1950s, the size of the workforce has risen from around 6400 to the present number of 38,600, a more than six-fold increase. At the end of 2017, Liechtenstein had more people in work than it had inhabitants.

INTERNATIONAL COMMUTERS IN THE MAJORITY

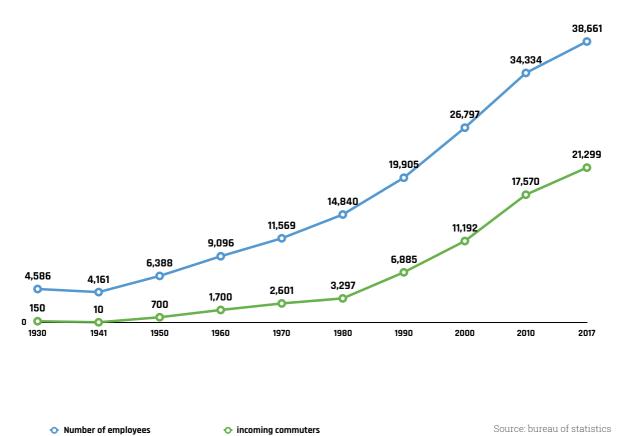
In the ranking of countries with the highest employment rate per inhabitant, Liechtenstein comes out top with a figure of 101.4



percent, which is also far ahead of the rest. Luxembourg follows in second place with 70.8, and Germany in third place with 53.6 percent. As Liechtenstein is very reluctant to issue residence permits, companies are obliged to recruit a large proportion of their employees abroad. At the end of 2017, the proportion of the workforce that commuted to Liechtenstein each day from places of residence abroad reached 55.1 percent. No fewer than 11,729 employees commute daily from Switzerland, and 8682 from Austria, to earn their daily bread in Liechtenstein. 627 people even complete a daily commute from Germany. This means that Liechtenstein, as a centre of employment and finance, not merely offers the indigenous population numerous opportunities to find employment in a wide variety of professions, it is also an important economic centre for the entire Rhine Valley region. The biggest employers have distinguished names, such as for example the automotive

components supplier Thyssen-Krupp Presta, the construction technology group Hilti, or the industrial corporation Oerlikon Balzers. The dental technology group Ivoclar Vivadent, the heating and ventilation manufacturer Hoval, the food and animal feed manufacturer Ospelt Group and the internationally active food manufacturer Hilcona are further important pillars of the Liechtenstein economy. In the slipstream of these large corporations, numerous smaller industrial companies have

DEVELOPMENT OF EMPLOYMENT AND NUMBER OF INCOMING COMMUTERS IN LIECHTENSTEIN



emerged over the years, usually employing fewer than 50 people, yet often technology leaders in their market niches despite their small size.

DID YOU KNOW THAT...

- ... Liechtenstein has no airport, no harbour and no autobahn?
- ... every sixth frozen pizza that is consumed in Germany originates from a Liechtenstein company called the Ospelt Group?
- ... Liechtenstein has the highest density of companies worldwide with one company per eight inhabitants?



INTERVIEW

In the interview, Steffen Schwesig explains why he commuted from southern Germany to his place of work in Liechtenstein for three years.

www.liechtensteinbusiness.li/ schwesig-interview

300. MAL BESSER.



Mal besser. Malbuner.



INTERVIEW

OUTLOOK FOR THE FUTURE OF THE EMPLOYMENT MARKET

As a liberal think tank, the common benefit foundation «Stiftung Zukunft.li» addresses business and social policy issues. In the interview, Managing Director Thomas Lorenz and Project Manager Peter Beck venture an outlook on how the labour market in Liechtenstein could develop in the future.

INTERVIEW Stefan Lenherr · PHOTO Michael Zanghellini

At the end of 2017 over 21,000 of employees in Liechtenstein commuted to Liechtenstein from abroad. What would be the consequences for Liechtenstein companies if these foreign workers were no longer available?

