

# Newsletter

of the Embassy of Switzerland in the People's Republic of China

November 2011

## A word from the Ambassador

Dear Friends of Switzerland,

2011 is slowly drawing to an end, and again we can look back to a year of many highlights. The first semester saw prominent visits of **Federal Councillor Didier Burkhalter** and **Federal Councillor Ueli Maurer** to Beijing, and the visit of **H.E. Yang Jiechi, China's Minister of Foreign Affairs**, to Switzerland, as well as several other political high-level contacts. These contacts have been instrumental in re-enforcing our existing, as well as identifying additional areas of cooperation: Among the new **frameworks of cooperation** signed between the two countries in the last year are a joint statement on the intensification of the Sino-Swiss Science and Technology Cooperation Program, a joint declaration on bilateral cooperation in the field of health, a Memorandum of Understanding on development cooperation and a Memorandum of Understanding regarding cooperation on Labor and Employment issues.

The on-going substantiation of cooperation has been palpable, with exchanges on expert level and implementation of projects across the board.

Furthermore, Sino-Swiss cultural exchange has been thriving. This autumn, we are being treated to some outstanding artistic highlights. The performances of the highly acclaimed **Béjart Ballet** in Beijing in October were a rousing success. And we can look forward to the concerts of the **Tonhalle Orchester Zürich**, one of the most widely recognised orchestras internationally, in Shanghai and Beijing in early November.

Finally, I would like to inform you of the arrival of my new Deputy Head of Mission, Ms **Salome Meyer**, who has joined us from London in September. I take this opportunity to thank her predecessor, Mrs **Krystyna Marty**, for her great contribution to the Swiss community and the bilateral relations between our two countries. Mrs Marty has been appointed Switzerland's Ambassador to the Republic of Kosovo.

I wish you and your families a bright autumn and extend my best wishes for a very festive season.

With my best regards,  
Blaise Godet



*Ambassador Blaise Godet*

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## A word from the Deputy Head of Mission

Dear Friends of Switzerland,

Having arrived in Beijing in September, I am still very much absorbed by the many new impressions. The dynamism and the spirit of Beijing, and of the country as a whole, is extraordinary, and I feel privileged to be serving at one of our most important missions abroad at a time when bilateral relations between Switzerland and China continue to grow, strengthen and deepen. I have no doubt that my posting will be both inspiring and rewarding and I greatly look forward to meeting many Swiss citizens in China.

With my best regards,  
Salome Meyer



Ms. Salome Meyer  
Deputy Head of Mission

## Upcoming events

### First appearance of the Tonhalle Orchestra Zurich with Chief Conductor David Zinman in China

After more than 20 years the Tonhalle Orchestra Zurich will return to China this **November** together with chief conductor *David Zinman*, one of the world most renowned conductors. The Tonhalle Orchestra Zurich is Switzerland's oldest and one of its most distinguished orchestra. It will perform **on the 3<sup>rd</sup> in Shanghai and the 5<sup>th</sup> in Beijing** and will play Schubert's Symphony No. 7, The Unfinished, and Mahler's Symphony No. 5 to commemorate the 100<sup>th</sup> anniversary of the death of this great composer.

With David Zinman, the Tonhalle is recognized as one of the best orchestras interpreting Mahler's work. They have recorded all of the 10 symphonies and been awarded 2009 with the "*Le Monde de la Musique Prix Choc*" for the recording of Symphony No. 6 and this October with the "*Echo Klassik 2011*" for the recording of Symphony No. 8, 19<sup>th</sup> century symphonic recording of the year.

### Movie screening "Pane e Tulipani"

The screening of the movie "*Pane e Tulipani*" by Swiss Director Silvio Soldini at the "*Istituto Italiano di Cultura di Pechino*" will take place on Friday, **November 18<sup>th</sup>** and Tuesday, **November 29<sup>th</sup>** at 19:30, without entrance fee. The movie



Tonhalle Orchestra Zurich  
© Barbara Graf-Horka



David Zinman



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(after being forgotten in a highway café during a bus trip, a housewife decides to start a new life by herself in Venice) is in Italian with English and Chinese subtitles.

