



Press Release:

## **Swiss Pavilion celebrates Tolerance and Inclusivity Week at Expo 2020**

### ***Showcases restoration of Baalshamin temple in Palmyra, Syria***

**Dubai, November 16, 2021:** The Swiss Pavilion explores tolerance through the lens of cultural heritage preservation at the EXPO 2020 Dubai's Tolerance and Inclusivity Week until November 20, highlighting how past heritage helps craft a better future.

The Swiss Pavilion in collaboration with Swissnex brought experts from Switzerland and the Middle East to take part in the panel "Inspiration from the past for a better future: How can preserving cultural heritage safeguard tolerance in our societies?", which highlighted the research of the Collart-Palmyra Project from the University of Lausanne. The project consists of a digital restoration of the Baalshamin temple in Palmyra, Syria materials from the archives of the Swiss archaeologist Paul Collart who documented the site in the 1930s-60s.

The panel was opened by HE Massimo Baggi, Ambassador of Switzerland to the United Arab Emirates and Bahrain in the presence of Mr. Ali Al Shaali - Acting Assistant undersecretary for Heritage and Arts Sector, Ministry of Culture and Youth. The panel brought together a range of international experts, including lecturer Patrick Michel at University of Lausanne, who presented the Collart-Palmyra Project, Dr. Zaki Aslan, Regional Representative of ICCROM for the Arab States, Mr. Valery Freland, Executive Director of the ALIPH International alliance for the protection of heritage in conflict areas and Prof. Grazia Tucci, director of the GECO Laboratory – Geomatics for Environment and Conservation of Cultural Heritage.

"Our exhibition and panel on the importance of cultural heritage highlight Switzerland's commitment to preserving cultural and natural sites of exceptional universal value for future generations and to fostering dialogue and tolerance around the world", said Swiss ambassador HE Massimo Baggi.

Until 20 November, visitors can discover the exhibition on tolerance and inclusivity in the Swiss Pavilion, which features the work Collart-Palmyra Project and the Rafisa ICT 4 Autism programme for vocational education in the ICT field for people in the spectrum of autism.

The Swiss pavilion is in the Opportunity District of EXPO 2020 Dubai, and offers a rich glimpse of the Swiss innovation, panoramic views of the landscapes, creativity, and the focus of the country on sustainability and environment.

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**SWISS PAVILION**  
**EXPO 2020 DUBAI**

OFFICIAL PARTICIPANT – SWITZERLAND

### **About Swiss Pavilion:**

Switzerland was the first country to confirm its participation in the Expo 2020 Dubai. The Swiss Pavilion offers a unique encounter with Switzerland. It highlights Switzerland as a country of scenic beauty and a leading hub of technology and innovation by presenting the excellence of Swiss universities, start-ups and companies as well as creating joint events with local partners.

The Swiss Pavilion relies on a public-private partnership model. It promotes Switzerland's economic capacity and attractiveness to the UAE – the most important trading partner in the Middle East. It turns the spotlight on its high-quality products and services together with its partners Schindler, Rolex SA, Switzerland Tourism, Roche, Clariant, Novartis, Nestlé, and KGS Diamond Group Ltd and suppliers. Presence Switzerland oversees the Swiss Pavilion. It is the unit of the Federal Department of Foreign Affairs, which is responsible for Switzerland's image abroad and Switzerland's official presence in international events, such as World Expos.

The selected project 'Reflections' was designed by the Swiss project team OOS AG (architecture), Bellprat Partner AG (scenography) and Lorenz Eugster Landscaping GmbH (landscaping) and built by General contractor Expomobilia.

### **About Swissnex:**

Swissnex is the global network connecting Switzerland and the world in education, research, and innovation. At the Swiss Pavilion, Swissnex presents content based on the Expo theme weeks, which are linked to the UN sustainable Development goals. Swiss universities, start-ups and innovative companies will shed the light on their research and inventions through temporary exhibits and presentations for the public. In addition to this, panels, workshops, pitch contests and networking events will take place at the event space and the rooftop terrace.

Swissnex at the Swiss Pavilion also aims to connect our Swiss partners with equivalents from the UAE, the Middle East and other national pavilions. By inviting local and international researchers and students to events and workshops, the Swiss Pavilion is positioned as a hub for communication and creating new collaborative partnerships.

For the latest news and updates on the Swiss Pavilion, follow us on:

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