



Press Release (English Version)
Date: Beijing, April 15, 2010, 15h00

St. Gallen Symposium reaches out to China

Switzerland is known for being an international meeting place for high level exchanges of ideas. Throughout the past four decades the St. Gallen Symposium has been bringing together the global elite of entrepreneurs, business leaders, politicians and scientists with the most talented leaders of tomorrow. At the occasion of 60 years of diplomatic relations between Switzerland and China as well as its 40th anniversary, the St. Gallen Symposium reached out to China and welcomed friends in China to a panel discussion on “The Future of Entrepreneurial China”. The event was hosted by the Ambassador of Switzerland Mr. Blaise Godet on April 15, 2010.

It is the aim of the St. Gallen Symposium to contribute to fundamental debates concerning management, the entrepreneurial environment and the interfaces between business, politics and society. During the past 15 years, leaders from China have actively contributed to the success of the Symposium, which takes place every year in May in the small town of St. Gallen, located in the north-eastern part of Switzerland. According to Mr. Philip Erzinger, Chief Executive Officer of the St. Gallen Foundation for International Studies, the potential for an intensification of exchanges and cooperation with China is huge. “Our first event of this kind in China will certainly contribute to this new momentum in our relation with Chinese leaders of today and tomorrow”.

During the panel discussion moderated by Wang Shuo, Editor in Chief of Caixin Media Company, Prof. Wu Qidi, former Vice-Minister of Education of the People’s Republic of China, Director-General Sun Yongfu of the Ministry of Finance and Commerce, Dr. Edward Tse, Chairman of Booz & Co. Greater China and Mr. Hong Huang, Founder and Chairman of China Interactive Media Group all expressed their views on the future of entrepreneurial China. Entrepreneurial action is widely considered as the continuous drive for innovation and the permanent search for new opportunities and markets. Entrepreneurs act as “Agents of Change” and thus promote economic growth as well as technological development. China has seen a rapid growth of its economy and the rise of many successful entrepreneurs in recent years. The discussion therefore gave valuable insight into the future business environment in China, focusing on its implications for Chinese entrepreneurs.

For more information about the reception in Beijing, please contact:

Mr. Markus Reubi

*Science & Technology Counsellor
Embassy of Switzerland in China
Sanlitun Dongwujie 3, 100600 Beijing, People’s Republic of China
Tel.: +86 10 85 32 88 49 Fax: +86 10 65 32 43 53
markus.reubi@eda.admin.ch www.eda.admin.ch/beijing*

For more information about this years’ St. Gallen Symposium, please contact:

Mr. Lasse Stünitz

*Responsible for Media Relations
International Students’ Committee
Tel.: +41 (0)71 227 20 20 Fax +41 (0)71 227 20 30
stz@stgallen-symposium www.stgallen-symposium.org*