



SWISS CENTER NEWSLETTER SEPTEMBER 2016

DEAR SWISS CENTER MEMBERS, PARTNERS AND FRIENDS

The less impressive growth rate of China's economy does not mean less business opportunities. On the contrary, the "new normal" offers great opportunities for innovative, high-tech companies to develop their businesses here in China. Swiss Centers in China have the pleasure of welcoming three new members joining the cluster, namely [Fraisa](#), [Acrostak](#) and [Mikron](#). They are leaders in medical devices and machine tool industries, which are both growing sectors as China upgrades its manufacturing and service industries.

Among many interesting events and delegations, one good example testifying the dynamism is the well-attended event "Swiss Incubator @ WEF Tianjin". This event took place in late June, where the Swiss Center Tianjin was honoured to be part of the organisation and witnessing the interesting exchanges between Swiss innovative companies and Chinese entrepreneurs. In the next months to come, a few more exciting events are waiting ahead both in Switzerland and in China! We invite you to read through the following newsletter to find out more!

SWISS CENTER - NEW MEMBERS



The FRAISA Group is a Swiss based family owned company with around 500 employees in eight different countries. The main products of Fraisa are solid carbide end mills, besides solid carbide drills, High Speed Steel taps and services (special tools, regrinding/recoating, tool management) for the metal cutting industry. Fraisa is a quality and innovation driven company with highly educated and motivated employees.

www.fraisa.com



Acrostak is a Swiss company specialising in the development, manufacturing and distribution of single use medical devices in the field of interventional cardiology. With a mission to develop and manufacture

innovative medical devices to treat coronary diseases in the most efficient way, Acrostak is committed to developing high-quality and innovative products and is investing extensively in high-tech equipment and R&D projects. Acrostak sales representatives and partners cover more than 40 countries around the globe.

www.acrostak.com

Rooted in a culture of Swiss innovation, Mikron is a leading supplier to the automotive, medical devices, pharmaceutical, consumer goods, writing instruments and watch-making industries. The two divisions, Mikron Automation and Mikron Machining, are based in Switzerland, with additional production facilities in Germany, Singapore, China and the US. The 1,200 employees of the Mikron Group can draw on over 100 years of experience in the production of high-precision systems for large-series product manufacturing.

www.mikron.com



SWISS CENTER – RENEWAL OF MEMBERSHIP



For decades now, Leister has been the worldwide market leader in plastic welding and process heat, and laser plastic welding. Leister tools are used in projects across civil engineering, industrial, and precision manufacturing. With market presence of 130 sales and service centers and sales partners in 100 countries, Leister technologies can guarantee that all products and services are available locally at all times.

The Swiss Center thanks its members for renewing their membership and thereby supporting and allowing the Swiss Centers to further develop their services dedicated to Swiss companies

SWISS CENTER TIANJIN – EVENT



Economic Mission to Tianjin 16th - 17th June, 2016

In collaboration with the Embassy of Switzerland to China and the SwissCham Beijing and Shanghai, the Swiss Centers China organised a two-day economic mission to Tianjin, one of the most promising industrial bases in the North. With the great support of the representatives of Wuqing and Dongli Development Area, four companies, BYD, Tiens Group, Nestlé and Seagull welcomed the delegation composed of 22 representatives of Swiss, German and French companies. H.E. J.-J de Dardel, Ambassador of Switzerland to China, and Mr. David Braun, Head of the Economic, Financial and Commercial section of the Swiss Embassy honoured the delegation with their presence.



The visit of the two development areas Wuqing and Dongli offered the delegation the opportunity to discover the new premises of the Swiss Center Tianjin – the latter has established ready-to-use offices, production & assemblage space to better serve companies in the fourth biggest city of China.



Besides the visits, on the evening of the 16th, the Swiss Center Tianjin together with the Northern Technology Exchange Market invited the delegation to meet with Chairman of Tianjin Science & Technology Commission, Dr. Lu Wenlong to a networking cocktail event regarding the commercialisation of international and innovative technologies in China.



