



SWITZERLAND AT MONTRÉAL EN LUMIÈRE 2015!

Montréal, November 5th 2014 – Along with its partners [Swiss International Air Lines](#) and [Switzerland Tourism](#), Switzerland is delighted to be the featured country at MONTRÉAL EN LUMIÈRE 2015. It is a great opportunity to present Montréal's audience with the diversity of Swiss gastronomy, arts and culture, which demonstrates the high level of creativity and innovation concentrated in this small country, as well as the favorable interaction between its four cultures and languages. MONTRÉAL EN LUMIÈRE will also enable Switzerland to celebrate its strong link to Québec, through pairings between Chefs and artists from both regions.

Let the Swiss rhythms shake up your nights...

The Swiss music program will feature well-known artists as well as more recent discoveries. "The local audience and Swiss artists will connect immediately through music, and through the language they share. Everytime I see our Swiss co-president of the arts program, Stephan Eicher, live, and the crowd joins in to sing the chorus, it gives me the shivers" says Beat Kaser, Consul General of Switzerland in Montréal. Alongside Stephan Eicher, a new generation of artists (Anna Aaron, Kadebostany, Bastian Baker...) is ready to shake up Montréal's cold winter nights.

...be carried away

In addition to the musicians, a delegation of renowned Swiss Chefs will also be welcomed. These prestigious guests will arrive in Montréal on SWISS completely relaxed and ready to impress the festival goers. As the airline of Switzerland, SWISS has been awarded several times for the quality of its service and it operates five direct flights per week between Montréal and Zurich. World renowned for its outstanding hospitality, personal service and onboard award-winning cuisine, SWISS is honored to be the festival's official carrier. "We are pleased to support MONTRÉAL EN LUMIÈRE and are thankful that we have such a wonderful opportunity to showcase our "swissness" to all Montréalers and festival visitors," says SWISS Senior Director Americas, Patrick Heymann.

... and come see us in Switzerland!

The festival also gives us the opportunity to show how amazing Switzerland is all year round. "The country is already well-known as a winter destination but not many know that Switzerland is actually a country for all seasons" says Alex Herrmann, Director Americas. Next year, a new program will be offered to our visitors: the Grand Tour of Switzerland. This tour will showcase the best Switzerland has to offer and travelers will be able to experience it all year round by car, train or even motorbike. During the festival the "House of Switzerland" and several other attractions will welcome the audience and give visitors a taste of our country... Quebec is currently the second most important market in Canada for Switzerland with a 27 % share of the overnights, and Montréal en Lumière should inspire even more Québécois to take advantage of the Montreal-Zurich connection in order to come and see Switzerland "life-size"!





Consulate General of Switzerland in Montréal

Visit our website and follow us on Facebook to find out everything about Switzerland and be informed of events with Swiss content taking place in eastern Canada.

<https://www.eda.admin.ch/countries/canada/en/home/representations/consulate-general-in-montreal.html>

<https://www.facebook.com/Consulate.Montreal>

Swiss International Air Lines

Swiss International Air Lines (SWISS) is Switzerland's national airline, serving 84 destinations in 40 countries from Zurich, Basel and Geneva and carrying some 16 million passengers a year with its 90-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to around 120 destinations in over 80 countries. As the airline of Switzerland, SWISS embodies the country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of 8,250 personnel, SWISS generated total operating income of some CHF 5.17 billion in 2013. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

Switzerland Tourism

Switzerland Tourism is the official National Tourist Office of Switzerland and operates in 30 countries around the world with the goal of promoting Switzerland as a travel, vacation as well as a convention and incentive destination. In the Americas, Switzerland Tourism operates offices in Toronto, New York, Los Angeles and São Paulo.

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