



SCC NEWSLETTER MAY 2017

DEAR SCS MEMBERS, PARTNERS AND FRIENDS

2017 is an exciting year for Sino-Swiss economic relations. Following Xi Jinping's state visit to Switzerland in January, three Swiss Federal Councilors have visited China including the President of the Swiss confederation Ms. Doris Leuthard, who has participated in the One Belt One Road summit in Beijing. As Switzerland and China entered into an "innovative strategic partnership" to promote common goals in development and prosperity, the win-win partnership will create more cooperation mechanisms between Switzerland's innovation-driven economy and China's "Made in China 2025" agenda, positioning the two countries to become leaders of the pack in the global movement of transition to Industry 4.0. The new phase of deepened cooperation will open a new golden chapter for the Swiss industry.

This year, we are excited to announce the renewal of memberships by Dec Group, Microdia, and NGL Group, respective leaders in the machinery, pharmaceutical and environmental technology sectors. Swiss Centers China thanks our members for their commitment.

Meanwhile, Swiss Centers China is experiencing its own new phase of accelerated growth and deepened cooperation with the government and business community in China. In Tianjin, our new 150 m² showroom will offer all members an opportunity to establish presence for their products and brands in the North of China. In Shanghai, we collaborated with the Pilot Free Trade Zone Administration to host over 20 guests in a fact-finding seminar designed to introduce to businesses how they can benefit from the preferential policies of the Pilot Free Trade Zone.

The forthcoming months will again see Swiss Centers China active in both Switzerland and China to connect more Swiss companies to global opportunities. On May 19th in Shanghai, the Roundtable on Sino-Swiss Free Trade Agreement (SSFTA) will bring high-level delegates from Swiss MNCs and SMEs together in dialogue, to explore solutions to the current barriers to successful implementation of the SSFTA. In Fribourg on June 20th, our first joint seminar with the University of St. Gallen will provide Swiss managers with a comprehensive overview on how subsidiaries in China function.

The Swiss Centers China team wishes you a great summer and the best in your business ahead!

MEMBERSHIP RENEWALS



Dec Group

Dec (Dietrich Engineering Consultants) Group is the leading global provider of contained powder handling systems and is recognized as a world-leading expert in process containment technologies. It has been supplying the pharmaceutical, chemical, food and cosmetic industries for 30 years. In excess of 200 companies worldwide have successfully integrated more than 4000 Dec systems into their production sites. These include a wide range of patented products that enhance safety, hygiene, containment, reliability and productivity in powder handling. Dec offers innovative approaches across the range of powder handling and process containment applications, including transfer, micronizing, filling/emptying, sampling, mixing/blending, dosing, aseptic solutions, milling and advanced cleaning (CIP/SIP) features.

To learn more, visit www.dec-group.net.



Microdia

Microdia, established in 1979, creates solutions which become the heart of your extrusion line. At our Switzerland-based head office and engineering facility, our highly skilled and experienced professionals manufacture the following precision equipment ;

- Manual centering crossheads, fixed centering crossheads, and special application crossheads
- Standard and special crosshead tooling
- Pneumatic, hydraulic and manual purge systems
- Quick color change systems
- Crosshead spare parts and accessories

By perceiving the needs of our customers, anticipating future extrusion developments and being constantly technologically innovative, Microdia have become the top specialists in the extrusion industry worldwide.

To learn more, visit www.microdia.ch.



ECOLOGICAL CLEANING SOLUTIONS

NGL Group

Headquartered in Nyon, Switzerland, NGL is expert in the field of cleaning solutions with an environmental impact. Recognised as a world leader in the research and development of processes for the solvent-free preparation of surfaces. Since its creation in 1970, NGL has always targeted advanced technology fields, and in particular watch parts, jewellery, silverware, medical, micro-mechanics, electronics, electroplating, vacuum deposits and ophthalmic optics, sun lenses and precision optics, i.e. all fields requiring, for technical or aesthetic reasons, a high level of surface cleanliness.

To learn more, visit www.ngl-group.com.

