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Untold stories behind Switzerland's success to be revealed

A landlocked country with limited resources, Switzerland leads the world in technology and innovation. It is also home to a number of the world's most competitive companies, such as food and beverage giant Nestlé and the multinational pharmaceutical company Novartis. What are the secrets behind the remarkable success? Is it possible for it to be copied elsewhere such as in China?

Next week, James Breiding, author of the bestseller *Swiss Made: The Untold Story behind Switzerland's Success* (2012), will share his insights into Switzerland's entrepreneurial success and has the questions answered during a series of lectures in Beijing.

Breiding, on a lecture tour jointly organized by Embassy of Switzerland in China, swissnex China and the Swiss Center in Shanghai, will host three lectures at the Beijing Foreign Studies University, the Newhuadu Business School Beijing Campus and the Tsinghua University on March 25 and 26 and participate in one roundtable discussion.

As part of Breiding's talks in China, he had previously spoken at top universities in Shanghai. Besides being met with great enthusiasm from the audience including Chinese students and entrepreneurs, he has also generated heated discussions with academics.

Switzerland is a country where global innovation can be witnessed in various disciplines and institutions. According to the Global Innovation Index (GII), it has taken the lead for being the most innovative country for the fourth time in a row, and is strongly dedicated to continuing this positive trend.

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