Thomas Lorenz: In a scenario in which Liechtenstein businesses no longer had access to a regional labour market, these figures would certainly have a serious impact on economic development – at the end of 2017, 55.1 percent of Liechtenstein employees were resident abroad. If a company is no longer able to develop at one location, alternatives need to be considered. Without doubt, the Liechtenstein economy is heavily dependent on foreign workers.

Assuming the political environment remains unchanged: How are you expecting the number of international commuters to develop in the coming years and decades?

Lorenz: Many factors can impact economic development and thus the world of work. The demographic shift means the large baby boomer generation will be retiring from the labour market in the coming years. At the same time, changes in international standards in the tax field could have repercussions for our financial services sector as well as for industry. These are just two examples of possible trends and developments. Within the context of our study «Knacknuss Wachstum und Zuwanderung» («Growth and Immigration Conundrum») we made no forecasts. Instead, we outlined a scenario designed to present a possible development, taking many different aspects into account. In this, the number of international commuters rose from 19,100 in the year 2013 to 27,000 in the year 2035.

In view of such figures, does it really make sense to stick to the restrictive immigration policy?

Lorenz: Economic policy should essentially be geared to the wellbeing of the population. There are different approaches to how this should be defined. From an economic perspective, we used gross national income (GNI) per capita as a benchmark in the aforementioned study. The scenarios outlined in the study show that GNI will rise significantly if immigration is liberalised, but that the population will grow even faster. In this scenario, therefore, GNI per capita sinks if the restrictions are eased. Together with other aspects of immigration policy changes, such as the high cost of infrastructure, the extensive development of available land or identity issues brought about by the rise in the proportion of foreigners, we consider the price of easing restrictions to be too high at present from an ecological, financial, economic and social perspective.

Might digitalisation actually cause the number of international commuters to fall, as many employees will be able to work from home?

Peter Beck: In technological terms, home office is already possible today. This means this effect should already be apparent today. However, the current provisions of social security law and to a lesser extent tax law prevent such solutions, since home office work can have a negative effect on these aspects. In view of developments that may materialise as digitalisation continues, the state needs to identify sustainable solutions in this field.

What impact with automation and digitalisation have on the number of employees and international commuters in Liechtenstein?

Beck: It is worth noting that automation already has made considerable inroads into the industrial sector. At the same time, however, continued digitalisation could lead to employment polarisation. This means the number of jobs in management and low-skilled jobs will increase, while the number of skilled jobs will be reduced. In Liechtenstein, this change is already clearly apparent at the management level. Whether this development will have an impact on the number of international commuters depends on whether the necessary employees are available in Liechtenstein. Due to the fact that Liechtenstein already has more jobs than inhabitants, however, there is no reason to think that the number of international commuters will decline significantly.



LIECHTENSTEIN 2039

The anniversary celebrations will not focus solely on the country's past and present. The future will also be specifically addressed with «My Liechtenstein 2039». Together with the Liechtenstein population, core topics will be defined that they consider important, as well as where they see Liechtenstein in 20 years. On 23 and 24 November 2019, the direction in which Liechtenstein should develop in these thematic areas will then be discussed. The opinions and ideas of the general public will be gathered in a two-day workshop and consolidated into specific solutions. Even though the format is called «My Liechtenstein 2039», implementation of the first ideas should begin immediately after the event, if and when possible. Further information about «My Liechtenstein 2039» is available under www.300.li





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TOURIST IN ONE'S OWN COUNTRY

The author has lived in Liechtenstein longer than a dog's life. Saying «hoi» has become a habit, she recognises familiar faces, knows routes and some of the mountain peaks from above. Only she has never visited the Treasure Chamber, the only museum of its kind in the Alps.

TEXT Doris Büchel · PHOTOS Michael Zanghellini / Sven Beham



APPLE BLOSSOM EGG

The «Apple Blossom Egg» (1901) comes from the former collection of Adulf Peter Goop. This was commissioned by Alexander Ferdinandowitsch Kelch, who gave his wife a Fabergé egg as a present every year from 1898 to 1904.