For more information about upcoming cultural events, please refer to our regular event announcements at: [www.eda.admin.ch/beijing](http://www.eda.admin.ch/beijing)

## Top10 China Network Event

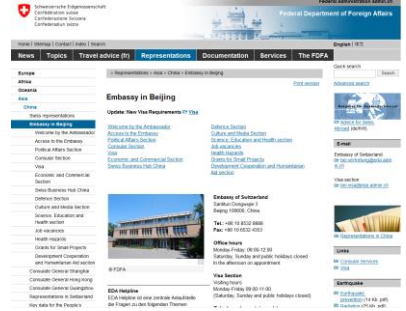
The Embassy of Switzerland, jointly with the Sino-Swiss Chamber of Commerce (SwissCham), the WWF and Top10 China, will organize an event entitled "Develop your business through energy efficiency" on **November 14<sup>th</sup>**, 2011, at the Hilton Hotel. The aim is to provide information about the Top10 China project and promote their activities. Top10 is a consumer oriented online search tool which aims at tackling climate change and pollution of the environment through promoting the best appliances in terms of energy efficiency for various kinds of products (cars, refrigerators, electronics, lamps, etc.) and push for market transformation. It was first created in Switzerland and is currently active in 17 European countries, the US and Hong Kong. It was launched in Mainland China in October 2010. The project is supported financially by the Swiss State Secretariat for Economic Affairs (SECO).

## Swiss Student Welcome Reception at the Ambassador's Residence

On **November 18<sup>th</sup>** the Ambassador of Switzerland will welcome the new students from Swiss universities studying in China with a scholarship of the Swiss-China Bilateral Scholarship Exchange programme.

## 5th Working Group meeting of the Sino-Swiss bilateral dialog on IPR issues

From **November 21<sup>st</sup> to 25<sup>th</sup>**, 2011, a delegation from the Swiss Federal Institute for Intellectual Property (IPI), led by their Deputy Director Dr. Felix Addor, will come to China to attend the 5<sup>th</sup> Working Group meeting in the framework of the Sino-Swiss annual dialog on IPR issues. The delegation will use that opportunity to hold also a series of bilateral meetings with Chinese agencies involved in these questions, to have contacts with Chinese academics and foreign experts. A roundtable with the participation of representatives of the Swiss and Chinese industry is also foreseen.



[www.eda.admin.ch/beijing](http://www.eda.admin.ch/beijing)  
Embassy official website



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## Political News

### Regional Workshop on the Montreux Document in Ulaanbaatar

Switzerland co-organized together with Mongolia, the International Committee of the Red Cross (ICRC) and the Geneva Center for the Democratic Control of Armed Forces (DCAF) a regional workshop on the Montreux Document that was held on **October 12<sup>th</sup>** and **13<sup>th</sup>** in Ulaanbaatar. The Montreux Document addresses issues related to Private Military and Security Companies (PMSCs). The objective of this regional workshop was to raise awareness on the document together with additional mechanisms aiming at regulating PMSCs such as an existing International Code of Conduct and a set of Voluntary Principles.

More than 10 countries from the broad region participated in the seminar, from Afghanistan to Russia, including the Democratic People's Republic of Korea, Japan, Kazakhstan, Kirghizstan, the People's Republic of China, the Republic of Korea, Tajikistan, and of course Mongolia. United Nations experts from the Working Group on mercenaries as well as international experts were also invited to contribute to the success of this event. This regional workshop is the second of its kind after an initial round for the South American region last May in Santiago del Chile.

Info: <http://www.eda.admin.ch/eda/en/home/topics/intla/humlaw/pse/psechi.html>

## Economic news

### Visit of a delegation from the Swiss Customs Administration

From **October 17<sup>th</sup>** to **October 21<sup>st</sup>**, 2011, a delegation from the Federal Customs Administration led by Mr. Robert Lüssi, Vice-director, paid a visit to China, first in Shanghai, then in Beijing. On that occasion, they visited some customs offices and chemical laboratories and led technical discussions with their counterparts from the China Customs Administration.



