



REGIERUNG
DES FÜRSTENTUMS LIECHTENSTEIN
MINISTERIUM FÜR
PRÄSIDIALES UND FINANZEN

Speech of Prime Minister Adrian Hasler

at the

Ambassador Day

18. June 2018

Service Operation Centre of Liechtensteinische Post AG,
Schaan

– the spoken word is valid –

Excellencies,

Dear Guests

I am pleased to welcome you today here in the Service Operation Centre of Liechtensteinische Post AG, the Liechtenstein mail service company.

By nature, the post office is a place of internationality and exchange. It is for this very reason that this location is perfect for today's occasion.

I would like to thank the persons in charge at Liechtensteinische Post for their hospitality, and I would like to offer my thanks to my colleague in the Government, Foreign Minister Aurelia Frick, for the attractive programme of today and for the invitation to speak to you.

Since we are here now, all of you are probably aware of Liechtenstein's former export hit, the Liechtenstein stamp. Stamps are miniature works of art.

The Liechtenstein mail service still cultivates this art, using the latest technology to do so. Consider what they have thought of over the last few years, when the tradition of handwritten letters threatened to slowly become extinct? There have been stamps with a QR code, stamps that glowed in the dark, and stamps that changed colour when hit by UV rays.

And of course, let us not forget the miniature sheets on the occasion of jubilees celebrated by the nobility. Last year, this was for example the golden wedding of Princess Marie und Prince Hans-Adam II. of Liechtenstein.

On the occasion of the 300th anniversary of the Principality of Liechtenstein, Philately Liechtenstein is going to issue a very special stamp in January 2019. Rumour has it that this stamp is going to be a world first! No classic stamp sheet printed on paper. I for one am already looking forward to seeing it...

With all this enthusiasm, one tends to lose track of the original purpose of stamps: for a long time, they were THE entry ticket for long-distance communication.

What was supposed to be binding, had to reach the addressee in physical form - binding business documents and binding love letters alike. In our digital world, we need a new form of bindingness - a new certainty to replace the certainty of holding something in your hand.

It certainly does not feel like we are there yet, even though in terms of technology, we have probably long achieved an equivalent amount of certainty. There are many indications that in the future, you will have something for certain, if you have it in your wallet's blockchain. And once again, Liechtenstein leads the way. Once again, Liechtenstein leaves her mark on the transaction of information. There will be no miniature works of art, but nevertheless a highly regarded basis for worldwide exchange.

Anyway, back to the exchange with you, dear Ambassadors. The Ambassador's Information Day has become a fond and important tradition to us.

I am happy that you have all followed the invitation to come to Liechtenstein, quite un-digitally and personally, and I would like to thank you for coming.

For in our time, personal relations cannot be replaced by anything, even in the face of increasing digitalisation. An e-mail will hardly ever bring a sparkle to an eye; a hand-written letter will do it not as often as it used to; but personal contact will probably do it forever.

For it is on this day, that we may present our multi-faceted country to you from a number of different perspectives. Be it in business, in the arts, or in education – Liechtenstein has many exciting aspects to offer.

I hope you will be able to take home new information and ideas about our country from this day.

Let me assure you: we all feel deeply connected to you and are happy that you are here today.

Make contacts, ask questions, and remain open and curious. And if possible, keep our country in your hearts.

I would like to thank you for your attention and wish you an informative and entertaining stay.