

Liechtenstein discovers itself

The Liechtenstein brand: Unique diversity makes the country a gem

VADUZ – Whenever criticism used to appear, Liechtenstein took cover. In the world of global competition, however, the time has come for Liechtenstein to rediscover itself as a brand.

Liechtenstein has kept things the world has lost. And this despite its unparalleled economic history: Since the Second World War, Liechtenstein has developed into a small metropolitan region between Zurich and Vienna. Only 80 years ago, the country was poor, and the people lived off of agriculture. Much has changed, but nothing has been destroyed that has shaped generations. These are the findings of a scientific study on the reputation of the country conducted by the Reputation Institute, New York.

Three qualities

It follows logically that the real people of Liechtenstein always have two sides: They are international and local, world-wise and rooted at home, curious and careful, open and closed, modern and traditional. The tension runs between a highly developed economy and a natural charisma.

What else distinguishes Liechtenstein?

Spontaneously put: The initiative to take steps into the future, the focus on goals, and the personal way of interacting. Three important qualities indicate what is to be found behind the façade of Liechtenstein: the people of Liechtenstein take the initiative, are focused, and are personal. The Liechtenstein brand combines all of this into a single image.

Perhaps tourists, businesspeople, and other interested individuals will soon characterize Liechtenstein with three images that are consolidated into a collage in

the Liechtenstein brand: The people of Liechtenstein cultivate circles of family and friends, they cultivate binding connections, and they emphasize fairness and humanity in cases of conflict or dispute. People know each other, visit each other, and always bump into each other. Good relations are always important, with neighbors and the world. Those who can feel their way into different cultures can speak on point.

The people of Liechtenstein do this in a very personal way.

It is clear that Liechtenstein, as the fourth-smallest country in Europe, cannot participate everywhere in a global world full of multitudinous opportunities and promises of quality and services. Liechtenstein's success, with almost as many jobs as inhabitants, relies on quality, service, the desire to perform, and entrepreneurial courage. Liechtenstein global brands find their own niches. The main export products are research-intensive, innovative high technology. At the same time, the strength of the financial center is in private banking, with interpersonal relations as the cornerstone.

The people of Liechtenstein must therefore focus on what is essential.

Every small country that wants to influence its future can choose between two paths. It can wait until big countries exercise pressure, or it can help influence reality. A small State is heard in Europe if it clearly stakes out a position. Politicians know this. A small State does not project might in international negotiations. This makes its small size its biggest weakness. At the same time, its small size is also its biggest strength. Because many Liechtensteiners always seek out new challenges. They are used to taking the initiative, since they have to. Prosperity

and a future for themselves and their children is a constant priority for each generation.

Thanks to its tradition, Liechtenstein simply takes the initiative unusually often.

Local and still global

“Our microstate in the Alps is an ambitious entrepreneurial country” is a key message that every Liechtensteiner can carry out into the world. Because as fast as the development has been from a pinprick on the map into an economic and financial nation, as committed have been the actions of the Princely House, entrepreneurs, and all inhabitants in the knowledge that: In the modern small State, paths are short and reactions fast when economic and political conditions change. Liechtenstein has learned from the past and shown how targeted sounds can have an impact in the concert of the giants, how a future can be secure without natural resources, how success can work in an unpretentious way, how prosperity and naturalness fit together.

From now on, tourists, business people, and other interested individuals may therefore especially bring home a feeling that they sense in Liechtenstein, because they experience it: Local and still global. Liechtenstein demonstrates this at the UN when it campaigns for human rights. Neutrality also contributes to this, as well as Liechtenstein's integration in the EEA, its close relationship with Switzerland, and its moderate politics and policies. Liechtenstein has certainly not been written off by the world, since the world doesn't really know the small country.

It is the unique mixture of diversity that makes the country unmistakable and into a real gem.



It is these diverse aspects that make this country unique.