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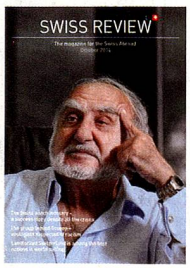
WE WANTED TO MAKE THE NEW LAYOUT FOR THE "SWISS REVIEW" MORE MODERN AND LESS STUFFY, to give it a lighter touch and make it clearly structured. But our main goal when designing the new layout was to ensure that the "Swiss Review" is an enjoyable read – whether in print or electronic form. It was also clear that we would make no compromises on content. The "Swiss Review" is neither a lifestyle nor a people magazine. The task of the editorial team is to provide the Swiss Abroad with well-founded information and analyses from and about Switzerland. That this continues to be appreciated in the age of Twitter etc. is demonstrated by the response of many readers. We hope our readers will now also enjoy the new look we have given the publication.

The growing number of subscribers who read the "Swiss Review" as an e-paper can continue doing so via the existing app. An updated app, brought into line with the latest standards, will be made available for the first issue in the New Year. It will be much more user-friendly and will also run on smartphones.

Allow me now to touch upon the content of this issue. We once again address the topic of immigration. The Ecopop initiative, which we covered in the June edition, will be voted on in November. We therefore return to this topic now and explore the aspect of demographic development in depth. In addition to stricter immigration rules for Switzerland, the group behind the proposal is also calling for significantly greater financial resources to be used on family planning in the developing countries. This is a contentious issue and often results in heated exchanges. Listening to the politicians taking part in the debate, you increasingly find yourself asking how someone can be so convinced of their own opinion and have no doubts? It seems there is a general decline occurring in the ability to take account of complex circumstances and to value the opinion of others alongside one's own convictions, though this in fact is a fundamental requirement for ensuring that Swiss democracy functions successfully.

The main theme in this issue is far afield of politics, however. The historian Stefan Keller provides insight into the fascinating history of the art of watchmaking and the development of horology in Switzerland.

BARBARA ENGEL, EDITOR-IN-CHIEF



Cover photo:
Nicolas G. Hayek is regarded as the saviour of the Swiss watch industry. The Chairman of the Swatch Group died in 2010. Photo: Béatrice Devènes, Pixsil