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# www.swissinfo.org now in Chinese

swissinfo/Schweizer Radio International (SRI) has added a ninth language – Chinese – to its multimedia platform. The latest swissinfo site, launched on 11 September 2001, provides the Chinese public with an insight into Swiss culture and society and offers a broad range of information and services, particularly in the field of tourism and education.

Compared to other www.swissinfo.org web sites, the Chinese site places special emphasis on services. "We want to spread knowledge of Switzerland in a country which looks set to become increasingly important for our tourism sector," stresses Patrik Mühlemann, Webmaster for the Chinese site. Sections are designed to help Chinese visitors to the site to plan their holidays or business trips, with information on visa formalities and modes of

transport, and interactive maps and updates on the main currency exchange rates. "Culture and Study" provides visitors with detailed information on entry qualifications for Swiss schools and universities. The site is enhanced with texts and biographies on Swiss authors. And there's more: here you can also find news on Swiss politics, business and sport as well as world news, plus special www.swissinfo.org services including a free e-mail address, important links and a search function.

## Successful Swiss offensive in China

The Chinese edition of www.swissinfo.org was presented to Internet communities in Shanghai and Peking from 11 to 21 September 2001. "Feedback is very positive and proves that we were not mistaken," declares Patrik Mühlemann. "The Chinese literally pounced on our sections on tourism, culture and study."

Spurred on by this success, swissinfo aims to continue in this vein. There are plans to extend the tourism services and introduce a detailed presentation of the Swiss education system. "The effort pays off, particularly in the hotel sector which welcomes some thousand Chinese students a year," says Patrik Mühlemann. He is particularly proud of the multimedia nature of the new site, which includes a series of adapted reports from SwissWorld, the 30-minute TV magazine which swissinfo/SRI produces each month on behalf of "Presence Switzerland" (PRS).

This window not only reveals the most important aspects of Swiss society, culture and politics, but also provides access to a raft of services. Organising your stay in Switzerland is child's play thanks to a database containing more than 600 tourist links (airports, rail and post bus routes etc.). Added to this, a hotel guide complete with photographs helps visitors to find accommodation to suit their needs. Maps make it easier to plan your itinerary and also pinpoint Switzerland's main tourist attractions. A Q&A section, distance table and

The "Culture and Study" section is one of the highlights of the swissinfo Chinese site.

The Arabic tourism section is a mine of information for visitors to Switzerland.

## Discover Switzerland in Arabic

The travel section of the www.swissinfo.org Arabic-language site has been given a new look. At the click of a mouse visitors can access a full range of tourist services and general information on Switzerland. The revamped site enhances the Arabic-language multimedia platform of swissinfo/Schweizer Radio International (SRI).

postcard set complete the contents.

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