DUCAL CORONET

The original Ducal Coronet was made in the year 1626. A replica was created in 1978 to mark the 40th year of the reign of Prince Franz Josef II of Liechtenstein, and this is now on display. The Ducal Coronet is adorned with 26 pearls, 129 diamonds and 16 rubies.



MOONSTONE

Moonstone from the Apollo 11 and Apollo 17 missions, with the Liechtenstein flag, which was on the Moon, were gifted by Richard Nixon to Liechtenstein. The USA did this to recognise the contribution made by the company Balzers AG (today part of OC Oerlikon) to manned lunar travel.

he egg, she has been told, that is to say the famous «Apple Blossom Egg» by Fabergé, is the secret star of the Treasure Chamber. And although she doesn't really like eggs, except perhaps on Sundays, soft-boiled, she buys a ticket for eight Swiss francs in the form of a token from the counter of the Liechtenstein National Museum. This is because: She likes being a tourist in her own country. And she is determined to see this world famous egg with her own eyes, at long last. Today is the day. With the token in her hand, she walks the few steps to the Art Space in the English Building, in which the Treasure Chamber is concealed. Even the entrance promises suspense: She inserts the token in the slot provided, steps into the security lobby, a pitch-black abyss, and when shortly thereafter - abracadabra - the door to the Treasure Chamber automatically opens before her, she sees: Nothing.

Well, OK, not nothing. For her eyes slowly adjust to the exquisite darkness. She gradually becomes aware of a room emerging before her, a rectangle, not too large, not



too small, black walls, black floor, black ceiling. At the centre, glass cabinets positioned in perfect symmetry, paintings on the walls – plain, classy and outrageously precious. In other respects: Silence. She is alone – alone with around 150 Liechtenstein treasures, alone with the solemn sense of having been swallowed up by mundane existence, and with the security guard who quietly warns: «No pictures». So she puts her mobile phone back into her bag and does what she always does in museums: She saunters.

She saunters to one of the glass cabinets, observes with fascination the replica of the «Ducal Coronet» that was lost around 200 years ago – a sort of crown, elaborately decorated with pearls, diamonds and rubies. She strolls to the next glass cabinet and sees: Eggs. Small eggs, large eggs, plain eggs, curious eggs, imposing eggs - «valuable Russian eggs» as well as splendid examples from the collection gifted by Adulf Peter Goop, as she reads in the brochure illuminated by a weak pool of light. Behind further glass cabinets she marvels at the «Historic Ornate Weaponry, Princely Hunting Utensils» or the «Eternal Calendar of Erasmus Habermehl – Courtly Instrument Maker of Emperor Rudolph II». Almost reverently she lingers before delicate paintings dating from the 17th and 18th century; what really impresses her, however, are the original moonstones from the Apollo 11 and Apollo 17 missions and the miniature Liechtenstein flags, which really were on the real Moon. The Moon is somewhere she has hasn't been yet. On the other hand, she is now here, immersed in this world full of history, surrounded by beautiful, rare and exquisite items. Why travel afar when the special is so close at hand?

She particularly warms to the design for Liechtenstein's first

postage stamp. She is fond of postage stamps. Postage stamps are stylish, she thinks. She saves the best for last: The «Apple Blossom Egg». She gazes at this intensely and at length, and begins to understand why this egg is not merely world famous, but is also considered one of the most exquisite of the total of seven so-called Kelch Eggs produced by the Fabergé workshop.

