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中国瑞士商会

Swiss Cities Pavilion\_瑞士城市馆

## 描述建造外墙的人

The Façade Man - A Portrait

Blaise Godet:  
瑞士是通向欧洲的门户

Blaise Godet: "Switzerland  
as Gateway to Europe"

# 世博会上 缤纷多彩的 瑞士

City Focus\_城市焦点

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—日内瓦

Zurich - Basel - Geneva

**Swiss Meadow to Flower at Expo**



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## 创造共享价值 雀巢与当地社区一起成长

### *Creating Shared Value*

*Nestlé, developing a sustainable future with the local community*

业务要取得长期的成功，必须为股东和社会同时创造价值。在雀巢，成功意味着为我们接触的每个人创造价值。这包括为我们的产品提供原料的农户、我们的员工、消费者以及运营所在的社区。我们称此为“创造共享价值”，并侧重于以下三个方面：营养、水管理以及农业社区发展。这些领域是雀巢公司业务战略的核心，同时对创造21世纪一个更美好更健康的世界至关重要。

For a business to be successful in the long term, it must create value not only for its shareholders but also for society.

At Nestlé we recognize that our success means creating value for everyone we touch – from the farmers who supply our products, to our employees, to our consumers and the communities where we operate. We call this Creating Shared Value and we focus our efforts in three key areas: Nutrition, Water and Rural Development. Those areas are core to our company's business strategy and essential to creating a better and healthier world in the 21st century.

创造共享价值  
营养 | 水管理 | 农业社区发展

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Nestlé

了解更多“创造共享价值”内容请浏览 <http://www.nestle.com.cn/csv>



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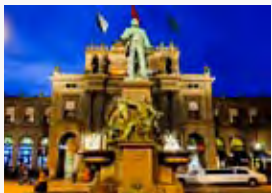
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As Global Leader in Nutrition, Health and Wellness, Nestlé Will Showcase “Creating Shared Value” at Shanghai Expo



## 雀巢亮相上海世博会，彰显“创造共享价值”

众望所归的 2010 上海世博会无疑将会完美地展现其“城市，让生活更美好”的主题。作为一家在致力于营养、健康与幸福生活方面领先的公司，雀巢的追求与上海世博会的理念是一致的。我们的目标就是在为股东和社会创造价值的同时取得业务成功。

鉴于此，雀巢荣幸地成为 2010 上海世博会瑞士馆的白金赞助商，从而有机会展示公司在创造共享价值 (CSV) 方面的承诺。

雀巢创造共享价值的理念，与公司在营养、水管理以及农业社区发展方面的核心能力密切相关。通过这些特有的优势，公司得以为所有利益相关方创造价值，同时，不断创新，取得业务增长。

在中国，我们专注于以下方面：

- ✓ 营养
- ✓ 水管理
- ✓ 农业社区发展

在瑞士馆，人们可以详细了解雀巢在这方面的举措和成就。此外，观众还将有机会参与各种雀巢产品品尝活动，享受奈斯派索咖啡、莫凡彼冰激淋、雀巢咖啡、雀巢冰淇淋以及其它雀巢产品的优质美味。

雀巢公司期望能够与其它瑞士参展单位一起，为所有光临上海世博会瑞士馆的观众留下独特而难忘的美好记忆。

The much anticipated 2010 World Expo in Shanghai will no doubt be a great showcase of its proclaimed theme of “Better City, Better Life”. Being a global leader in Nutrition, Health and Wellness, Nestlé shares these Expo aspirations completely. The purpose of our Company is to build a successful business by creating value for both our shareholders and the society in general.

For the same reason, Nestlé is very pleased to become a top Platinum Sponsor of the Swiss Pavilion at the Shanghai Expo 2010. It gives us an opportunity to showcase Nestlé’s commitment to Creating Shared Value.

Nestlé’s CSV initiatives are closely linked with the Company’s core competence in nutrition, water, and rural development. By leveraging these unique expertises, we are able to create value for all stakeholders whilst at the same time delivering innovative business growth.

In China, we focus on the following areas:

- ✓ **Nutrition**
- ✓ **Water**
- ✓ **Rural Development**

Visitors will have a chance to know more about these initiatives and achievements in Nestlé at the Swiss Pavilion. In addition, Nestlé will also have a series of sampling activities for NESPRESSO,

MÖVENPICK, NESCAFÉ, Nestlé ice cream and other popular Nestlé products for the visitors.

Together with the Swiss community, we at Nestlé look forward to putting on an impressive and memorable experience for the visitors to the Swiss Pavilion at Shanghai Expo 2010.





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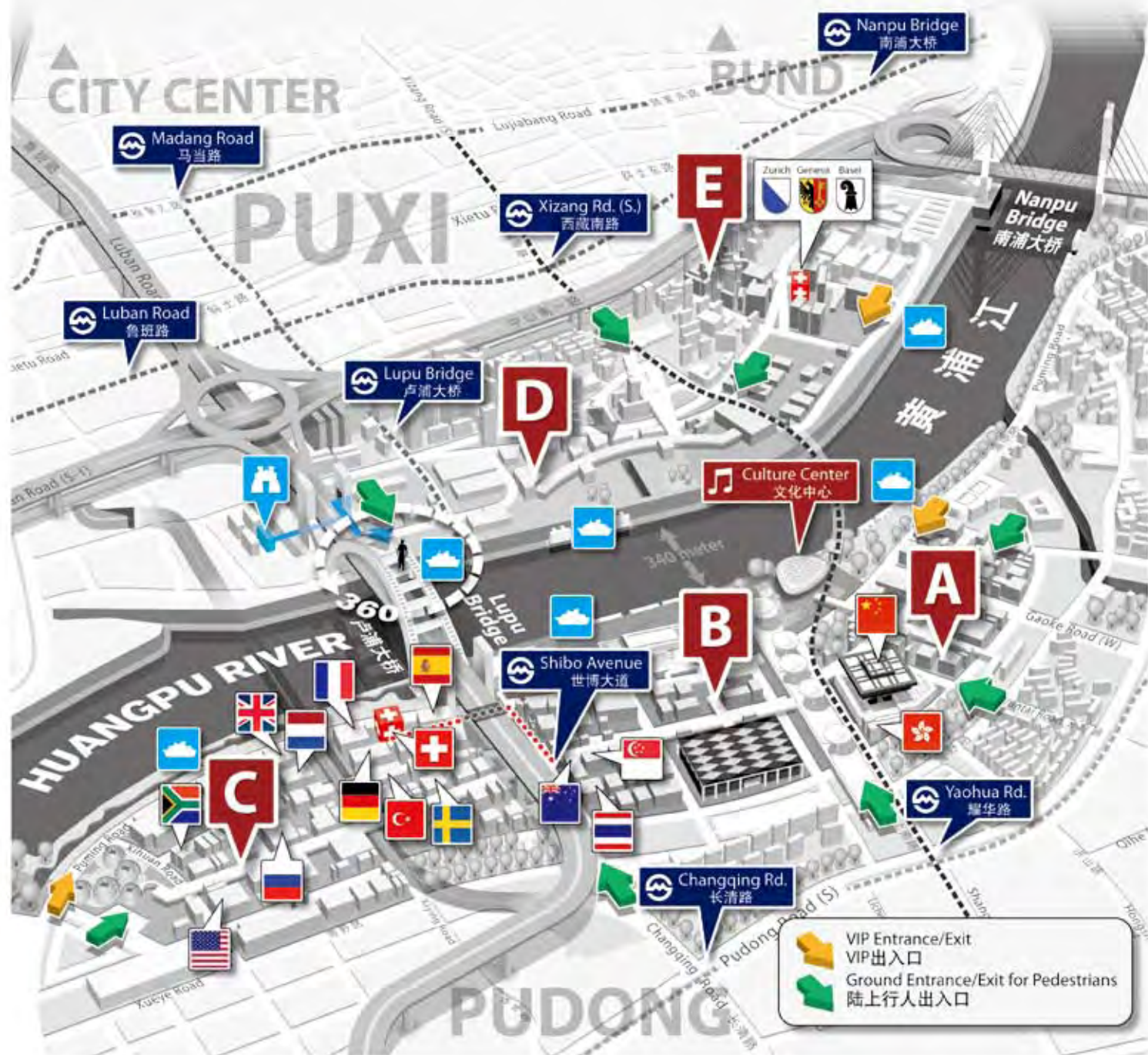
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Expo Centre  
Theme Pavilion  
Oceania Square  
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Americas Square  
Europe Square  
Houtan Square  
非洲广场  
美洲广场  
欧洲广场  
后滩广场

## Zone D

Corporate Pavillion Area  
World Exposition Museum  
Footprint Pavillion  
Jiangnan Square  
企业馆展区  
世博会博物馆  
城市足迹馆  
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## May



# 01

## Opening Parade

@ EXPO

Opening ceremony featuring "Corps de musique Bulle"

# 02

## Official Opening of City Pavilion

@ City Pavilion

# 20-21

## Montreux Jazz

@ City Pavilion

Lucien Dubois performs and presents joint projects with Chinese artists

# 20-28

## Basel Week

@ City Pavilion

# 29

## Day of the Cities: Basel, Geneva and Zurich

@ City Pavilion

Honor day of the Swiss City Pavilion

# 20-20

June

## Berne Month

@ Swiss Pavilion

# 24

## SwissCham Event

@ Swiss Pavilion

## June

# 01-05

## Zurich Week

@ Cities Pavilion

# 03

## Concert Andreas Vollenweider

@ Shanghai Concert Hall

# 11

## SwissCham Event

@ Swiss Pavilion

# 21-30

## Exhibition of Swiss Universities

@ Swiss Pavilion

Various Swiss Universities will present their expertise in the areas of science, technology and innovation.



# 24-25

## Montreux Jazz

@ Swiss Pavilion

Fiona Daniels performs and presents joint projects with Chinese artists.





# The World's finest tasting dark chocolates

Surprisingly, the last thing you should do is eat it

It wasn't until 1879 that the world's first true melting chocolate was created thanks to the invention of the conche, an agitator that evenly distributes cocoa butter within chocolate, by Rodolphe Lindt, as a result of mistakenly leaving a mixer containing the delicacy running overnight.

Before this ground-breaking discovery, chocolate was known for its gritty texture instead of its noble reputation today.

Since 1845 Lindt had constantly strived to create the world's finest chocolates. And the result, the Lindt Master Chocolatiers are proud to say, is a range of premium chocolate they have aptly named Lindt Excellence. From the classic high cocoa content selection to the exotic, each recipe is carefully refined by the Lindt Master Chocolatiers and uses only the finest quality ingredients. Every Lindt Excellence goes through a careful refinement process invented by Rodolph Lindt himself. This process-called conching – ensures each piece of Lindt Chocolate has the smoothest and most luxurious texture possible.



1  
Look



2  
Touch



3  
Listen



4  
Smell



5  
Taste

*Lindt* 

EXCELLENCE

## The Five Senses

Much like wine, there is a fine art to tasting and appreciating quality chocolate. It is the enjoyable process of savouring chocolate with all five senses. A process – which as hard as it sounds – requires you to resist putting the chocolate into your mouth straight away.

**Look** – First, simply look at the premium chocolate. The first signs of fine dark chocolate are an even surface, deep colour and a rich matte sheen.

**Touch** – Next, hold the chocolate between your thumb and forefinger. It should feel silky and smooth, but begin to melt on contact due to its high cocoa butter content.

**Listen** – Now, break a piece close to your ear. The sharp snap is a sure sign of fine dense chocolate.

**Smell** – Your fourth sense is smell, so close your eyes and inhale the aroma. You may be able to distinguish bitter-sweet cocoa beans (and even the soil they were grown in), honey and vanilla.

**Taste** – Finally, the most gratifying stage. Place the chocolate on your tongue, allowing it to melt over your palate to experience its consistency and subtle flavours. Give yourself time to distinguish as many different flavour notes as you can, before biting down to discover textual elements like caramel fragments, almond silvers or fruit pieces.

Lindt had garnered several prestigious awards for its quality and unique recipes. Lindt Excellence 70% Cocoa has been awarded the 'Best Dark Chocolate Tablet' by Salon du Chocolat in Paris in 2006. Lindt has recently launched its highly acclaimed Excellence 99% Cocoa Dark Chocolate in Beijing, Shanghai and Guangzhou.

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For more information on chocolate appreciation, please visit [www.discover5senses.com](http://www.discover5senses.com).

## JULY

# 01-31

### Criss Cross

@ Swiss Pavilion

An exhibition on Swiss design

# 02

### SwissCham Event

@ Swiss Pavilion

# 03

### SwissCham Event

@ Swiss Pavilion

## AUGUST



# 01

### Swiss National Day

@ Swiss Pavilion

Party held for the Swiss Community to celebrate the founding of Switzerland in 1291.

# 08-11

### Basel-Shanghai Days

@ Cities Pavilion

Celebrations of the Basel-Shanghai partnership

# 11

### Concert by Basel Symphony Orchestra

@ Shanghai Concert Hall



# 12

### Nation Day Switzerland

@ Swiss Pavilion

Official ceremony featuring Federal Councilor Doris Leuthard.



# 23-05

Sept.

### Swiss Design & Innovation: Design Prize CH

@ Swiss Pavilion

Exhibition of Design Prize CH and award for the most recent Swiss industrial design



The background of the entire page is a photograph of a modern, multi-story building with a blue facade and large glass windows. In the foreground, two flags are flying on tall poles: a blue flag with the M&M logo and the text 'INTERNATIONAL FORWARDING CO. LTD.' and a red flag with a white cross, representing Switzerland. The sky is clear and blue.

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## SEPTEMBER



# 05-16

## Geneva Week

@ City Pavilion

# 10-11

## Montreux Jazz

@ City Pavilion

Performance of Rusconi Trio

Montreux  
Jazz Festival

# 10

## SwissCham Event

@ Swiss Pavilion

Party for Swiss community and Swiss Club Shanghai Members

# 14

## 60th Anniversary of Sino-Swiss Diplomatic Relations

Celebrating 60 years of diplomatic relations Switzerland-China (1950-2010).

Program of the celebration to be confirmed.

# 27-02

Oct.

## Octoberfest

@ German Pavilion

16-day Munich Beer Festival

# 11

## Swissinfo Party

@ Swiss Pavilion

## OCTOBER

# 03-13

## Montreux Jazz

@ Swiss Pavilion

Dog Almond performs and presents joint projects with Chinese Artists

Montreux  
Jazz Festival

# 21

## SwissCham Event

@ Swiss Pavilion





The Bystronic logo consists of a red square. Inside the square, the word "Bystronic" is written in white, bold, sans-serif font. A stylized, white, diamond-shaped graphic element, composed of a grid of dots, is positioned behind the letter "y".

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Consul General of  
Switzerland in Shanghai

中国因成为第一个承办世界博览会的发展中国家而自豪。如果这个还不足以彰显其成就，本届世博会还将刷新参展方和参观人数的新纪录，同时可能是人类历史上人数最多的集会。上海市民对世博会的热情高涨，他们充满了自豪并热切盼望迎接来自五湖四海的宾客。瑞士也深深感到这种热情，我感谢《桥》杂志提供了展示瑞士各机构和瑞士人民参与盛会、乐享世博的平台。

瑞士的创新精神和竞争力将通过世博会这个独特的机会得以呈现，这也恰恰符合了“城市让生活更美好”的世博会主题。瑞士也很高兴能积极融入世博，为世博的召开贡献力量。广受关注的瑞士国家馆倡导了城市和乡村的互动，巴塞尔-日内瓦-苏黎世的城市联合馆分享了他们“水质改善带来最佳的城市生活”的成功经验。瑞士的尖端科学技术，闻名的知识技能，伴随着精彩纷呈的系列文化活动，得以向广大中国民众展现推广。

世博会将在中瑞两国外交史上具有里程碑式意义的一年举行。因为2010年9月14日宣告中瑞两国正式建立外交关系60周年。两国源远流长的友谊打开了多方面的合作的大门。特别是未来两国间自由贸易协定的商谈，将进一步增强两国业已硕果累累的经济纽带。

世博会给我们所有人带来积极推进携手合作的机会。世界人民齐心协力，才能共同应对挑战，为了更美好的生活建设更璀璨的明天。我祝愿大家喜欢本期《桥》特别版，也希望大家都能从世博会中发现更多的动力和乐趣。

William Frei

China is proud of being the first developing country to host the World Expo. As if not achievement enough, it is furthermore the biggest Expo ever, in terms of participants and expected visitors, making it probably the largest gathering in human history. The enthusiasm for the event is high, and Shanghai and its citizens stand proud and eager to welcome the world. This enthusiasm is also felt from the Swiss side, and I would like to thank the Bridge Magazine for its initiative in providing a platform for Swiss organizations and Swiss people to present their involvement and interest in the event.

The Expo provides a unique opportunity to showcase Swiss innovation and competitiveness, echoing its theme "Better City, Better Life". Switzerland is honoured to actively participate and positively contribute to the success of the event. With its attractive national pavilion promoting urban-rural interaction, and its City pavilion of Basel-Geneva-Zurich presenting their experience on "Better Water - Best Urban Life", Switzerland gets to promote itself, its forefront technology and reputable know-how, complemented with many appealing cultural events, to a wide Chinese public.

The World Expo moreover falls on a landmark year in Sino-Swiss diplomatic relations, as September 14, 2010 will mark the 60th anniversary of diplomatic relations between the two countries. This long-established friendship has opened the door to multi-faceted co-operation. In particular, the fruitful economic ties will be further deepened with the perspective of a future Free Trade Agreement between the two countries.

This Expo gives us all the opportunity to show the eagerness to push forward, and the willingness to join the collective efforts to face common challenges and build together a brighter future for a better life. I wish you much pleasure in reading this special edition of The Bridge, and hope that you all get much motivation and fun from the Expo.

William Frei





**Christian Guertler**

中国瑞士商会主席  
中国瑞士商会上海分会总裁

SwissCham China, Chairman  
SwissCham Shanghai, President

亲爱的读者：

大家盼望已久的2010年上海世博会终于如期开幕。在过去的150多年里，世博会不断致力于为各个国家提供展示自我的平台。我们所知道的通过展览馆展示国家形象的世界博览会始于1988年澳大利亚布里斯班博览会，不过1939年在纽约举行的以“建设明天的世界”为主题的盛会则成为世博会的一个重要里程碑，自此次纽约盛会以来，世博会的主题从关注于某个具体的行业，转变为更加关注于如何改善世界的未来。

80年后，当我们看到上海世博会的主题“城市，让生活更美好”时，我们就可以看出世博会一直延续1939年纽约世博会的关注重心。人们将通过城市与乡村环境间平衡的重要性来再一次提高对于世界未来的重视。此次盛会的主题不仅超越所有文化，还将进一步提高世博会的威望。据估计将有7000多万人来参观此次盛会，这将使上海世博会成为历史上最重大的一次盛会。

当然，这次盛会也将为瑞士商业团体带来巨大的机会。我们将展示我们在创造自然与科技间的平衡上所取得的成就，展示真正使城市以及生活的各个方面都更美好的经验。

Christian Guertler

**Dear Reader,**

The World Exposition 2010 in Shanghai is finally upon us. For over 150 years, this global spectacle has endeavored to provide a platform for nations to introduce themselves to the world. Although the Expo as we know it today was first introduced at the Brisbane Expo in 1988, where large scale nation branding through the means of pavilions commenced, the arguably most significant “World Fair” occurred in 1939 in New York. It marked the first time that the hosting city strayed from using an industry specific theme, but decided to focus on how the world can be improved in the future instead and thus “Building the world of tomorrow” was chosen.

Now, 80 years later, examining the slogan of the Shanghai Expo, “Better city, better life”, the similarities to New York become apparent. Once again, nations aim to augment the world of tomorrow by illustrating the necessity of balance between urban and rural environments. Aside from having a theme that transcends all cultures, Shanghai has raised the bar for World Exhibitions by crafting the largest one of its kind to date. With over 70 Million expected visitors, one may assume that Shanghai is destined to host the most significant World Expo in history.

Naturally, this monumental gathering will create immense opportunities for the Swiss business community. We are able to showcase our expertise in creating successful equilibriums between nature and technology. The ones that truly make a city, as well as life itself, “better” in every way.

Christian Guertler



**Guy Morin**

瑞士巴塞尔—史达特州  
执行委员会主席

Guy Morin, President of  
the Executive Council of  
the Canton of Basel-Stadt  
(Switzerland)

#### 亲爱的读者：

自2007年以来，瑞士西北部城市巴塞尔已与中国上海大都市建立了有益的城市合作关系。巴塞尔人口仅约20万，但城市面积远远小于上海，流经城市中部的莱茵河水量甚至不及流入上海北部海域的长江的十分之一。虽然规模差距明显，但两座城市却拥有诸多共同之处，这也是巴塞尔吸引上海成为其合作伙伴的主要原因。

正如上海一样，巴塞尔不仅是拥有重大国际影响力的文明城市，同时得益于诸如罗氏制药或诺华制药之类的国际公司，经济实力也日益雄厚，如今巴塞尔已成为拥有全球领先生命科学技术城市之一。此外，凭借优越的工作环境和良好的生活品质，巴塞尔已成为极具吸引力的居住和就业城市，对中国员工而言更是如此。

巴塞尔与上海之间的城市合作关系能够促进双方共同利益及协同发展，应针对性地加以运用并不断扩大发展。自2007年以来，城市双方已在教育、卫生、文化和经济领域建立了多次项目合作交流。瑞士城市日内瓦和苏黎世将在本届上海2010世博会联合参展，这无疑为进一步强化巴塞尔与上海的合作关系创造了良好契机，同时也促进了双方代表之间的良性交流互动。此外，多方单位联合协作的综合计划也为实现上述目标奠定了坚实基础。巴塞尔-上海双方在世博期间（8月8日至11日）将续签谅解备忘录，将喜悦气氛推向了高潮。

巴塞尔、日内瓦和苏黎世在2010上海世博会中的联合城市展馆以“改善水质，让城市生活更美好”为主题，突出强调了可持续水资源管理的理念，对巴塞尔和上海而言都具有十分重要的意义。双方城市的沿河地理位置已成为双方过去、当前及未来发展的风向标。莱茵河是巴塞尔的主要交通要塞，具有重要的战略地位。因此，过去30年里，巴塞尔在可持续水资源管理方面作出了巨大投入，使其人口、环境及经济发展都从中获益。巴塞尔将在本次世博会中以创新独特的角度向各位兴致勃勃的参观者展示这些成就。

日内瓦和苏黎世是2010上海世博会不可缺少的一员。此次合作不仅有助于提高公众对瑞士的认识，同时还将加深公众对这三座瑞士城市的良好印象。

Guy Morin

#### Dear Reader,

The city of Basel, situated in the northwest of Switzerland, and the Chinese metropolis Shanghai have cultivated a gainful city partnership for both cities since 2007. Although with its population of approximately 200,000 Basel is substantially smaller than Shanghai, and the Rhine which flows right through the middle of the city does not even carry one-tenth of the water volume of the Yangtze which flows into the ocean just north of the city. In spite of this difference in size, the two cities have a great deal in common, and this is why Basel is an attractive partner for Shanghai.