NEW DEVELOPMENT IN SWISS CENTER TIANJIN





New Showroom in Tianjin

The Swiss Center Tianjin showroom will enable all our members to have a physical presence in the North of China in addition to Shanghai. With excellent proximity to Tianjin ports and Beijing city, the fast-growing Swiss Center Tianjin facility will offer great visibility towards Chinese government authorities and delegations from businesses, universities, chambers of commerce and other institutions.



The showroom will be a ~150 m² space located on the 2nd floor of the Swiss Center Tianjin building, located in the Dongli district of Tianjin. The on-site Swiss Center Tianjin team will serve as a contact point, to support the maintenance of the showroom and communicate new opportunities for your business concerning the exhibition.

Should you be a member of Swiss Center and would like to take advantage of our new showroom in Tianjin, contact Ms. Yulia.Jin@swisscenters.org, M. +86 133 2346 5385.

UNLOCK OPPORTUNITIES IN WAIGAOQIAO



Seminar on Shanghai Pilot Free Trade Zone Shanghai, Thursday 16th March 2017

Swiss Center Shanghai hosted 24 guests in our one-day seminar – *How your business can benefit from the Shanghai Pilot Free Trade Zone (PFTZ)*. The seminar was designed to share first-hand practical insights from government agencies and companies already established in the PFTZ, to inform how being in the FTZ can concretely benefit your business.



Participants were given introductions by officials from the Xin Development Group, the Shanghai Waigaoqiao Bonded Logistics Zone Administration and the International Machine Tools Center on the different functions of the PFTZ. The participants also visited the **Swiss and German manufacturing giants Georg Fischer Machining Solutions and Zeiss**, where the respective general managers Johnson Chen and Maximilian Foerst shared their unique knowledge on operating from the PFTZ.

In 2016, the Waigaoqiao Pilot Free Trade Zone (PFTZ)

was nominated by the Financial Times as the best free trade zone in Asia, and the runner-up best zone worldwide. Big name investors have flocked to the zone to establish their presence – Total, Panasonic, HP, Swatch Group, to name but a few. With proximity to the world’s largest port, Waigaoqiao Free Trade Zone (FTZ) offers investors the opportunity to export and import their goods with a preferential tariff system and reduced red tape.

LATEST DELEGATIONS



ETH Zürich: MAS MTEC Delegation Shanghai, Tuesday 28th March 2017

On 28th March 2017, the Swiss Center Shanghai had the pleasure of welcoming the delegation from the ETH Zürich Master of Arts in Management, Technology and Economics (MAS MTEC) program. The program included presentations from Emmanuelle Roudit, Operations Manager at Swiss Center Shanghai (*How to do business in Asia/China*), Nicolas Musy,



Founder of Swiss Centers China and Founding Partner of **China Integrated** (*Engineering your success – What should we expect from China?*), Arthur Raffard, Business Development Manager Asia, **Sonceboz SA**, and Vanessa Xu, Trade Specialist at Swiss Center Shanghai (*How to optimize your import procedure*).

The delegation also visited the Waigaoqiao International Exhibition & Trading Center of Wine & Beverage, and the Waigaoqiao Direct Imported Good Center (DIG).

The ETH Zürich MAS ETH MTEC program is one of the longest-standing and most successful management education programmes in Switzerland, offering a multidisciplinary and practice-oriented continuing education programme of highest quality providing key qualifications for management positions.



Neuchâtel: Internet of Things (IoT) Delegation
Shanghai, Tuesday 4th April 2017



In April 2017, in collaboration with Mosaïq, the Swiss Center Shanghai welcomed a delegation from Switzerland led by Mr. Xavier Comtesse and the Chamber of Commerce and Industry from the Canton of Neuchâtel. **This delegation was composed of Swiss executives and entrepreneurs interested in the Internet of Things “IoT” with a special focus on how China embraces and implements IoT opportunities.** The Swiss Center Shanghai organized one afternoon of presentation and panel discussion on the new era topic. After a presentation of the Swiss Center given by Aline Ballaman, General Manager, Mr. Nicolas Musy, founder of the Swiss platform presented the future of Technology in China. Mr. Georg Stieler, Managing Director at STM Shanghai shared with the delegation the positioning of the global lead market for smart manufacturing. As a practical understanding of IoT integration in escalators and elevators, Mr. Bernard Schwegler, Chief of Operation at Schindler shared insights of the Swiss multinational with the audience. Vivid discussion and reflection took place during the panel discussion.



