

Beijing, 13 May 2017 – Third Edition of the Sino-Swiss Business Awards

After successful editions in 2013 and 2015, the Sino-Swiss Business Awards 2017 has announced the winners of its third edition during an exclusive gala evening held at the Rosewood Beijing. More than 350 guests attended the event which included top economic and political leaders from both Switzerland and China. For the first time, and in the frame of the OBOR Summit, the highest authority of Switzerland, honoured the Ceremony with her presence: Her Excellency, Federal Councillor Doris Leuthard, President of the Swiss Confederation and Head of the Federal Department of Environment, Transport, Energy and Communications.

“The finalists in all categories have provided inspiration and encouragement to everyone committed to Sino-Swiss business relations” affirmed H.E. Ambassador Jean-Jacques de Dardel in his welcome message. "It's an honor to be here and witness the highly deserved celebration of your success. It's also an opportunity to thank you for your outstanding contributions and for your commitment to our remarkable Sino-Swiss relations", stated H.E. Federal Councillor Doris Leuthard in her opening speech. This event was also the occasion to launch the SSID as announced by the President of SwissCham Beijing Samuel Baumgartner ‘Switzerland, often designated the most innovative country in the world, undeniably has much to bring to China and vice-versa. It is in this respect that SwissCham is proud to announce the creation of a platform that aims to intensify exchange between Swiss and Chinese companies in this field: the Sino-Swiss Innovation Dialogue (SSID).’

Prior to the SSBA, a panel discussion entitled “On the move: Sino-Swiss business cooperation and the belt & road” took place for around 40 high-level guests, including H.E. President Doris Leuthard who made an opening statement. The panellists were Mr. An Fengquan from the Department of International Cooperation, National Energy Administration of the PRC, Dr. Gu Chunyuan, Executive Vice President at ABB, Mr. Jia Jingwei, CEO at Swiss Re Corporate Solutions China and Mr. Xin Bao’an, Executive Vice President at the State Grid Corporation of China. Ms. Martina Fuchs, TV Host & Senior Business Reporter at China Global Television Network was the moderator.



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A signing ceremony including agreements on government, business and education levels, was held alongside the event.



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The Sino-Swiss Business Awards is an event organized by the Swiss Chamber of Commerce in Beijing (SwissCham Beijing) to thank companies for their achievements over the past years and to recognize their contribution to both the Swiss and Chinese business communities.

A few months ago, SwissCham invited all the Swiss companies in China and all the Chinese companies and institutions with a strong link to Switzerland to enter the Awards. The awards honoured companies and entrepreneurs who have achieved distinct results and demonstrated the highest level of commitment to the Sino-Swiss community and the promotion of Switzerland in China. They were invited to compete in three categories:

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- Outstanding Achievements, which rewarded one entrepreneur, one SME and one MNC
- Innovation category, which rewarded one entrepreneur, one SME and one MNC
- Chinese contribution to Switzerland, with two distinct awards: one for the best Innovator and one for the best Promoter.

This year, the number of applications reached a record. They all have been thoroughly reviewed by an independent jury. The latter is composed of 9 members, coming from various horizons: the 3 Presidents of SwissCham Beijing, Shanghai and Guangzhou, Chairman of SwissCham China, experts from the private sector, two representatives of the Swiss Embassy and one from the Chinese Ministry of Commerce.

The awards were handed over by Mr. SUO Peng (for Entrepreneur Outstanding Achievements), H.E. Dr. Jean-Jacques DE DARDEL (for SME Outstanding Achievements), Mr. Patrick YU, CEO of COFCO Group (for COFCO MNC Outstanding Achievements), Mr. Philipp HAAS, Investment Promotion Director at Swiss Business Hub (for Entrepreneur Innovator) Mr. Wende CHEN, Vice President of Shanghai Roche Pharmaceuticals (for ROCHE SME Innovator), Mr. HE Zhiyi, Chairman of the Newhuadu Business School (for NBS MNC Innovator), Ms. Pauline HOUL, General Secretary of SwissCham Beijing (for Chinese Innovator) and Mr. Christian SCHMID, Nestlé Greater China Region Executive Vice President, Technical (for NESTLÉ Chinese Promoter)

The winners of the Sino-Swiss Business Awards this year are:

1. ENTREPRENEUR OUTSTANDING ACHIEVEMENTS - 企业杰出成就奖 CHEERS Wines - 北京瑞品惠众商贸有限公司

Claudia Masiger's entrepreneurial spirit is what makes CHEERS Wines an impressive success story! Her plan was simple and efficient: bring quality and affordable wines to the masses whilst introducing the Chinese consumers to the wine culture. The company has been active in China for 6 years and is still growing! Today, CHEERS Wines is one of the wine market leaders in Beijing with close to 20 shops, and expansion in China has begun, with shop openings in many cities including Shanghai and Chengdu!