World Economic Forum (WEF) Tianjin 27th June, 2016

The Swiss Center had the honour of contributing to the concept and realisation of the first Swiss Incubator @ WEF Tianjin 2016 initiative which was led by the Swiss Embassy in China that took place on the 27th of June 2016 at the Crown Plaza Tianjin. The gathering revolved around the margins of the WEF Annual Meeting of the New Champions 2016. The goal of the first *Swiss*



Incubator was to showcase Switzerland's global leadership in bottom-up innovation, as well as to strengthen the intrinsic link between Switzerland and the WEF for a high-calibre Chinese global audience. As the first edition of a henceforth annual event, the *Swiss Incubator @ WEF Tianjin 2016* was a huge success with more than 250 participants where private invitees and journalists enjoyed the evening and engaged with Swiss innovation at the nexus of industry, technology, art and design.

SWISS CENTER TIANJIN – UPCOMING EVENTS

Cross-Cultural Communication Seminar

Shanghai, China

13th & 23rd September 2016



Founded in 2009 by graduates of the Massachusetts Institute of Technology, Ivy League English (ILE) is dedicated to highly-customised, goal-oriented learning programmes enabled through proprietary technology. Headquartered in Boston, USA, with offices spanning across China, ILE has served clients including J.P. Morgan, Sanofi, Johnson & Johnson, and Ermenegildo Zegna. Swiss Center Shanghai is pleased to announce a long-term partnership with ILE, kicking off with two events in September to take place at SCS Waigaoqiao (13th September) and Xinzhuang (23rd September) premises. The events will comprise of talks by Mr. Neil Robertson on cross-cultural communication, followed by an afternoon tea session. For detailed information please click on the following link: [Cross-Cultural Communication Event](#)

3rd Swiss Theme Week in Zhenjiang

Zhenjiang, China

15th – 21st October 2016



If you are a Swiss visual artist, designer, fashion creative, musician or a startup, the Sino-Swiss Zhenjiang Eco Industrial Park invites you to be part of the edition of the 3rd Swiss Theme Week in Zhenjiang. They will provide you with well-equipped exhibition space, with free-of-charge booths for your artwork. They are welcoming all

artists with various artistic expressions. For more detailed information please click on the following link: [Swiss Theme Week in Zhenjiang](#)



**BASEL
AREA.
SWISS**

1st Swiss-Chinese Career Symposium (SCCS)

Basel, Switzerland

20th October 2016

The 1st Swiss-Chinese Career Symposium (SCCS) will take place in Basel, Switzerland on the 20th of October 2016. This career fair will be of special interest to Chinese students and scholars in Switzerland, and Swiss employers in Switzerland and China. The Swiss Centers China is pleased to serve as the communications partner to Swiss affiliates in China for this event.

There are approximately 4,000 Chinese graduates in Switzerland, among which some 1,000 have earned a master's or doctoral degree. Many of them are members of the Chinese Association of Science and Technology, Switzerland (CASTS). For the detailed information please click on the following link: [Career Day](#)

Industrial and Technology Parks Fair

Zürich, Switzerland

1st November 2016



The first one of its kind, the Industrial and Technology Parks Fair to take place in Zurich this November is a golden opportunity for the industrial or technology parks in China to introduce themselves to Swiss investors seeking market entry in to China. For Swiss and European SMEs, the fair will facilitate direct contact with representatives of Chinese industry and technology parks, and allow European businesses to learn how to better seize opportunities of China's rapid globalisation and "technology appetite". For the detailed information please click on the following link: [Industrial and Technology Parks Fair](#)

SWISS CENTER – DELEGATION



HEIG-VD 27th July, 2016

The Sino-Swiss Summer University in Business Administration with their 'When East meets West - Bridging management practices and cultural values' programme, visited the Swiss Center Shanghai (SCS). After the presentation of the SCS, the trade specialist of SCS shared with the delegation the role of the English language in her life evolving from her childhood to today's international business environment as well as the impact of the foreign language to the new generation. After the tour at SCS, Mr. Selim Gawad, Product Manager at Georg Fisher Machining Solutions (GFMS) shared with the delegation his role at GFMS in China and also how he deals with the cultural differences.

