The Journal Of SwissCham China 中国瑞士商会会刊

# THE BRIDGE 橋

Autumn 2020 | Issue 56 2020 秋季刊 | 第 56 期

# Exploring the Greater Bay Area

## How China's future model of economic development is taking shape

# 探索大湾区

## 中国未来的经济发展模式如何形成

Setting Foot in South China:
**Opportunities for Swiss Companies**
踏足华南地区：
**瑞士公司的机会**

E-Commerce in China:
**Choosing the Right Platforms**
中国的电子商务：
**选择合适的平台**

swisscham.org
Beijing | Shanghai | South China | Hong Kong | 北京 | 上海 | 中国南部 | 香港

# 常熟经济技术开发区
## CHANGSHU ECONOMIC AND TECHNOLOGICAL DEVELOPMENT ZONE

## Transport

| | | |
|---|---|---|
| To Shanghai Hongqiao Airport | 90km | 60mins |
| To Shanghai Pudong Airport | 130km | 90mins |
| To Sunan Shuofang Airport | 80km | 45mins |
| To High Speed Transtation (Changshu North Station) | 20km | 25mins |
| To Shanghai Hongqiao Hub | | 30mins |
| To Shanghai Pudong Hub (in 2022) | | 45mins |
| To Highway Exit | 5km(G15) | 10mins |
| To Changshu Port | | 2 km |

## Main Industry

Automobile and parts, Equipment Manufacturing, Machinery, New Energy & New Material

Consulting and Service, Distribution and Logistics, Commercial and Trading

## Contacts


| Joe Ying (English) | Luisa Xue (German, English) |
|---|---|
| Mob: +86 13914924456 | +86 13962357299 |
| Office Phone:+86-512-52699852 | +86-512-52959063 |
| E-mail: joeying@cedz.org | xuezh@cedz.org |


www.cedz.org, Linkedin: Changshu ETDZ

# 国家级 · 平湖经济技术开发区

PEDZ

National Pinghu Economic-Technological Development Zone

## MAIN INDUSTRY:

- Advanced Equipment Manufacturing
- Digital Economy( Automobile Electronic, 5G Telecommunication , Semiconductors)

## TRANSPORT:

| | | | |
|---|---|---|---|
| To Hongqiao Airport | | 60 km | 45mins |
| To Pudong Airport | | 100 km | 80mins |
| To High Speed Train Station | | 12km | 15mins |
| From this Station | | to Shanghai | 21mins |
| | | to Hangzhou | 30mins |
| To Jiaxing Port | | 14 km | 15mins |
| To Ningbo Port | | 120km | 90mins |
| To Shanghai Yangshan Port | | 90 km | 80mins |
| To Shanghai Wusong Port | | 120 km | 100mins |

网站地址 www.pinghu.com

## SERVICE WE CAN PROVIDE:

- Standard Workshop (1,000-30,000m²)
- Greenfield (Include Build to Suit)
- Considerate government service

## CONTACT:


- Toni Zhuang (German, English)
  Mob：+86 18268338822
  E-mail：toni-zhuang@139.com
- Ariel Ling ( English)
  Mob：+86 18268332255
  E-mail：ariel.ling@139.com
- Tobias Chen (German, English)
  Mob：+86 18268336198
  E-mail：tobias.chen@139.com

**Stefan Omlin**
President
SwissCham South China
**中国瑞士商会南部 主席**

**Martin Mueller**
National Chairman
SwissCham China
**中国瑞士商会中国 会长**

**Samuel Baumgartner**
President
SwissCham Beijing
**中国瑞士商会北京 主席**

**Joe Liu**
President
SwissCham Shanghai
**中国瑞士商会上海 主席**

**Gabriel Mallet**
President
SwissCham Hong Kong
**中国瑞士商会香港 主席**

Dear Members and Readers,

The Greater Bay Area (GBA) in the South of China consists of eleven cities and is a buzzing economical motor. As part of the 13th Five-Year-Plan, the GBA is an important national economic development strategy for China with an ambitious target to be an international first class bay area for living, working and travelling. Within China the GBA competes with Shanghai, and globally, it aims to rival Tokyo, San Francisco or New York.

