

## Norah Elnour: Culture

Swiss culture is known for its diversity. There are plenty of languages spoken. Four of their main languages spoken are French, German, Romansh and Italian. The article states there is a difference between culture in the mountains and culture on the central plateau. “This means that the life in a mountain valley is different from that in the big city. Thus, over time and with the increase in tourism, some local customs have achieved national fame.” (Switzerland Tour, 2021). The cultural and tradition clothing of Switzerland is very rich. “The cantons influence traditional Swiss clothing. Each canton has its own style of clothing. Swiss men wear trousers or breeches, a smoked shirt, a long-sleeved jacket or/and a vast, a headgear, dark woolen tights or stockings, and shoes. Swiss women wear colorful smocked dresses with puffed sleeves and tight ribbon crest tops, aprons, lace bonnets, stockings, shoes, and embroidered bags.” (Hyseni, 2020) See



Figure 1.0 (Hyseni,2021).

Another thing about Swiss culture is that they take pride in being one of the most neutral and peaceful countries. To live up to these standards in the current day the people there are known to be well mannered and polite everywhere you go. “Most interactions remain formal”(An *Introduction to Swiss People and Culture* | *Expatica*, 2021) They do a small handshake and dont maintain eye contact.

## **Monee Williams : The economy (before and after COVID)**

Although Switzerland is a small country in the middle of Europe, there are several cities within Switzerland that had great tourism before COVID (Swiss Economy, 2015). The reasons that Switzerland was so attractive to visitors, investors, and business owners are due to political stability, clear legal system, low taxes and the economy (Swiss Franc - Focus Economics, 2021). Additionally, being that Switzerland is recognized as one of the top 10 safest countries in the world, having the lowest rate of crime, thousands of patrons come to support Switzerland's economy by way of tourism, investing, opening businesses, etc. (Discover Switzerland, 2013). Swiss-based banking plays a large role in keeping the economy great, especially large banks like Credit Suisse and UBS. Switzerland is also home to successful, wealthy businesses, like Rolex, Nestle and Swatch.

However, after COVID, the economy was negatively impacted more than the financial crisis of 2008. The businesses, museums, and sports facilities that were once successful, remained closed over 1 ½ years in order to reduce infection (Swiss Info, 2021). Being that COVID is medical-based, it appears that medical fields and pharmaceuticals are still doing well financially post-COVID, while all other successful industries in Switzerland are suffering, like the watch industry (Economic Lessons, 2020). For example, the World Economic Forum will be held in Singapore this year, instead of Switzerland (Economic Outlook, 2020). Being that this is a global meeting that typically brings a lot of elective officials, tourists, etc., shifting the meeting from Switzerland to Singapore means that the economy will lose millions.

## **Alexander Domond: *Labor and employment Practices***

In Switzerland, workers are typically adequately protected. Depending on the industry, the maximum full-time work week allowed by law is from 45 to 50 hours. According to the Federal Statistical Office, full-time workers in Switzerland work an average of 41 hours each week. All employees are entitled to four weeks of vacation each year, however many businesses

go above and above the legal requirement. In addition, depending on the canton of work, there are up to nine yearly public holidays.”There is no such thing as a national minimum wage. Collective bargaining agreements and conventional employment contracts, on the other hand, may stipulate minimum salaries for certain branches and industries”(Bachmann,2019) .

Pregnant women have a few options for help at work. Their working hours are limited to nine hours, and they are not permitted to undertake hazardous tasks or come into touch with hazardous materials. According to the article; *Guide to Switzerland's labor laws* Working at night for at least eight weeks before giving birth is also forbidden for expectant moms. Furthermore, an employer may not fire a pregnant employee while she is pregnant or for the first 16 weeks following birth. Breastfeeding moms who return to work have a legal right to a suitable, private area in which to do so. Breastfeeding at work is compensated time, which can range from 30 to 90 minutes based on the duration of the workday (Expatica,2021).

Overall, the employment market in Switzerland is performing well. According to the article *The labor market in Switzerland, 2000–2018*; “Since 2000, unemployment has stayed around 5%, and real incomes have grown at a pace of roughly 0.5 percent each year. Despite a 23 percent increase in the workforce since 2000, the Great Recession, and the appreciation of the local currency, this accomplishment has been achieved.(Lalive,2020) Switzerland should keep the policies in place that have helped it to be so resilient, and it should oppose any new ones that may jeopardize it. In addition, authorities must develop methods to resolve labor market disparities between foreign and native employees, regions, and genders, as well as reverse a rising trend in long-term unemployment through job search incentives.

### **Emmanuel Koko : Fiber and fabric as it relates to your indigenous product**

In regards to the material that will be used to make the watch, it will feature a unique stainless steel and Everose. Everose is a rose- gold material curated in-house by Rolex. Although gold is not indigenous to the country of Switzerland, scrap metals are. Within this group of scrap metals are copper and stainless steel used to create Rolex watches. According to an article entitled *Switzerland: Mining, Minerals and Fuel Resources*, written by G.P Thomas, it is said

that these metals are not only significant to Switzerland pertaining business ventures but are a go-to in terms of utilization. “Switzerland relies on scrap steel as a significant source of raw material. Nearly 1 million Mt/yr of scrap steel was collected in 2010 via scrap processors, collection points, and traders” (Thomas, 2012).

Everose according to the article *What is Rolex Everose Gold? A Complete Guide*, written by Jami Peyton, is made up of copper, silver, and pure gold. “Rolex Everose gold can most easily be described as rose gold. Unlike standard yellow gold, rose gold is not 100% gold. In fact, Rose gold is generally a mixture of classic yellow gold, silver, and copper metals” (Payton, 2020). Switzerland has also taken the initiative to protect its workers when retrieving these scrap metals as the job can pose danger.

In the article *Radioactive materials in scrap metal, the situation in Switzerland*, written by H. Jossen, the Swiss National Accident Insurance Fund (SUVA) along with other government organizations have made it a priority that these indigenous materials being gathered are retrieved in a safe fashion. “Detected radioactive substances are professionally recovered, stored and submitted to the radioactive waste collection. The investigation of the happenings can lead to useful hints on gaps and on chances for improvements in general radioprotection” (Jossen, 2005). Knowledge of these things are significant as Timers seeks to maximize the potential of this businesses venture with the Rolex brand.

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