Basel, just like Shanghai, is a cultural city of international significance but also a growing economic location, which, thanks to international corporations such as Roche or Novartis, counts among the worldwide leading life sciences locations. Moreover, Basel is an attractive



residential and working location with excellent labour conditions and a very high quality of life, in particular also for Chinese employees.

This results in joint interests and synergies which should be used in a targeted way and expanded continuously within the framework of the city partnership between Basel and Shanghai. Since 2007, the two partner cities have implemented various exchange programmes in the fields of education, health, culture and economy. The joint appearance with the Swiss cities of Geneva and Zurich at the World Expo 2010 in Shanghai provides Basel with the unique opportunity to further strengthen the relationship with its partner city of Shanghai and to continue to expand its first-class network of representatives from the two cities. A multifaceted programme involving numerous partner organisations offers the perfect framework for this. The symbolic climax is the festive renewal of the memorandum of understanding by the two partner cities during the Basel-Shanghai days (8 to 11 August).

The joint city pavilion of Basel, Geneva and Zurich at the World

Expo 2010 in Shanghai places its main emphasis on sustainable water management under the motto "better water - best urban life" - a topic which is of central importance both for Basel and Shanghai. The cities' location on rivers marks their history, present and future. For Basel, the Rhine river is the main artery and an important location factor. For this reason, Basel invested a lot in sustainable water management in the last 30 years, which has equally benefited the population, environment and economy. With its appearance at the World Expo, Basel is presenting this know-how to a broad and interested public in a creative way.

The appearance at the World Expo 2010 in Shanghai would hardly have been possible without Geneva and Zurich. The cooperation not only promises a heightened public awareness, but also shows potential for further major appearances of the three Swiss cities abroad.

Guy Morin



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**Corine Mauch**

苏黎世市长

Mayor of Zürich

作为苏黎世的市长，我很高兴地向您介绍我们这座城市：苏黎世是瑞士最大的城市，也是瑞士的经济和文化中心。苏黎世位于欧洲的心脏地带，她也是最令人向往的欧洲城市之一。

2010年上海世博会的主题“城市，让生活更美好”，对苏黎世来说也非常贴切。苏黎世的生活质量首屈一指，多年来一直在全球评比中名列前茅。因此，苏黎世很高兴地应上海世博会主办方的邀请，与瑞士的另外两座城市巴塞尔和日内瓦一道，代表瑞士的城市参加在中国举办的这届盛会。

在本届世博会上，我们以水为主题，展示我们的核心能力。苏黎世是一座亲水型城市。多年以来，可持续的水管理一直就是我们的强项。苏黎世的河流湖泊已达到饮用水的质量，而苏黎世的河畔和湖滨游泳场数量与人口的比例也高踞世界首位。将近三十年来，我们也向苏黎世在中国的友好城市昆明市介绍我们在水管理方面积累的丰富经验。

苏黎世高度重视可持续发展。因此，苏黎世计划在2050年以前，将人均能源需求量从目前的6000瓦左右降低到2000瓦。在这一进程中，水管理也将发挥极为重要的作用。我谨荣幸地邀请您莅临我们在世博会开设的城市馆，亲自感受水质和生活质量之间的相互关系，以及水为促进城市的可持续繁荣所发挥的关键作用。

Corine Mauch

As mayor of Zürich, it is my great pleasure to give you a brief introduction to our city. Zürich is the biggest city in Switzerland and one of the country's most important economic and cultural centres. It is situated at the heart of Europe and is one of the most attractive locations throughout the continent.

The theme of the World Expo 2010 in Shanghai - Better City, Better Life - fits in perfectly with Zürich. The quality of life in our city is unique and is regularly rated as the best in the world. The city of Zürich was delighted therefore to accept the invitation to go to Shanghai and represent urban Switzerland in China, along with our fellow Swiss cities of Basel and Geneva.

We will be focussing on our core competency at the World Expo, namely water. Zürich is a city of water, and sustainable water-management has been one of our main strengths for a number of years now. Lake Zürich and our rivers are of drinking-water quality and no other place in the world has a higher proportion of river and lakeside bathing areas per head of population. We have also been sharing our vast experience in the area of water management with our partner city of Kunming in China for the past 28 years.

Zürich sets great store by sustainability and is intending to bring down the current energy requirement from current levels of around 6,000 Watts per inhabitant to 2,000 Watts by 2050, with water management also playing a critical role in achieving this target. We would be delighted to welcome you to our pavilion at the World Expo so that you can see for yourselves the interaction between the quality of water and the quality of life, and the crucial influence which water has on the sustainable prosperity of cities.

Corine Mauch



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In response to global warming, Sauter incorporates alternative energy sources into its building management concepts. Cutting-edge technologies from Sauter display their real strengths in the fields of green buildings and low-energy houses in particular.

Last year, Sauter was presented with the "Building Efficiency Award" at the GebäudeEffizienz exhibition in Frankfurt, Germany, for its innovative EY-modulo 5 automation system. Sauter currently has over 2000 employees and operates worldwide. In the past few months, the company has achieved strong growth in Asia, especially in the Chinese and Indian markets.



**Sauter's new building at head office in Basle.**



**Early time-switch, dating from 1910.**



**Wide range of Swiss-quality HVAC products from SAUTER.**





# The Making of th

A visual narrative - Impressions by Swiss photographer Bartosz Kolonko

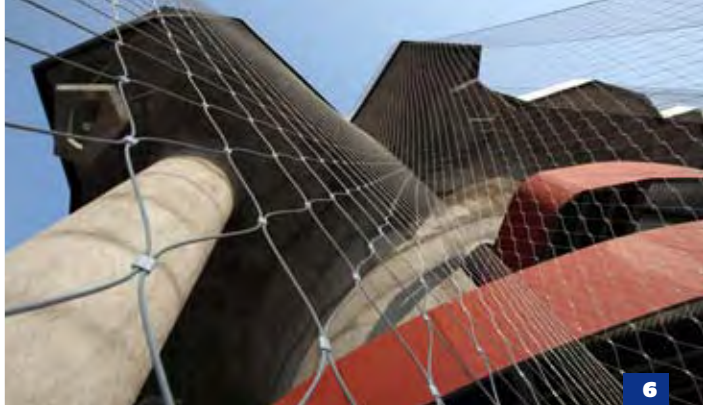




4



5



6

1. Lunch time during work on foundation.
2. Building the steel structure of cylinder A.
3. Steel skeleton of cylinder B.
4. View from Lupu Bridge.
5. Workers fixing a LED screen.
6. The net of the semi-transparent façade.
7. Mounting of the solar cells on façade.



柏诺士, 摄影师

**Bartosz Kolonko** is a freelance photographer currently based in Shanghai. He is specialized in architecture, corporate and event photography and regularly works for SwissCham.

[www.bartoszkolonko.com](http://www.bartoszkolonko.com)

Photo: Mashi



7



# e Swiss Pavilion



# 自然与科技的融合

诠释 2010 年上海世博会瑞士馆

## Hybrid of Nature and Technology

Switzerland's manifestation at the Expo 2010 By Dominic Marti

今年是瑞士与中国建交 60 周年，这使得本次世博会对于两国的关系具有重要的意义，因此瑞士馆成为第一个亮相的国家馆也就不足为奇了。在瑞士馆封顶仪式上，瑞士馆向公众揭开了观光缆车的面纱，瑞士馆总代表及前瑞士驻华大使 Uli Sigg 先生还宣布瑞士展示区的中文名为“自然乐园”。

### 人类与自然的平衡

融合自然与科技，瑞士馆直扣 2010 年上海世博会的副主题“城市与乡村的互动”。多年来，瑞士已经实现了城乡环境相辅相成、相互依存的发展，并一直在寻求保护自然环境的同时，不断改善城乡的生活水平的可持续性发展方案。瑞士展馆的主体结构由两个圆柱组成，旨在展示人类与自然间的完美平衡。

### 城市的生活质量

瑞士馆的第一个圆柱形展区着力表现城市元素，展览空气质量、可持续建筑、水质与公共交通四大主题。同时，瑞士在自然与科技协调发展方面的许多成功案例也将通过三维观景仪向观众展示。在展馆内的许多屏幕上，还将有 12 名瑞士人畅谈其对展馆主题的个人观点以及对未来的展望，展现出未来的可持续性发展也需要社会的积极关注。此外，由瑞士国家旅游局与霍尔希姆公司 (Holcim) 合作拍摄的 IMAX 影片“阿尔卑斯”将展示瑞士迷人的高山风光，表现自然环境对当地居民的严峻挑战，更进一步揭示城乡和谐的寓意。

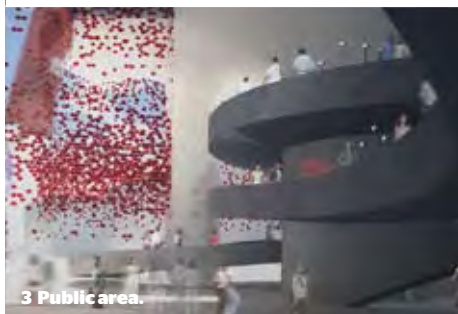
结束展区参观后，就来到了第 2 个代表着“田园乡村”的圆柱形区域，参观者可以通过观光缆车亲身体验“城乡互动”。缆车环绕展馆的 4 分钟游览将展示自然与科技间的共生共存，游客可以轻松欣赏全程的景色，还可以体会平衡的涵义，圆满的完成参观。



1 TWILIGHT: Flashy semi-transparent Pavilion façade.



2 Urban area.



3 Public area.

### 瑞士馆主要看点:

- 观光缆车和屋顶草坪
- 互动型智能帷幕
- IMAX 影片“阿尔卑斯”
- 展示瑞士城乡互动的成功案例的三维观景仪与瑞士人面对面
- 品尝瑞士的特色食物

### Highlights of the Swiss Pavilion:

- Chair-lift ride over meadow
- Interactive façade that depicts environmental influences of energy
- IMAX Film “The Alps”
- Swiss success stories of rural-urban interaction shown in 3D viewers
- Face to face with the Swiss
- Restaurant with Swiss specialties

### 图片说明:

- 1 微光——闪烁的半透明展馆外观;
- 2 城市区; 3 公共区;
- 4 搭乘体验——升空座椅之旅;
- 5 在世博区和卢浦大桥上的壮观景色;
- 6 尽享瑞士美食; 7 升空座椅山谷站。





Fittingly, Switzerland and China will commemorate 60 years of diplomatic relations this year, which makes this World Exhibition uniquely significant to the relationship of the two nations. It is therefore no surprise that the Swiss Pavilion was the first national pavilion to showcase its exhibits to the public. During the roof-topping ceremony, where the key attraction of the Swiss Pavilion, the chair lift, was revealed, the Commissioner General of the Swiss Pavilion and former Swiss Ambassador to China, Mr Uli Sigg, proclaimed that the Chinese name of the Swiss exhibition area translated to "Nature's Playground."

### **Balance between Humanity and Nature**

Being a fusion of nature and technology, the Swiss Pavilion directly focuses on the sub-theme of the Expo 2010, that of "rural & urban interaction". For many years, Switzerland has realized that rural and urban environments are both correlative and autonomous. Consequently, it has been continuously striving to discover new sustainable solutions that not only protect its natural habitat, but also augment the quality of life in urban areas. The premise of the Swiss pavilion works in a similar manner, as the two cylinders that compose it, aim to elucidate the much needed balance between humanity and nature.

### **Quality of Life in Urban Areas**

The first cylinder embodies the urban area, which accommodates the four themes of air quality, sustainable construction, water quality and public transport. Here, Switzerland's various success stories in bridging the gap between nature and technology are displayed prominently through various 3D screens. At a later stage, visitors have the opportunity to listen to 12 Swiss people that discuss their personal visions and outlooks on the subject, thereby indicating that a sustainable future also depends on a proactive society that cares to shape it.

Furthermore, Switzerland Tourism partnered with Holcim to create the IMAX film entitled "The Alps" that shows that the pervasiveness of the infamous Swiss mountains also represents a cruel and challenging environment for its inhabitants, further emphasizing on the equilibrium needed between rural and urban factors.

After the conclusion of the exhibition, visitors have the opportunity to enter the second cylinder, symbolizing the rural vicinity, and experience a true "rural-urban interaction". The chair-lift. The 4 minute ride that circles around the pavilion exemplifies how nature & technology can coexist in a responsible manner, while the visitors can enjoy the relaxing and beautiful landscape that brings their journey, as well as the ideal of balance, full circle.



巴塞尔 - 日内瓦 - 苏黎世展馆

The Basel-Geneva-Zurich Pavilion

## 展示高水准的河畔生活

## Showcasing High Waterside Living Standards

在2010上海世博会上，瑞士的三个主要城市 - 巴塞尔、日内瓦和苏黎世将在“改善水质，让城市生活更美好”的口号下在一个联合展馆展出。三座城市将展示清洁水源与高质量生活的关系、如何净化污染水和成功的水资源管理系统的意义，以及怎样唤起居民的水资源保护意识。巴塞尔、日内瓦和苏黎世将与世界分享他们的经验和实践，聚焦洁净美好的水资源对城市生活的积极影响。

### 展馆的亮点

#### 360° 全景屏幕

展馆的亮点是水池上方的360°电影馆，在这里参观者将如同亲临巴塞尔、日内瓦、苏黎世这三座城市之中。14台高端放映器将在高达360米的圆形屏幕上呈现出美妙的影象。特别定制的高科技摄影机和充满艺术感的后期制作，使得水畔24小时高质量生活得以完美呈现。每个城市都将展示一个长两分半钟的短片。高度将近4米的360°全景宽银幕循环播放三座城市共长8分钟的电影，为展馆的形象增色不少。

#### 3本城市互动杂志

巴塞尔、日内瓦、苏黎世三座城市的水资源最佳实践分别在三部城市杂志中展示，比如通过一系列的故事短片。在水池边的触摸屏上，选择你感兴趣的主题（进行相关了解）；在大厅大屏幕上观看每个城市的案例；城市杂志中长约45秒的短片将展现了三座城市如何应对他们面临的挑战——所有的这些展现了为达到高标准水质进行地不同的活动、过程、投资和设施。

#### 水池：享受纯净之水

展馆中有一个大约240平米的水池，底部铺着天然的砂砾层。水池倒映着整个展馆，使得整个建筑在内容和形式上达到和谐。另



外一个吸引人的地方是，参观者可以直接从两个喷泉中饮用纯净水。参观者甚至还可以触发喷水，活跃整个现场。水池周围的座椅为参观者提供休息的地方，而且人们还可以边休息边享受美妙活泼的声音。

#### 通道：先进的城市水景

一个轻微震荡的管道把水引入了中央电影区域。一路上，参观者扣动令人惊奇的喷水按钮。步行数米之后，全景屏幕上的主要电影片段变得清晰可见。在通道的最高处，你可以看到领略到电影的全景。

#### 90平方米的多功能会议厅

紧邻水池和圆形电影放映场，巴塞尔、日内瓦和苏黎世展馆提供了一个多功能的区域，可以从公共区域中划分出来转化为一个封闭的会议厅。这个90平方米的多功能会议厅可以进行会谈，讲座和招待会。在活动日程之外，这个会议厅也会是每一个人的休息之处。

官方网站：[www.basel-geneva-zurich.org](http://www.basel-geneva-zurich.org)





**展馆设计者:**  
斯特劳夫耐格与斯图茨  
1990年,克利斯蒂安·斯特劳夫耐格和鲁迪·斯图茨在巴塞尔成立了他们的设计室。Stauffenegger + Stutz Visual Design HFG 设计公司获得过各种类型的奖项。公司专注于平面设计、展览设计和公共场所设计。他们最著名的项目之一就是伯尔尼的瑞士国家广场,这个项目获得了美国建筑师协会(AIA)颁发的2006年城市设计荣誉奖。

**Pavilion Designer:**  
**Stauffenegger & Stutz**  
In 1990 Christian Stauffenegger and Ruedi Stutz established their design office in Basel. Stauffenegger + Stutz Visual Design HFG is an interdisciplinary award winning design company, which specializes in the fields of graphic design, exhibition design and public design. One of their most prestigious projects is the Swiss national square in Bern, which won the Honor Award for Urban Design 2006, awarded by the American Institute of Architects AIA.

At the World Expo Shanghai 2010, the three major Swiss cities - Basel, Geneva and Zürich present a joint pavilion with the motto "Better Water - Best Urban Life." Together, the three cities show how clean water and excellent quality of life are connected, by presenting how polluted waters can be revitalised, what successful water management means, and how the population can be made aware of the issues surrounding water. Basel, Geneva and Zürich share their experiences and best practices with the world focusing on the positive impact of clean and beautiful waters on urban life quality.

## THE PAVILION HIGHLIGHTS

### 360° Panorama Screen

The highlight of the Pavilion is the 360° movie arena hovering over the water basin, within which the visitors will be situated virtually in the midst of the three cities of Basel, Geneva and Zürich. Fourteen high-end beamers project a unique cinematic composition onto the 3.60m high circular screen. A specially developed high tech camera and an artful post-production will make it possible to catch waterside high living standards 24 hours a day. Each city is presented in a two and a half minute movie. The nearly four meters high 360° panorama screen, provides

the Pavilion's unique look and shape, displays in a loop an 8min cinematic composition filmed in all three cities.

### Three Interactive City Magazines

The best water practices of Basel, Geneva and Zürich are displayed in three individual city magazines, i.e. series of filmed mini-stories. Choose the themes of your interest on the touch screens beside the water basin. Watch the whole series of each city's examples on the large screens in the auditorium. The 45 second mini-stories within the city magazines explain how the three cities have overcome their challenges. They illustrate the different activities, processes, investments and facilities, which contributed to the high water standards in the cities today.

### Water Basin: Enjoy Pure Water

There is a natural gravel bed in a round 240sqm water basin, the surface of which reflects the entire pavilion and supports the harmony of the construction with regards both to content and form. As an additional attraction, the visitors might scoop and drink pure water directly from two fountains. Water jets set in motion by visitors animate the scene. A sitting bench around the basin invites visitors to rest, enjoying a composition of spirited sounds.

### The Walkway: Sophisticated Urban Water Scenes

A slightly ascending and descending walkway leads across the water basin into the central movie arena. Along the way, the visitors spot the triggers for the surprising water jets in the basin. After a few



meters' walk, the main cinematic composition on the panorama screen becomes visible; the full sight appears on the walkway's highest area.

### Multifunctional 90sqm Auditorium

Next to the water basin and circular movie arena, the Basel-Geneva-Zürich Pavilion offers a multifunctional space, which can be separated from the public area and transformed into a closed auditorium. The multifunctional 90sqm auditorium offers special events like talks, presentations and receptions. Some events are open to the general public, some exclusively to invited guests. Outside the event schedule, the auditorium appears as an inviting lounge for everybody.