*Ambassador Godet about to officially open the regional workshop.*



*Group picture*



*Meeting of the Swiss Customs Delegation at the Chinese Customs Administration to discuss HS (Harmonized System) and AEO (Authorized Economic Operator).*



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## Swiss Business Hub

### Investment Seminar in Beijing

On **September 8<sup>th</sup>**, an investment seminar was held in Beijing organized by the Switzerland Trade & Investment Promotion in cooperation with the China Industrial Overseas Development & Planning Association and the SwissCham Beijing. Ambassador Blaise Godet personally welcomed the more than 100 representatives of Chinese companies and high ranked Chinese officials. In order to inform internationally oriented Chinese companies about the advantages of setting up a headquarter location in Switzerland the Swiss Business Hub together with experts from Credit Suisse and PricewaterhouseCoopers gave a detailed presentation about the financial and organisational aspects of doing business in Switzerland. The speakers and representatives of the Swiss cantons answered questions during the panel-discussion afterwards. During the cocktail and dinner reception around 160 guests were enjoying the opportunity to meet with Swiss and Chinese business people.



*Panellists discussing questions of the audience*

### Connect China Event

The third edition of the annual Connect China event took place in the congress center Bocken in Horgen (ZH), Switzerland on **September 9<sup>th</sup>**. The theme of the event was "*China 2020: Megatrends in life Sciences and Technologies*". With over 100 guests the seminar was at capacity and the participants were able to enjoy an action filled program which lasted the whole day and included key note speeches by among others Kurt Haerri, President of the Swiss-Chinese Chamber of Commerce, as well as Dr. Christian Etter, who is currently leading the FTA negotiations with China for the SECO. The Swiss Business Hub (SBH) represented by Deputy Head Kilian Widmer from Shanghai, together with Osec and Baumot, a former client, held a double workshop in the afternoon on how to successfully export to China. Besides the main do and don'ts as well as cultural related aspects when entering China, updates on the legal and social background were given as well as a perspective on the potentially most promising sectors for Swiss enterprises in China. The Osec/SBH workshop was rounded out by a very informative and impressive case study presentation of Marcus Hausser, the CEO of Baumot, sharing his experiences of entering the Chinese market as a SME with the audience.



*Kilian Widmer explaining to the interested audience the challenges Swiss SMEs face when entering China*



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## Cultural news

### “Return to Spiritual Home” exhibition

**September 3<sup>rd</sup>** saw the opening of the exhibition “*Return to Spiritual Home*”, a collective show of Swiss and Chinese photographers and painters. The eclectic ways to explore our inner world, may it be on Ma Ning’s 4m wide canvas displaying signs of love, anxiety, doubt or freedom by colorful brush strokes, on Victoria Higgin’s quiet images of the Alps and their avalanche barriers or on Leonie Hunn’s abstract and geometric expression of her return to the home of her ancestors in Villars, in the very sober framework of the EMG Art Center Beijing, created a unique opportunity, through art, to mull over our own “spiritual home”. The exhibition runs **until November 3<sup>rd</sup>**.



Ambassador Godet at the opening of ‘Return to Spiritual Home’.

瑞士文化基金会

## prohelvetia

### Swiss dancing DA MOTUS! at Beijing Fringe Festival

From **September 7<sup>th</sup> to 11<sup>th</sup>**, the Swiss dance troupe *DA MOTUS!* performed in the framework of the Beijing Fringe Festival, on stage as well as in an outdoor performance, a rare event in the Chinese capital. *DA MOTUS!* leitmotiv: We are in constant metamorphose, nothing in life is eternal. Time changes, our relationships and values alter. As companions of waning time, changes are a steady guide on our movements through life. Do changes also mean chance, luck? Is renewal not a symbol for life forces and development? The allegorical scenes created by the dancers from Fribourg could not have found a better cradle than Beijing and its ultra rapid development to express constant change. This project was supported by Pro Helvetia.