She tarries awhile, marvels, observes and takes her time, as if she wished to pay her respects to the treasures in this way. Eventually she emerges from the bowels of the earth, and steps out from the dark into the light. Back in day-to-day life, in the middle of Vaduz's Städtle District, she is a little astonished that everything is just the same as it was before her little journey through time. And she soon returns to being the person she was before. With one small difference, perhaps: In future she will be the one who tells others about this unique museum: «What?» she will say, «you've never been to the Treasure Chamber? That's a shame! You know, there's this world-famous and beautiful egg...»



i

THE ONLY MUSEUM OF ITS KIND IN THE ALPS

The «Liechtenstein Treasure Chamber» in Vaduz, the only museum of its kind in the Alps, showcases unique objects that are closely linked to Liechtenstein and are not to be found anywhere else in this form or in this combination. Under the title «From the Principality across the World to Space», the museum exhibits a representative selection of treasures from the Princely Collections, such as works of art made of valuable materials, historic weapons, representative gifts from kings and emperors such as Frederick the Great and Emperor Joseph II. In addition, special treasures of the Liechtensteiner Adulf Peter Goop are presented, for example a selection of his famous Easter egg collection, whose sheer variety is unique. The wealth of valuable Russian Easter eggs is outstanding, including the world-famous «Apple Blossom Egg» by Fabergé, further Easter eggs by Fabergé and other goldsmiths. A further highlight is moonstone from the Apollo 11 and Apollo 17 missions, as well as the story of how these stones made their way to Liechtenstein. And, of course, the famous design by Koloman Moser for Liechtenstein's first postage stamp is not missing either.

i

TINA WEIRATHER

was born into a family of Olympic victors and world champions. In the interim, she is herself a star on the international ski circus, and is a brand ambassador for the Principality of Liechtenstein. Learn more about our talent factory under

> www.tourismus.li/ talentfactory

TEXT Stefan Lenherr

COVER PHOTO Stephanie Büchel

MALBUN

In Malbun, the beauty spot in Liechtenstein's mountain region, people are on first-name terms. In addition to nature lovers, hikers and families with children, you will also occasionally encounter World Cup and Olympic medal winners such as Tina Weirather. As is customary throughout Liechtenstein, she is also addressed with the informal «du» and welcomed with a friendly «Hoi Tina!»



hose who cross Triesenberg after the Gnalp-Steg Tunnel will discover an entirely different world after 740 meters. The idyllic Liechtenstein mountain world contrasts with hectic everyday life, is a veritable oasis of relaxation where people know each other and greet each other amiably. Visitors here find peace, serenity and a family-friendly atmosphere in which they can enjoy nature and simply feel at home.

The cross-country skiing and hiking paradise Steg and the

mountain resort of Malbun at a higher altitude are popular recreation destinations for the local population as well as for guests from the immediate and wider region. Word has gone round that the Liechtenstein holiday village is a very good place to do nothing or to pursue active



MALBUN 1920

The Malbun Alpine Health Resort in the year 1920: In the summer, the resort was able to cater to up to 20 guests at a time Source: Office of Cultural Affairs, National Archive





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Congratulations on the 300th anniversary!



recreation. What those in the know value about Malbun is that while its leisure and gastronomy opportunities match those of bigger winter sport resorts, it has nevertheless managed to retain a relaxed and friendly character.

THE BIRTH OF TOURISM

Situated at an altitude of around 1600 metres in an idyllic circular valley, Malbun has positioned itself in recent decades as a family destination and developed into a pearl of the Alps. In days gone by, however, Malbun was a far more tranquil place. Farmers used the «alp bun», the «Beautiful Alp» as Malbun used to be called in the Rhaeto-Romanic language, above all for Alpine farming. The name is - as are other place names in Liechtenstein – testimony to the mixture of Celtic and Roman ancestors who once settled in the territory of Liechtenstein. After the cattle had been driven down to the valley, silence reigned in Malbun at that time - perhaps also because, according to legend, any person who remained in Malbun after Christmas Eve

would encounter evil spirits. The first tourist initiative also focused solely on the summer months. The «Kurhaus und Touristenstation zum Sareiserjoch» («Health and Tourist Resort at Sareiserjoch») opened its doors in 1908. The building had 20 beds, and was initially open from the beginning of June to the end of October. The resort was targeted, even then, at people seeking recreation from Germany and Switzerland. The original brochure for the building, which was later renamed the Alpen Kurhaus (Alpine Health Resort) declared: «Malbun combines the benefits of miraculous Engadine mountain air and sunshine with the Alpine peace and guiet of an enchanting high valley undisturbed by the restlessness of modern times.» Words that describe Malbun well to this day.