Official website: [www.basel-geneva-zurich.org](http://www.basel-geneva-zurich.org)

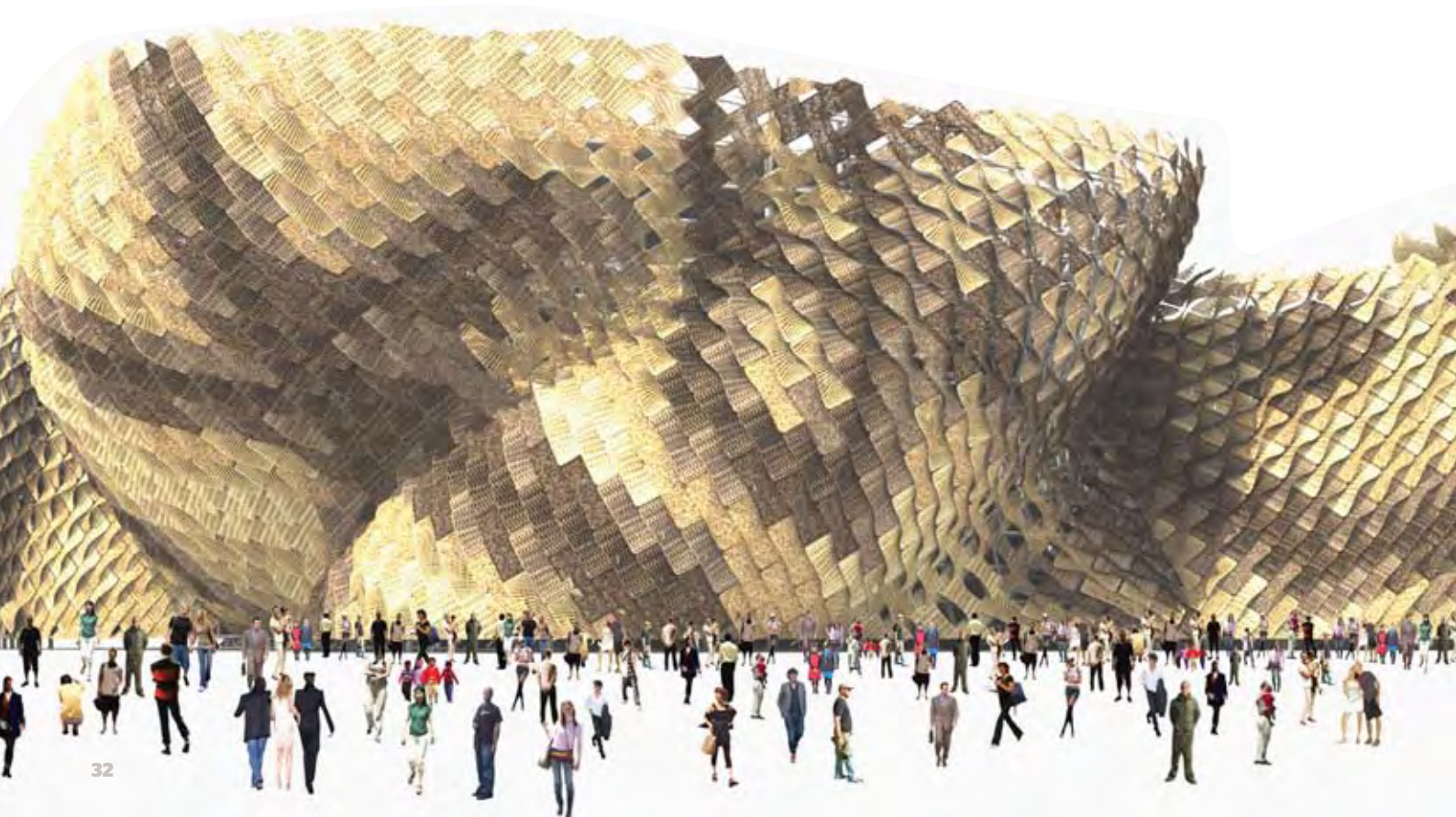




邻近瑞士馆的其他展馆

# 看看我们的邻居 Meet the Neighbours

These Pavilions surround the Swiss Pavilion







## 和谐都市 Germany Balancity

德国馆 以“和谐都市”为主题的德国馆，将展现更新与保留、创新与传统、集体与个人、工作与休闲、全球化与民族化之间平衡与和谐的重要性。



## 音乐厅 Poland Chopin Concert Hall

波兰馆 波兰俨然已将其上海世博会展馆变成了一个大型音乐厅，世博期间波兰馆将邀请参观者一起随着音乐舞蹈、歌唱以纪念伟大的波兰音乐家肖邦。同时，在波兰馆门前，每天早晨还将上演一场四条红色中国龙与四条黄色波兰龙的舞龙表演。

**Spain** The Spain Pavilion contains three exhibition halls which will take visitors through the time and space of the development of the cities in Spain with the theme of “From the City of Our Parents to the City of Our Children”.

**Germany** The theme of the pavilion is “Balancity”. It will demonstrate the importance of balance between modernization and preservation, innovation and tradition, community and the individual, work and leisure, and between globalization and national identity.

**Poland** Poland will turn its Shanghai EXPO Pavilion into a gala concert hall during the 2010 event to invite visitors to dance and sing in memory of the great Polish musician Frederic Chopin. Dragon dances of both Chinese and Polish style will be performed at the pavilion's entrance. Four Chinese dragons in red and another four Polish dragons in yellow will meet each other every morning.

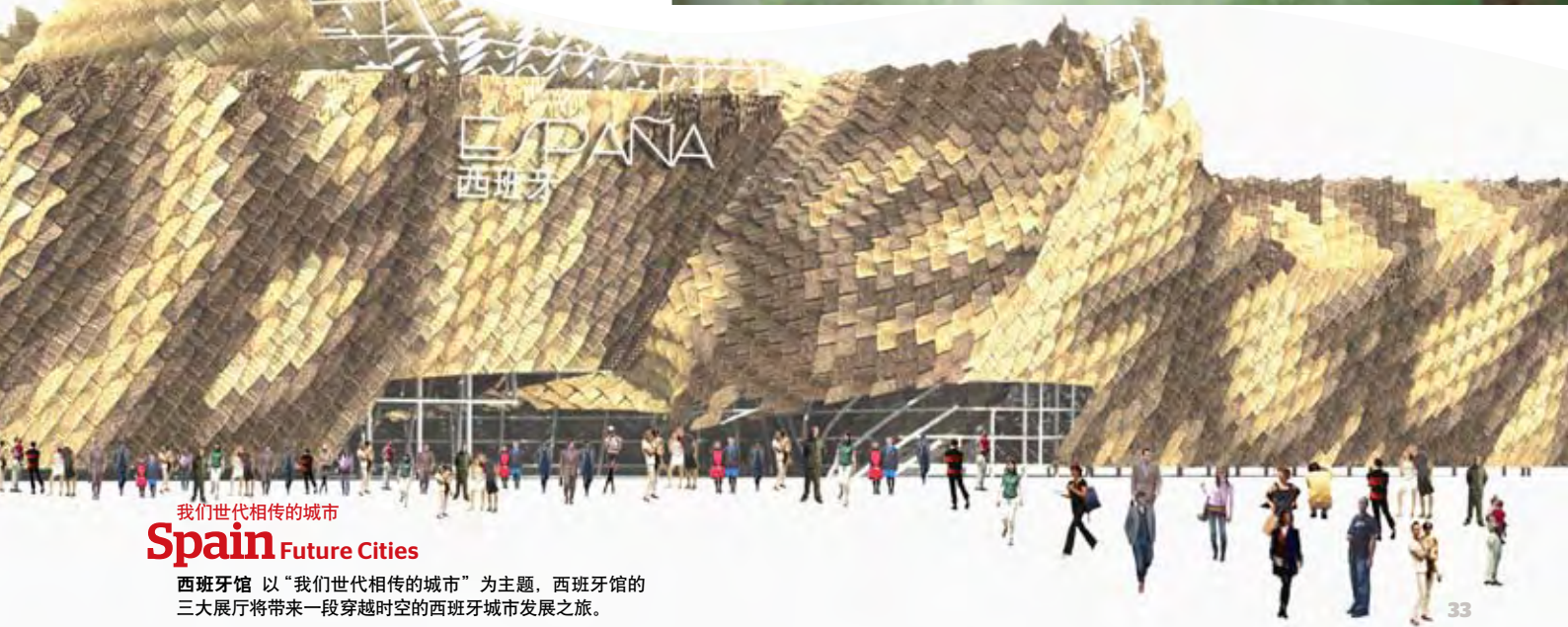
**France** Highly romantic, the design presents a simple building with a big French-style garden inside. The pavilion theme sees to embody a place where the 6 senses are exalted.

**Belgium/EU** The EU will use multimedia to showcase European cities. There will also be a chocolate factory in the pavilion, where visitors can taste Belgian chocolate and see the manufacturing process. The “brain cell” structure reflects the artistic richness of Belgium and Europe, as well as the scientific achievements which contribute to the development and enrichment of cultural and intellectual inheritance.



## 感性城市 France Sensual City

法国馆 拥有最浪漫的创意、具有简约外表的法国馆内建有大型的法国式花园，展馆的主题概括了六种感官的完美融合。



## 我们世代相传的城市 Spain Future Cities

西班牙馆 以“我们世代相传的城市”为主题，西班牙馆的三大展厅将带来一段穿越时空的西班牙城市之旅。





Blaise Godet:  
Swiss Ambassador  
to the PRC.

Blaise Godet 先生：“瑞士是世界性、多语种的商业中心”

# 通向欧洲的门户

## “Your Gateway to Europe”

Switzerland is an ideal cosmopolitan business location,  
says Ambassador Blaise Godet

**B** 许多跨国公司选择在瑞士设立区域总部，为何瑞士如此有吸引力？

**Blaise Godet:** 60% 美国公司在欧洲的区域总部位于瑞士，这背后必然有着充分的理由。除了政治稳定、法制安全、对自由竞争和财产所有权给予保护，以及总体基础设施完善外，瑞士地处欧洲的心脏，是理想的国际大都市和多语商业国家。瑞士还拥有世界上最自由、最便于营商的环境。从生产力

的角度来说，瑞士在全球经济体中也是名列前茅。该国劳动力市场具备劳动法宽松、监管少和社会稳定的特点，这都归功于社会各界的均衡和谐关系。另外，瑞士税收适度，税率较低。

**B** 瑞士以钟表、巧克力和银行而闻名于世。对哪些需要设立区域总部的公司，瑞士是否颇具吸引力？

**Blaise Godet:** 瑞士为世人提供的远不止上述这三项。机械和电气工程、生物技术、医药和化工、清洁和环境技术行业都是瑞士经济的重要部分。纵观历史，作为地小物稀的内陆国家，先天不足反而激励瑞士对外采取开放的经济政策，专注于高价值的利基市场。这正是为何如今，精密产业已成为瑞士最重要的经济领域之一，也是瑞士对外出口的重要组成部分。就在上周，瑞士被提名为



欧洲最具创新性的国家，展现了瑞士经济环境欣欣向荣、鼓舞人心的一面。

此外，对规模和净资产达到一定水平的公司而言，瑞士还能提供其它特殊优势。如果公司已在欧洲其它国家设立了诸如工厂、销售办事处、研发中心之类的附属公司，则有必要在欧洲设立区域总部，统筹管理欧洲的所有运营活动，并在瑞士完成营收的税务操作。

#### **在瑞士设立公司或总部是否困难？有哪些可以预见的难处呢？**

**Blaise Godet:** 和其它投资者一样，中国投资者在瑞士设立公司需遵循相应的流程。但在3周之内——具体取决于项目情况——投资者便可设立公司。凭借与欧盟的双边协议及历来紧密的经济联系，瑞士作为欧洲商业和金融中心的有力地位得以不断提升。2008年11月，瑞士成为了申根成员国。自那时起，中国公民只需申请欧洲某申根国家的签证，便可前往所有申根国家，包括瑞士。我们在北京的经济促进团可随时为您提供建议，并协助中国公司寻找恰当的合作伙伴。瑞士期待中瑞今后有更多合作。

#### **A lot of multinational companies choose Switzerland to set up the regional headquarters. Why is Switzerland so attractive?**

**Blaise Godet:** 60% of all US regional headquarters in Europe are already located in Switzerland which shows that there must be some good reasons to do so. Some of the reasons are the political stability and legal security, the protection of free competition and property ownership as well as the good infrastructure in general. Switzerland, located in the heart of Europe, is an ideal cosmopolitan and multilingual business location. It also offers one of the most liberal and business friendly environments in the world. With respect to productivity, Switzerland is among the leading economies in the world. Its labor market

## **60% of all US regional headquarters in Europe are located in Switzerland ...**

**Blaise Godet**

is characterized by a liberal labor law, low regulatory density, and extraordinary social stability which has been achieved through a well-balanced relationship between the social partners. Last but not least taxes in Switzerland are modest and at a traditionally low level.

#### **Switzerland is well known for its watches, chocolate and banks. For which companies is Switzerland attractive to set up a regional headquarter?**

**Blaise Godet:** Switzerland offers much more than the mentioned three pillars. Mechanical and electrical engineering, biotech, pharmacy and chemicals, clean and environmental technology industries are major branches of the Swiss economy. Historically, the constraints of being a landlocked and small country without natural resources have encouraged Switzerland to adopt an open policy towards the world economy, specializing in high value-added niche markets. That is why nowadays, the precision industry is one of our most important economic sectors and at the same time contributes to a

substantial part of our exports. Switzerland has just been nominated as the country in Europe with the highest rate of innovations which shows that the environment is very inspiring.

However special advantages can be identified for companies of

a certain size and net worth volume. If a company has already various subsidiaries in Europe such as factories, sales offices or research centers, it does make sense for this company to set up a regional headquarter in Europe. With a regional headquarter, all the activities in Europe can be steered from one place and revenue can be taxed in Switzerland.

#### **Is it difficult to set up a company or headquarter in Switzerland? Are there specific difficulties to be expected?**

**Blaise Godet:** Just like other investors, Chinese investors need to follow certain procedures to set up their companies in Switzerland. However within three weeks - depending on the project - you may be able to set up your company. Thanks to Switzerland's bilateral agreements with the EU and its traditionally close economic ties, Switzerland strengthens its position as a business location and financial center in Europe. In November 2008, Switzerland became a Schengen member state. Since then, Chinese nationals need only to apply for a visa in one European Schengen state in order to travel in all of them, including Switzerland. Our Investment Promotion team in Beijing is always there to give first advice and assist Chinese companies to find the right partners. Switzerland is looking forward to see more future cooperation between China and Switzerland.

#### **Further Information / 更多信息请联系**

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Embassy of Switzerland,  
Tel: + 86 10 85327537, + 86 10 65322736,  
Email: Liv.Minder@eda.admin.ch  
www.invest-in-switzerland.cn

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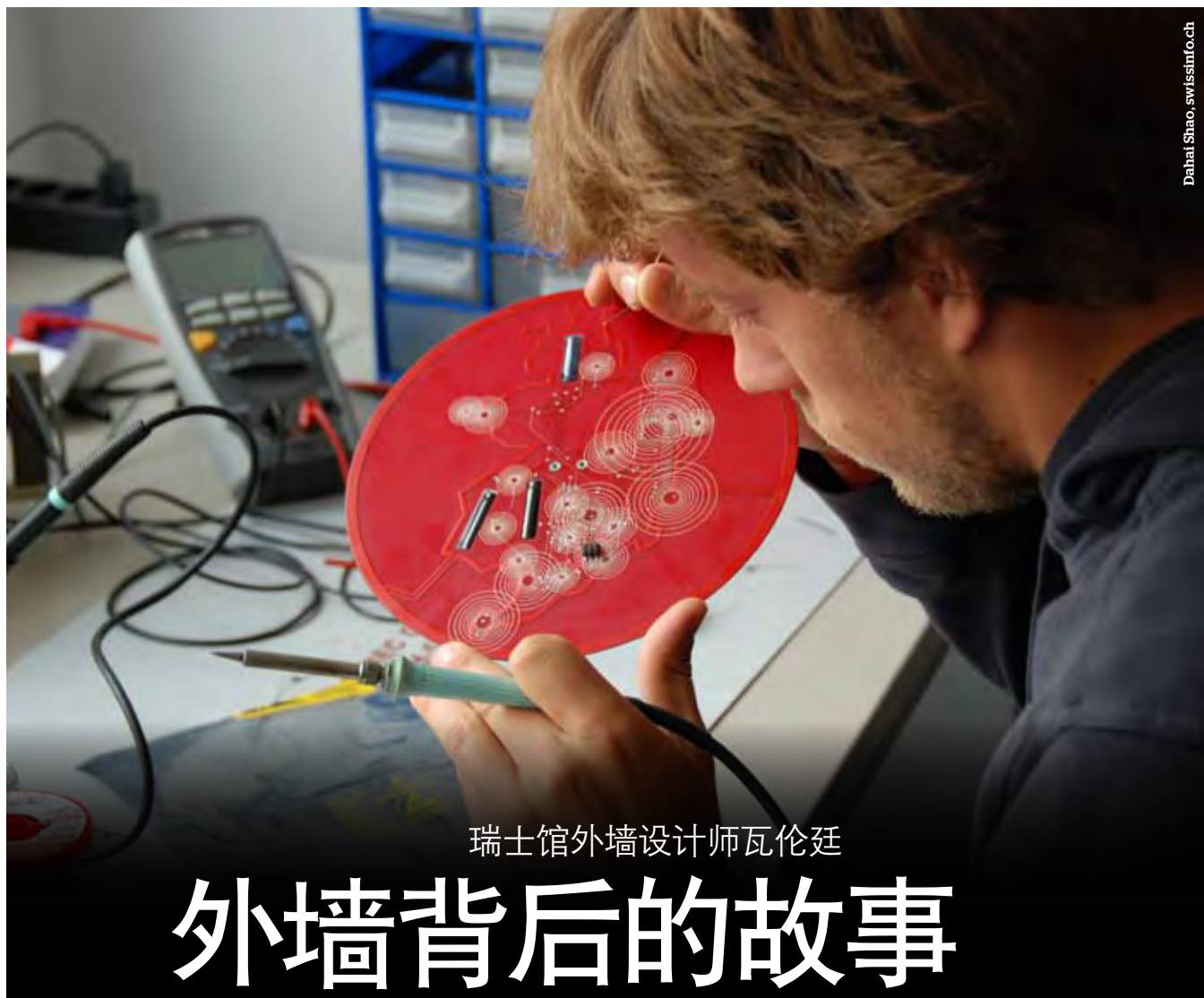
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Dahai Shao, swissinfo.ch

瑞士馆外墙设计师瓦伦廷

# 外墙背后的故事

## The Man Behind the Façade

A portrait of Swiss Pavilion façade designer Valentin Spiess

作者 宋婷 邵大海 (瑞士资讯 swissinfo.ch)  
Written by Shao Dahai, swissinfo.ch

**瑞**士国家馆的软设计有三个亮点：智能外墙、“与瑞士人对话”和瑞士风光立体全景展示，这些巧妙的设计全部来自于瓦伦廷 (Valentin Spiess) 和他的 iart 公司。

在瑞士莱茵河畔的巴塞尔，瓦伦廷主要就智能外墙接受了 swissinfo.ch 记者的采访。

“世博会的观众与博物馆或展览会的不同，在 20 秒内，他们就会决定是走入瑞士馆，还是和它擦肩而过。”已经多次为世

界展览会安排过媒体装置的瓦伦廷 (Valentin Spiess) 很有经验，他希望用瑞士馆的外墙紧紧“抓住”参观者。因为瑞士是 2010 年世博会最早签订协议、最早递交方案的国家，所以瑞士馆的智能外墙设计很早就引起了媒体的关注，但它到底是什么样子的？最近又有什么新的改变呢？

### 小小 UFO

瑞士馆的外墙是半开放的，以金属网构成，上面缀有 10' 000 个圆形，勾勒出瑞士地图的、红色智能发光装饰单元。每个单元都可单独吸收太阳能和热能，并将之转化为光能，然后通过发光二极管 (LED) 与周围

环境发生闪光反应。

瓦伦廷的所有项目都很重视观众的互动，这个也不例外：当观众的照相机闪光灯闪亮时，装饰单元也会做出反应，即时回闪，好像在对观众眨眼睛；它周围的装饰单元也会感知到“邻居”的动静，形成多米诺效应，然后整个外墙就会闪成一串、或一面红色的光海。

瓦伦廷在和记者谈起外墙的核心 - 智能发光装饰单元时，总是说它的核心 - 它的邻居，好像在介绍自己创造的一个“小人儿”，这个经过几十次改进、历经 9 个月才成型的智能型装饰确实凝聚了他和公司各学科专家的很多心血。



为了避免它在上海受到风雨的洗礼，iart 公司正在设计给它造个“小房子”，红色的聚碳酸酯发光装饰片将被放置到透明的保护盒中，盒子的形状就像小小的 UFO，而盒子表面已确定设计成瑞士馆场馆模型的式样。

之前发光装饰单元的材质是透明树脂，从大豆中提炼，便于降解，瓦伦廷解释道，这一设计已作出修改，因为中国吸取了中央电视台大火的教训，对进口材质的防火性限制非常严格。2010 世博会上也将燃放大型礼花，因此所有场馆用材必须保证绝对防火，所以他们调整后改用聚碳酸酯。

瓦伦廷说：“我们的环保可持续性主要表现在世博会结束后对这些发光装饰单元的利用上。它们的设计、制造造价大约为 50-60 瑞郎，展后将出售给中国观众，售价可能是 30 瑞郎左右，这样中国人的阳台上也会有来自瑞士的纪念。这种设计也很环保，太阳能晶片、双层电容器都是目前最先进的，10 年后拿出来还可以闪光”。

## 暗藏瑞士寓意

应记者要求，瓦伦廷要用 5 个形容词来描绘自己设计的瑞士馆外墙，他脱口而出的前两个词竟是：自主和个人化。“这是瑞士的特色，也是瑞士的哲学。每个装饰单元都是一个个体，它从周围环境中吸收能量、作出自己的反应，它是独立的、自主的；同时又是团结的，会根据‘邻居’的表现形成集体景观”。

这的确是瑞士人非常引以为豪的一点，瑞士 26 个州可以说是依据自己的情况各自为政，但如果“大敌当前”却能够马上团结起来；对个人来说也一样，每个人都可以有自己的不同意见，但只要形成了集体决议，就要遵从共同的意志。

瓦伦廷说类似表现瑞士精神的细节很多，希望将来可以出本书，让世博会的观众拿回家去慢慢体会。

## 智能外墙

其实这种半开放式的外墙设计也秉承了瑞士人一贯的设计思维，在瑞士无论是联邦大厦还是大学都是没有围墙的，这种理念在当初设计鸟巢时也曾由瑞士建筑设计师提出过。

“外墙也可以是智能的，像个生命体，对周围的环境作出反应；我们不是被孤立的。实际上我们每个人都是环境的一部分，为什么要被隔开呢？”很早以前就对“外墙”很

感兴趣的瓦伦廷说：“开放式外墙还可以节约能源，如果外墙是全封闭的，那么便需要大量能源用于保持室内温度”。

“如果智能性外墙在建筑中得到合理运用，那么整幢建筑甚至可以不需要外来能源。实际上在这方面还有很多科技可以利用。这也是我们制作智能外墙的目的”。

## 前景广阔

从 2005 年的日本爱知世博会到 2008 年西班牙萨拉戈萨世博会，再到 2010 年的上海，瓦伦廷和瑞士形象委员会已成功地合作过多次。尽管设计师换了几拨，但 iart 公司始终作为多媒体设计单位出现在世界各地展示瑞士的舞台上。瓦伦廷分析，实事求是和能够在较差条件下，比如资金很少，做出很好的工作，是瑞士形象委员会 3 次选择 iart 的原因。

“如今展示早已不再是用一块图板，多媒体已成为展示业最好的表现方式。它可以表现很多能量、味觉等很难表达的东西，”作为多媒体装置设计专家，瓦伦廷手上的项目可不少，他目前还在为欧洲核子研究委员会 (cern) 布展。

“我们新搬的家，这层楼还是空的，以后可能都要用上，”已拥有 32 名员工的他充满希望地说。

## 上海世博会瑞士馆外墙

上海世博会瑞士馆外墙设计者瓦伦廷用 5 个形容词概括他的作品：自主、个人化、



神秘魅力、美丽和特殊。

外墙高 20 米，为半开放式，形似帷幕，以金属网构成。其上缀有 1 万个圆形、勾勒出瑞士地图的、红色智能发光装饰单元。单元正面按瑞士地理环境绘制，标识有湖泊等；反面以放射性圆环数量标注出当地人口密度。每个单元可单独吸收太阳能和热能，独立产生和储存能量；并通过发光二极管 (LED) 与周围环境发生闪光反应，以提醒人类与环境的互动，以及能量的合理运用。



Three highlights of the Swiss National Pavilion, the intelligent façade, "face to face with the Swiss", and a three-dimensional display of a Swiss landscape all originate from the same source: Swiss designer Valentin Spiess and his company iart. "Unlike visitors of museums or exhibitions, people at the Expo will decide in 20 seconds about whether or not to enter a pavilion," says Spiess. Due to his past experiences in devising media installations for world exhibitions, he realized that the façade of the Swiss Pavilion would have to draw the attention of visitors in a spectacular manner.

