

## SWISS CENTER NEWSLETTER DECEMBER 2015

### DEAR SWISS CENTER MEMBERS, PARTNERS AND FRIENDS

In the last month of 2015, Swiss Center welcomes its new member Zurich Instruments to join the ever-growing network. We are very thankful to the trust and support of all members, partners and friends who contribute to the development of the Swiss Center!

The year of 2015 marked our 15th anniversary, filled with many exciting events, rewarding moments, as well as an important project launching in the north of China: the Swiss Center Tianjin with its brand-new facilities will support the Swiss business setup locally in this fast-developing market! We look forward to further serving your business development in China!

How was 2015 for your business? And what is your expectation for 2016? the Swiss Center team kindly invite you all to participate the annual business survey co-organized with CEIBS, Swiss Embassy in China, Swiss Business Hub, SwissCham China and China Integrated. Please kindly share with us your experience and opinions on [2015/16 Swiss Business in China Survey](#).



**The Swiss Center Team**

**wishes you and your family**

**all the very best for the New Year 2016**

**and look forward to serving your business in China.**



Painting: Swiss Artist - Zürich – Paula Henzi-Koivu [www.henzihenzi.ch](http://www.henzihenzi.ch)

## SWISS CENTER – BUSINESS IN CHINA SURVEY



### Download the report of the 2015 edition

Do click [2014/15 Swiss Business in China Survey](#) to download the 2014/15 survey

### Swiss Business in China Survey 2016

Swiss Center in collaboration with China European International Business School CEIBS, Swiss Embassy in China, Swiss Business Hub, SwissCham China and China Integrated, are committed to continuously examining business issues of importance for managers and investors of Swiss companies in China, with the objective of providing decision makers with ground-level insights on the trends that drive China and a benchmark on what fellow managers and entrepreneurs are doing.

Last year's CEIBS survey received replies from close to 1'000 companies, about half of them foreign and the other half Chinese. This allowed us to compare the results of Swiss companies with their counterparts from the E.U., U.S. and China. This survey has been conducted yearly since 2010.

Your insights on doing business in China are valuable contribution to the Swiss Business community.

To start the 2016 survey, please click:

[2015/16 Swiss Business in China Survey.](#)

Thank you very much for your precious time and great support.

## SWISS CENTER - NEW MEMBER



### Zurich Instruments – [www.zhinst.com](http://www.zhinst.com)

Incorporated in 2008 as a spin-off from the Swiss Federal Institute of Technology (ETH Zurich), Zurich Instruments is a technology leader developing and selling advanced test & measurement instruments for dynamic signal analysis. These devices are used in many fields of application by high-technology research laboratories and industrial development sites. Zurich Instruments' vision is to revolutionize instrumentation in the high-frequency (HF) and ultra-high-frequency (UHF) range by incorporating the latest analog and digital technology into powerful measurement systems for unprecedented functionality. Zurich Instruments launched its first HF2 product series in May 2009. Since then the HF2 product line has continuously been enlarged with powerful new options completing the initial offering and providing application specific functionality.

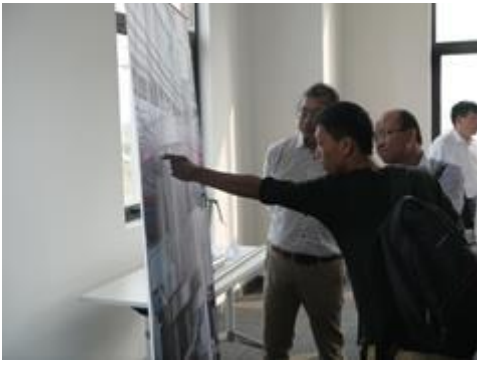
## SWISS CENTER – EVENT



### Swiss Business Award Reception

To celebrate the Sino-Swiss Business Award in the category SME's Outstanding Achievement, the Swiss Center has invited its members, partners and friends to attend a reception at the Swiss Center Machinery, Trading and Business Center. The Consul General of Switzerland in Shanghai, Mr. Alexander Hoffet honored us with his presence. Thank you all for joining the day and thank to the sponsors for their great support:

[Xuantai](#), [Picjoy](#) and [Lindt & Spruengli](#).



### **Contexa SA Open Day at the Swiss Center**

The Swiss company based in Geneva, Contexa SA is a leader in the engineering and production of automatic compounding machines for flavors and fragrances. In October 2015, they have organized an Open and Demonstration Day of their equipment at the Swiss Center Shanghai, Machinery, Trading and Business Center. More than 30 from all over China have attended the event.



### **One roof, 30 employees of Swiss companies**

At the Swiss Center Shanghai Machinery, Trading and Business Center, it is 30 employees who are working under the same roof.

Every month, Swiss Center Shanghai's team organizes events with Sino-Swiss related themes and welcome all participants to enjoy our family-like atmosphere.



**The Swiss Center wishes you all the best with your activities in China and an Happy New Year 2016**

**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