On-stage performance ‘Change’

### The “Switzerland drifting tour”: Oy & Feldermelder

On **September 15<sup>th</sup>** in Yu Gong Yi Shan club, a crowd of electronic music aficionados was catered by some of the most promising Swiss performers in the field. In the first part, DJ Feldermelder’s soundscape, from ambient to beat music and psyche rock, was supported by VJ Fichtre’s visual creations: images made of one line, bouncing and twisting on the beats of Feldermelder to create characters, animals and other objects born in the mind of this creative graphic designer. Electronic musician Oy followed in the second part of the gig, with her full orchestra of puppets, her sharp lyrics and solid sound for a show which derision was only surpassed by its poetry. This project was supported by Pro Helvetia.



Oy and Feldermelder



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## Switzerland's "GOOD GUYS" at 1<sup>st</sup> BIDT

The 1<sup>st</sup> Beijing International Design Triennial (BIDT) on the theme "Ren: Good Design" was held at the China National Museum in Beijing from **September 28<sup>th</sup> to October 17<sup>th</sup>**. The Swiss Architecture Studio *Holzer Kobler Architekturen* in collaboration with Chinese designer Li Degeng curated and designed "Good Guys", one of five sub-themes of the entire exhibition. On this occasion, Pro Helvetia invited 4 designer groups, including *Atelier Oi*, *Claudia Caviezel*, *Raffinerie* and *Fabian Mueller* to come to Beijing, they joined the forum which was held in Tsinghua University on **September 30<sup>th</sup>**. To further mark Swiss excellence in architecture and design, the Swiss Architecture Studio Holzer & Kobler Architecture took this opportunity to launch the Chinese version of its monograph "*Mise en Scene*" (more information on the book launch under "Science, Education and Health News").

## Béjart Ballet in Beijing

On **October 15<sup>th</sup>**, the world premiere of "Là où sont les oiseaux", the new choreography by Artistic Director of the Béjart Ballet Gil Roman, in collaboration with the Chinese author Chen Sheng Lai, was warmly applauded at the National Center for the Performing Arts. For this sold out show, the forty dancers of fifteen different nationalities that were on stage, broken in like no one else to the style of the master, showed their perfectly controlled movements, precise but natural and light, in this new production as well as in two radiant choreographies from Maurice Béjart's repertoire: *Dionysos* (1984) and *Boléro* (1961). This project was supported by Pro Helvetia.

## Compact Flash: Electronic Music Jam Session

On **October 21<sup>st</sup>**, 5 Swiss electronic musicians forming the group "*Compact Flash*" gave a 5-hour long Jam Session to a Beijing audience at Haze Club, from electronica, alternative hip hop, free funk to deep house and music for the dancefloors. The members of the Compact Flash China Edition were a combination of Dancefloor Specialists and Experimental Musicians, cooperating on the rules of jam sessions. The audience was also visually entertained, since synthesizers, keyboards, drum machines, effect units, laptops, as well as acoustic instruments were used, showing how electronic sounds are produced and controlled. This project was supported by Pro Helvetia.

## "La Suisse plurielle" photography exhibition in Karamay, Xinjiang

The opening of the exhibition on migration "*La Suisse plurielle*" took place on **October 19<sup>th</sup>** at Karamay Culture Center. The essay and drawing contest on the topic of "Diversified culture, harmonious living" for the local primary school students was launched two weeks before the exhibition. 400 essays and 350 drawings were collected. Ambassador Godet and a Vice Mayor of Karamay opened the exhibition in front of local residents.



GOOD GUYS: dragon-like chopstick shelf



Béjart Ballet



Compact Flash



"La Suisse plurielle": Ambassador Godet distributing awards



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## Festival Strings Lucerne in Beijing

One of the world leading chamber orchestras, Festival Strings Lucerne, played in Beijing for the 14<sup>th</sup> Beijing Music Festival on **October 21<sup>st</sup> and 22<sup>nd</sup>** under the baton of *Achim Fiedler*. On October 22<sup>nd</sup>, the concert was specially intended for Children. The world renowned chamber orchestra played Mahler, Bartók, Schoeck and Schubert on October 21<sup>st</sup> and Mozart, Vivaldi, Tchaikowsky and Bartok on October 22<sup>nd</sup>.