For tourists in Malbun, the Alpen Kurhaus was for many years the only destination. It was only in the mid-1930s that the first houses were built for the sole purpose of spending summer holidays in Malbun. In addition, before and after the hay harvest, parts of the Maiensässe, or simple Alpine pasture huts, were rented out to holiday guests. In 1934, the Alpen Kurhaus remained open all year round for the first time. This year also marks the tentative beginning of winter tourism. To this day, the doors of the Kurhaus are open to guests from around the world under the name «Alpenhotel Vögeli».

It was only during the course of the economic upturn that followed the Second World War that the village was progressively developed. Firstly, the roads were improved. Then the tunnel was constructed. And in the 1960s quest accommodation and lifts sprang up like mushrooms. During the construction boom that extended into the 1970s, new hotels, bars, holiday houses and sports facilities were built that increasingly gave the centre of Malbun the character of a proper village. At the same time, the structure of the Maiensäss, or simple Alpine pasture huts, has been preserved in certain parts to this day.



MALBUN 1946

Malbun after the end of the Second World War: A very tranquil place to be. Source: Office of Cultural Affairs, National Archive





300 years of history.300 years of identity.300 years of stability.

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ROYAL TRACKS IN THE SNOW

Today, high-performance and comfortable lifts attract winter sports enthusiasts and families from near and far who do not want to expose themselves to the hustle and bustle of larger ski resorts. Even Prince Charles and Lady Diana were able to spend what was for them a relatively undisturbed time leaving their tracks in the snow: In January 1983, the royal couple spent a week as quests of the then Hereditary Prince Hans-Adam and Hereditary Princess Marie. They made the most of the opportunity to visit the local winter sports resort. It remains to be seen whether

Prince Harry will follow in his father's footsteps and honour tranquil Malbun with a visit together with Meghan. It is certainly worth considering, because Malbun is very well suited for families with children in the summer and winter holidays on account of its compact dimensions. Thanks to the childcare facilities in the hotel, parents and grandparents can also relax, and the youngest members of the family can excitedly relate their adventures along the nature trails during shared evening meals. The Swiss Tourism Federation has awarded Malbun the «Family Destination» seal of approval on several occasions.



MALBUN 1983

Royal ski excursion: In January 1983, Hereditary Prince Hans-Adam and Hereditary Princess Marie visited Malbun in the company of Prince Charles and Lady Diana from Great Britain. Source: Medienhaus AG Vaduz/Office of Cultural Affairs, National Archive In future, Malbun is keen to continue positioning itself as a compact and friendly recreation and holiday destination with a focus on families. Without neglecting the winter season, the focus will increasingly turn to the summer months – where Malbun's history as a tourist centre began over 100 years ago.



www.tourismus.li/ banzer-interview

FROM «ALP BUN» TO «MALBUN»

1351

A document records that the first Count of Vaduz presented Malbun Valley to the Municipality of Schaan-Vaduz. In 1355, the Valser acquire part of Malbun on a hereditary lease.

1652

Triesenberg acquires part of Malbun from Vaduz and Schaan, which is used above all for agriculture and Alpine farming, as well as for hunting.

1908

The «Alpen Kurhaus und Touristenstation Malbun» («Malbun Alpine Health and Tourist Resort») opens. During the summer months the resort accommodates up to 20 guests. The building exists to this day as the Alpenhotel Vögeli.

1934

The Kurhaus («Health Resort») remains open throughout the year for the first time.

1947

The Gnalp-Steg Tunnel is opened after a twoyear construction period.

1961

The Malbun–Hocheck ski lift is built.

1964

Construction of the Malbun-Sareis Chair Lift.

1966

Lifts are also installed in Täli and Schneeflucht.

2000

The two previously independently operating companies Skilift AG and Malbun-Bahn AG merge to form the mountain railway company Bergbahnen Malbun AG.

