

Dear SCS members, partners and friends,

While spring approaches, we gladly present to you the first SCS newsletter of 2013. We warmly welcome the two new member companies, Fiege and EIPM, joining the Swiss Center cluster. With our ever-expanding network, SCS takes up new facilities to meet the growing demands, including the modular workshop space and brand-new machinery center in the city of Shanghai.

With great honour and pleasure, SCS is designated as the Exclusive Official Partner of the Chinese edition of the well-written book "SWISS MADE: the untold story behind Switzerland's success". This book will further promote Switzerland's image in China, as a country of solid industry, strong innovation, and economic miracle. More details can be read in this email and our website. We kindly invite you to support us in this initiative.

In the newsletter, you will also read about our upcoming new training modules jointly developed with EIPM (European Institute of Purchasing Management). You are cordially invited to come to our event with EIPM on March 22nd to find out more.

SCS Delegation:



Visit of Ambassador Jacques de Watteville to Shanghai, 20th of February 2013

The SCS had the great honour to receive the visit of H.E. Mr. Jacques de Watteville, the new Ambassador of Switzerland to China, Mongolia and North Korea, during his visit to Shanghai accompanied by the Consul General Mr. Heinrich Schellenberger and the Head of Economic Section Ms. Stella Nie. In the evening Ambassador Mr. Jacques de Watteville held a briefing at the Swissôtel on main issues and developments in the relations between Switzerland and China, Mongolia and North Korea.



The Swiss Center team warmly thanks the Ambassador, the Consul General and the Head of Economic Section for their visit and their interest in the Swiss Center Shanghai.

SCS New Member - On the road to the success with the Chinese market

The Swiss Center Shanghai is glad to announce Fiege and EIPM as new SCS members.



Fiege Far East Holding Co. Ltd.
www.fiege.asia/cn/home

With more than 30 years of experience in the Chinese market, FIEGE combines freight forwarding and logistics to holistic solutions. Warehousing, value added services, customs brokerage and domestic and international distribution: FIEGE's dense network throughout Europe, China and India ensures that your goods are well received. Weekly consolidation boxes from China to Basel and eight locations in Switzerland make FIEGE a specialist of Sino-Swiss trading.

Hannes Streeck, CEO: Hannes.streeck@fiege.com.cn
Sarah Ma, Head of Air & Ocean: Sarah.ma@fiege.com.cn

Hannes Streeck



Sarah Ma



The European Institute of Purchasing Management **www.eipm.org**

The EIPM was created in 1990 by top global blue chip organizations to develop research, education and training. The EIPM is today considered as one of the leading educational centers in Strategic Sourcing and Supply Chain Management in the world. EIPM launched in 2010 a new subsidiary in Shanghai in order to help our customers to improve their procurement departments in China and implement world class sourcing practices for their local teams. Its aim is to support the sourcing strategy implemented by its customers worldwide.

SCS New Development – Growing towards a new decade!



Shanghai Wai Gaoqiao Free Trade Zone

Swiss Center Shanghai is pleased to introduce to you the newest development concerning our facilities.

SCS sets up a new Machinery and Tool Center in the Wai Gaoqiao Free Trade Zone to facilitate Swiss SMEs' setup in China.

The Shanghai Wai Gaoqiao Free Trade Zone is located in the northeast part of Shanghai city, 18km from the civic center, 27km from Pudong International Airport and 33km from Shanghai Hongqiao International Airport. Located within a convenient three dimensional traffic network the Wai Gaoqiao Free trade zone is closely connected with urban districts and neighbouring cities. SCS will cover a 3-floor building of 5800 sqm, which offers showrooms, warehouse and office space for rent.

Furthermore, SCS will provide distribution and trade supporting services as well as exhibits logistics services.

If this new project awakened your interest, please feel free to contact us for further information.





New Workshop in Xinzhuang Industry Park

Swiss Center Shanghai is happy to introduce to you a new workshop in Xinzhuang Industry Park, which will be available starting from end of March. The two-floor building holds 3000sqm of space and each floor offers 1500sqm of workshop space. The height of the first floor is 6 meters and there is a split-type air conditioner. The height of the second floor is 5.5 meters with a central air conditioner. Furthermore, there are two extra rooms on each floor providing additional work space of 30sqm each.

If you are interested in renting workshop space in Xinzhuang Industry Park, please feel free to contact us for further information.

SCS Event

Networking Event for Members, friends and the Swiss Business Community



Swiss Center and EIPM Event, 22nd of March 2013

As the largest cluster of Swiss companies in China, the Swiss Center is honoured to have Mr. Bernard Gracia - Director and Dean of the European Institute of Purchasing Management - to share with us the specificities of the changing world, their impact on purchasing functions as well as the new trends in activities. The rising importance of purchasing functions and the more and more strategic role it is taking requires focusing on an expanding professional pool of talents. You will have the opportunity to interact with Mr. Gracia and other EIPM lecturers after the presentation.

If it is of your interest, please kindly contact Ms. Désirée Meili from SCS per email: desiree.meili@swisscenters.org or by phone +86 21 5442 880 ext. 804

New SCS Services



Training modules in Strategic Sourcing and Supply Chain Management

The Swiss Center Shanghai in conjunction with The European Institute of Purchasing Management (EIPM) will launch a new session of Strategic Sourcing and Supply Chain Management training modules. The aim of the training is to support the sourcing strategy implemented by our members worldwide. The EIPM was created in 1990 by top global blue chip organisations to develop research, education and training. The EIPM is today considered as one of the leading educational centers in Strategic Sourcing and Supply Chain Management in the world. In 2010 EIPM launched a new subsidiary in Shanghai in order to help their customers to improve their procurement departments in China and implement world class sourcing practices for their local teams.

If you are interested in the training sessions, you are more than welcome to join the upcoming joint event of Swiss Center Shanghai and EIPM on the 22nd of March. For further information please refer to the section **SCS Event**.

SCS Hot News

SWISS MADE the book by R. James Breiding

Chinese version:

A customized hardcover with your company logo, a perfect corporate gift!



The book “Swiss Made” written by R. James Breiding is an amazing well-written testimony of Swiss success first published in English and translated into French, and soon in Chinese. The Swiss Center Shanghai, as a witness of the Swiss business success in China for the past 12 years, has the honour and pleasure to be designated as the exclusive official partner of the Chinese version. The book combines financial awareness with detailed understanding of Switzerland’s strengths as it focuses on fourteen individual business sectors to show how this remarkable success has been achieved. The success of Swiss companies on the Chinese market, like Jura, Nestlé, Sicpa amongst others, will be featured in the Chinese version.

Share the story among your customers, your suppliers, your friends and your “Guanxi” and offer them the opportunity to learn more about Switzerland and its strengths. The SCS offers to your company or institution the opportunity to get a customized hard cover with your company logo imprinted on the hard cover.

For more information, please kindly refer to our webpage: xxx

SCS Blog - The China Gateway



The Swiss Center Shanghai welcomes all its members and friends to visit the blog edited by the Swiss Center Shanghai team.

By posting articles on latest trends in China, the goal is to provide in-depth information to any company willing to extend in the Chinese market. Furthermore, we provide our readers with additional information about ‘Doing Business in China’, interviews and success stories of companies in the Chinese market.

For more information or to register, please kindly refer to The China Gateway blog: <http://thechinagateway.com/>

The Swiss Center Shanghai wishes you a great spring season! We look forward to continuing to be of support to your success in the coming months.

**With our best regards.
Swiss Center Shanghai Team**