*Festival Strings Lucerne*

## Science, Education and Health news

### Head of Swiss Space Office in Beijing

Mr. Daniel Neuenschwander, Head of Swiss Space Office, visited Beijing between **September 12<sup>th</sup> and 15<sup>th</sup>**. The purpose of the visit is to get a deeper knowledge on the space science landscape in China. Mr. Neuenschwander visited Chinese Academy of Space Technology, Earth Observation Institute of Chinese Academy of Sciences, Institute of High Energy Physics of Chinese Academy of Sciences and National Space Administration.

### Sino-Swiss Design Evening

At the occasion of Beijing International Design Triennial BIDT, the Embassy of Switzerland, Pro Helvetia and Central Academy of Fine Arts CAFA co-organized Sino-Swiss Design Evening on **September 28<sup>th</sup>** at Times Art Museum. The evening was hosted by Ambassador Godet. Mr. Martin Heller and Mr. MENG Yan representing Swiss and Chinese designers delivered keynote speeches on the current status of design in Switzerland and China. Prof. XIAO Yong (CAFA), Mr. Tom SHI (Chinese designer), Mrs. Gabriela Christen (Swiss design professor) and Mrs. Barbara Holzer (Swiss architect) joined the panel to discuss the new standards of good design. The evening brings together more than 200 Chinese and Swiss designers, architects, design professors and students. Swiss architecture office Holzer & Kobler Architekturen used this occasion to launch the Chinese version of their profile '*Mise en Scene*', a project supported by Pro Helvetia.



*Panel discussion, Sino-Swiss Design Evening*

### China International Education Expo 2011

On the weekend of **October 16<sup>th</sup>-17<sup>th</sup>** the Embassy participated in the biggest education fair held in China the China International Education Expo 2011 (CIEE). In the "*Swiss Universities*" booth in Beijing representatives from the University of Geneva, École hôtelière de Lausanne, iheap Lausanne and the



*Swiss Universities booth in Beijing*



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Embassy of Switzerland provided brochures and information about studying in Switzerland attracted many students and parents interested in Switzerland's excellent education possibilities. Also represented with own booths were the University of St. Gallen and several hotel- and tourism management schools from Switzerland. The following weekend Swiss Universities were represented by Swissnex China in Shanghai. The fair finished on October 30<sup>th</sup> after several stops in Chinese cities.

## Cooperation news

### Study-Tour to Switzerland on Climate Change Law

Building on the first Sino-Swiss Forum on climate change legislation in October 2009, a study tour to Switzerland was organized in **August 2011** by the Swiss Agency for Development and Cooperation (SDC) in cooperation with the Federal Office for the Environment (FOEN). On this occasion the participants discussed Swiss climate change policies and legislation in view of the creation of a climate change law in China. This experience will serve as an input to the development of the first draft of the new Chinese climate change law as it convened the major actors involved, such as the Chinese Academy of Social Science and the National Development and Reform Commission. Over the course of the tour the participants also had the chance to meet Ms. Riklin and Mr. Noser, two members of the Swiss Parliament, who showed great interest in this project and the cooperation with China.

### MoU signed between Kunming Municipality and SDC

On **September 1<sup>st</sup>**, the Kunming Municipal Government signed a "Memorandum of Understanding for Cooperation and Dialogue on Climate Change" (MoU) with the SDC. During the visit of the SDC delegation to Kunming, Mr. Li Wen Rong, Executive Vice Mayor of Kunming Municipal Government and member of Kunming's CPC, shed light on his city's low-carbon developments. The visit was also an opportunity to meet with the municipal department in charge of implementing low carbon initiatives. Both signatories see the MoU as a stepping-stone for further cooperation and expressed their interest in strengthening links between the Kunming municipal government and SDC over the coming months in order to promote concrete and targeted actions to address climate change. SDC also signed MoUs with Shaxi City in the Bai minority area as well as the Jianchuan district in the Dali prefecture and therefore includes for the first time a rural municipal district in the low-carbon city network.