### Interaction with Visitors

The façade of the Swiss Pavilion is open half way and made of a metal net, consisting of 10'000 red intelligent light elements that form the shape of a Switzerland map. Each façade component can independently absorb solar and heat energy and convert them into light. The light then becomes visible in the form of flashes through LED lights and reflects the environment that surrounds the Pavilion. All of Mr. Spiess's projects focus on the interaction with visitors, and the Swiss Pavilion is no exception. When pictures are taken and the flashlights of cameras are unleashed, the façade elements reflect and sparkle back. At the same time, the components will detect each others flashes and create a "domino effect" that causes the whole façade to flare in red light.

### Fire Resistance

When discussing the intelligent flash façade elements, the core of the façade, Spiess mentions that it took nine months and countless adaptations to perfect the concept of the façade. In order to shield

the façade from rain, iart designed a protective shell for it.

The flashing components were originally generated from transparent resin, which is extracted from soybeans, and is potentially flammable. According to Mr. Spiess, the fire scenario of the CCTV station augmented the country-wide caution regarding the fire resistance quality of imported materials. Since the Shanghai Expo features fireworks, iart decided to switch to polycarbonate material in order to ensure the fire resistance of the pavilion.

## The façade's intelligence is similar to that of a living being, because it responds to its environment ...

Valentin Spiess

"The recycling plans of the flashing elements demonstrate our commitment and efforts towards sustainable development. The cost of the components, including designing and manufacturing, amounts to approximately 50-60 Swiss Francs (RMB 380). But after the Expo, the elements will be sold to the Chinese visitors at a rate of about 30 Swiss Francs (RMB 200) as a souvenir for their balconies. The components are also eco-friendly since the solar module and the double layer capacitors are currently the most advanced technologies available, they will still be shining in 10 years' time," Valentin Spiess states.



### Background

From the 2005 Aichi Expo in Japan to the 2008 Zaragoza Expo in Spain, to the 2010 Shanghai Expo, Valentin Spiess, Managing Director of iart interactive, has cooperated with Presence Switzerland on several occasions. "Instead of displaying ones ideas with a drawing board, multi-media is the best way for exhibitions because it can showcase things like energy and smell which are hard to express," says Spiess. He described the façade of the Swiss Pavilion in five words: Beautiful, independent, individualized, mysterious glamour, and special. Valentin Spiess, a qualified electrical engineer, has been working in the field of new media since 1993.

Today Valentin Spiess heads a team of over 20 people specialised in the conception, planning and execution of media solutions for exhibitions, museums, architectural projects and outdoor spaces.



Will be sold as souvenirs after the Expo: fancy facade elements.



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Uli Sigg 表示高科技将被增加为瑞士的传统形象之一

# “树立高科技国家新形象”

## “Win Recognition as High-Tech Country”

High tech to be added to traditional Swiss image in China, says Uli Sigg

### Background

Uli Sigg 是中国的老朋友了。他曾担任过迅达电梯——第一个与中国建立合资企业的西方公司——中国区副总裁。此后在 1995-1998 年期间，他出任了瑞士驻华大使、瑞士驻朝鲜大使及瑞士驻蒙古大使。在华期间，他对中国当代艺术产生了浓厚的兴趣并拥有许多收藏品。他还是一些世界最著名的美术馆的理事会成员。2010 年对于 Uli Sigg 来说是十分重要的一年，因为作为上海世博会瑞士国家馆的总代表，他将再次代表瑞士与大家分享他对于中国的认识。

Uli Sigg is no newcomer to China. As Vice-President of Schindler Elevator in China, the firm became the first western company to strike a joint venture with the People's Republic of China (PRC). From 1995 - 1998 he went on to become the Ambassador of Switzerland to the PRC, North Korea and Mongolia. Throughout his years in China, he developed a passion for Chinese contemporary art, and today owns the largest collection worldwide. This enthusiasm for art has furthermore led him to be council member of some of the world's most renowned galleries. 2010 is again an exciting year for Uli Sigg. As Commissioner General of the Swiss National Pavilion at the World EXPO Shanghai he once more gets the opportunity to exert and share his knowledge of China on the behalf of Switzerland.



**Q 作为瑞士馆的总代表，您的职责包括哪些？**

**Uli Sigg:** 我的任务是代表瑞士进行政府间的沟通，并在官方活动中作为瑞士代表出席。

**Q 您接受这个职位的初衷是什么？您希望从这次经历中获得什么呢？**

**Uli Sigg:** 我是通过瑞士联邦委员会选举获得这个职位的，在我担任评判委员会主席筛选 108 个参赛瑞士馆设计的项目后，国家形象委员会找到了我希望我出任这一职位。经过思考后，我接受了这个职位，决定尽力帮助瑞士在中国树立良好的形象。目前我还没有考虑个人会从这次经历中得到什么，只是作为一个充满激情的瑞士人贡献我的一份力量。

**Q 您希望来到瑞士馆的游客从参观中获得什么信息呢？**

**Uli Sigg:** 瑞士是城乡融合互动理念的先驱，

中国也正探寻城乡和谐发展之路，我们希望游客参观瑞士馆后能够更深刻的了解这一理念。

**Q 您最喜欢瑞士馆的哪些方面？为什么？**

**Uli Sigg:** 我很喜欢观光缆车的设计——因为它使游客可以以车代步进行参观……

**Q 您从什么时候开始、如何产生了对中国的激情呢？**

**Uli Sigg:** 我在 1979 年一踏上中国的土地就对中国产生了无限激情，尽管一路走来这种激情渐渐冷静下来，可是中国人以及在中国可以尝试任何事物这两点深深地吸引了我。

**Q 这么多年以来，瑞士在中国的形象发生了怎样的变化呢？**

**Uli Sigg:** 由于那些一直以来为世人所知的原

因，瑞士始终在中国保持着良好的形象。瑞士人自己可能已经对瑞士的传统形象感到厌倦了，可是这些却是瑞士人应该感到骄傲的实力并努力发展下去的。此外，我们还应该树立一个高科技国家的新形象，在这方面，我们还没有改变中国人对我们的认识。

**Q 您认为在上海今后的十年中，会有什么样的发展呢？**

**Uli Sigg:** 上海将成为世界最发达的城市之一——但是要以上海政府会不断改善外来人口与上海本地人之间的平等关系为条件。

**Q 您希望在上海度过的完美一天是怎样的？**

**Uli Sigg:** 与来瑞士馆参观的成千上万名的中国游客一起庆祝，在瑞士馆的 VIP 展区结识更多人，晚上与上海艺术家朋友一起度过，并试着拒绝来自不可抵挡的上海菜的诱惑。不过完美的日子总是很少实现……

Interview **Jasmin Helbling**

**Q What is your role as Commissioner General of the Swiss Pavilion?**

**Uli Sigg:** My role is to liaise between the official sides on behalf of Switzerland, and represent Switzerland amongst the commissioners and in certain official events.

**Q What brought you to accept this role and what personal growth do you hope to get from it?**

**Uli Sigg:** The Federal Council elected me to this job, after presiding the jury to select the winner amongst the 108 competing projects. I was then approached by Presence Switzerland. I gave it some thought and accepted the assignment - to assist the effort to position Switzerland in China as best as we can. No personal growth or gain plan, just what I owe as a passionate Swiss...

**Q What is the main message you want visitors of the Swiss pavilion to walk away with?**

**Uli Sigg:** Switzerland pioneered ideas in urban and rural interaction that the Chinese may want to adopt. We really want visitors to know more about it.

**Q What is your favourite in the pavilion and why?**

**Uli Sigg:** I really like the chairlift - because I am born lazy..

**Q When and how did you develop your passion for China?**

**Uli Sigg:** The day I touched Chinese soil in 1979, although later I had a few chill outs along the way. It is really the Chinese people - and the fact that in China anything at least can be tried.

**Q How did the image of Switzerland in China change over the years?**

**Uli Sigg:** Our image in China has always been and is very good - for all the known and traditional reasons we Swiss sometimes feel tired of. But wrongly so; these are all Swiss strengths we should be proud of and endeavour to confirm. In addition we should also win recognition as a very up to date high-tech country. Here we have not managed to change the Chinese perception yet.

## Switzerland pioneered ideas in urban and rural interaction...

**Uli Sigg**

**Q Where do you see Shanghai in ten years?**

**Uli Sigg:** On top of the world - always provided the Shanghai government will stress equal fairness for foreigners as for Shanghaiese, and for all Shanghaiese alike.

**Q How would your perfect day in Shanghai look like?**

**Uli Sigg:** Cheer with thousands of admiring Chinese visitors in the Swiss Pavilion, make exciting acquaintances in our VIP hall, spend the night in the city with my Shanghaiese artist friends, and try to build a solid discipline against the simply insurmountable temptation of Shanghai dishes - but perfect days hardly come true.



# TOP 20 SIGHTS

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## WORLD FINANCIAL C. 环球金融中心

China's latest "tallest building" is a mixed-use building with offices, hotels, conference facilities, and shopping malls. Its observation deck is the highest in the world.

目前中国第一高楼，是各国际金融机构、酒店、国际会议中心等聚集的国际金融基地。同时也是俯瞰全城、大揽内河风光的绝佳观景台。

## GRAND THEATER 上海大剧院

NEW 2,000-seat venue for premier int'l dramas, concerts, ballets, etc. French-designed performance space for a galaxy of performers, e.g. Elton John, Black Eyed Peas. 上海著名国际演出、歌剧、音乐会。这座集国际内外的剧院由法国设计，可上演芭蕾舞及各类文艺表演、交响乐、约姆和摇滚乐及乐团演奏等演出。

## O. PEARL TV TOWER 东方明珠电视塔

World's third largest TV tower gives visitors panoramic views of the city, including the Yangtze River Delta. Design is inspired by a Tang Dynasty poem about hearing a Chinese lute.

世界第三大电视塔，在这里可以看到上海全景。东方明珠塔的名字来源于唐朝诗人白居易的《琵琶行》中关于琵琶的声音的描写。

## JINMAO TOWER 金茂大厦

The sixth tallest building in the world, and the highest hotel in the world (420.5 m). Offers a panoramic view of the city on 88th floor (Price ¥50).

酒店位居世界第六，也是世界上最高的酒店（420.5米），在顶层观光厅可以看到上海全景（票价50元）。

## FABRIC MARKET 南外滩轻纺面料市场

The best place to spend a whole day shopping: hundreds of stalls selling fabric at low prices, from Chinese silk to Thai silk, cotton, linen, fine wools and cashmere. Tailors abound. 值得花一天时间在这里淘货，数以百计的小摊位出售大堆的纺织品，从中国丝绸到泰国丝绸、棉、麻、羊毛和羊绒应有尽有，并且有裁缝可以当场缝制。

## NANJING ROAD 南京路

China's historic No.1 shopping street. This "Oxford Street of the East" extends for over 5 km from the Bund to Jing'an Temple. Shops are open 10am-10pm. (pedestrian street) 中华第一商业街，这条东方的牛津街从外滩到静安寺路2公里多，沿街有许多店铺一直营业到晚上10点，现已成为步行街。

## SHAANXI ROAD 陕西路

Upcoming boutique & fashion street for everything from the latest Chinese fashion to Levi's jeans. Best place in town to buy shoes. Look out for the Nordic style Miller Villa of 1930s. 即将开张的专卖店和时款店出售从中式服装到Levi's牛仔的各种商品。这儿是城里买鞋的绝佳去处。您还可以看到一座欧式建筑Miller Villa，建于20世纪30年代。

## TAIKANG RD. ART STREET 泰康路艺术街

Shanghai's heart of art, Taikang Road is full of art galleries, design studios, craft shops, inside old Shanghai style buildings, selling not only art works and goods from China but also imported ones. 泰康路是上海的艺术中心，许多旧式风格建筑与艺术的店面共存构成上海特色的艺术氛围。这里销售和展示国内外各种手工、艺术作品。

## 1933 ABATTOIR 1933美术馆

Cutting-edge design & creativity, and fashionable cuisine converge in this newly renovated, cavernous Gothic Art Deco edifice. An utterly unique, cosmopolitan experience. 1933美术馆的种种艺术展览与最新设计的咖啡馆完全独特的体验。

## URBAN PLANNING C. 上海城市规划馆

See the city's past, present & future in the Shanghai Urban Planning Exhibition Hall, with a grand model of the city as it is envisioned for 2020. Also 1930s-style shops. 展示上海的过去、现在与将来。在这里您可以看到上海2020年的规划蓝图，也可以看到20世纪30年代的老建筑。





#### DONGTAI ROAD 东台路

Over 200 stalls of antiques & nostalgic curios from colonial & revolutionary times. The perfect activity for a Saturday or Sunday afternoon.

东台路拥有古玩字画二百余家，店铺大多为小间，售卖各种老物件和革命时期的古玩、古币，星期六及星期日下半夜交易最活跃。

#### YU GARDEN & BAZAAR 豫园

Est. in 1577, Yu Garden is a maze of classical Ming & Qing Dynasty pavilions, rock gardens, arched bridges and sparkling ponds, surrounded by a lively bazaar.

始建于1577年，是明清两代私人园林。这里奇石、拱桥、池塘、回廊环绕着一个小巷。

#### MAGLEV TRAIN 磁浮列车

The world's fastest train, reaching 430 km/h, links Pudong Int'l Airport with the Metro. The journey takes only 8 minutes. A museum at the Longyang Road terminus tells the whole story.

世界上最快的火车，最高时速可达每小时430公里。从浦东机场到龙阳路大约8分钟。龙阳路有一个磁浮博物馆，介绍世界磁浮技术。

#### MOGANSHAN ART AREA 莫干山艺术区

This old industrial area by Suzhou Creek has a maze of lanes where over twenty artists have opened studios in old workshops to make and exhibit contemporary art.

苏州河畔的老仓库，20多位艺术家将这里的一些旧车间改造成了工作室，创作当代艺术。

#### LONGHUA PAGODA 龙华寺/龙华塔

Ancient octagonal Longhua Pagoda seven stories and 40 meters tall, at the front gate of Shanghai's largest, most established temple - dominates the Longhua Tourist & Shopping Dist.

龙华塔为八角形，共7层，高40米，是龙华旅游景区的中心。龙华寺是上海最大的寺院。

#### XINTIANDI 新天地

Day and night, Sh.'s trendiest NEW upscale pedestrian area. Trad. Sh. gray-brick neighborhood re-done by US arch. Bon Wood Int'l bars, shops, cafes and celeb-owned rest.

上海时尚潮流最高的步行街，建筑是保留下来的传统石结构风格，由著名的美国建筑师Ben Wood设计。

#### SHANGHAI MUSEUM 上海博物馆

This 4-story modernist complex, located in People's Square, encloses an area of 39,200sqm, exhibiting ancient bronzes, pottery, ceramics, paintings and calligraphy.

上海博物馆位于人民广场，建筑面积39,200平方米，共四层，展出中国古代青铜器、陶瓷、绘画和书法作品。

#### SH HISTORY MUSEUM 上海市历史博物馆

Exciting place with life size manikins in traditional scenes of Chinese life in Shanghai between 1860-1949. View exquisite models of old style classical buildings & model of the Bund with day & night lighting.

这里展示了上海从远古到1949年上海解放，特别是1860-1949年这一时期的真实历史场景。馆内还可以欣赏精美的旧式古典建筑和外滩模型。

#### THE BUND 外滩

Once Asia's "golden mile" of finance & commerce, the Bund now enjoys a renaissance with upscale eateries and emporiums. Quintessential Shanghai - best by night.

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# “在中国宣传瑞士” “Spreading the Swiss Word in China”

Switzerland's image in China is based on stereotypes,  
says Manuel Salchli Interview [swissinfo.ch](http://swissinfo.ch)

瑞士国家形象委员会的努埃尔·萨尔赫利阐述了“中国传统认识中的瑞士”。

访谈 [swissinfo.ch](http://swissinfo.ch)

许多中国人所了解并喜爱的瑞士往往停留在阿尔卑斯山、手表和巧克力上，但瑞士人却在为他们跳出这种僵化认识而作出努力。

在 2010 年中瑞两国建交 60 周年将至之际，瑞士非常希望在中国树立起积极的形象，不过这次想展示的却是中国人不太熟悉的东西：瑞士在教育和科技领域上的成就。瑞士国家形象委员会 (Presence Switzerland) 是瑞士外交部中负责海外推广形象的部门。该机构的重要国际事务部主任马努埃尔·萨尔赫利 (Manuel Salchli) 在采访中概述了瑞士国家形象委员会从 2007 至 2011 年的中国交流宣传工作制定了专门的计划。

**问：本次宣传活动都有哪些目的？**

**萨尔赫利：**中国是瑞士的一个宣传重点国家。本次宣传着重强调瑞士的高生活质量及国际声望。这一宣传主题的制定基于 2006 年进行的一项综合形象调研。上海世博会上的瑞士国家馆 (Swiss Pavilion) 将展示乡村与都市互动这一衍生主题，这与宣传主题内容息息相关。因而，瑞士馆也是瑞士在中国所作交流宣传的重要组成部分。

**问：它的总成本是多少？**

**萨尔赫利：**尽管瑞士形象委员会每年有近 1000 万瑞士法郎的预算可供支配，但上海的瑞士国家馆却有自己独立的预算。2006 年 3 月 29 日，瑞士联邦委员会确认瑞士将参加 2010 年上海世博会，就为其批准了总额高达 2000 万瑞士法郎 (13600 万人民币) 的



## Background

瑞士形象委员会是瑞士外交部总秘书处的组成部分。它负责在国际上展现和培养一个积极的瑞士形象。它在海外开展项目，组织外国决策者与领导人对瑞士的访问，以及传播有关瑞士的信息材料。下一届世博会将于 2012 年在韩国 Yeosu 举行。

预算，其中有 400 万瑞士法郎将通过各私营企业筹措。

**问：这些宣传活动能达到何种程度？**

**萨尔赫利：**世界性展会如今已成为讨论争议、协助解决当前经济、社会和环境问题的国际平台。它们是共享知识、建立和扩大网络，以及推广国家海外形象的绝佳机遇。上海世博会预计观众人数达到 7000 万人次，它将成为这类展会中规模最盛大的一个，因此是在推广瑞士海外形象中不可错过的良机。瑞士国家馆的目标是要跻身参观人数最多的欧洲国家展馆前 5 名之列，并在 6 个月的展览期间吸引 250 万名电子注册观众。

**问：您期待哪些实质性收益？**

**萨尔赫利：**这个项目对瑞士政府、经济和科学界有着非常重要的长远意义。瑞士国家馆为中瑞两国决策领导层之间建立联络与培养关系提供了理想的平台。

**问：您想展现的瑞士形象是怎样的？**

**萨尔赫利：**瑞士形象委员会的工作是由联邦委员会对海外交流的战略总纲决定的。综合形

象调研发现，瑞士在教育与革新领域的成就在中国并非广为人知。因此，我们的目标就是加强中国对瑞士专业技能的兴趣和推广对瑞士科技教育的了解。更广泛地讲，我国的高质量生活和良好的国际声誉也应得到宣传。

**问：关于银行保密法的争论是否影响到瑞士在中国的形象？**

**萨尔赫利：**至于就银行保密法的争议，深入的研究显示，截止目前这个问题并没有影响到瑞士在中国的形象。

**问：您怎样评价瑞士在中国的形象？**

**萨尔赫利：**瑞士已在中国树立了优秀的形象。2006 年的形象调研显示，与其它基准国相比，瑞士的排名最高，群众及领导层对瑞士的评价都很积极。这种积极形象是基于一种传统认识。瑞士普遍会令人联想到优美的景色、巧克力和手表，尽管政治稳定、环境保护和生活质量的评分都很高，瑞士的革新潜力和国际竞争力却鲜为人知，这方面得到评分也不高。我们不能视这种积极排名为理所当然，瑞士仍需要继续在中国作宣传，以保持和进一步开发这一积极形象。





马努埃尔·萨尔赫利  
瑞士国家形象委员会  
重要国际事务部主任

**Manuel Salchli**  
Expo 2010 Swiss Pavilion Director  
Presence Switzerland

**Mountains, watches and chocolate are what many Chinese know and love about Switzerland, but the Swiss are working hard to take them beyond the stereotypes.**

In the run-up to the 60th anniversary of diplomatic relations between Beijing and Bern in 2010, Switzerland is keen to build on its positive image in China, but wants to show the Chinese something they are less familiar with: its achievements in education and science. Presence Switzerland is the part of the Swiss foreign ministry in charge of promoting Switzerland's image abroad. Manuel Salchli, head of major national events at the organisation, outlines in below interview their specific communications campaign for China for 2007-2011.

