

SWISS CENTER NEWSLETTER OCTOBER 2015

DEAR SWISS CENTER MEMBERS, PARTNERS AND FRIENDS

On 29th September, during the exclusive Sino-Swiss Business Award 2015 gala evening in presence of Federal Councillor Alain Berset which was organized by SwissCham, **Swiss Center Shanghai (SCS) won the Award for Outstanding Achievements in the SME category!**



中瑞商业大奖 SINO-SWISS BUSINESS AWARDS 2015

“It is a great encouragement for the SCS, its members and its committed team to be recognized on the 65th anniversary of Sino-Swiss diplomatic relations” says Nicolas Musy, SCS Managing Director, “Looking back to our ground breaking ceremony in 2000 during the 50 years of Sino-Swiss relations, we thank all those who made it possible for their great support, including the Federal and cantonal governments and the Swiss representations in China!”

The SCS team would like to share this achievement with all our members, partners and friends. Your trust and support have been the main driving force to the SCS development. The success of the Swiss Center is a great testimony to Swiss entrepreneurship and our traditional spirit of joining forces to deal with the challenges that go with the considerable opportunities offered by China.

Looking forward, the Swiss Center is as well glad to announce the **opening of new facilities dedicated to Swiss companies in Tianjin and in Beijing**. Swiss Center newly offers instant space and expertise for the Swiss companies accessing the growing opportunities of North of China with 3500 sqm modular workshops for manufacturing and assembly. The 900 sqm

instant office and open-space desks provide not only workspaces but also a platform to support R&D and innovation in Beijing and in Tianjin with the experts and advisors from Swiss Center China.

We, the entire SCS team, are looking forward to continue developing our services and to contribute to your business needs, growth and success in China, as well as to the extended sino-swiss relations!





SWISS CENTER - NEWS



Swiss Centers in China

The Swiss China Gateway Since 2000



**1 network, 4 locations,
15 years of experience in China
Customized solutions and concrete support
for Swiss business**



With the goal of ensuring long-term support for Swiss companies in the North of China, Swiss Center, together with the Wuqing Development Area (UDA), and the Tianjin Dongli Development Area will collaborate to provide office and manufacturing space for Swiss companies in Tianjin.

In Beijing, Swiss Center is cooperating with China Technology Exchange (CTEX), and will have a representative office in its building. CTEX is the only State-Level non-profit organization, focusing on technology exchange and innovation related services. Swiss Center Beijing will focus on innovation incubation and technology transfer.



As an industrial park which is the closest to the city center, the Dongli Economic Development Area (DEDA) enjoys an exclusively favourable location. It is 3.5 km away from Tianjin airport, 30 km from Tianjin harbor, 14 km from the Tianjin east railway station. It takes one hour to drive to urban Beijing. DEDA has attracted 263 foreign capital enterprises, such as Toyota, Samsung, Clariant, Rea Magnet Wire, and IKEA.

In Dongli, Swiss Center will start with 900 square metres of office space. It will be divided into several small offices which are perfect for SMEs. In addition, on the second floor, Swiss Center has designed innovation open space with flexible workstations for small business and start-ups.



Being located between the two municipalities of Beijing and Tianjin, the Wuqing Development Area (UDA) is 71 km away from urban Beijing, 25 km from urban Tianjin, 90 km from the Capital International Airport, 45 km from the planned second capital airport, 35km from Tianjin Airport and 71 km from Tianjin Harbor. UDA has attracted around 1350 companies, 65% of which are foreign companies.

In Wuqing, Swiss Center has established 3100 square metres of workshop space to be divided into four parts. Swiss companies will be able to start with around 700 sqm's of workshop space and have the

capability to expand later.

If there is any interest in this development zone amongst readers, the Swiss Center team is happy to provide further information and answer your inquiries.

SWISS CENTER - NEW MEMBER



Alpvision

AlpVision is the world's leader in digital invisible technologies for product authentication and counterfeit protection. In 2001, the company invented a breakthrough authentication technology, widely used today by Forbes 2000 companies. AlpVision's digital solutions for product authentication are applicable to a wide variety of items, including packaging and labeling, molded products, and high-value documents.

SWISS CENTER – JOIN THE SURVEY ON THE FREE TRADE AGREEMENT



The Sino-Swiss Free Trade Agreement entered into force in summer 2014. SwissCham, in cooperation with the Swiss Embassy, Swiss Consulate Shanghai and the Swiss Center, has set up a survey to find out how Swiss companies benefit from this agreement. We kindly ask you to participate in this survey by clicking this [link](#):

The results of the survey will be announced in fall of this year. Thank you for your support.

SWISS CENTER – EVENT



Presentation of the China Business Survey

On July 8, 2015, Swiss Center Shanghai, in collaboration with SwissCham Shanghai and AmCham welcomed more than 50 entrepreneurs to its premises in the Shanghai Free Trade Zone for the presentation of the China Business Survey in collaboration with CEIBS (China Europe International Business School).

