



SWISS CENTERS
瑞士中心

Fact-Finding Mission - (Re)discover China

From World Factory to Global Innovator?

November 5 to 12, 2023

Shanghai - Hangzhou - Shenzhen

Dear Members, Partners and Friends,

We are delighted to invite you to a week of (re)discovery of Switzerland's 3rd most important trading partner since 2010: China.

Despite being a key market for numerous Swiss companies active in chemicals, pharmaceuticals, precision instruments, watches, machinery or electronics, China remains paradoxically little-known.

As its borders have remained almost sealed for 3 years, this fact-finding mission aims to provide you insights into its today's business ecosystem and the way in which this country has evolved. More specifically, we aim to **show you the opportunities and challenges faced by the 1'000 Swiss companies established in China.**

At the same time, we'd like to unveil an aspect that is increasingly discussed yet remains mysterious to most: the **innovative capacities of companies located in this country** - Chinese, of course, but also international companies. Many multinationals, including Swiss ones, have indeed set up R&D centers here: Nestlé, Roche, Novartis, Schindler and ABB to name a few.

While according to the Global Innovation Index (GII) published by the World Intellectual Property Organization (WIPO), Switzerland has been the undisputed champion of innovation since 2010, **China has been the country filing the highest number of patents since 2019**, with a steady increase. In 2021, of the 3.4 million patents filed, 46.6% were filed by China. **The same goes for companies:** of the 10 companies registering the highest number of patents, 3 are Chinese, including the number 1 position held by Huawei Technologies.

Want to find out more and make your own opinion?

Then join this **fact-finding mission that will take you through 3 locomotives of the Chinese economy and innovation: Shanghai, Hangzhou and Shenzhen.** Limited to a maximum of 30 people, we encourage you to register as soon as possible for a program that is above all food for thought!

This trip is organized with the support of the [Consulate General of Switzerland in Guangzhou](#), [the Service of the Economy of the Canton of Neuchâtel \(NECO\)](#), [Innovaud](#), [Geneva Chamber of Commerce Industry and Services](#), the [Economy of Trust Foundation](#), [Microcity](#), [AIP \(Association Industrielle et Patronale\)](#), [Alp ICT](#), the [UIG \(Union Industrielle Genevoise\)](#), [P&TS](#), [China Integrated](#), [Switzerland Global Enterprise](#), the [Swiss-Chinese Association – French Speaking Region](#) and [CNBW China Netzwerk Baden-Württemberg](#).

Should you have any questions, please do not hesitate to contact our China Market Access Manager Romain Barrabas: romain.barrabas@swisscenters.org or 078/219.41.47.

Best regards,
Your Swiss Centers' team

Information

Target Audience:

- People whose company already has a presence in China or is considering expanding into the country.
- People wishing to gain a better understanding and new knowledge of Chinese business ecosystem.
- People with a general interest and curiosity about China.

Date:

November 5 to 12, 2023

Language:

English

Registration:

Please send an e-mail to Mr. [Romain BARRABAS](#), China Market Access Manager of the Swiss Centers by indicating the following information: *full name, company name, job title, email address, cellphone number, nationality AND passport number*.

Cost of Participating

Member price: CHF 6'300.-

Non-member price: CHF 7'000.-

Included: all expenses in China, including accommodation, transport, meals and organization

Not included: international flights, visa fee

Accommodation in luxury 5 stars hotels:

- Swissôtel Grand Shanghai
- Grand Hyatt Hangzhou (or similar level)
- Mandarin Oriental Shenzhen

International flight:

For those who are interested, we have negotiated an attractive group price with Air China a **special discount range among 3% to 10%**. The outbound flight would be from Geneva to Shanghai, and

from Shenzhen / Hong Kong to Geneva for the return, each time with 1 maximum stopover. Please contact us if you would like to know more.

Program*

SUNDAY, NOV. 5: ZURICH

Proposed Flight Zurich - Shanghai Pudong (LX 188)

13:15 - 08:25 (+1)

MONDAY, NOV. 6: SHANGHAI

Morning

Kick-off briefing: (Re)introduction of China's general environment

by Zhen XIAO, CEO and Romain BARRABAS, China Market Access Manager of the Swiss Centers

- History, Geography and Culture: general overview, similarities and differences

- Political system: influence on the economy and consequences of business opportunities

Afternoon

Company visit - Jiading Schindler City

by Franz ARNOLD, Vice President Modernization SCF and George MA, Vice President Corporate Communication & Marketing

Inaugurated in 2021, it is the head office, R&D and training center of Schindler China, including a 200m test tower.