IFZ DELEGATION 29th July, 2016



On July 29th, Swiss Center Shanghai (SCS) organised a one-day programme for the Institute of Finance Zug (IFZ). Aline Ballaman, General Manager of Swiss Centers China gave a lecture to share insights about China's actual economic situation and its challenges. The programme continued with introductions to Swiss Center management namely, Ms. Emmanuelle Roduit, Operation Manager at Swiss Center and representatives of Georg Fischer Machining Solutions (GFMS) with the interaction of Mr. Selim Gawad Product Manager and Mr. Jacky Zhu from the GFMS Academy. At the end, a financial perspective was given to the delegation with a presentation at SCS by Mr. Stefan Buchholz, Senior Relation Manager Corporate Banking of Commerz Bank.

In the evening, the delegation visited the Swatch Art Peace Hotel. There, they received several interesting presentations by the Consulate General of Switzerland with the Vice-Consul General Ms. Anna Mattei www.eda.admin.ch/shanghai, Switzerland Global

SUPSI

Scuola Universitaria Professionale
della Svizzera Italiana

Enterprise with Mr. Leo Peng, Trade Office in Shanghai www.switzerland-ge.com and Swissnex China with Ms. Isabel Götz, Head of Operations www.swissnexchina.org. This sunny evening ended with a visit of the historical building, followed by cocktails whilst enjoying the famous Bund view.

University of Applied Science and Arts of Southern Switzerland (Supsi) **4th August, 2016**

The MSE China module with its 30 participants visited the Swiss Center Shanghai (SCS). The event kicked off with a presentation of the [Georg Fischer Machining Solutions](#) (GFMS) team with Mr. Selim Gawad, Product Manager and Mr. Jacky Zhou, GFMS Academy who presented the Swiss company and its China's challenges and perspectives. A special angle was given on the intercultural exchanges between Swiss and Chinese employees interacting in China. After the visit of the company, the delegation attended a presentation of the Swiss Center given by Ms. Emmanuelle Roduit, Operations Manager and some insights on Where is China heading given by Ms. Aline Ballaman, General Manager of the Swiss Centers China.

University of St. Gallen HSG **7th September, 2016**

The newly established programme by the University of St. Gallen HSG under the Institute for Management in Asia visited us with 10 executive representatives of Swiss companies. After a presentation on Doing Business in China by Mr. Felix Sutter, Partner, Head of Asia Business Group at PWC, Mr. Martin Larruscain, Regional Manager of [Dec China](#) shared his experience with the delegation on how the Swiss SME has conquered China. The programme included a visit to the German company [Zeiss](#) which develops and produces light and scanning microscopes and imaging systems for professional applications. The CEO of Zeiss China, Mr. Maximilian Foerst and the COO, Mr. Frank Xie gave us an insight into the company's positioning and development in China as well as the interaction with the supply chain department. The delegation completed the visit with a presentation of the Swiss Center Shanghai given by Ms. Aline Ballaman, General Manager of the Swiss Centers China and a perspective



on where China is Heading given by the CEO of the Swiss Centers China, Mr. Zhen Xiao.

**EPFL Delegation
September 8th, 2016**



19 students of the Minor and Cultural studies of EPFL visited the Swiss Center Shanghai (SCS). The group attended a presentation of SCS activities given by Emmanuelle Roduit, Operations Manager of the Swiss Center Shanghai as well as an overview on Where is China Heading given by Aline Ballaman, General Manager of the Swiss Centers China. In the afternoon, the Swiss company Firmenich welcomed the delegation and introduced them to the importance and purpose of Research and Development in China. The Director of Analytical Innovation, Corporate R&D division, Olivier Haefliger as well as the scientist at R&D, Dan Ting shared their knowledge and experience with the delegation. For their second company visit, the delegation visited KUK China, a Swiss manufacturer of electronic coils. The CEO, Min Zhang of EPFL Alumni, gave a presentation and plant tour of the company.

The Swiss Center warmly thanks the delegation for their visit as well as the companies and speakers for their invaluable time and for sharing their knowledge about China with the delegation.

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

We look forward to being of continuous service and support to your success!

We are pleased to be of assistance to you should you have any further inquiries therefore please do not hesitate to contact us!

Your Swiss Center Shanghai Team

