

## PRESS RELEASE

### Expansion: Swiss Center opens locations in Beijing and Tianjin

- *In the North, too: The Swiss Center will open locations in Tianjin and Beijing by the end of the year, **supporting Swiss companies with first-class workshop space from 200sqm up to 3500sqm in the Wuqing Industrial Park.***
- *The area around Tianjin and Beijing is an ideal base for Swiss companies to penetrate the market North China. It is also being developed as an integrated region of 120 million inhabitants.*
- *For its 15-year-long support of the Swiss business community, **the Swiss Center Shanghai recently won the Sino-Swiss Business Award 2015** in the category of SME Outstanding Achievement.*

Shanghai (17 November 2015) – After successfully establishing Asia’s biggest cluster of Swiss enterprises in the Yangtze River delta area in the last 15 years, the management team of the Swiss Center Shanghai is pushing forward with expansion to support Swiss SMEs in the North of China. “Some Swiss Center members are opening their second operations site in the North. The Beijing-Tianjin area is most suitable for SMEs in terms of human resources and market access”, explains Managing Director Nicolas Musy. Next to the booming Shanghai area, the metropolitan area of Tianjin and Beijing is the second Chinese region that is of key interest for Swiss enterprises.

#### Local support is key factor

“The North, East and South of China essentially are three different, big markets. China is in fact a continent. For many Swiss companies, it is increasingly important to be present in the North and to offer clients local support to penetrate the market. That is true both for Swiss companies that consider expanding into China and those that already have established their presence in China”, says Musy.

Two of the three new Swiss Center locations will be on the high-speed train line between Beijing and Tianjin, the most promising industrial base in the North. “With its port and the focus on industries such as aerospace, machinery, instruments, med-tech and pharma, with the presence of many fortune 500 companies and the vicinity to numerous major universities, Tianjin is an ideal base for Swiss companies”, states Zhen Xiao, General Manager of the Swiss Centers.

#### Integrated region of 120 million inhabitants

The area of Beijing, Tianjin and Hebei is being developed as an integrated region of 120 million inhabitants, accounting for more than 10% of China’s annual GDP today. As a state-level strategic project, recent plans of the Chinese government include major breakthroughs in transportation integration and industrial upgrading by 2017. According to official documents revealed, Beijing will become “the national center of political, cultural, and international exchange activities, as well as a technological innovation center”. Tianjin municipality will be a national research and development base for the advanced manufacturing industry, a shipping hub for north China, a demonstration area for financial innovation and an experimental area for further reform and opening up.

### **Accessing China's North**

The Swiss Center establishes a high quality ready-to-use workshop space in the industrial park in Wuqing, a 20-minute high-speed train ride east of Beijing. The 3'500 square meter space is a first-class workshop facility, with customizable spaces for production, assembly and warehouse use. Being in the mid-way between the cities of Tianjin and Beijing allows Swiss companies to hire well-trained people from the area's more than 20 reputable universities. Five expressways and an intercity railway make both Beijing and Tianjin very easily accessible in less than 30 minutes.

A second location is in Dongli, closer to Tianjin city, the airport and the port. Easy downtown and metro access make this location more suitable for R&D, engineering services as well as offices and showrooms. Among the leading industries in the area are aviation, hi-tech equipment manufacturing, electronic information technology, automotive parts, new materials and new energy, life science and health. A glimpse at the companies present in Tianjin emphasizes the role of the city as a major hub in the North: Airbus assembles its planes in Tianjin; big players such as Siemens, Honeywell, Hewlett Packard, LG Electronics, AT&T and Volkswagen are operating from Tianjin as well.

The Swiss Center will also open a location in the China Technology Exchange Building near Beijing's biggest science park Zhongguancun, which is the world's second biggest venture capital market next to the Silicon Valley. With the best universities and research institutes including Tsinghua University, Peking University and the Chinese Academy of Sciences, Zhongguancun is undoubtedly one of the most important innovative centers in China, with examples like Lenovo and Baidu being born here. With the flexible working stations, the organization of meetings, networking initiatives and by connecting Swiss enterprises with the rich resources in innovation, technology and science, the Swiss Center aims to facilitate the business success of Swiss companies on the spot.

### **Sino-Swiss Business Award 2015**

Recently, the Swiss Center Shanghai won the Award for Outstanding Achievements in the SME Category of the Sino-Swiss Business Award 2015. "It is a great encouragement for the SCS, its members and its committed team to be recognized on the 65<sup>th</sup> anniversary of Sino-Swiss diplomatic relations", said Managing Director Nicolas Musy at the award ceremony. "Looking back to our ground breaking ceremony in 2000 during the 50 years of Sino-Swiss relations, we thank all of those who made it possible for their great support, including the Federal and cantonal governments and the Swiss representations in China." In the 15 years since its establishment, the Swiss Center Shanghai served more than 250 companies in China. The SCS experts established more than 20 production sites and 30 commercial companies for Swiss enterprises.



*Picture legend: SCS Managing Director Nicolas Musy at the Award Ceremony of the Sino-Swiss Business Award 2015. (Picture source: swisscenters.org)*



*Picture legend: The Swiss Center facilities in Dongli give Swiss companies the opportunity to establish their R&D, engineering services, offices and showrooms. (Picture source: swisscenters.org)*



*Picture legend: In the Wuqing Industrial Park, the Swiss Center Tianjin offers first class workshop and assembly space for Swiss companies. (Picture source: swisscenters.org)*

**About Swiss Center Shanghai (SCS):** Founded in 2000, SCS is a platform supporting operations of Swiss companies in China and Asia. It is by far the largest cluster of Swiss businesses in Asia with a unique experience in business set-up, expansion and operations management. SCS not only offers instant workshop, office and desk space, but also supports its members with government relations and a comprehensive network of experts. SCS served more than 250 companies in China – both SMEs and large enterprises. Among other, the SCS experts have established 20 production companies and more than 30 commercial offices for Swiss companies. For more information, kindly visit: [www.swisscenters.org](http://www.swisscenters.org).

**Media Contact:**

Bernhard Hagen

Tel: +86-138-1834-8244

[press@swisscenters.org](mailto:press@swisscenters.org)