2. SME OUTSTANDING ACHIEVEMENTS 中小企业杰出成就奖 IQAir - 艾可爱尔有限公司

IQAir specializes in technology solutions that protect people from airborne pollutants. The company that stood out in the jury's mind started Sino-Swiss relations in 2003. It was the first to offer residential air purifier and in 2016, it established a secret R&D team in Switzerland for a new integrated product being launched in China. With the promotion of this new

product, IQAir plans to recruit another 200 employees in China. The company will continue to establish more offices and retail stores reaching more than 30 cities by the end of 2017.

3. COFCO MNC OUTSTANDING ACHIEVEMENTS - 中粮 - 跨国企业杰出成就奖
Nestlé(China) Ltd. - 雀巢(中国)有限公司

Nescafé Coffee Center is the result of almost 30 years of work and in March 2016, Nestlé China inaugurated the new Nescafé Coffee Center in Pu'er in Yunnan province to help support local coffee industry development. NCC is an important component of long term strategy. The initiative in Yunnan province is to increase direct purchase of coffee, at the same time providing on-site, free and demand-driven technical support to promote the coffee farmers and local coffee industry to produce high quality coffee in an efficient and sustainable way.

4. Entrepreneur INNOVATOR - 企业创新奖
Kaiterra - 原点生活(北京)科技有限公司

Founded by Liam Bates, Kaiterra creates low-cost, high-accuracy air quality monitors for consumers, businesses and industrial use. These devices help customers to measure air quality levels to ensure that they are living in a safe environment with clean air. In 2015, Kaiterra released the Laser Egg, an innovative product in the eyes of the jury panel. This product has gone on to become the most popular consumer air quality monitor in the world, and was extremely well received in China. Before the Laser Egg, similar products cost between 20 to 100 times more.

5. ROCHE SME INNOVATOR - 罗氏-中小企业创新奖
Swissmooh (Qingdao) Food Co. Ltd. - 青岛瑞慕食品有限公司

Owned by leading independent Swiss dairy farmer's association Mooh, Swissmooh's vision is to provide a safe and sustainable sales channel for the farmers, as well as provide global customers with "Swiss quality, natural and healthy" premium dairy products. In 2012, the company established a foothold in the Chinese market by founding its own WFOE, Swissmooh (Qingdao) Food Co. Ltd. focusing on B2C, opening physical stores and a wide spread e-commerce coverage. Due to high traffic online, the company gained in reputation and it helped to develop and increase B2B sales.

6. NBS MNC INNOVATOR - 新华都商学院-跨国企业创新奖
Schindler- 迅达(中国)电梯有限公司

Schindler established China's first industrial joint venture in 1980 and accomplished the process of becoming WFOE in 2006. With over 30 years of presence in China, Schindler continually looks to satisfy its vast customer base and commits itself towards further investment in people, service,

manufacturing and R&D in China. A successful innovative product development in the Chinese market is the Elevator and Wechat integration which is unique worldwide. It is currently implemented at the Shenzhen Tencent Qianhai Project where 40 high rise elevators, 23 escalators and 19 other elevators are communicating with China's largest app.

7. CHINESE PROMOTER - 雀巢-中瑞经贸促进奖
Zhongshan Sino-Swiss (European) Industrial Park - 中山中瑞工业园

Zhongshan Sino-Swiss (European) Industrial Park was established in 2013, on the initiative of the Guangdong Government. Their aim is to improve investment cooperation, enable cultural and technical communication with Switzerland in fields like healthcare and medicine, precision manufacturing and so on. It also commits to helping Swiss entrepreneurs to set up companies and expand market in Zhongshan. The jury salutes SSIP's for their efforts to promote investment and technology cooperation as well as for their will to strengthen communication with Swiss companies.

8. CHINESE INNOVATOR - 中国企业创新奖
Huawei Technologies Switzerland AG - 华为技术瑞士股份有限公司

Huawei Technologies is a leading global ICT solutions provider present in more than 170 countries and with more than 180'000 employees, among which 46% are in R&D. Huawei established a subsidiary in Switzerland in 2008 and has grown steadily in the past 9 years. It employs 350 employees in Switzerland and has 3 main offices in Bern, Zurich and Lausanne. The company has contributed to better connect the country by providing highly innovative products and solutions specially developed for the targeted customers.

9. Special Recognition for Exceptional Investment in Switzerland / 在瑞投资特别奖
COFCO International / 中粮国际

COFCO International, a leading Chinese multinational active in global agri-business, signed an historical agreement with the State of Geneva which will be a key milestone in the economic relations between Switzerland and China. In the latter, COFCO confirmed their investment decision in Geneva with an expected annual turn-over of CHF 50 billion and will continue to expand their business from Geneva in the future. COFCO Intl Global Headquarters in Geneva is positioning the company as global corporate and trading center, supervising its worldwide operations.

For a complete list of Sino-Swiss Business Awards 2017 nominees in all categories, please visit: <http://cn.swisscham.org/SSBA2017>.

SwissCham Beijing is proud to be able to gather so many outstanding companies from both China and Switzerland at this year's Sino-Swiss Business Awards. We hope that this event will establish itself in the coming years as an integral part of the event calendar of the Swiss Business Community in China.



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More pictures to be added soon.

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