Fribourg Delegation Shanghai, Tuesday 4th April 2017

The Executive Master of Business Administration (EMBA) from the School of Management Fribourg visited the Swiss Center on April 4th. The delegation of 20 students had the unique opportunity to understand how the Swiss SME enter and adapt to the Chinese market. They had a very dynamic and long exchange with Mr. Jerome Li - CEO of Frewitt China. **Founded in Fribourg in 1946, Frewitt is the world’s leading supplier of machinery for the pharmaceutical, food, and fine chemical industries,** specializing in milling and handling of powders. Mr. Li shared his experience how Frewitt has successfully run the subsidiary over the last nine years. In 2008, Frewitt started with 3 employees and 3 second-hand machines and a 400 m² assembling workshop. Today, the company has 23 employees, a 2000 m² assembling area and office.



UPCOMING EVENTS



Speaker



Vanessa Xu
Trade Specialist
Swiss Center Shanghai

If you have some specific questions related to the FTA, kindly send an email to vanessa.xu@swisscenters.org.

Roundtable: Sino-Swiss Free Trade Agreement Shanghai, Friday 19th May 2017

The free trade agreement (FTA) signed between Switzerland and China in 2013 is among the most ambitious trade deals signed by both countries to date. During Xi Jinping's state visit to Switzerland this year, both governments have agreed to upgrade the FTA agreement to benefit more Swiss companies. To take advantage of the positive economic environment, Swiss Center Shanghai will organize a Roundtable on the Sino-Swiss Free Trade Agreement on May 19th.

The Swiss Centers, with its trade expertise and long-standing relations with local authorities, acts in between Swiss companies and Chinese authorities to secure successful implementation of FTA rates on qualified Swiss exports. Delegates from Shanghai Customs Bureau and the Shanghai Pilot Free Trade Zone Administration (FTZ) will attend the roundtable. **Through open dialogue, we hope to relay to the authorities the main challenges that Swiss companies encounter with the FTA at the operational level.**

It is far from easy to file a successful FTA application. However, with a practical and solution-oriented approach, we firmly believe that clarity can be

provided on what goes wrong and how to fix it. Therefore, this roundtable offers each Swiss company the opportunity to present their most pressing challenges to the panel for discussion and troubleshoot.

This event is now closed for registration. If you are a Swiss company and interested in having your FTA problems heard, take the [FTA questionnaire](#) to share your concerns.



Speakers



Zhen Xiao
Managing Director
[Swiss Centers China](#)



Nicolas Musy
Founding Partner
[China Integrated](#)



Clarisse von Wunschheim

Subsidiary in China: Key to Success for the Headquarter

Among the internal challenges that Swiss subsidiaries in China face, 38% state that lack of understanding from headquarter is an issue making it one of the top three internal challenges to successful operations*.

The Swiss Centers China and the St. Gallen Institute of Management in Asia (SGI-HSG) join forces to offer a one-and-a-half-day seminar dedicated to the Swiss companies who have or who plan to set up subsidiaries in China, and who wish to improve cross-border management methods between Switzerland and China.

On the basis of our practical expertise with 100 subsidiaries in China and combined with our research, we have developed a program to equip each participant with a comprehensive view and practical approach on how subsidiaries in China function. The program is composed of multiple points of view from

Partner
Hartmann Dreyer



Lukas Studer
Executive Director
St.Gallen Institute of Management in Asia,
University of St. Gallen

Chinese society and management practices, to ensure that participants understand both the social and business environment that affect foreign-invested businesses in China.

The program also includes a practical workshop session where the participants have the opportunities to present concrete cases and questions, and to practice working out answers and implementable guidelines with the support of the experts giving the seminar.

This event is now open for registration! To sign up, send an email with your full name, company name and job title to aline.ballaman@swisscenters.org.

Should you have any questions or comments, please don't hesitate to contact us.

Your Swiss Centers China Team



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