

SCS NEWSLETTER DECEMBER 2014

DEAR SCS MEMBERS, PARTNERS AND FRIENDS

In the past few months, the Swiss Center Shanghai has embraced various business delegations and been active in different events. More and more companies are settling in the SCS Machinery, Trading and Business Center in China (Shanghai) Pilot Free Trade Zone. Thanks to your continuous support, our network keeps expanding. As the year of 2014 is coming to its end, it is a good occasion to recap those important moments and stories worth sharing and remembering. We kindly invite you to read the following newsletter for more details, and wish you all the very best for the end of the year and a great start of 2015!



DEAR MEMBERS, PARTNERS & FRIENDS

SWISS CENTER SHANGHAI THANK YOU FOR YOUR TRUST IN
THIS YEAR AND WISHES YOU AND YOUR FAMILY
A MERRY CHRISTMAS AND A PROSPEROUS

NEW YEAR **2015**



SCS NEW MEMBER

MIGROS

Hong Kong Ltd.

MIGROS

Migros (Hong Kong) Ltd. is the buying office of Migros for direct purchasing of hard goods, textile as well as food products from Asia. The purpose is to achieve the best prices for top quality through professional purchasing.

As extended force of purchasing in MGB, our specialists search at the local market for suitable suppliers, lead negotiations and escort the goods till they're loaded onto ships. The Migros quality is guaranteed through our own quality assurance system as guided by SQTS Department, which is an internal department of corporate sustainability that ensures conformity with Migros supplier standards.

All together there're sixty personnel based in Hong Kong.

SCS MACHINERY, TRADING AND BUSINESS CENTER NEWS



Thanks to the great team based in the Pilot Free trade zone, the SCS Machinery, Trading and Business Center has welcomed the first group of tenants that are settling in the “Swiss” building, which includes:

- MIGROS
- Shanghai Longwin International Trading Co.,Ltd
- Dietrich Engineering Consultants SA
- Affolter Technologies SA, Affolter China Co.,Ltd
- KASTO Maschinenbau GMBH & Co., KG
- Haug AG
- WDT ToolTech AG



- [Microdia](#)
- [MAG IAS, Shanghai Co.,Ltd](#)
- [Bilz Werkzeugfabrik GmbH & Co., KG](#)

The SCS team on site supports the companies in their daily operations, and helps them to take full advantage of the special policies in the zone.

SCS PUBLICATIONS

In collaboration with:



swisscham.org

SWISSnex 
www.swissnex.org

2014/2015 Swiss Business in China Survey

With the objective to provide decision makers with benchmarks and the trends that drive China, Swiss Center, in collaboration with **CEIBS**, kindly invite you to give your input by participating in the **2014/15 Swiss Business in China Survey**.

The survey is prepared in a user-friendly way and will take around **15 to 20 minutes** of your time to complete.

In addition, the survey results will also allow you to **provide your headquarters** an objective picture of **the factors of successes, challenges and concerns of Swiss, other foreign and Chinese companies in China!**

To start the survey, please click:

[2014/15 Swiss Business in China Survey](#)

All participants will receive a complete set of the results and comparative analysis.

Please be assured that your response will be kept completely confidential and we do not require you to leave a company or personal name. In order to receive the results you will only need to leave any anonymous email address.

We are looking forward to continuing providing you insights on doing successful business in China.

SCS EVENT



OPEN-DAY IN THE PILOT FREE TRADE ZONE

After more than a year since the launch official of the new China (Shanghai) Pilot Free Trade Zone (FTZ), the Swiss Center Shanghai in collaboration with the SwissCham Shanghai had the pleasure and the honour to organize an afternoon dedicated to the FTZ in SCS Premise on Nov 7, 2014. With the promise of “unprecedented openness” for foreign investment, the FTZ has attracted thousands of foreign and Chinese companies since its launch. However, the FTZ generates many questions especially on concrete support such as registration scope, trading and financial sectors.



The visit of the new SCS has been followed by presentation of Affolter Technology with Mr. Vincent Affolter, Head Asia Pacific and GF Machining solution with Mr. Laurent Castella, head of Market Region Asia.

As both companies are located in the FTZ, the attendances could benefit from their experience with an expert point of you which have been brought up with the participation to the panel discussion of the Waigaoqiao Group Trading and Operating Center with Ms. Chen Miaozen, Director and representative from Bank of China FTZ, Ms. Sun Lei Deputy Manager.



STARRAG GROUP SHANGHAI TECH CENTER INAUGURATION

On Dec 9, 2014, Starrag group shanghai tech center officially started their operation in the SCS Machinery, Trading and Business Center.