**Q: What are the goals of this campaign?**

**Manuel Salchli:** China is a priority country for Switzerland. The key messages of the campaign are Swiss quality of life and Switzerland's international reputation. They were developed on the basis of a comprehensive image study carried out in 2006. The Swiss pavilion at Expo Shanghai features the sub-theme rural-urban interaction, which relates to these messages. The pavilion is thus an important part of Switzerland's communication campaign in China.

**Q: What is the cost of the operation?**

**Manuel Salchli:** While Presence Switzerland disposes of a yearly budget of nearly CHF 10 million (RMB 68 million), there is a separate budget for the Swiss pavilion in Shanghai. On March 29, 2006, the government confirmed Switzerland's participation in Expo 2010 Shanghai and approved a total budget of CHF 20 million (RMB 136 million) - a fifth of which is raised from the private sector.

**Q: To what extent are such operations effective?**

**Manuel Salchli:** World exhibitions have today become an international platform that address current issues and help solve economic, social and environmental problems. They are a great opportunity to share knowledge, set up and expand networks, and promote the image of a country abroad. With an expected 70 million visitors, Expo 2010 is

set to be the biggest of its kind and is thus an opportunity to promote Switzerland's image abroad that cannot be missed.

The goal of the Swiss pavilion is to be among the top five European national pavilions that people intend to visit and to attract 2.5 million electronically registered visitors during the six months of the Expo.

**Q: What concrete benefits do you expect?**

**Manuel Salchli:** There is a very important long-term dimension to the project for the Swiss government, for Switzerland's economy and for Switzerland's scientific community. The Swiss pavilion provides an ideal platform for establishing contacts and nurturing relationships between Swiss and Chinese opinion leaders.

**Q: What image of Switzerland do you want to present?**

**Manuel Salchli:** The work of Presence Switzerland is determined by the government's overall strategy for communication abroad. A comprehensive image study showed that Switzerland's achievements in the fields of education and innovation are not so widely known in China. As a consequence, it is our aim to increase Chinese interest in Swiss know-how and promote knowledge of Switzerland with regard to science and education. More generally, our country's high quality of life and good international reputation are to be communicated.

**Q: Did the debate about banking secrecy affect Switzerland's image in China?**

**Manuel Salchli:** Detailed analyses [of the debate about banking secrecy] have shown that the issue has not influenced Switzerland's image in China up to now.

**Q: How would you assess the current image of Switzerland in China?**

**Manuel Salchli:** Switzerland already has an excellent image in China. The 2006 image study showed that it ranks highest compared with benchmark countries and that both the general public and opinion-leaders rate Switzerland very positively.

This positive image is based on stereotypes. Associations such as beautiful scenery, chocolate and watches are widespread and while political stability, environmental protection and quality of life are rated positively, Switzerland's innovative potential and its international competitiveness are less known and evaluated more critically.

Such a positive ranking cannot be taken for granted and Switzerland needs to be continuously promoted in China in order to keep and further develop this positive image.

### Background

Presence Switzerland is part of the general secretariat of the Swiss foreign ministry. It is responsible for presenting and fostering a positive image of Switzerland in the world. It carries out projects abroad, organises visits to Switzerland for foreign decision makers and opinion leaders and distributes information material. The next World Expo will be held in Yeosu in South Korea in 2012.

## 瑞士资讯：用 9 种语言向您报道来自瑞士的新闻与资讯

瑞士资讯 (swissinfo.ch) 是瑞士唯一官方中文媒体网站，是一个有着九种语言的多媒体网络新闻、资讯信息平台。是你走进瑞士，了解瑞士的最佳窗口。

无论您是否身处上海世博瑞士馆，登录 [www.swissinfo.ch](http://www.swissinfo.ch)，通过我们的 2010 上海世博·瑞士馆·特刊，您就能了解瑞士馆的情况，同时也能够知道今天瑞士的时事新闻。

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## swissinfo.ch: News and Information on Switzerland in Nine Languages

swissinfo.ch is the multimedia internet news and information platform about Switzerland, from Switzerland in nine languages - including English and Chinese. It is aimed at Swiss people living abroad and anyone, anywhere in the world, with an interest in Switzerland. Politics, business, the arts, science and technology, society, and sport are all presented in up-to-the-minute news, analyses, background reports and features - in words and pictures, and audio and video clips. What's more, multimedia dossiers and specials allow relevant topics to be dealt with in greater detail. swissinfo.ch analyses major international events and developments from the Swiss perspective. With a range of interactive online surveys, feedback and rating options, blogs and upload functions, swissinfo.ch actively encourages communication between its users and reaches out to them at the personal level.

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# “航线发展势头良好” “Route has Developed very Well”

Further expansion in Asia is very likely at a later stage,  
says Harry Hohmeister. Interview **Fabian Gull**





## Harry Hohmeister 表示后期很可能会在 亚洲进一步扩张。

访谈 方必安

**Q Harry Hohmeister先生，作为瑞士国际航空公司的首席执行官，你在2008年5月开通了从苏黎世直飞上海的航班。从那时到现在，你如何总结你们在中国的经历呢？**

**Hohmeister：**目前来说，我们感到很满意。刚开始的时候困难很多，不过航线发展势头良好，加上中国比其他国家从金融危机中恢复的速度更快，在需求很大的情况下，我们自3月28日实行夏季航班时刻表开始就恢复了每日直飞上海的航班。

**Q 瑞士国际航空公司在亚洲市场的定位如何？瑞士航空有哪些与众不同之处？**

**Hohmeister：**作为瑞士的国家航空公司，瑞士国际航空拥有其祖国“瑞士风格”、“无微不至”、“人性化服务”的传统价值观：所有乘坐瑞士国际航空的旅客总会有宾至如归的感觉。

**Q 亚洲——尤其是中国——正变得越来越重要，这一点在你们的公司战略中是如何体现出来的呢？**

**Hohmeister：**中国是全球经济的发动机，对于我们来说也是一个十分重要的市场。一方面，中瑞之间的商业往来正在不断增加；另一方面，中国的旅游市场对我们也是很有吸引力的，因为瑞士是中国游客最常去的目的地之一。我们的首要目标是与汉莎集团下的其他航空公司一起通过我们在苏黎世、法兰克福和慕尼黑的三个中心，为乘客提供每日从上海到欧洲多次不停顿、便捷的服务。

**Q 在您个人的目的地愿望清单上，排在前三位的新目的地有哪些？**

**Hohmeister：**我们没有目的地愿望清单这回事。我们一直在观察较长期的新市场机会，不过这些都不是我们目前的目标。我已经说过，我们后期很可能会在亚洲进一步扩张。

**Q 有没有恢复直飞北京的航班的计划？**

**Hohmeister：**我很清楚与中国的联系对于我们来说将变得越来越重要，因此我们也不

能说未来增加到中国的航线是不可能的。不过我们一直都在很谨慎的观察市场的变化。

**Q 有传言说你打算振兴瑞士航空这个品牌，这是真的吗？**

**Hohmeister：**我们注册瑞士航空品牌主要是为了保护商标：最首要的原因是为了防止其他航空公司使用瑞士航空这个名字，不过我们并不打算把这个品牌用在我们公司的业务上。

**Q 对于瑞士国际航空公司来说，2010年上海世博会是一个什么样的机会呢？**

**Hohmeister：**是一个很好的机会！首先，我们希望提高瑞士国际航空在中国市场的知名度，将其定位为高质量的航空公司。同时，我们的出现也是为了使世博会的观众能够更多的认识瑞士。

**Q 不是所有的乘客都对你们上海航班日间飞行的安排感到满意，你们会调整时刻表吗？**

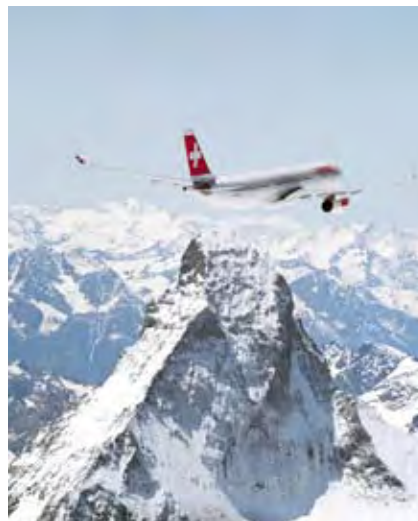
**Hohmeister：**乍一看，日间飞行似乎不是人们的首选，不过这样的安排可以与我们的欧洲航班很好的衔接起来；同时与我们的伙伴汉莎集团夜间前往法兰克福和慕尼黑的航班形成互补。

**Q 瑞士国际航空已经在前往像纽约等地的一些航班上引入了全新的商务舱，你们什么时候会将这种商务舱引入前往上海的航班呢？**

**Hohmeister：**我们已经开始了对空中客车A340s的翻新工作，准备引入新的商务舱，我们相信在2011年年中时，我们所有的航班将都会引入这一新的客舱。

瑞士国际航空公司首席执行官 Harry Hohmeister：没有目的地愿望清单这回事。

Has no such thing as a destination wish list:  
Swiss Air Lines CEO Harry Hohmeister





**B Harry Hohmeister, CEO of Swiss Air Lines, you introduced direct flights from Zurich to Shanghai in May 2008. How would you summarise your China experience since?**

We're satisfied with it now. It wasn't easy at the beginning, but the route has developed very well. China has also recovered from the financial crisis more swiftly than other markets. In view of the strong demand, we have restored our Shanghai service to a daily frequency since the start of the summer schedules on 28 March.

**B How do you position yourselves in the Asian market? What distinguishes Swiss from other airlines?**

As Switzerland's national airline, Swiss embodies its home country's classic values of "Swiss hospitality", "quality in every detail" and "personal attention and care". Anyone flying Swiss should always feel at home.

**B Asia, particularly China, is becoming more and more important. How is this reflected in your corporate strategy?**

China is an engine of the global economy and a very important market for us. On the one hand, business relations between Switzerland and China are constantly expanding; and on the other, the growing Chinese tourism market is very attractive for us because Switzerland is among the most popular destinations for Chinese travellers. One prime objective of ours here is to offer, together with the other airlines of the Lufthansa Group, a seamless and convenient product several times a day from Shanghai to Europe via our three hubs of Zurich, Frankfurt and Munich.

**B What are the top three new destinations on your personal wish list?**

We have no such thing as a destination wish list. We are always

**We want to raise our profile in China. At the same time, our Expo presence intends to acquaint the event's audience with Switzerland...**

**Harry Hohmeister**

considering new market opportunities in the longer term, but they are not our immediate objectives. Having said that, further expansion in Asia is very likely at a later stage.

**B Are there any plans to bring back Swiss flights to Beijing?**

I am sure that connections with China will gain in significance for us, so we cannot rule out further expanding our route network at some point. We are certainly monitoring the market very carefully.

**B There are rumours that you are considering a revival of the Swissair brand name. Is this true?**

We have registered the Swissair brand for trademark protection reasons: primarily, we want to prevent other airlines from using the Swissair name. We don't intend to use the brand for our own airline business.

**B How much of an opportunity is Expo 2010 in Shanghai for SWISS?**

A good one! First, we want to raise SWISS's profile in the Chinese market and position ourselves as a quality airline. At the same time, our presence is intended to acquaint the event's audience with Switzerland.

**B Not everybody is happy with the daytime nature of your Shanghai flights. Are you trying to get better slots?**

At first glance, the daytime flights may not be people's first choice. But they do provide excellent connections onto our European network; and they also complement the services to Frankfurt and Munich by our partner Lufthansa, which leave during the late morning and at night.

**B Swiss has introduced a new Business Class on certain flights to destinations like New York. When will it be introduced for flights to Shanghai?**

We have started retrofitting our Airbus A340s with the new Business Class product. And we're optimistic that all our aircraft will have the new cabin by the middle of 2011.



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#### Background:

Since its foundation in 1919 in Grenchen (Switzerland) the famous Swiss watch company Titoni Ltd. has enjoyed an international market presence. For three generations now, the company has been specializing in the manufacture of high-quality watches with mechanical movements. Its in-house manufacturing facilities employ state-of-the-art technology, enabling the company's skilled watchmakers to produce certified, "Swiss Made" quality. Refined details underline the character of every Titoni watch line. Last year, Titoni celebrated its 90th anniversary. 2009 also marked the fiftieth anniversary of its entry into the Chinese market.

# “Consumers Benefit from Healthy Competition”

2010 marks the 51st anniversary of Titoni's market entry into China

**Mr. Schluep, Titoni is a relatively small and independent, yet very successful company in the international watch market: What is your business secret?**

About 98% of our overall production is exported to international markets. Due to our size and in contrast to the big groups, we depend on strong partners in all our major markets. Being loyal and long-term partners is a very demanding and challenging task. However, we are in the fortunate situation that we have been maintaining strong and reliable partnerships with most of our distributors for decades. In addition, a clear business strategy, flexibility and our financial independence are other important elements as well.

**For almost three decades, you have been performing as CEO of Titoni. How has the business world changed in your view, and what are the differences in the challenges?**

The competition in almost all our markets has substantially increased during the

last three decades. Healthy competition is an important element of the free market economy and it stimulates all participants to better performance, cost efficiency and greater innovation. All this is to the benefit of the consumers. However, some of the bigger groups have become very powerful in recent years and are consequently making extensive use of their strength. Just like world politics with bigger and smaller countries, the coexistence of larger and smaller market players must be guaranteed. This is to the benefit of all.

**What is different about doing business with China and the Chinese**

**compared to other parts of the world?**

Business is not purely an exchange of goods and money. Business is based on human relationships. The closer such a business relationship is and the longer it lasts, the better is the basis of the success. In my personal experience, long-term business relations based on trust are much more important in China and with the Chinese than in other parts of the world. It takes a long time to build them up but, once established, such contacts will become real assets.

**What is your marketing strategy in the China watch market?**

The competition among dozens of watch brands will intensify in the future, and it is therefore very important that the well-established brands have their own clear marketing strategy and a characteristic branding. Our world is full of trends, but as a watch-brand, one should not be guided or misguided by each and every





fashion trend. For us, classical, authentic and honest values are the core of our marketing strategy. They might sometimes seem to be outdated in our fast-moving life, but at the end of the day they count in each and every person's life and mind.

**■ In your opinion, what are the opportunities and challenges in the China watch market in 2010?**

China is and will also be in the future an important market for the national and foreign watch industry. The domestic demand for consumer goods will further rise, and the consumers are ready to pay the price for it, as long as they are convinced about the "value-for-money". Doing business in China is a big chance, but it also come with a baggage of responsibilities for international companies, not only towards the clients, but towards the Chinese society in general. Those who do not respect those

"rules of the game" will never establish themselves in this market for a long time. You might achieve some short-term success due to the characteristics of the Chinese growth-market, but you will never gain respect and long-term confidence, not to speak of winning the hearts of the Chinese.

**■ What is your motivation to be one of the main sponsors of the Swiss Cities Pavilion and what are your expectations?**

The EXPO 2010 will be the biggest world exhibition ever held in history. Over 70 million visitors are expected to attend this fair and over 90% will be Chinese. As a Swiss watch manufacturer who has been present in China for over 50 years, it is a "must" to be involved in this Exhibition and we immediately took the initiative to become a partner. High-quality urban life cannot be separated from sustainable and responsible management. I sincerely

hope our participation will be able to raise this awareness.

**■ Beside your engagement for the Expo 2010 in Shanghai, what other major events do you have in mind for this year in the Chinese market?**

Firstly, we intend to launch an artist's watch in a small limited series. Secondly, we intend to slightly expand our network of boutiques. At least one of our new shops will be in a very prominent location. We will have our first flagship store in China in 2010.

**Daniel M. Schluep:**

Daniel M. Schluep took over the running of the company in 1981. Like his father and grandfather before him, his name is synonymous with the high quality and the traditional Swiss watchmaking craft of Titoni. The current CEO of Titoni, graduated in economics from the University of Bern, subsequently going on to study at the Sorbonne in Paris, the University of Michigan, USA and Sophia University in Tokyo, Japan.

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# 两市携手，紧密合作 Intense City Partnership

Basel and Shanghai are at the same eye level, says Sabine Horvath



In April 2009, Executive Councillor Carlo Conti and Li Liangyuan, Vice President of the Chinese People's Political Consultative Conference Shanghai Committee, inaugurate a Basilisk fountain in the newly designed Butterfly Bay Park in Jing'An district, Shanghai.



## 霍瓦特 (Sabine Horvath) 女士表示，巴塞尔与上海处于同等发展水平

巴塞尔与上海的合作关系虽然只经历了短短三年，但是各项活动和项目的开展已预示着两市的合作关系将更为紧密。巴塞尔城市州总统事务部负责发展巴塞尔与上海的合作关系，以及巴塞尔参展上海世博会的各项事务。更准确地说，这些项目是由霍瓦特女士领导的公关部负责的。

**■ 霍瓦特女士，巴塞尔与上海自2007年11月起结为伙伴城市。您能否介绍一下至今为止两市的合作情况？**

**霍瓦特女士：**巴塞尔与上海的合作关系在两市的共同努力下得到了深入培养和进一步发展。巴塞尔与上海虽然在城市规模和人口方面差异悬殊，但是两市所处的发展水平是一致的。我们关注涉及两市共同利益的合作领域，从而提升双方的共同利益。

**■ 两市在地理位置上相隔甚远，如何促进两市政府之间的这种合作关系？两市之间的地理位置和时差是否会妨碍双方的合作？**

**霍瓦特女士：**我们自身有着良好的组织管理。除此之外，我们乐于也有能力获得诸多上海人士与机构的支持和帮助，为我们进一步发展两市之间的合作关系建言献策。瑞士方面，我们得到了瑞士总领事馆总领事范威廉 (William Frei) 及其同仁，以及瑞士科技

中心 (Swissnex)、瑞士商会 (SwissCham)、瑞士俱乐部 (the Swiss Club) 等许多其他机构的帮助。

**■ 您在伙伴城市上海还有哪些联系人？**

**霍瓦特女士：**正如我之前所提到的那样，巴塞尔与上海处于同等发展水平。政治互访就是一个很好的例子：自2006年起两市定期开展最高政治层面会晤。上海市市长韩正一年以前访问了巴塞尔市，巴塞尔市行政委员会主席居伊·莫润 (Guy Morin) 也对上海进行了访问。除此之外，巴塞尔市卫生部部长卡洛·孔蒂 (Carlo Conti) 与上海市副市长唐登杰、沈晓明也进行了多次建设性会谈。就我自己而言，我在上海市人民政府外事办公室有很好的的人脉关系。此外，我们与徐汇、静安两区以及各所大学保持联系。凭借这些良好的关系网，地域的差异和时差不成问题。

**■ 参展世博会是两市合作伙伴关系的一个旗舰项目。那么，世博会之后双方的合作又将如何发展？**

**霍瓦特女士：**两市之间的合作将长期开展下去。在上海的主要展出过后，我们还将支持未来几个月在巴塞尔及瑞士开展的各个项目。此类项目表明了巴塞尔与上海两市之间的合作关系是有形的，公众参与度也很高。



霍瓦特女士：

霍瓦特 (Sabine Horvath) (42)，巴塞尔城市州公关部主任，负责巴塞尔城市州的对外国际关系，特别负责巴塞尔-上海两市的合作伙伴关系，以及巴塞尔与美国马萨诸塞州之间的友好州合约。

### About Sabine Horvath:

Sabine Horvath (42), is Head of External Affairs and Marketing of the Canton of Basel-Stadt and responsible for the international external relations of the Canton of Basel-Stadt, in particular the city partnership between Basel-Shanghai as well as the Sister State Agreement between Basel and the US state of Massachusetts.



High level visit to Basel: The Mayor of Shanghai, Han Zheng (pink tie), next to representatives of the Basel government.



The relationship between Basel and Shanghai is only just under three years young. The activities and projects, however, point to an intense city partnership and a number of projects in the fields of life sciences, economy, culture, sciences and education have already been realised.

The Department of Presidential Affairs of the Canton of Basel-Stadt is in charge of developing the partnership between Basel and Shanghai as well as the presentation of Basel at the World Expo. More precisely, the projects are the responsibility of the External Affairs and Marketing Department, which is headed by Sabine Horvath.

**▣ Sabine Horvath, Basel and Shanghai have been partner cities since November 2007. How would you describe the cooperation between Basel and Shanghai up to now?**

**Sabine Horvath:** The relationship is intensively fostered and further developed by both cities. Despite striking differences in size and population, Basel and Shanghai are at the same eye level. We are focussing our cooperation on areas of interest for both locations that allow for a mutual strengthening.

