



Swiss Re official partner of the Swiss pavilion at the World Expo 2005 in Aichi, Japan

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Zurich, 7 March 2005 – Thanks to a partnership of Swiss Re and the Swiss Government represented by “Presence Switzerland”, visitors to “The Mountain” pavilion at the World Expo 2005 in Aichi, Japan will gain insight into the Swiss cultural identity.

“Swiss Re’s sponsorship of this important exhibit demonstrates both our support of Switzerland’s contribution to the Expo and our longstanding commitment to Japan,” said Charlotte Gubler, Swiss Re Executive Board Member and Head of Communications & Human Resources. “With ‘Wisdom of Nature’ as its theme, the Expo expresses qualities Swiss Re believes to be important in the use of natural resources: respect, foresight and responsibility.”

Swiss Re began its relationship with Japan in 1913 and in December 2003 became the first leading global reinsurer to run a fully licensed branch in Tokyo. The office provides both property and casualty as well as life and health reinsurance services to the Japanese market, which is the world’s second largest insurance market in total premium volume.

Asian markets are a strong pillar of Swiss Re’s business strategy and in 2002 the company formalised its regional headquarters in Hong Kong.

As part of the sponsorship of “The Mountain,” Swiss Re is supporting an art project which consists of visual and textual elements and forms an integral part of the Swiss exhibition.

Notes to editors

Swiss Re

Swiss Re is a leading reinsurer and the world’s largest life and health reinsurer. The company is global, operating from 70 offices in 30 countries. Since its foundation in 1863, Swiss Re has been in the reinsurance business. Swiss Re has three business groups: Property & Casualty, Life & Health and Financial Services. Swiss Re offers a wide range of traditional reinsurance

products and related services, which are complemented by insurance-based corporate finance solutions and supplementary services. Swiss Re is rated "AA" by Standard & Poor's, "Aa2" by Moody's and "A+" by A.M. Best.

Presence Switzerland and the Swiss pavilion

Presence Switzerland (www.presence.ch) is coordinating Switzerland's presentation at the world exposition on behalf of the Federal Council. Switzerland is a founding member of the BIE - Bureau International des Expositions and has been a member of the Executive Committee since 2002.

In the Swiss pavilion visitors will be guided through "The Mountain" where 130 objects – accompanied by sound and video – are spotlighted in five sections: "Swiss Myths", "Visions", "Risks and Caution", "Top of Science" and "Monte Rosa". Fifteen million visitors are expected at the Expo, one million of whom are likely to visit the Swiss pavilion. The guided walk through these five sections will give visitors an insight into the Swiss cultural identity. It will open societal and scientific perspectives on an open, innovative, sustainable Switzerland. Steered by a magic light (infrared), which will serve as acoustic guide, visitors will find a diverse picture of Switzerland.

World Expo 2005, AICHI, Japan (from of the official Expo site, <http://www.expo2005.or.jp>)

The World Expo 2005 will take place from March 25 through September 25, 2005. The theme of the World Expo 2005 is "Nature's Wisdom".

Why "Nature's Wisdom"?

Thanks to rapid technological development, the 20th Century was characterized by mass-production and mass-consumption, which in turn led to material improvements in our daily lives. At the same time, these trends resulted in various global issues such as desertification, global warming, and a shortage of natural resources. As these issues cannot be resolved by any one nation, the international community needs to unite in confronting them: we must come together and share our experience and wisdom, in order to create a new direction for humanity which is both sustainable and harmonious with nature.