His Excellency Ambassador of Switzerland in China, Mr. H.-E. Jean-Jacques de Dardel, together with the Consul General of Switzerland in Shanghai, Mr. Alexander HOFFET, Mr. Zhu Min, Deputy Director of the Administration Committee of China (Shanghai) Pilot Free Trade Zone were all invited to give a speech.



As Zhu Ming said, taking advantage of Sino-Swiss Free Trade Agreement, there are around 80 Swiss companies that have direct investment in the Shanghai Pilot Free Trade Zone. Indirect investment from Switzerland is uncountable. Mr. H.-E. Jean-Jacques de Dardel expressed the sincere thanks to the local government and believed it will be a win-win situation.



After the Opening Ceremony of Starrag, Mr. Alexander Hoffet, Mr. Zhu Min, Deputy Director of the Administration Committee of China (Shanghai) Pilot Free Trade Zone had a courtesy meeting together with Swiss Center Shanghai representative and seized the great opportunity for Swiss SME's to set up in the zone.

SCS DELEGATIONS



MSE Delegation

The SCS had the great pleasure to organize a specific seminar for the jointly run program of 3 Swiss Universities of Applied Sciences HES-SO, ZHAW and SUPSI called "Engineering practice within Chinese and Swiss culture", for Master students of Science in Engineering. 35 students attended a lecture about China's economy development and its challenges. The seminar concluded with an active participation of the students on the topic of "Setting up Successful Quality Manufacturing in China", having to develop and present their own case study on one of the Swiss Center Shanghai member companies.



IFZ Delegation

The MBA program jointly run by the University Of Applied Sciences and Arts of Lucerne and SECA (Swiss Private Equity & Corporate Finance Association) of Switzerland included 25 part-time MBA students, working in the Swiss financial industry. They visited the Swiss Center Shanghai in the China (Shanghai) Pilot Free Trade. After visiting the Swiss Center Shanghai and attending lecture about Doing Business in China, the delegation

visited GF Machining Solution and attended talks on new financial policies in the China Pilot Free Trade Zone from the Bank of China and ICBC. In the late afternoon, the Swatch Art Peace Hotel opened its doors for a visit followed by a nice cocktail on the terrace.



EPFL Delegation

The Minor in Area and Cultural Studies (MACS) from EPFL visited the Swiss Center Shanghai in the China Shanghai Pilot Free Trade Zone. The second day of visit was focused on Innovation in China. The first visit was held at Firmenich. The students attended a very informative presentation from Mr. Pierre-Alain Ceralli, Firmenich, VP Flavor Asia. Another impressive Swiss company from canton de Vaud opened its doors to the delegation, Bobst China. The presentation was given by Mr. Henry Hou, General Manager Asia.



2014 SINO-SWISS summer University in Business Administration from canton de Vaud

The students in Bachelor of Business and Administration, exchange program with Shanghai University students led by Anna Lupina-Wegener visited the Swiss Center Shanghai in the China Pilot Free Trade Zone and visited the Swiss companies located in the zone.



University of Basel

20 participants graduate from University of Basel studying Economics and business, pharmaceuticals and medicine, physics, computer science, history, anthropology, teacher education and psychology visited the Swiss Center Shanghai in the Pilot Free Trade Zone together with the Chinese Director of Confucius Institute of the University of Basel, Ms. Xiaoxia Zhou.

The Swiss Center Shanghai together with all the delegation sincerely thanks all the companies and speakers for their precious time and for sharing they know how about China with the students.

SWISS MADE- THE BOOK



THE CHINESE VERSION NOW AVAILABLE

The Chinese Version of the book “Swiss Made -- the untold Story behind Switzerland’s success” has been published and is available on the market since April 2014. It has been well appreciated and supported by the Swiss business community in China.

We truly believe that this book is a great tool to further promote the country image value and to enrich the understanding among Chinese about Switzerland and “Swiss Made”, with its well-written journey through the history of Swiss economy and trade, covering different sectors and companies.

The opportunity for your company:

Buy from one book, make a bulk order or customize the hardcover of the book with your company logo to make a perfect corporate gift!

[ORDER IT HERE!](#)

For more details to partake in this amazing project and for marketing materials in English and Chinese please visit our website:

Details in [Chinese](#) or in [English](#)

The Swiss Center Shanghai wishes you a great holiday season!

We look forward to continuing to be of support to your success in the coming year! All the very best for 2015!

We would be glad to be of support, should you have any further inquiry please do not hesitate to [contact us!](#)

Your Swiss Center Shanghai Team