Evening

Standing dinner on the rooftop of the Swatch Art Peace Hotel

In 2010, the Swatch Group has re-opened under the name Swatch Art Peace Hotel one of the most legendary buildings in Shanghai and located on the Bund. It introduces a unique concept combining a retail environment with a hotel that includes apartments exclusively intended for artists who will live, work and exhibit their creations there.

TUESDAY, NOV. 7: SHANGHAI

Morning

Company visit – DeepBlue Technology

Founded in 2014, DeepBlue Technology has grown into an AI industrial ecology maker in four major AI verticals: intelligent driving, intelligent robot, intelligent industry and intelligent health.

Afternoon

Visit of the China International Import Expo (CIIE) and Swiss Centers Booth

The world's first import-themed national-level expo initiated in 2018 for which the Swiss Centers is the official partner for Switzerland.

Evening

Sino-Swiss Business Reception

*Guests of honor: Swiss Ambassador Juerg BURRI and Swiss Consul General Sacha BACHMANN
A key economic event in Shanghai for the Sino-Swiss business community*

WEDNESDAY, NOV 8: SHANGHAI - HANGZHOU**Morning**

Briefing about Swiss business in China by Swiss Centers and SwissCham

by Nicolas MUSY, Founder, Zhen XIAO, CEO and Romain BARRABAS, China Market Access Manager at the Swiss Centers

- *Discussion about the results of the 2023 Swiss Business in China Survey*
- *Challenges and opportunities for Swiss companies doing business in/with China*
- *Roundtable with executives of Swiss companies in China*

Visit of the Swiss Centers in the Shanghai Free Trade Zone & Business Roundtable

- *A cluster of 20 Swiss SMEs*
- *Interactive exchange with Managing Directors about doing business in China*

Afternoon

Visit of Trip.com Group (Ctrip)

Founded in 1999, Trip.com Group is China's largest online travel agency (OTA) and is very popular among middle-to-high-earning travelers. It comprises Trip.com, Ctrip, Skyscanner and Qunar. It was listed in 2003 on NASDAQ and HKEX in 2021.

Evening

High-speed train to Hangzhou

THURSDAY, NOV 9: HANGZHOU - SHENZHEN**Morning**

Company visit - Alibaba Cloud

A Chinese leader in cloud computing and artificial intelligence.

Afternoon

Company visit - Taromed

Taromed is an innovative medical technology company that develops and delivers advanced medical solutions. A company founded by Lucas Rondez, a Swiss citizen and president of the Swiss Chamber of Commerce in Shanghai during the pandemic. It's a business case of entrepreneurial spirit.

Evening

Flight to Shenzhen

FRIDAY, NOV. 10: SHENZHEN

Morning

Company visit - DJI

Da-Jiang Innovations, better known as DJI, is the world leader in drone technology with about 70% of the market share worldwide. As the industry leader in the manufacture and sales of consumer and enterprise drones, DJI has largely set the pace for the industry.

Afternoon

Company visit - BYD Auto Co., Ltd.

Founded in 1995 in Shenzhen, BYD is the world's No 1 electric car seller. The company has two major subsidiaries, BYD Auto and BYD Electronic. It manufactures automobiles, buses, electric bicycles, trucks, forklifts, solar panels and rechargeable batteries.

Evening

Business Reception: meet Shenzhen Sino-Swiss business community

On the eve of the end of our trip to China, an evening to exchange experiences and impressions with the business community of one of China's most dynamic and creative cities.

SATURDAY, NOV. 11: SHENZHEN - HONG KONG

Morning

Company visit - Huawei Ox Horn Campus

The Chinese leading global provider of information and communications technology (ICT) infrastructure and smart devices. Huawei has 207,000 employees and operate in over 170 countries and regions, including Switzerland.

Afternoon

High-speed train to Hong Kong

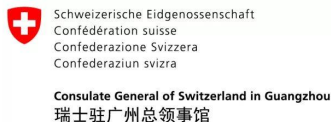
Evening

Proposed Flight Hong Kong - Zurich (LX 139)

22:25 - 06:10 (+1)

*This program is subject to change. If this is the case, visits and/or activities will be replaced by others of the same level and interest.

Supported by



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IN CHINA

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IN SWITZERLAND

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NEUCHATEL



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