**▣ How can this municipal partnership be promoted from a**

**The city partnership is tangible and can be experienced by the broad population. Its potential will not be exhausted for a long time...**

**Sabine Horvath**

**distance? Aren't the distance and time difference a hindrance for collaboration?**

**Sabine Horvath:** We have learned to organise ourselves. Furthermore, we are pleased to be able to count on many persons and institutions in Shanghai that support us with words and deeds to further develop our city partnership. From a Swiss standpoint, this includes in particular the Swiss Consulate General William Frei and his co-workers at the Consulate General, as well as Swissnex, SwissCham, the Swiss Club Shanghai and many others.

**▣ And which other contact persons do you have in your partner city Shanghai?**

**Sabine Horvath:** As I mentioned earlier, Basel and Shanghai are at the





same eye level. A good example of this its political representatives: there have been regular meetings on the highest political level since 2006. Mayor Zheng HAN visited Basel a year ago; this May, the Basel President of the Executive Council, Guy Morin, travelled to Shanghai for another meeting. Moreover, there were many constructive talks between the Basel health minister Carlo Conti and the Vice Mayor Dengjie TANG and Xioming SHEN. With regard to my own level, I have excellent contact persons at the Shanghai Municipal Foreign Affairs Office. In addition, we have contacts with the Xuhui and Jing'An districts and to various universities. Thanks to these excellent networks, the geographic distance and time change are no problem.

**▣ The World Expo presentation is a flagship project in terms of city partnerships. What comes after the World Expo?**

**Sabine Horvath:** The cooperation potential will not be exhausted for a long time. Following our major exhibition in Shanghai, we will also favour projects in the coming months that are perceptible in Basel and Switzerland. Such projects should contribute to the fact that the city partnership between Basel and Shanghai is tangible and can be experienced by the broad population.

Further information: [www.basel.ch](http://www.basel.ch)



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# 瑞士清洁技术促进计划

## Cleantech Initiative Switzerland

依托于瑞士联邦政府制定的有关经济刺激计划三的框架，要建立清洁技术、医药和建筑 / 工程 / 设计领域的出口促进平台。瑞士清洁技术促进平台的主要任务为通过帮助其进入和开发重要的国际性市场 - 特别是中国市场，从而对瑞士清洁技术行业进行推广。此平台的目的是为瑞士清洁技术行业的中小型企业增加更多的国际商业机会。此平台计划将于 2010 年夏天启动。然而在此之前，已经进行了一系列探索性的活动，例如在上海举办的国际世博会期间的瑞士展团，一系列与相关公司的交流活动亦正在进行。

瑞士经济促进署 (OSEC) 接受联邦政府的委托，已经拟出一份有关建立瑞士清洁技术促进平台的方案。该方案计划成立一个名为“瑞士清洁技术”的协会。它的宗旨是：帮助瑞士清洁技术企业进入并开拓海外重要战略市场。其重点是与目标国家的项目单位、投资者、政府机构和外国公司建立起目标明确的联系，以便为中小型清洁技术公司创造商机。

瑞士经济促进署也将其他众多相关部门综合利用起来以增加机会：如瑞士主要贸易国驻外使馆中的“瑞士商务促进中心”、与瑞士清洁技术和贸易协会、相关的联邦政府机构、

各成员也包括多个清洁技术协会及相关的其他组织机构，而公司作为协会的成员也将从平台提供的各种服务和活动中获利。拓展市场的核心内容是建立面向目标市场的门户网站，此网站将包括 1 个数据库，涵盖相关组织机构，商业观察员和瑞士资深行业顾问。这些专家能够非常有效的从中鉴定挑选出清洁技术领域的目标项目并进行审查筛选，之后将此项目信息提供给相关瑞士清洁技术公司。

### 瑞士清洁技术行业的潜力

瑞士作为高度专业化产品和知识密集型服务等领域具有国际领先地位的创新中心，为清洁技术产品和服务在全球市场的开发和销售提供了良好平台。然而瑞士不会成为大规模生产清洁产品的工厂，在瑞士的清洁企业结构将各具特点而非千篇一律，有的企业将是小型的，有的会发展成为跨国大型公司。

瑞士具有重视环境保护和自然环境资源的一部分，必要的程序和法规受到高度重视并严格执行。国内市场的严格标准保证了瑞士的产品在市场进入的可能性并能满足任何市场的要求。国内市场内使用的严格的标准是使瑞士

占经济活动总容量的 55% 到百分之六，目前这个数字仅有 32%。可再生能源和材料效益为两个最具市场活力的领域，能源效率以 9,500 亿欧元 (13,300 亿美元) 将以 14,000 亿美元的销售额在全球范围占据榜首。

截止到 2009 年春季，全球已陆续投入近 33,000 亿美元实施了 20 多个经济刺激计划，其中大约有 4900 亿美元 (约占 16%) 的投资用来控制或减少温室气体的排放。

### 清洁技术在这个特殊市场的潜力

基于市场分析，瑞士经济促进署将中国、印度、海湾地区、北美和一系列国家例如波兰和英国市场作为战略市场目标，具有极高的市场销售潜力。

未来 3 年，中国政府将在清洁技术领域采取一系列促进措施，共投入大约为 1,400 亿美元。环境保护将作为中国“十一五”规划中重要的战略组成部分。与 2005 年相比，到 2020 年，中国单位 GDP 二氧化碳的排放将减少 45%。

对瑞士的清洁技术企业来说，中国市场的快速增长具有非常重要的意义，这不仅仅是因为中国面临环保、社会和经济方面的巨大挑战，同时，国家的多项改革促进计划也加大了中国通过清洁技术解决问题的需求。伴随着“城市，让生活更美好”的口号，清洁技术也成为了 2010 年上海世博会的主题。

### “瑞士清洁技术”出口促进平台的任务是什么？

瑞士清洁技术出口促进平台包括以下 5 个战略主攻方向：

**1 提供目标市场的相关信息** 瑞士清洁技术企业可以通过出口促进平台获取进入目标市场的重要信息。业务因此更易于进行认定，国际市场是否值得关注，哪些区域值得关注，如何能够保持在市场内的立足并开拓其市场。

**2 通过恰当的广告和公关活动将瑞士定位于拥有清洁技术的国家** 旨在目标市场中

瑞士作为高度专业化产品和知识密集型服务等领域具有国际领先地位的创新中心，为清洁技术产品和服务在全球市场的开发和销售提供平台。

跨国公司、中小企业、国际上从事商业咨询的公司以及双边商会。联邦政府 / 贸易促进中心在启动阶段将为瑞士清洁技术平台提供资助，在未来几年内，“瑞士清洁技术”平台将转由私营部门来运作。

为避免与现有协会及组织的工作形成重复和竞争，这个出口促进平台将以多个行业协会的联合会的形式组织，将帮助那些已致力于清洁技术领域的各个协会。该清洁技术平台的

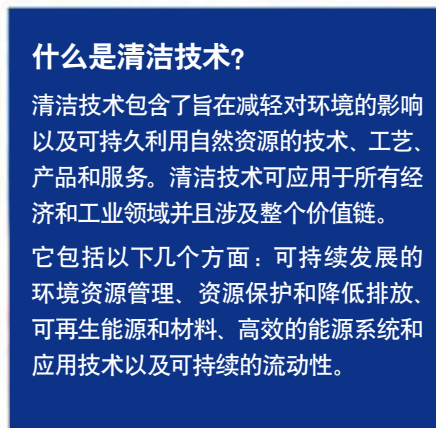
的产品拥有最高技术性能的关键因素。

瑞士目前从事清洁技术领域的人员估计约有 160,000 人，占瑞士所有从业人员的 4.5% 估计总产值在 170 亿到 190 亿美元之间，占瑞士国内总产值的 3.5%。

### 清洁技术行业在全球的潜力

据估算，到 2020 年，清洁技术的应用在全球市场的容量将会达到 32,500 亿美元，





### 什么是清洁技术？

清洁技术包含了旨在减轻对环境的影响以及可持久利用自然资源的技术、工艺、产品和服务。清洁技术可应用于所有经济和工业领域并且涉及整个价值链。

它包括以下几个方面：可持续发展的环境资源管理、资源保护和降低排放、可再生能源和材料、高效的能源系统和应用技术以及可持续的流动性。



的目标群体中扩大瑞士作为清洁技术国家及系统完整的知名度和影响力，使创新的瑞士清洁技术解决方案和成功经验在目标市场中得以重点展示与宣传。清晰地确定目标群体，并系统的向其进行信息更新，使其对瑞士有新的认识。瑞士不仅因为其旅游业和银行业著名，同样是在清洁技术方面具有绝对优势和良好实践经验的国家。

**3 在国内和目标市场提供服务** 服务内容可包括参加展览会，提供语言服务到客户开发以及寻找商业伙伴方面提供支持。在目标市场扩大的过程当中，瑞士清洁技术行业能够提

供全套定制的支持和服务并进行必要调整。

**4 准确识别投资项目和开辟商务渠道** 安排行业观察员从目标国家了解政府机构的投资计划和项目，之后寻找具备合作条件的外国企业。瑞士资深工业顾问将通过互联网平台把挑选出来的这些项目提供给相关瑞士企业。通过这种方式，瑞士清洁技术企业将很容易找到经过筛选的项目单位和商务合作伙伴。

**5 对进入市场、拓展市场和选择具体项目时的相应支持** 如有需要，瑞士清洁技术企业在进入和拓展国外市场或公开具体项目信息时，可要求出口平台提供支持。如果促进

平台本身无法做到，它将为企业推荐相关的合适专家。如有需要，同样可以寻求国内行业观察员或资深行业专家的帮助，对其销售团队进行补充。

瑞士清洁技术的出口促进平台目前尚在筹建阶段。它将在2010年6月启动，但今年上半年，已经有一系列的举措付诸实施，并有更多活动在计划当中。例如在温哥华和上海环博会期间为瑞士清洁技术企业组织了瑞士展团，向印度派出考察团，多次在各协会、商会以及其他对此平台有兴趣的企业间开展信息交流活动等。



Within the framework of the Stimulus Package III of the Swiss Confederation export promotion platforms in the fields of Cleantech, Medical Technology, Architecture/Engineering/De-sign are to be established. The main activities of the Swiss Cleantech platform are to promote the Swiss Cleantech industry by facilitating their market entry and business development in key international economies - especially China. The goal is to considerably increase international business opportunities for Swiss Cleantech SMEs. The operational start of this platform is envisaged for summer 2010. Before the summer launch exploration activities include a Swiss Pavilion at IFAT Shanghai and workshops with interested companies.

Osec, Switzerland's trade promotion organisation, is developing, among others, an export platform for the Swiss Cleantech sector with backing from the national government. The plans envisage a lean organisation, branded Cleantech Switzerland. The Mission Statement: Cleantech Switzerland will support Swiss Cleantech businesses in securing a foothold and developing their market in key strategic international locations. The focus will be on the targeted establishment of relationships with project sponsors, investors, government departments, local and international businesses with the stated aim of generating orders for small and mid-sized Swiss Cleantech companies.

### Bring Together Stakeholders

Osec will bring together a range of stakeholders to maximise opportunities, including: the Swiss Business Hubs in the Swiss Embassies, Cleantech trade associations and business groupings,

### Cleantech - A Definition

Cleantech encompasses technologies, processes, goods and services designed to reduce our impact on the environment and to enable the sustainable use of natural resources and systems. Cleantech can be applied to all sectors of commerce and industry and through the entire value chain.

Cleantech consists of the following strategies: sustainable resource management, preservation of resources and emissions reduction, renewable energy and materials, efficient energy systems and energy applications, sustainable mobility.

**Further information:**  
[www.cleantech-switzerland.com](http://www.cleantech-switzerland.com)

relevant government departments, multinational corporations, SMEs, international consultants and bilateral Chambers of Commerce. Osec and the national government will provide pump-priming funding for the export platform Cleantech Switzerland, with ownership transferring to the private sector in a few years.

In order to avoid the duplication of effort and competition with existing trade bodies, the export platform is structured as a federation of associations bringing together the various sectoral agencies. The members of the federation are Cleantech trade bodies and associations, whilst the respective companies which belong to those trade bodies and associations will be the beneficiaries of the services offered via the platform. Key components in developing the market will be a web portal with a database of relevant organisations, business scouts as opportunity-spothers and Swiss Senior Industry Advisors who will identify potential openings, screen these very selectively and then brief Swiss Cleantech businesses on their findings.

### Cleantech Potential in Switzerland

Recognised as a leading international location for innovation in highly specialised products and knowledge-based services, Switzerland is an excellent platform for the development and marketing of Cleantech products and services in the global marketplace. However, Switzerland will never become a mere conveyor belt of mass-produced Cleantech applications. By contrast, Switzerland will retain the celebrated and characteristic diversity of its business structure which embraces start-up and spin-off ventures as well as multinational corporations.

Switzerland benefits from its image as a country long committed to environmental protection and which values its natural heritage. Significantly, care for the environment has become part of everyday life because the necessary processes and regulations have been recognised and implemented rigorously. The demanding norms to





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be met by products in the domestic market in Switzerland ensure that these have an excellent chance of securing entry into export markets and of passing any local scrutiny. The exacting standards encountered in the domestic marketplace in Switzerland are a key driver in forcing Swiss businesses to achieve the highest levels of technical performance. Currently, around 160,000 employees in Switzerland – that's around 4.5% of the entire workforce – work in the Cleantech-sector. Gross Value Added is estimated to be around US \$17-19 billion which equates to 3.5% of the Gross Domestic Product.

## Cleantech Potential Globally

The global market for Cleantech applications in 2020 is predicted to total US \$ 3,250 billion. That equates to between 5.5% and 6% of all global output. At present, the figure is 3.2%. Renewable energy



and materials efficiency are the segments with the greatest market dynamics at present, whilst the largest market is energy efficiency, with total sales of EUR 950 billion (US \$ 1,330 billion). More than 20 economic stimulus packages were launched in the period to Spring 2009, representing investment of nearly US \$ 3.2 trillion. Almost US \$ 490 billion, around 16% of the funds, were directed towards stabilising or reducing greenhouse gas emissions.

## The potential in specific markets

Study of market analyses has led Osec to identify China, India, the Gulf States, North America and a number of individual countries including Great Britain, Poland as strategic markets with sizeable potential.

In the coming 3 years, the Chinese government has pledged around US \$140 billion of development support for the Cleantech sector. Environmental protection is a key strategic element in the eleventh 5 Year Plan. Greenhouse gas emission per GDP unit shall be reduced by 40-45 percent until 2020 compared to the level of 2005.

The Chinese market is very important for Swiss Cleantech businesses due to its strong growth, not least because China faces considerable challenges regarding the environment, society and the economy. Furthermore, state investment programmes are creating demand for Cleantech solutions. Cleantech, under the motto better city – better life, will be at the core of the World Expo Shanghai 2010.

## Range of Activities of the Export Platform “Cleantech Switzerland”

The export platform will pursue 5 strategic aims.

### 1. Provision of high-quality information on target markets.

The platform will give Swiss Cleantech businesses access to relevant information on each of the platform's target markets. As a result, businesses will be able to easily recognise whether international markets are worth investigation and in which locations, what they need to do to secure a foothold and develop their market.

### 2. Positioning of Switzerland as a Cleantech Country via appropriate advertising and PR.

The purpose is to raise the awareness of key target groups in priority markets about Switzerland as a Cleantech country and holistic system. Innovative Swiss Cleantech solutions will be highlighted; impactful Success Stories will be a key feature here. Clearly defined target stakeholder groups will be systematically updated and informed so that they come to appreciate Switzerland not just as a tourist destination or for its banks, but also as an unrivalled Cleantech country and case study of good practice.

**3. Services in Switzerland and abroad.** Services available will encompass trade fair visits and exhibitions, foreign language support, and also extend to assistance with acquisitions and business partnering. Swiss Cleantech businesses will be able to tailor a package of support to their needs and adapt this as their involvement in the target market increases.

**4. Identification of investment opportunities.** Business scouts in the international markets will gather intelligence on planned government investment and projects and will look for foreign businesses. Swiss Senior Industry Advisors will then pass details of the selected projects, via the internet platform, to relevant Swiss companies. As a result, Swiss Cleantech businesses will be able to engage with projects and business partners which have been through a thorough screening process.

### 5. Ongoing support on market entry, with market development and for specific projects.

Where required, Swiss Cleantech businesses will be able to call on support via the platform at all stages of their involvement in an export market, including market entry, market development, bidding for a specific project. If the export platform is not able to help directly, it will refer users to appropriate sources of expertise. Swiss Cleantech businesses will also be able to call on the in-country scouts and Senior Industry Advisors to complement their own acquisition teams, if necessary.

The export platform Cleantech Switzerland is currently under development and will commence operations until the end of Q2 2010. During the first half of the year, a number of individual rapid response activities have taken place and more are scheduled. This includes a joint stand for SMEs at Cleantech trade exhibitions in Vancouver and Shanghai, a fact finding mission to India and awareness raising and information-sharing events held with a range of trade bodies and interest groups.



# “Perfect Match with Chinese Cuisine”

A chat with Gabriela Manser, CEO of Mineralquelle Gontenbad

## Gabriela Manser what is your recipe for success?

Unfortunately, I do not have any ready-made answers for you. I believe that many different factors at play eventually lead to success. It takes the right idea at the right time as well as an up-to-date implementation. Basically, I am convinced that it takes a lot of work and readiness for luck to be able to find us! And it is my luck that I always perceive the glass as half full.

## What's your greatest business challenge?

To make our modest size work: We are one of the smallest mineral water producers in Switzerland, a typical small-and-medium-sized enterprise. We have to be profitable. On the one hand, our name stands for values such as fair labor conditions, perfect quality and

the duty to create valuable jobs in our region. On the other hand, we sell quality consumer goods at a decent price.

## What elicits your enthusiasm?

As an entrepreneur, I appreciate the possibility to create and realize an idea all the way down to its introduction into the market. In the process, my creativity and business sense would be integrated into the team work. This gives my work joy and meaning - and that's also where my enthusiasm comes from!

## Do you think that Chinese people would also like Goba beverages?

That's what I believe! There are already many Chinese who enjoy our beverages! Flauder goes perfectly well with Chinese cuisine!

## Background

Mineralquelle Gontenbad may not be a familiar name yet. However, the history of the water and its innovative creations have made its products a popular household drink in Switzerland. The mineral water of Gontenbad famous for its natural and healthy effects and served as a spa since the 16th century. The first bottle of mineral water was filled in 1930. Since then, this independent family company has created various products based on its famous mineral water. Its most popular alpine flower-flavored drinks, flauder and himml, launched in China just recently.

[www.mineralquelle.ch](http://www.mineralquelle.ch)

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巫永坚认为吉祥物的作用类似宣传代言人

# 海宝—上海的珍宝

## Haibao - The Treasure of Shanghai

A mascot is somewhat similar to a spokesman, says Wu Yoken



**Q 巫先生，作为上海世博会官方吉祥物海宝之父，您设计的是男海宝还是女海宝？**  
是男海宝。

**Q 为什么把海宝设计成蓝色呢？**

“蓝色”是广阔大海的颜色，象征着迅速发展的文化，以及城市、经济科学技术。它充满了包容性和想象力，代表着上海的形象。

**Q 海宝代表什么呢？**

中国有句老话叫“海纳百川”，而汉字里“大”字可以准确表达这个意思，在书法上，“大”就像是一个张开双臂迎接世界各地宾客的人，因此，反映中国文化特色也是海宝的寓意之一。

**Q 海宝这个名字的由来是什么？有没有特别的涵义？**

海宝的意思是“上海的珍宝、海洋的珍宝”，它代表着上海，同时也可以被解读成“世界的珍宝”。

**Q 您以前设计过其他吉祥物吗？**

以前也设计过一些，主要有以下几个：**飞天蛙**：台北听障奥林匹克运动会吉祥物；**血宝**

**宝**：设计成一滴血的形状作为上海血液中心的标志；**特奥龙**：台湾北区特殊奥林匹克运动会吉祥物；**牙宝宝**：上海静安区牙防所吉祥物。

**Q 除海宝外，您最喜欢的吉祥物是什么？**

是旦宝，台湾震旦集团的吉祥物。

**Q 大家对您的设计的反映如何呢？**

海宝很受欢迎，得到了很多人的喜爱。另外，我认为吉祥物的作用类似于宣传代言人，作为海宝的设计者，可以说我是隐形的宣传代言人，这也使我受到了大家的欢迎。

**Q 您有没有听说过关于海宝的有趣反馈呢？**

有人把海宝解读成避孕套的形象，这让我觉得很好笑。

**Q 关于海宝的商品有多少呢？**

我听说有1000多种，不过我没有参与商品方面的工作，所以不太清楚准确的数字。

**Q 海宝在评选中击败了多少竞争对手而脱颖而出成为上海世博会的吉祥物呢？**

大约26000多个其他设计。

**Q 上海世博会结束后，海宝的作用会发生哪些变化呢？**

它将继续作为上海的标志，未来它还可能起到支持旅游业发展的作用。



### 人物简介

巫永坚，1966年出生于台湾彰化，现居住在上海并就职于上海星斗文化传播有限公司。巫先生不仅是2010年上海世博会“海宝”的设计者，还包括“飞天蛙”（台北听障奥林匹克运动会）、“血宝宝”（上海血液中心）在内的许多其他吉祥物的设计者。巫先生的座右铭之一是“做我喜欢的事”。





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Interview **Fabian Gull**

**B Wu Yoken, you are the father of the official Expo mascot Haibao. Is it a she or a he?**

Haibao is in fact a he.

**B Why is it blue?**

The color "blue" symbolizes the vastness of the seas, the rapidly growing culture, as well as the technology within cities and the economy. It integrates the capacity and imagination, which defines the image of Shanghai.

**B What does it represent?**

An old saying: "The Ocean is so big because it holds the water from a thousands of rivers." The Chinese character "大" means big. Calligraphically, it looks like a person who opens his arms to welcome friends from all over the world. So, Haibao was born with the aim of portraying a Chinese cultural significance.