Analysis of doing business in China and its challenges for foreign invested companies mainly focused on American and Swiss data have been presented by Nicolas Musy, co-founder of Swiss Center Shanghai and Mr. Scott D. Williams, VP of Programs & Services at AmCham. Subjects such as competition, corruption, labor cost and government policies have been broached and shared during the event.



In the second segment, participants had the opportunity to visit the Swiss Center and GF Machining Solutions Ltd, the world's leading provider of machines, automation solutions and services to the tool and mold making industry as well as manufacturers of precision components.



Ambassador Briefing with His Excellency Jean-Jacques de Dardel: Sino-Swiss Business Relations under the “New Normal”

On Oct 26, at Swissotel Grand Shanghai, our Ambassador Dr. Jean-Jacques de Dardel will elaborate on the recent developments in bilateral trade and investment in light of the macroeconomic



trends. He will also share his view on the current state of implementation of the Free Trade agreement and the recent developments regarding the implementation of the Renminbi Hub in Switzerland. Click [here](#) for Sign up.

SWISS CENTER – DELEGATION



Basel-Jura delegation

On May 19, 2015, The Swiss Center Machinery, trading and business centre welcomed 12 entrepreneurs from cantons of Basel City and Jura.

Following a very informative presentation by Mr. Nicolas Musy, the group visited three Swiss companies: GF Machining Solutions Ltd., Willemin-Macodel and Starrag.



Master of Technology EPFL, Lausanne

20 students in the Master of Technology program at the Swiss Federal Institute of Technology in Lausanne (EPFL) have visited the Swiss Center for Machinery Trading and Swiss Business Center. The students completed a “Doing Business in China” module, which included an overview of the Shanghai Pilot Free Trade Zone (new policies) and visits to Swiss companies.



Institute of Financial Services Zug, IFZ Delegation

A group from Institute of Finance Zug visited the Swiss Center Shanghai in the Pilot Free Trade Zone. At the Swiss Center Shanghai, the students received very interesting presentations from Mr. Zhen Xiao, General Manager of Swiss Center who presented on the Chinese business environment for foreign invested company.

Mr. Stephan Bosshart, Managing Director at Standard Chartered Bank presented the new policies implemented in the Pilot Free Trade Zone and the China market environment for foreign

financial institution.

After a visit to GF Machining Solutions, the delegation visited the Swatch Art Peace Hotel for a cocktail event.



Vaud Delegation

After a morning visit to Renk Service Shanghai and an informative presentation on the implementation of foreign companies in China by Mr. Stephan Baumgartner, General Manager, the delegation paid a visit to Swiss Center Shanghai in Pilot Free Trade Zone. Mr. Zhen Xiao, General Manager of Swiss Center, gave a lecture on doing business in China.



Swiss Bankers' Association

On August 31, 2015, the Swiss Bankers' Association led by Swiss Bankers' Association President Mr. Patrick Odier and Swiss Consul General Mr. Alexander Hoffet, paid a visit to Swiss Center Shanghai. After a presentation by Swiss Center managing director Mr. Nicolas Musy, the Swiss company Willemin-Macodel opened its doors to the delegation for a visit.



Area and Cultural studies , EPFL Delegation

On September 9th, Swiss Center Shanghai in Xinzhuang welcomed a group of students from EPFL. They come from the cultural studies program. Ms. Aline Ballaman, Deputy General Manager gave an informative presentation on doing business in China. In the afternoon, the group Firmenich from Geneva and KUK from Appenzel , getting a concrete overview of how Swiss companies are doing in China.

The Swiss Center, together with the delegations, sincerely thanks all the companies and speakers for their precious time and for sharing their knowledge about China with the students.

SWISS CENTER – TEAM



Swiss Center is delighted to announce that Ms. Emmanuelle Roduit joined the team on August 17, 2015, in the position of Operation Manager for both locations of Swiss Center in Shanghai: SCS Machinery, Business and Trading Center as well as SCS Xinzhuang Industrial Park.

Emmanuelle Roduit holds a Bachelor of Science in History and Political Economy from University of Fribourg, Switzerland. She then obtained a diploma in Hospitality Management from Hospitality School Geneva. Emmanuelle has been working in different parts of China (Beijing, Inner Mongolia, and Shanghai) for more than three years. She has worked both for Chinese and foreign companies in different business such as hospitality, wine and tea.

We are happy to welcome Emma in our team!

SWISS CENTER – Talent Recruitment



Swiss Center and its member companies are continually looking for talents to join the team. Please kindly check [here](#) for all the opportunities.

The Swiss Center wishes you all the best with your activities in China!

We look forward to continuing to be of support to your success!

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