2003

To safeguard the future of the winter sport resort of Malbun, the old lifts are to be replaced by new equipment and snow canons are to be procured. The project is completed by the 2006 season

2007

Malbun is awarded the quality seal «Family Destination» by the Swiss Tourism Federation for the first time.



DELIGHTFUL LIECHTENSTEIN





A GOURMET EXPERIENCE IN MALBUN

An insider tip for everyone who likes fine dining: the Malbuner Stube, the gourmet restaurant at the Gorfion Family Hotel. That's where awardwinning Executive Chef, Michael Spirk, surprises guests with traditional delicacies prepared in a new and unmistakable manner. His career so far has taken Michael, who was born in the Austrian province of Styria, to some of the world's top addresses – and in 2017 to beautiful Malbun at 1600 metres above sea level. So whether you are dining with friends, family, clients or business partners: the cosy Malbuner Stube gourmet restaurant offers the perfect atmosphere for an unforgettable experience in the mountains. As a partner in the Liechtenstein's anniversary year 2019, we are offering a special 3(00) course menu: three traditional Liechtenstein dishes creatively prepared by Michael Spirk.

Make a reservation now. We look forward to welcoming you and, in summer and in winter, we guarantee: More nature. More heart. More enjoyment.

Gorfion – The Family Hotel Malbun . 9497 Triesenberg T +423 265 90 00 www.gorfion.li

WHO HAS RULED LIECHTENSTEIN FOR THE LAST 300 YEARS?

Specifically for the 300-year jubilee, Liechtensteiner Fürstenhütchen and the Hoi Boutique store partner to do what makes Liechtenstein so unique: They have bundled their expertise and their strengths to develop something very special: the bronze-coloured 300year jubilee edition of Liechtenstein Fürstenhütchen.

The beautiful can combines all princes of the country that have been in charge between 1719 and 2019 with the exact dates of their regency. A journey through history, fondly designed. And what a surprise inside: For the first time, both flavours with luxurious milk chocolate and the popular dark pralines are combined in this very special jubilee edition. A marvellous taste paying tribute to an extraordinary jubilee – as a gift or for yourself.

Get your unique jubilee can now. Available in the Hoi Boutique store and many more shops.

Hoi Liechtenstein Souvenir Boutique Städtle 35 . 9490 Vaduz +423 230 39 39 www.hoi-laden.li



FREDERICK RESTAURANT 300 YEARS PRINCELY LIECHTENSTEIN

The Frederick Restaurant is new to the Ländle, but has been an absolute must since the end of November 2018. A panoramic glazing over the entire length with unobstructed views of the fields and the Alps, a colourful retrostyle décor that invites you to linger, a crossover kitchen and a flexible kitchen team guarantee that each guest will have his new Favorite maker finds.

The Frederick Restaurant is located in Ruggell's industrial area. Easy to find and with free parking. Just above the Casino Admiral, but with its own entrance. There is also the possibility to get from the restaurant directly to the casino for those who want to try their luck.

Open at noon from 11:30 – 14:00 and evening from 18:00. Bookings on frederick.li or by phone.

Frederick Restaurant Industriering 40, Kokon 2 9491 Ruggell, Liechtenstein +423 377 44 88 www.frederick.li





TAK THEATER LIECHTENSTEIN

The TAK Theater Liechtenstein is unique in the cultural landscape of the Alpine Rhine Valley: TAK hosts plays of the most prestigious theatres such as the Burgtheater Wien, Schauspielhaus Zürich or the Deutsches Theater Berlin, as well as international world-class musicians. The versatile, top-class and international program attracts visitors beyond the border of Liechtenstein to the TAK, making it an excellent place to visit in the wider region.

In the well-known TAK Vaduz World Classical Concerts the TAK presents outstanding soloists and orchestras of classical music. In Schaan worldrenowned musicians of jazz and world music perform. Cabaret, comedy and literature are integral parts of the multi-faceted program. A flagship of the TAK is also the renowned children's and youth theater with numerous international productions.