**B Where does the name Haibao come from? Does it have a specific meaning?**

Haibao means "the treasure of Shanghai and treasure of sea", so it represents Shanghai. It may also be interpreted as "the treasure of the world."

**B Did you design other mascots before?**

Yes I have, several of them in fact. Here is a list of some previous designs:

- **Tree Frog-Peace:** Taipei Deaflympics mascot
- **Blood Baby:** Designed in the form of a blood drop to represent the Shanghai Blood Donation Center



### Background

Wu Yoken was born in March 1966 in Changhua, Taiwan. He is currently working for the design company Mediastar, which is based in Shanghai. He is not only the designer of the Shanghai Expo 2010 Mascot "Haibao", but has also conceived numerous other Mascots including "Tree Frog-Peace" (Taipei Deaflympics) and "Blood Baby" (Shanghai Blood Donation Center) among others. "What I like to do, is to do what I like" is one of Mr. Wu's various mantras.

- **Brontosaurus:** The mascot of the English Taiwan N. Area Special Olympics
- **Healthy Tooth:** Symbol for the Shanghai Odontopathy dispensary in the Jing An District

**B What is your preferred mascot other than Haibao?**

Dambo, the mascot of the Taiwan Aurora Group.

**B What reactions did you get for Haibao?**

Haibao is very popular among the people. Everyone seems to like him a lot. Also, I think that a mascot is somewhat similar to a spokesman. Since I am the designer of Haibao, one could say that I am the invisible spokesman. This has generated a lot of popularity for me as well, which is something I enjoy.

**B Some of the funniest descriptions you have heard?**

The interpretations that Haibao resembles a condom really made me laugh.

**B How many merchandising products do exist?**

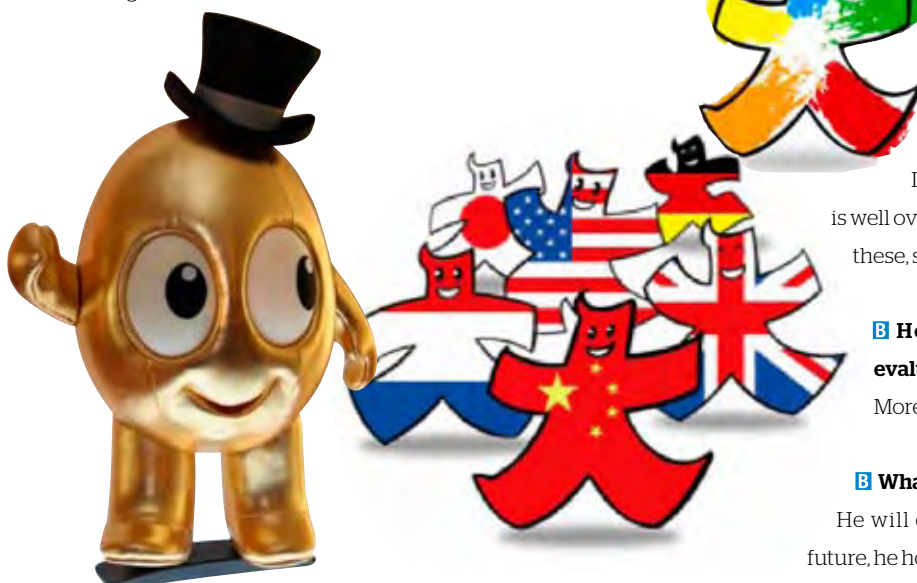
I heard that the number of merchandising products is well over a thousand, but I have not participated in creating these, so I can't tell you precisely.

**B How many mascots did Haibao outdo in the evaluation process?**

More than 26'000 other potential mascots!

**B What happens to Haibao after the Expo?**

He will continue to be a symbol of Shanghai and in the future, he hopefully will endorse tourism.





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 NATION OF IMMIGRANTS  
 FOUR LANGUAGES  
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 FIFTH SWITZERLAND  
 WATCHES  
 BEST BOND-GIRL EVER  
 WILLIAM TELL  
 FEDERAL COUNCIL  
 HIGH-PRICE ISLAND  
 41'285 KM<sup>2</sup>  
 SKIING NATION  
 ROGER FEDERER  
 CERN  
 SWISS ARMY KNIFE  
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 MUESLI  
 FONDUE  
 PUBLIC TRANSPORT PASS  
 MOTORWAY VIGNETTE  
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 AGRICULTURAL SUBSIDIES  
 CHE  
 BANKING CONFIDENTIALITY  
 1291  
 GOTTHARD  
 SWISS AIRLINE CLUB  
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 ST. BERNARD  
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 HOMO FABER  
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 MARMOTS  
 NEAT  
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 21.1% FOREIGNERS  
 CLIMATE CENT  
 PIONEERING SPIRIT  
 WORLD CHAMPION RECYCLERS  
 PUNCTUAL TRAINS  
 UNIVERSTY OF ST. GALLEN  
 GOLD RESERVES  
 NEUTRAL  
 REFUGEE POLICY  
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# 苏黎世 Zürich - a Unique Mixture

## 独具特色的万花筒

苏黎世无愧于“体验之都”的称号，她坐落在美丽的苏黎世湖畔，白雪皑皑的阿尔卑斯群山装点着地平线，景色旖旎动人。苏黎世堪称“瑞士的市中心”，她有着缤纷多彩的吸引点，仿佛独具特色的万花筒——苏黎世不仅有50多座博物馆和100多家艺术廊，还是一座购物天堂，汇集了各种国际著名品牌、传统老店和具有苏黎世城市风情的本地品牌。此外，苏黎世的夜生活也多姿多彩、人气高涨，在瑞士首屈一指。休闲活动更是难以胜数，人们可以在河畔漫步，到市中心的湖滨游泳场畅游，或者到玉特丽山上登高揽胜。苏黎世仿佛一场盛宴——其秘诀就在于优质的作料。

### 50多座博物馆和100多家艺术廊构成的艺术财富

苏黎世的一大典型特色，就是她拥有100多家艺术廊。除了那些远近闻名的艺术廊之外，索斯比和佳士得这两家全球著名的拍卖行也都在苏黎世开设了分部。苏黎世被公认为世界上最重要的艺术品交易中心之一。

仅在苏黎世市区内就有50多座博物馆，其中14座都是艺术类博物馆。苏黎世美术馆收藏的绘画、雕塑、摄影和录像作品都非常可观。另一个亮点就是里特贝格博物馆，它是世界上最重要的欧洲以外地区艺术品的收藏

中心之一。瑞士国家博物馆建于100多年前，建筑风格宛如童话中的古堡，馆中收藏着与瑞士文化历史有关的大量展品，其丰富全面为全国之最。







## 购物——永无止境的购物乐趣

苏黎世的每个片区都有着别具一格的购物特色。苏黎世之所以被称作购物天堂，主要原因在于享誉全球的火车站大街 (Bahnhofstrasse)。对喜爱奢侈品的人士来说，这条街是首选之地。利玛河两岸是苏黎世的老城区，新潮和传统在这里交汇。至于时尚潮人，推荐去由老工业区改造而成的苏黎世西市区和 Aussersihl 片区购物。

## 创意美食

苏黎世的餐饮界善于迅速而有效地实施推广创新理念。在苏黎世可以品尝到世界各地的美食。每个片区都有自己的美食亮点：老城酒窖中珍藏着各种精选葡萄酒；在有着丰厚历史积淀的行会会馆中，可以品尝到传统特色菜“苏黎世式煎小牛肉片”；经过改造的老工厂内开张了各种新潮餐馆；居高临下俯瞰苏黎世美景的餐厅给人别样的美食体验；在绿草如茵、花木掩映中享受珍馐美味，同样不容错过。

## 精彩的舞台表演

苏黎世的文化设施和活动异常丰富多彩。苏黎世歌剧院在全欧洲名列前茅，其歌剧和芭蕾舞剧享有国际盛誉。苏黎世音乐厅拥有全球顶级的音响效果。在新潮时尚的苏黎世西区，历史悠久的造船厂经过精心改造，将古老与现代和谐地融为一体，变身成为一座文化中心。

## 只有举步之遥的大自然美景

在苏黎世，您从市内的任何地点出发，不出 10 分钟便都可到达附近的森林。林中的烧烤点、学习路径和徒步旅行路径指引着大自然爱好者前行，徜徉于湖滨河畔、森林草甸、丘陵谷地。苏黎世湖一直延伸到市中心，吸引着人们坐船畅享湖上美景。乘船时间可自由选择，从一个小时到七个小时不等。游船的路线不一，有的游船惬意地驶过湖畔的一座座浪漫小镇，一直到达古色古香的港口小镇拉帕斯维尔 (Rapperswil)。

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# 苏黎世 Zürich - Capital of Quality 高品质都市

## 活力四射的全球化城市，首屈一指的生活质量

苏黎世这座城市既激动人心，同时也兼容并蓄各种文化。她为本地居民和外来访客提供举世无双的生活质量，也为公司企业创造优异的经营环境。作为瑞士全国最大的城市，苏黎世是繁荣发达的瑞士的经济龙头，也是通往欧洲市场的绝佳门户。

苏黎世位于欧洲心脏地带。然而，人们之所以能够从苏黎世迅速到达国内外的目的地，并非完全得益于其得天独厚的地理位置。苏黎世公交网络的密度在全世界名列前茅。苏黎世中央火车站是欧洲最主要的铁路枢纽之一，每天有超过 1900 列火车在这里停靠。城际列车每半小时发车，前往瑞士和欧洲的各大中心城市。从苏黎世市乘火车只需几小时就可分别到达巴黎、米兰、慕尼黑和汉堡。从苏黎世国际机场出发到这些目的地的空中旅程仅需一个半小时左右。苏黎世市中心距离苏黎世克罗腾国际机场仅有 10 分钟的车程。这座机场是瑞士航空公司的基地，也是一座重要的枢纽机场，年客流量超过两千万人次。

苏黎世是一个国际化的都市。苏黎世市的外籍居民比例高于欧洲城市的平均水平，这也是一个不争的事实。正是这一决定性的因素，使得该市成为一个开放、包容和具有多元文化的城市。来自世界各地的人们，为苏黎世的城市发展、经济繁荣和日常社会文化生活都做出了重要的贡献。

## 位于欧洲心脏地带的经济强市

苏黎世市的高级生活质量和极富吸引力的教育和就业机会，吸引了来自世界各地的企业及人才。33 万人在该市就业，其中 90% 从事于服务业。

金融业一直就是苏黎世最重要的经济产业。全世界境外管理的资产总额中，大约有三分之一由瑞士的银行管理。瑞士全国的银行中，超过三分之一的银行都将总部设在苏黎世经济区。苏黎世还是全球第三大保险业中心。金融业的这一强大地位，对苏黎世有着举足轻重的影响：苏黎世市政府大约 40% 的税收都来自金融业。银行也是重要的雇主，并带动服务业公司企业的发展。

生物技术和生命科学正在推动苏黎世经

济区医疗技术的迅猛发展，新旧专业技术的结合也使生命科学领域取得了卓越的成就。此外，汽车供应、航空航天等缝隙市场以及迅速扩张的创意经济也取得了同样的成功。

如今，创意产业作为苏黎世的重大产业，使苏黎世成为一座引领潮流的城市。创意产业的年营业额高达 90 亿瑞士法郎，就业人数约为 25000 人。从事创意产业的人员中，大约三分之二活跃于软件及游戏行业、建筑设计、设计和新闻界。从地理上看，苏黎世有一条创意产业聚集的“创意走廊”，它始于苏黎世湖畔，沿利玛河向北延伸，一直到达苏黎世西市区，亦即苏黎世最充满活力的地带。

## 带游泳池的天然花园

苏黎世四分之一的面积被森林覆盖，还有十分之一的土地是农业用地。在近郊地带如果看到一头奶牛，根本不必大惊小怪，因为市内总共养了 700 头奶牛。住在苏黎世的人们不仅非常重视市内的绿色空间，也积极地享受它。天气晴好的日子里，湖滨地带总是熙熙攘攘，苏黎世的居民在那里尽情享受阳光、游戏、游泳。







苏黎世是座亲水城市。从市内的1200座喷泉中流出的都是饮用水，苏黎世的喷泉密度位于世界前列，游泳场馆密度更是高居全球第一。市内有42处公共游泳场馆，水质清洁，是降暑和游泳的好去处。在世界上还有什么其它地方，能直接在政府大楼门口或者办公楼的后面纵身鱼跃到河里去呢？每到夏天，无数的银行职员、大学生和家庭都利用午休时分在苏黎世湖或利玛河中嬉戏。公共游泳场馆也经常举办音乐会、读书会或放电影。在水边放电影，已经成了苏黎世夏季必不可少的一大活动。

### 知识和科研重地

《新闻周刊》杂志将世界上最重要的那些高校评比排名结果整合成了一张排行榜。在这张榜上，苏黎世联邦理工大学荣居欧洲大陆第一名校，它迄今已拥有21位诺贝尔奖获得者。苏黎世大学在榜上也雄居高位。

作为知识和科研重地的苏黎世在上述评比中出类拔萃，绝非偶然。瑞士几乎没有任何自然资源，大规模制造业根本不可能在瑞士长期生存下去。因此，瑞士人为了想办法在世界市场上生存，选择了专攻高附加值的夹缝产品。这就使瑞士很早以前便极力打造有利的科研环境。事实上，瑞士的研发开支占国内生产总值的比例在世界上高居前列，人均专利数量更是名列全球首位。

在苏黎世，并非只有联邦理工大学、苏黎世大学或者各种专科大学开展尖端科研，其实整个苏黎世经济区都仿佛一座稳步发展、密切联系的“科技园”。除了公共科研机构之外，还有许多私立研究中心在苏黎世经济区落户——比如位于绿诗利孔、曾获得多项诺贝尔奖的IBM研究中心，以及谷歌的欧洲研究中心和微软的开发中心等。经济界和科研界紧密合作，对技术转让的运作驾轻就熟；难以胜数的高科技组织也为创新活动带来更多的动力。



## 让我们 堵住漏洞， 积极防范。

全球气候正在变化，导致洪水和风暴的频率与强度也在改变。应当怎样应对？瑞士再保险相信，我们必须对气候变化有深入全面的了解，才能有效应对。有鉴于此，我们正在帮助很多国家、保险公司和社会团体制定战略，针对天灾加强自我保护。瑞士再保险致力于驾驭风险，为客户创造机遇。

联系瑞士再保险，  
请拨打 (010) 6563 8888

Swiss Re





## Zürich - a Unique Mixture

As a "metropolis of experiences" by the water, with a magnificent view of the snow-capped Alps on the horizon, Zürich Downtown Switzerland offers a unique mixture of attractions - over 50 museums and more than 100 art galleries, shopping paradise with international brands, traditional businesses and urban Zürich labels, and the most flamboyant and lively nightlife in Switzerland. Recreational activities range from a visit to the riverside and lakeside bathing areas in the very heart of the city, to a spectacular hike on the Uetliberg mountain.

### A Wealth of Art in More than 50 Museums and Over 100 Art Galleries

A typical feature of Zürich is its high concentration of over 100 art galleries. In addition to renowned art galleries, the world-famous auction houses, Christie's and Sotheby's, have branches in Zürich, which is considered to be one of the world's major art trade centers. The city alone is home to over 50 museums, some 14 of which are devoted to art. The museum of fine arts, the Kunsthaus Zürich, boasts a significant collection of paintings, sculptures, photographs and videos. Another highlight is the Rietberg Museum, one of the leading centers of non-European art in the world. The Swiss National Museum—housed in an over 100 year old building reminiscent of a fairytale castle—contains the country's most comprehensive collection of exhibits relating to Swiss cultural history.

### Shopping - Unlimited Pleasure

Every quarter of the town has its own individuality in shopping terms. The world famous Bahnhofstrasse in Zürich has made a major contribution to Zürich's reputation as a shopping paradise. It is the first port of call for lovers of luxury. In Zürich's Old Town on the banks of the Limmat, trend and tradition meet. And for the fashion-

conscious, a visit is recommended to the Zürich-West & Aussersihl former industrial quarters.

### Creative Cuisine

On Zürich's dining scene, creative ideas are implemented swiftly and effectively. The entire world of cuisine is at home here. Every quarter has its own culinary highlights, be it the wine selection at the Altstadt Keller, the traditional veal specialty "Zürcher Geschnetzeltes" in one of the city's time-honored guild houses, trendy cuisine tucked away within former factory walls, experiential dining high above the rooftops of Zürich, or gourmet menus surrounded by greenery.

### Spectacular Stage Performances

Zürich offers a rich variety of cultural venues and events. The Opera House, one of the leading such establishments in Europe, enjoys international acclaim for both its opera and ballet productions. The Tonhalle concert hall boasts some of the best acoustics in the world. In a sophisticated blend of old and new, the historical shipbuilding halls in the trendy Zürich-West district have given way to a cultural center.

### Nature on the Doorstep

In Zürich, you can get to the woods within just 10 minutes from any point in the city. Barbecue areas, educational trails and hiking paths delight nature lovers by guiding them past lakes and rivers, through woods and meadows, up hill and down dale. Lake Zürich, which extends right into the city itself, invites visitors to enjoy boat trips lasting between one and seven hours. Depending on the route, the boats cruise leisurely past romantic villages as far as the charming harbor town of Rapperswil.

**Further information:** [www.zuerich.com](http://www.zuerich.com)





## Zürich - Capital of Quality

### **A global city with an unbeatable quality of life**

Zürich is a city both exciting and open to different cultures, offering locals and visitors alike a unique quality of life while providing excellent conditions for companies and businesses. As the largest city in Switzerland, Zürich is the economic engine behind Switzerland's prosperity and an excellent gateway to the European market.

Zürich lies at the very heart of Europe, but the fact that you can get to other Swiss and indeed global destinations quickly is not merely thanks to Zurich's central location - the city also has one of the best public transport networks in the world. Zürich central station is one of Europe's main railway intersections, with over 1,900 connections every day. Intercity trains leave every half-hour to various hubs in Switzerland and Europe, and the city is only a matter of hours by train from Paris, Milan, Munich and Hamburg. Air journey times to these destinations are around 1 1/2 hour. Zürich-Kloten international airport is a mere 10 minutes away from the city centre. The home of the "Swiss" airline company is an important hub, used by 20 million passengers a year.

Zürich is an international city. It is a fact that more migrants live in the City of Zürich than the European average, which is a decisive factor in making it an open, tolerant and multicultural city. People from all around the world make a real contribution to Zürich's urban dynamic, economic success and to its everyday socio-cultural life.

### **Economic Powerhouse at the Heart of Europe**

The city is able to attract business and employees from around the world thanks to its high quality of life and its attractive educational

and employment opportunities. 330,000 people have found work here, notably 90% of them in the service sector.

Zürich's most important economic branch is the financial sector. Swiss banks manage about a third of the world's cross-border invested assets, and over a third of Swiss banks have their registered offices in Zurich's economic area. The city is also the third largest insurance market in the world, and this enormous financial sector strength is of fundamental importance for Zürich. Around 40% of the city's economic potential comes from its financial sector, with the banks being significant employers and generating work for service companies.

Biotechnology and life sciences are currently enriching the medical tech sector in the region of Zürich. The combination of old and new know-how is creating excellent results in the life sciences sector, while niche markets such as the automotive supplier industry and aerospace as well as the rapidly expanding creative economy are enjoying similar success.

The creative sector today is an important economic factor, with a turnover of around nine billion Swiss francs per year, and it has made Zürich into a city of trends. The sector employs some 25,000 persons, with roughly two thirds of them working in the software and games industry and in the architecture, design and press segments. A creative belt stretches from the lake along the river Limmat to Zürich West, where the city pulses with vibrant life.

### **A Garden with a Pool**

A quarter of the city area is wooded and a tenth is agricultural land, so it should not be a surprise if you happen to come across a cow in the

suburbs, as there are no fewer than 700 of them within the municipal area. However, those who live in Zurich do not just rate the green tracts highly, they use them as well - in good weather, many locals can be found enjoying the sun, playing and bathing in the many lake facilities.

Zürich is a city surrounded by water. 1,200 fountains, all filled with drinking water, have given the city one of the highest densities of drinking-water fountains, while Zurich also has the highest concentration of bathing facilities of all the cities in the world. A total of 42 public swimming baths are available for cooling off and swimming in clean water. Where else in the world can you jump into a river right in front of the government buildings or behind your office? In summer, many bank employees, students and families enjoy a swim in the lake or in the River Limmat at lunchtime, and incidentally, the public swimming baths are often used for concerts, cinema or readings, while film screenings at the lake are a part of the city's regular summer program.

#### Hub of Knowledge and Research

Newsweek magazine consolidated the most important ratings for further education institutions around the world into one single rankings list, and the Swiss Federal Technical Institute (ETH) of Zürich, where no fewer than 21 Nobel Prize winners have already taught, gained a higher classification than all the other colleges in Continental Europe. The University of Zurich is also very high on the list.

This superlative rating for Zürich as a knowledge and research centre is by no means a chance occurrence. Switzerland has hardly any natural resources - a mass-production industry could not be sustained here - so the Swiss had to come up with something to compete on the world market. They opted for niche products with intensive added value, which quickly created a research-friendly environment. Switzerland is today one of the countries with the highest gross domestic product (GDP) percentage in research and development and has the most patents per head of population.

Top research is not carried out solely at the ETH, the university and the technical colleges - the entire economic area is like a gradually developed, densely networked science park. In addition to public institutions, private research centres such as the IBM Rüschlikon Research Laboratory which has won several Nobel Prizes, the Google European Research Centre and the Microsoft Development Centre have also established themselves in Zurich. The transfer of technology is well established - the economy and research work closely together, while innumerable high-tech organizations provide additional impetus for the innovation process.