*Climate change study tour: the Chinese and Swiss Delegation in front of the Federal Parliament Building*



*Kunming's Vice Executive Vice Mayor Li Wenrong (right) and Dr. Walter Mayer from SDC sign the MOU*



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## Low-Carbon Cities China Programme: Mission to Switzerland

From **September 4<sup>th</sup> to 7<sup>th</sup>** SDC co-organized a mission for two municipal and one ministerial delegation to Swiss Energy Cities and a Cleantech event. In the framework of the Low-Carbon City China Programme this mission allowed the Chinese delegation to visit the Swiss Energy Cities Zurich, Lausanne and Geneva and to participate in a Cleantech event in the Energy City of Basel. The presentations of the city officials shed light on the efforts that Swiss cities have been making towards greener cities and served as a base for discussion and transferred lessons learnt as well as best practices.

## Sino-Swiss Management Training Forum

The yearly held Sino-Swiss Management Training Forum took place on **September 12<sup>th</sup> and 13<sup>th</sup>** in Lucerne, hosted by the University of St. Gallen's Institute for Systemic Management and Public Governance. It convened senior Chinese and Swiss government officials, such as the Director-General of the SDC Martin Dahinden, as well as executive staff of private companies. 25 out of the 57 participants attended the Forum as part of their formation in the Chinese Training Course for Senior Personnel Management Officials (CTCSPMO), a project of SDC with the Chinese Government. Besides the inputs and discussions on "Sustainability through Innovative and Responsive Leadership" the high level participants had the chance to network across borders and to learn what sustainability is understood to be in different cultures. In 2012 the Forum will be held again in China.



*The participants of the Sino-Swiss Management Training Forum during a presentation and below in a group picture.*

## News from the Embassy

### Focus on ... the Ambassador's Office

The Ambassador's office supports the Swiss Ambassador's success in fulfilling his mandate and his mission as Switzerland's representative to the People's Republic of China, to Mongolia and to the Democratic People's Republic of Korea. The Ambassador's office is run by two ladies: Mrs. Zhang Na from Beijing and Mrs. Manuela McCall from Mario Botta's town in Ticino. Both coordinate internal and external communication as well as meetings, special events, official high ranking visitors coming from Switzerland and all official trips for the Ambassador. The Office acts as a resource manager to best execute the Ambassador's priorities and objectives which at time have to be changed on short notice. The Office is a dream job for anyone seeking to work in diplomacy behind the scene, under both pressure and performance, constantly facilitating the access to internal and external visitors seeking to meet and greet the Ambassador and especially to consult him for his insights and advice. Former British Prime Minister Margaret Thatcher stated: "...if you want anything said, ask a man; if you want anything done, ask a woman."



*From left: Ms Manuela McCall, Ambassador Blaise Godet and Ms Zhang Na*



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Fax : +86 10 8468 3983

E-Mail: [info@bei.swisscham.org](mailto:info@bei.swisscham.org)

Website: [www.swisscham.org](http://www.swisscham.org)

(local branches also in Shanghai, Guangzhou and Hong Kong)

### Switzerland Tourism

Prosper Center, Tower 1, Room 609, No. 5 Guanghua Road

Postcode: 100020

Tel: +86 10 6512 0974

Fax: +86 10 6512 0973

E-Mail : [info.cn@switzerland.com](mailto:info.cn@switzerland.com)

Website: [www.myswitzerland.com.cn](http://www.myswitzerland.com.cn)

(also in Shanghai and Hong Kong)

### Swiss Society Beijing

E-Mail: [info@ssbj.ch](mailto:info@ssbj.ch)

Website: [www.ssbj.ch](http://www.ssbj.ch)

### Beijing Swiss Study Centre

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