TAK Theater Liechtenstein

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CASINO SCHAANWALD -AN ALL-ROUND SENSATIONAL EXPERIENCE!

A unique casino experience in the unique country of Liechtenstein, where visitors can enjoy two floors of pure gambling fun! Casino Schaanwald has something for everyone – including table games and 120 slot machines. The casino restaurant is open daily until 2 a.m. A spacious zone in the casino is reserved exclusively for smokers. Complimentary soft beverages and hot drinks!

- An extensive range of games
- Exclusive smokers' zone
- Our restaurant is open until 2 a.m.
- Extravagant events
- Ladies' night every Tuesday
- Free soft drinks and coffee

All the latest information about Schaanwald Casino, opening hours, current events and prize draws can be found online at www.das-casino.li.

Casino Schaanwald Vorarlbergerstrasse 210 9486 Schaanwald +423 238 27 77 www.das-casino.li



THE PRINCELY LIECHTENSTEIN TATTOO 300 YEARS. 300 PARTICIPANTS.

In the year 1719, the Principality of Liechtenstein was elevated out of the counties Schellenberg and Vaduz. 300 years later these two towns will held the seventh edition of «The Princely Liechtenstein Tattoo» - with three eveningshows on the historical castle ruin of Schellenberg and the «Princely Tattoo Parade» in the heart of Vaduz.

The unique event will combine the tradition of music for wind, pipes and drums with modern pop and rock songs, stunning choreographies, dance, rhythm and energy.

Be part of the show! 5^{th} to 7^{th} September 2019

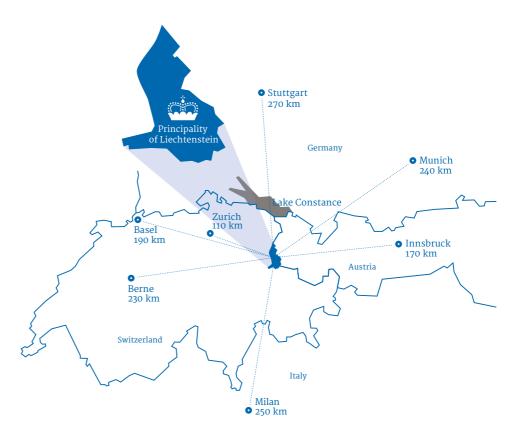
www.princely-tattoo.li www.facebook.com/PrincelyTattoo www.instagram.com/princely_tattoo



COVER DESIGN ELIANE SCHÄDLER

Eliane Schädler was born in 1992 in Triesenberg. She spent a wonderful childhood with chicken, drawing, the forest and music. Despite living a seemingly endless adolescence she never fully quit being a child. After she noticed that she can't live from building lego-houses alone, she decided to study design and arts at the Lucerne University of Applied Sciences and Arts. The fascination to be able to create a whole world on an empty sheet of paper, did not leave her. Ever since she devotes herself fully to the visual arts and telling stories. She did the same for our anniversary magazine.

More information: www.elianeschaedler.com



Liechtenstein facts & figures

SURFACE AREA: 160 km²
NUMBER OF INHABITANTS: 37,810
STATE FORM: constitutional hereditary monarchy based upon democratic and parliamentary principles
MUNICIPALITIES: 11, Capital: Vaduz
TOPOGRAPHY: Lowest point Ruggeller Riet 430 metres above sea-level, highest point Grauspitz 2,599 metres above sea-level,
DIMENSIONS: 24.8 km long and 12.4 km wide
EMPLOYEES BY ECONOMIC SECTOR: 37.9 % industry, 0.7 % farming, and 61.4 % services
CURRENCY: The legal tender in Liechtenstein is the Swiss franc (CHF).
Euros are accepted in most areas.
NATIONAL PUBLIC HOLIDAY: 15 August, www.staatsfeiertag.li
COUNTRY DIALLING CODE: +423

Source: Bureau of Statistics, Liechtenstein in Figures 2018



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