**Further information:** [www.stadt-zuerich.ch/economy](http://www.stadt-zuerich.ch/economy)

## Top Tourist Attractions

### 苏黎世——瑞士的市中心 Zurich - Downtown Switzerland



© Zürich Tourism / Martin Rütschi

#### 车站大街

著名的火车站大街是欧洲最美丽的购物区之一，一定不要错过：这里有各种高雅的时装店、商场、顶级产品（鞋品、皮革、配饰、陶瓷、首饰及钟表等）专卖店、银行和甜品店。



© Zürich Tourism / Grossmünster

#### 双塔大教堂

双塔大教堂的双塔极富特色，是苏黎世的主要地标。



© Zürich Tourism

#### 玉特丽山

玉特丽山海拔 871 米，居高临下俯瞰着苏黎世。登临山顶，整座城市、苏黎世湖和阿尔卑斯山的美景尽收眼底，令人难以忘怀。



© Zürich Tourism / Caroline Minjolle

#### 苏黎世歌剧院

苏黎世歌剧院被公认为全世界最优秀的歌剧院之一：每个演季有 270 多场演出，观众届时可以欣赏到安娜·奈瑞贝科、塞西莉娅·巴托莉、约纳斯·考夫曼等众多国际大师的现场表演。



© Zürich Tourism / Martin Rütschi

#### 苏黎世的游泳文化

苏黎世的河畔和湖滨游泳场已经成为市内的休闲绿洲，人们在那里不仅仅戏水而已。夜幕降临之后，很多游泳场都变身成为酒吧、舞台和露天电影院。

**Zürich's swimming culture** Zürich's river and lake swimming facilities have developed into recreational oases, where people do more than just splash around and a number of these facilities turn into bars, stages and cinemas after dusk.

**Uetliberg** At 871 meters above sea level, Uetliberg towers over the roofs of Zürich and affords an impressive panoramic view of the city, the lake and the Alps.

**Grossmünster** The characteristic double towers of the Grossmünster represent Zürich's focal landmark.

**Bahnhofstrasse** The famous Bahnhofstrasse - one of the most beautiful shopping areas in Europe - is a must: elegant fashion stores, department stores, boutiques with top quality products (shoes, furs, accessories, porcelain, jewelry and watches), banks and pastry shops.

**Zürich Opera House** The Zürich Opera House is considered one of the best venues in the world for opera: in more than 270 performances per season, international stars such as Anna Netrebko, Cecilia Bartoli or Jonas Kaufmann and many others can be experienced live.





# Zürich.

## Time to enjoy the good things in life.

Discover the Old Town with its 2,000-year-old history. Enjoy the variety of shopping experiences ranging from fine watches and jewelry, to fashion and design. Listen to the classics in the Tonhalle (Concert Hall), or watch ballet in the worldrenowned Opera House. Treat yourself at an inviting sidewalk café and watch the world go by. The high quality of living, gorgeous alpine panoramas and the breeze of the lake included. And in the evening, an array of choices awaits you: gourmet dining, welcoming bars, and dancing with style. Life at its finest.

**Unforgettable times. Zürich.**

### **Zürich Tourism**

Tourist Service at the Main Railway Station

P.O. Box, CH-8021 Zürich

Tel. +41 44 215 40 00

[information@zuerich.com](mailto:information@zuerich.com)

[www.zuerich.com](http://www.zuerich.com)



## 巴塞尔水资源管理案例分析

# 巴塞尔的蓝色生命线 Basel's Blue Lifeline

A Basel water management case study

为了向 2010 年上海世博会的观众展示水资源管理的各个方面，每个城市都会选择某一特定主题，在展馆内展示最佳实践范例。巴塞尔的案例将集中展示巴塞尔的生命线—莱茵河，诠释多元化水资源利用的可持续性管理方法。现在，莱茵河已成为巴塞尔市的主要标志。为了更好地开发莱茵河流域，巴塞尔采用了将莱茵河运输、游泳、河畔餐饮以及文化活动等一系列用途结合起来的一体化方案。莱茵河不仅是运输要道，还是娱乐、休闲、运动、工作和生活的场所。

莱茵河从阿尔卑斯山的冰川流入北海，流经五个国家，全长比上海到北京的距离还要长些。莱茵河不仅是繁忙的航运通道，还是 2000 多万居民日常用水的主要来源。紧密地跨国合作使得莱茵河沿岸的国家自上世纪中期就开始注意改善莱茵河水的质量，这

不仅保证了居民和工业的用水，还使许多莱茵河原有动、植物物种能够重返其栖息地。

### 莱茵河的古往今来

过去，在莱茵河中游泳并不总是一种安全而又清洁的消遣活动。在 20 世纪中期，生活污水、极毒废物和工业废水的肆意排放极大的破坏了莱茵河的水质。为了解决这一问题，瑞士通过了首部水资源保护条例，并于 1957 年正式实施。渐渐的，所有家庭的污水在排放前都会首先流入污水处理厂进行处理，经过不断的努力，莱茵河水的质量得到了很大的改善。当地的两大重要工业产业：医药和化学也通过在工业废水处理系统领域的投资对莱茵河的保护作出了重要的贡献，此外，它们还关闭了一些高污染生产车间，并加大了在研发和行政管理领域的支出。

如今，莱茵河是巴塞尔 2000 多万居民饮用水的主要来源，即使遭遇大型灾难，巴塞尔居民也能喝到由应急水资源管理系统提供的充足的水源。由于水质十分清洁卫生，居民可以直接饮用水龙头里的水。不仅如此，莱茵河还是居民聚居的地方，是人们娱乐、文化和运动的场所，这里是水运要道，拥有植物群和动物群的生物圈。

### 跨国界挑战

当前，对于位于瑞士边界的巴塞尔来说，水资源管理还表现为一种跨国界的挑战。水污染不会停留在本国国境，只用通过所有莱茵河流经国家间的国际合作才能彻底解决这一问题。在这种情况下，奥地利、列支敦士登、瑞士、法国、德国和荷兰共同成立了国际组织并签订了国际协议，为实施巴塞尔的水资



源管理系统共同努力。

早在 1963 年，保护莱茵河国际委员会（ICPR）就是一次成功的范例。委员会的目的是协调环境保护义务，保证莱茵河畔共 5000 万居民中 40% 居民的饮用水安全。由于 ICPR 的工作，莱茵河的有害和污染性排放物大幅减少，92% 的废水在排放前都会先经过处理。其成功的治理花费了国际委员会 500 亿欧元。

## 独特的水处理过程

巴塞尔市为居民提供饮用水的方法在欧洲是独一无二的。它采用 80 厘米厚的石英砂过滤器过滤污物系统，为了使自然过滤能够尽可能长时间的发挥作用，该系统会定时反冲空气和水，冲洗附在石英砂过滤器上的污物。此外，莱茵河水还会分流到河岸附近的森林，经过土壤的生物净化后，这些水会被抽入城市的蓄水池，经进一步处理后成为高质量的饮用水。

如果没有莱茵河的四个渡口，巴塞尔将不会成其为巴塞尔。渡口受到了当地居民和外来游客的广泛欢迎。船只依靠横跨莱茵河钢绳上的滑轮组（滑轮带式渡口）移动，由于船只完全依靠河流的推动力向前移动，因此这是一种十分环保的交通方式。

## 有价值的投资

经过治理，莱茵河中的植物和动物物种更加丰富了起来，同时巴塞尔的居民也更加喜爱这城市附近的河岸草地。在阳光明媚的日子，河畔不仅是城市居民喜爱的休闲场所，也是许多来自邻近国家的游客游玩的景点。人们在这里散步、与孩子一起嬉戏、慢跑、野餐。另外，在莱茵河游泳还是一种很好的社交活动，特别是在炎热的夏季，到莱茵河来游泳降温是很好的选择。成百的泳者每年都会到莱茵河游泳，他们随着河水顺流而下，并将衣服放在防水的游泳袋里。



# Top Tourist Attractions

## 巴塞尔——五大景点旅游攻略 Basel-The Art of Culture



### 巴塞尔的博物馆

巴塞尔是艺术的殿堂，从世界闻名的贝乐基金会博物馆（Fondation Beyeler）到汤格利美术馆（Tinguely Museum），从巴塞尔美术馆（Kunstmuseum Basel）、绍拉格博物馆（Schaulager）到娃娃屋博物馆（Doll's House Museum），你总能找到自己喜欢的去处。



### 大教堂、法尔兹

巴塞尔作为城市居所的历史开始于教堂山，红色的砂岩、五彩缤纷的瓷砖和双塔，主教堂是巴塞尔城市的主要特征。从大教堂后面位于莱茵河上的台阶上即可将整个古镇的风景尽收眼底，极目远望甚至可以看到三国交界处，孚日山与黑森林的美景。



### 现代建筑

如果你喜爱现代建筑，那么巴塞尔将是你的理想去处。在这里你将找到世界知名建筑师马利奥·波塔（Mario Botta）、法兰克·盖瑞（Frank Gehry）、伦佐·皮亚诺（Renzo Piano）的作品，以及巴塞尔知名建筑师赫尔佐格·德·穆龙（Herzog & de Meuron）的作品。



### 蛇怪喷泉

在巴塞尔的公共场所共有 28 处蛇怪喷泉。2009 年 4 月 22 日，一座古老的蛇怪喷泉正式入驻位于上海市静安区经过翻新的蝴蝶湾公园，这座喷泉是巴塞尔赠送给伙伴城市上海的礼物。



### 巴塞尔的古镇

巴塞尔的古镇是欧洲保存最完整、风景最秀美的古镇之一。在其他城市几乎没有像巴塞尔这样保存完好的 15 世纪古建筑与现代国际知名建筑遥相呼应，形成一幅迷人而又和谐的城市景观。

**Basel Museums** It is almost incredible how much art you can enjoy in Basel. From the world-famous Fondation Beyeler to the Tinguely Museum, the Kunstmuseum Basel and the Schaulager to the Doll's House Museum, there is something to interest each and every visitor.

**The Cathedral and Pfalz** The history of Basel as an urban settlement began on Cathedral Hill. With its red sandstone, coloured tiles and narrow twin towers, the Münster is a key landmark of the city. And the terrace high above the Rhine behind the Cathedral provides a stunning view across the Old Town, far into the tri-border area and as far as the Vosges Mountains and the Black Forest.

**Modern Architecture** If you are interested in modern architecture, then Basel is the right place for you. You will find many buildings by world-famous architects such as Mario Botta, Frank Gehry and Renzo Piano, as well as projects by the renowned Basel architects, Herzog & de Meuron.

**Basilisk Fountains** There are 28 basilisk fountains in public places throughout Basel which are very typical for the city. On April 22, 2009, an original basilisk fountain was installed in the refurbished Butterfly Bay Park in Shanghai's Jing'An District. The fountain was a present from Basel to the partner-city Shanghai.

**Basel's Old Town** The Old Town of Basel is one of the best-preserved and most beautiful of its kind in Europe. In hardly any other city do buildings from the 15th century and those by modern, internationally renowned architects complement each other to form an urban landscape that is both intriguing and harmonious.

To show visitors of the World Expo 2010 Shanghai different aspects of water management, each city displays exemplary best practice cases in the Pavilion, focusing on particular core themes. Basel's case study focuses on the Rhine River - Basel's lifeline and showcase for sustainable management of multiple water utilization.

Today the Rhine is central to the city of Basel's identity. The city is making great efforts to develop the area of the Rhine by adopting an integrated approach that takes into account a wide range of uses, from shipping to swimming in the river through to restaurants and cultural activities on its banks. The Rhine is both a transport route and a place for entertainment, recreation, sport, work and living.

As the Rhine flows from the alpine glaciers into the North Sea, it passes through five different countries and covers a distance greater than that between Shanghai and Beijing. The river, a busy shipping route, is also the main source of drinking water for more than 20 million people. Close cross-border cooperation has meant that the countries bordering the Rhine have been able to considerably improve the quality of the water since the middle of the last century. This not only ensures that people and industry are provided with clean water, but has also enabled numerous species of flora and fauna to decolonize their original habitat.

### The Rhine Then and Now

Swimming in the Rhine has not always been a safe and clean pastime. In the middle of the twentieth century, levels of pollution in the river from domestic waste water, highly toxic waste and industrial effluents sadly reached an all-time high. This led to the passing of the first Water Protection Act in Switzerland, which came into force in 1957. Step-by-step, all households were connected to a waste water treatment plant, which meant water quality has improved considerably over the years. The region's largest employer, the pharmaceutical and chemical industry, has also contributed to this success by investing heavily in industrial waste water treatment to protect the Rhine from contamination. The industry has also put an end to some of the more polluting processes and intensified work in the areas of research, development and administration.

The Rhine River is now the main source of drinking water for more than 20 million people in Basel. Even in the event of a disaster, the population of Basel can count on an adequate supply of water with a seamless emergency system for water management. The citizens of Basel know they can rely on the quality of their drinking water - it is so clean that they can drink it straight from the tap. Furthermore, the River is also a favoured residential area, a place for entertainment, culture and sports, transportation route and a biosphere for flora



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and fauna, benefits the population, the natural environment and the economy of the whole region equalling to the investments in the sustainable water management during the past 30 years.

### Cross-border Challenges

Meanwhile, for the Swiss border city of Basel, water management is a cross-border challenge. Such river pollution does not stop at the border and can only be solved through international cooperation between all the countries involved. In this case, international institutions and agreements were set up with Austria, Liechtenstein, Switzerland, France, Germany and the Netherlands to establish joint efforts for Basel's water management system.

As far back as 1963 the International Commission for the Protection of the Rhine (ICPR) was founded for this purpose and became a success story. Its aim is to coordinate environmental protection efforts and so secure the drinking water supply of forty percent of the 50 million people living in the region surrounding the Rhine. Thanks to the ICPR, toxic and polluting freight has declined dramatically. Ninety-two per cent of all waste water undergoes treatment before flowing back into the river. This success story costs the public purse 50 billion euros.

### Unique Water Treatment Process

The city of Basel is unique in Europe for the method it uses to provide drinking water for its citizens. It uses a filtering system with an 80-centimetre-thick layer of quartz sand filters that suspends sediments. To allow the natural filter to fulfil its function for as long as possible, the system is regularly back-flushed with air and water, washing away any trapped impurities in the fine quartz sand. Also, water from the Rhine is diverted to a riverside forest where it is purified biologically in the soil before being pumped to the city reservoirs for high quality drinking water.

Basel just wouldn't be Basel without the four Rhine ferries, an attraction both for the local population and for tourists. The ferries move by means of a pulley block which runs along a steel rope tied across the Rhine (pulley-operated ferry). Since the ferries are propelled forward by the river current alone, they are an extremely ecological form of transport.

### A Worthwhile Investment

Not only have the populations of flora and fauna increased in the rivers, but the people of Basel also benefit from the river meadows close to the city. On sunny days, the banks the Rhine river are a popular destination not only for the city dwellers, but also for visitors from nearby countries. People stroll, play with their children, or enjoy a picnic. Also, swimming in the Rhine is a great social event. On hot summer days the Rhine is a great place to cool down. Hundreds of swimmers love to drift along with the river's current each year. Many of them put their clothes in a waterproof swim bag. The borders in Basel flow both literally and metaphorically.

## Top Tourist Attractions

## 日内瓦——迷人的地球村 Geneva - Enchanting Global Village



### 联合国日内瓦办事处

联合国日内瓦办事处 (UNOG) 是联合国驻日内瓦的代表机构。共有员工 1600 多人，是联合国除总部纽约之外最大的驻地城市。为联合国的使命提供重要的支持。



### 岛厅 (Halles de l'île)——日内瓦市中心

岛厅位于日内瓦城市正中心，是日内瓦丰富的文化和商业生活的象征。严格说来，岛厅是位于罗恩河源头由湖水环绕着的小岛，岛上及其周围遍布着艺术画廊、剧院、时尚餐厅与酒吧、声望卓著的银行、高级手表制作工厂等等。



### Bains des Paquis 休闲区

它位于日内瓦市中心美丽的湖畔俱乐部，始创于 1872 年，1890 年成为公共俱乐部，1930 年进行整体重建，现在这里的建筑已经成为那个时代建筑风格最好的纪念。在这里，游客可以在任何时间观赏德伊奥喷泉 (Jet d'eau) 和附近的湖泊、游泳、喝酒或是用餐。



### 德伊奥喷泉 (Jet d'eau)

——日内瓦的大喷泉  
这里已成为日内瓦吸引诸多游客的标志性景点。从 1951 年开始，这里的水由一个自动水泵站供应，喷泉出口速度 200 千米/小时，每秒钟可喷出高达 140 米、500 公升的水。在夜间，8 台 9000 瓦的投影仪会照亮喷向天空的巨柱。



### 日内瓦外郊

日内瓦市外郊环绕着壮丽的景观：湖泊、山脉……以及美丽的葡萄酒庄园。风景如画的小镇、森林、小溪、葡萄酒庄园、山脉以及田园将使游客在茂密的绿色中度过浪漫平和的时光。

**The United Nations Office at Geneva** The United Nations Office at Geneva (UNOG) is the representative office of the United Nations in Geneva. With more than 1,600 staff, it is the biggest United Nations duty station outside of the headquarters in New York and provides critical support to the Organization's efforts.

**Halles de l'île - Geneva City Center** The Halles de l'île is located in the very heart of Geneva. It is a symbol of Geneva's rich cultural and business life. As such it is a small island surrounded by the lake, at the very beginning of the Rhone River. On the island and in its immediate surroundings you will find art galleries, theaters, trendy restaurants and bars, a number of prestigious banks, luxury watchmaking houses and more.

**Geneva Countryside** The city of Geneva is surrounded by a great landscape: lake, mountains and... beautiful wine yards. The picturesque towns, forests, streams, vineyards, hills and fields are an invitation to enjoy peaceful hours in lush and romantic greenery.

**The Bains des Paquis** The "Bains des Paquis" is a beautiful public beach club in the very center of Geneva. Created in 1872, it became a public beach club in 1890. Completely rebuilt in 1930's, it is today a living monument to the architectural style of the 30's. From this unique place, visitors can may admire the Jet d'eau and the surrounding lake, swim or have a drink and a meal at any time of the day.

**The Jet d'eau - Geneva Water Fountain** A landmark of Geneva which became a major tourist attraction. In 1951 it was provided with an autonomous pumping station, propelling 500 liters of water per second to a height of 140 meters at a speed of 200 km per hour (124 miles/h). Eight 9,000-watt projectors light the fountain's majestic column in the evening as it soars skywards.



A high-angle, wide shot of a large server room or data center. The room is filled with rows of computer workstations, each with a monitor. Many of the monitors are lit up, displaying various images and data. The room is dimly lit, with the primary light source being the screens themselves. The perspective is from above, looking down on the rows of desks and monitors, creating a sense of depth and scale. The overall atmosphere is one of a busy, high-tech environment.

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# Adcom Merchandising Solutions for Three Expo Pavilions



Adcom opened its China branch office in 2005. The Swiss company with its headquarters in Zug has its finger directly on the pulse of its suppliers in the Far East. This presence in Shanghai ensures that customers obtain top value at best prices. It allows Adcom's experts to effect on-the-spot quality checks and to monitor ethical, ecological and social responsibility principles - a strong point that helped Adcom secure contracts for several pavilions at the Expo 2010 in Shanghai.

Adcom is supplying the Swiss Pavilion at the Expo 2010 in Shanghai with custom-made merchandising, and is independently operating the merchandising shop at the Swiss Cities UBPA Pavilion Basel Geneva Zürich. Venezuela has also assigned the merchandising contract for its pavilion to Adcom.

## **■ Marc Sidler, General Manager of Adcom, you have been chosen as merchandising supplier of three Expo Pavilions. Excited?**

Indeed. We are working really hard, especially since the Expo is not the only project we have at hand. It is a fantastic opportunity and also a challenge to present ourselves and our products at three Expo 2010 pavilions. To be asked to play an active role at this mega-event is a huge success for a Swiss promotion and marketing agency.

## **■ What other projects is your company involved in?**

In addition to numerous major customers in Switzerland - such as Nestlé, FIFA, Dosenbach-Ochsner,



Omega, Swiss TV, Swiss Air Lines, Amgen, Swisscom, etc. - we are also selling merchandising products here in China, for example to Schindler (Beijing Olympics), Mingsheng Bank, English First and Schenker. We are well aware of the responsibility we hold for our customers' brand values. Our Shanghai office is in exactly the right place to offer a full range of responsibility-based services.

## **■ You benefit from China being a low cost country. How do you ensure the high standards you mentioned?**

All production activities in the Far East are based on the IQM (Integrated Quality Management) manual, developed by Adcom to regulate our collaboration with partners, suppliers and producers. The manual covers quality benchmarks as well as social, ethical and ecological requirements. Every manufacturer wishing to work with Adcom has to sign this document.

We have also teamed up with a number of leading testing and inspection organisations, such as Intertek, SGS, TÜV Süd and others. As independent authorities these firms ascertain that the contracted companies meet the relevant standards and guidelines - as a rule those of the ILO (International Labour Organization), the UN Human Rights Declaration and Global Compact, and the OECD Guidelines for Multinationals - and the applicable quality criteria. Thanks to our branch in China, and by working closely with external partners, we do everything possible to secure optimum adherence to today's ethical standards.

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environment with excellent labour conditions and a very high quality of life, which are also enjoyed by the highly qualified Chinese residents who live and work in the city. Basel and Shanghai draw strength and beauty from their location on rivers. Both cities are well aware that water is a precious resource that requires sustainable management. Basel and Shanghai – a prosperous partnership that benefits both cities and their inhabitants, today and in the future.

[www.basel.ch](http://www.basel.ch)