

## PRESS RELEASE

### Swiss President Schneider-Ammann to inaugurate new Swiss Center facility

- In the context of the presidential visit to China, **a high-ranking Swiss delegation** headed by **President Johann Schneider-Ammann** will take part in the official **inauguration ceremony of Swiss Center's "Machinery, Trade and Business Center"** in Shanghai on April 9<sup>th</sup>, 2016.
- Founded in 2000, **the non-profit organization has grown into the largest cluster of Swiss companies in Asia**. Swiss Center and its network have served **more than 300 Swiss companies** in China with its practical support and customized solutions.
- Besides the newly opened facility in Shanghai, **the Swiss Center also expands in the North of China**, offering Swiss companies **first-class workshop and office space in the Tianjin and Beijing area**.
- Swiss Center regularly provides insights into the Chinese economy through its business survey and expert analysis. It also contributes to the promotion of the "Swiss Made" brand and Switzerland as a country of innovation and an industrial leader towards Chinese.

Shanghai (April 5, 2016) – In the year of 2000, on the anniversary day of the 50 years of diplomatic relations between Switzerland and China, the Swiss Center Shanghai was founded in presence of Mr. Adolf Ogi and later officially inaugurated by Mr. Pascal Couchepin (both Presidents of the Confederation on their visits). 16 years later, another high-ranking Swiss delegation headed by President Johann Schneider-Ammann will visit the non-profit organization for the opening ceremony of the Swiss Machinery, Trade and Business Center in Shanghai's Waigaoqiao area, taking place on April 9<sup>th</sup>, 2016.

"Looking back at our ground breaking ceremony and all the years of accompanying Swiss SMEs and businesses in the Far East, we are grateful to have President Schneider-Ammann support this cluster and inaugurate our new facility", explains Nicolas Musy, Delegate of the Board of the Swiss Center.

In the 15 years of its activity, the Swiss Center and its network has supported more than 300 companies in China – both SMEs and large enterprises. The experts of the Swiss Center, the largest cluster of Swiss enterprises in Asia, have established more than 30 production companies and 50 commercial subsidiaries for Swiss companies. Through its concrete, operational support, Swiss Center has helped to reduce barriers (investments, time and risks) for Swiss companies, especially SMEs, and provided them with optimized solutions to acquire and develop their markets in China.

In 2015, the organization received the Sino-Swiss Business Award in the category of SME Outstanding Achievement.

The Swiss Center members include Leister Technologies AG, Frewitt SA, Jesa SA, Affolter Technologies SA, Rahn AG, Sonceboz, WDT Tooltech AG, Haug Compressor AG, Microdia, Dietrich Engineering Consultants SA, Belimo, Alpvision, Integra Biosciences and Migros Industries.

### **On the expansion track**

The new Swiss Machinery, Trade and Business Center with its 4.400 square meter pre-installed space offers showrooms, warehouses and offices especially designed for the needs of Swiss industrial companies, with heavy loading floors, high ceilings and dynamic power supply. Besides, the Swiss Center also expanded in China's North and recently opened first-class workshop and office space in Tianjin. For many Swiss companies, accessing the North of China gets increasingly important since the area of Beijing, Tianjin and Hebei is now developed as an integrated region of 120 million inhabitants, accounting for more than 10% of China's annual GDP.

Zhen Xiao, Managing Director of the Swiss Center: "With its strategic location and well-developed infrastructure, Tianjin is an ideal base for Swiss companies to serve the market in northern China. Tianjin has a strong industrial base with the presence of many fortune 500 companies, covering industries such as aerospace, machinery, instruments, med-tech and pharma." The 3.500 square meter facility in the Wuqing Industrial Park is only a 20-minute high-speed train ride east of Beijing and can be conveniently reached from Tianjin as well. Reputable universities and colleges nearby make it easy for Swiss company to hire well educated people.

### **Bridging the knowledge "gap" between China and Switzerland**

Besides the practical and on-site support of Swiss companies in China, [Swiss Center](#) also provides analysis and updates on China's business environment, economic development opportunities and challenges. The annual business survey conducted together with the **China Europe International Business School (CEIBS)**, the premier business school in Asia), the [Swiss Embassy](#) in China, [Swissnex](#), [SwissCham](#), [Switzerland Global Enterprise](#) and [China Integrated](#), provides first-hand information and insights about doing business in China, with more than 100 Swiss companies participating. In the survey, Swiss responses are benchmarked against European, American as well as Chinese companies.

Swiss Center also engages to increase the visibility of Swiss companies and promotes Switzerland as a country mainly for its innovative strengths in industry and technology. Among others, SCS has been the official partner and project manager of the Chinese version of the book "Swiss Made: the untold story behind Switzerland's success", written by James Breiding, which was adapted including 10 Swiss companies' China success stories. Thanks to the support of these companies and many other Swiss institutions and government bodies, the book has been well appreciated as a popular gift and first-hand tool to help improve the understanding among Chinese about Switzerland as a country of innovation and an industrial leader.

Swiss Center collaborates with the Swiss Embassy, Consulate, Swissnex, SwissCham and the Swiss Business Hub to receive delegations and organize events. It also supports flagship projects such as the Solar Impulse Around-the-World mission in their social media coverage in China. Swiss Center co-initiated and co-organizes with Swissnex and Canton Neuchatel to offer young Swiss internship opportunities in China. Such activities contributed to enhance mutual understanding and facilitate Sino-Swiss economic relations.



*Picture legend: Supporting Swiss companies in the Far East: Swiss Center Shanghai opened the Machinery, Trade and Business Center in Shanghai's Waigaoqiao area.*

*Picture source: swisscenters.org*



*Picture legend: Director Nicolas Musy, Delegate of the Board of the Swiss Center, at the Award Ceremony of the Sino-Swiss Business Award 2015.*

*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](http://swisscenters.org)*

**About Swiss Center:** Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Center is by far the largest cluster of Swiss enterprises in Asia. With five locations strategically located on the dynamic East coast of China (Shanghai, Beijing and Tianjin), Swiss Center does not only offer virtual and instant office space as well as ready-to-use workshops and showrooms, but also supports member companies with government relations, technology transfer and a broad network of experts. Swiss Center served more than 300 companies in China – both SMEs and large enterprises. Among other, the Swiss Center experts have established 30 production companies and more than 50 commercial offices for Swiss companies. Swiss Center also conducts surveys and expert analyses of China's business opportunities and challenges, and at the same time promotes the *Swiss Made* brand and Switzerland as a country for innovation and an industrial leader. For more information, kindly visit: [www.swisscenters.org](http://www.swisscenters.org).

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