This year, unexpected factors challenge and disturb the huge project. With COVID-19, a reasonable border crossing between Hong Kong/Macao and Mainland China is not possible, causing difficulties for international companies with foreign management. We all hope the travel restrictions will change back to normal soonest. On the political side, the different interpretations of "one country, two systems" have lead to a powerplay in Hong Kong that causes uncertainty for the realization of the GBA vision.

Nevertheless, I remain convinced it will be a success story in the end. Forty years ago, at the beginning of Shenzhen Special Economic Zone, some people also smiled at the idea. Today, Shenzhen's GDP has topped that of Hong Kong.

GBA is not only about business, it is also about people. The South is a unique mix of different cultures, colored by young, diligent, motivated citizens who want to take the opportunity to improve their life standard and get(->Share) a piece of the cake. A friendly and open-minded atmosphere impresses the social life. Of course, the warm and nice weather conditions in the south supports this manner too. GBA is definitely worth a visit, be it for business or a private trip.

The new edition of the Bridge invites you to dive more into the GBA insights, and I hope you enjoy reading the selection of our articles.

Stefan Omlin

President of SwissCham South China

尊敬的会员和读者，

中国南部的大湾区（GBA）由 11 个城市组成，是一股动荡的经济动力。作为“十三五”规划的一部分，大湾区是中国重要的国家经济发展战略，其雄心勃勃的目标是成为生活，工作和旅行的国际一流海湾地区。 GBA 在中国与上海竞争，在全球范围内，其目标是与东京，旧金山或纽约竞争。

今年，意料之外的因素挑战并扰乱了这个庞大的项目。在 COVID-19 的疫情之下，香港 / 澳门与中国大陆之间的合理过境是不可能的，这给具有外国管理权的国际公司带来了困难。我们都希望旅行限制能尽快恢复正常。在政治方面，对“一国两制”的不同解释导致了香港的权力发挥，这为实现 GBA 愿景带来了不确定性。

尽管如此，我仍然坚信这最终将是一个成功的故事。四十年前，在深圳经济特区成立之初，一些人对此也笑了。今天，深圳的 GDP 已超过香港。

GBA 不仅与业务有关，而且与人有关。南部地区是不同文化的独特结合，其特点是年轻，勤奋，有进取心的公民，他们希望借此机会改善自己的生活水平，并分一杯羹。友好开放的社会氛围给生活留下了深刻的印象。当然，再加上南部温暖宜人的天气条件也支持这种方式，无论是商务旅行还是私人旅行，GBA 绝对值得一游。

新版《桥》邀请您更深入地了解 GBA，我希望您喜欢该讲座。

Stefan Omlin

中国瑞士商会南部 主席

# Invest in TAICANG

- **35** Years' Experience in Serving Foreign Enterprises
- **18** Minutes to Hongqiao Hub by Train
- **Main Industry:** Equipment Manufacturing, New Material, Trading Headquarter, Aviation, Biomedicine

Tel: +86-512-53285088
Fax: +86-512-53285008

E-mail: zsj@taicang.gov.cn
Web: invest.taicang.gov.cn

Address: No 99 East Xianfu Street, Taicang City, Jiangsu Province.

# Contents 目录

## President's Page 总裁专栏

**04** By Stefan Omlin, President SwissCham South China
Stefan Omlin，中国瑞士商会南部 主席

## Cover Story: Exploring the Greater Bay Area 封面故事：探索大湾区

**08** How China's future model of economic development is taking shape
从危机到整合——疫情对经济的影响

**10** Swiss Opportunities in the GBA: Interview with Martin Bienz, Swiss Consul General in Guangzhou
新冠疫情令投资计划受挫

## Legal Update 最新法律动态

**12** E-Commerce in China: Choosing the right platforms
对加剧放缓的担忧

## Insight China 洞察中国

**13** Elite Quality Index: A new global indicator by St Gallen University
对加剧放缓的担忧

## Chamber News 商会新闻

**15** Beijing
北京

**17** Shanghai
上海

**21** Hong Kong
香港

**23** South China
中国南部



**Publisher 出版机构** : **SwissCham China**
**Administrator 管理机构** : **SwissCham Shanghai**

Chief Editor 执行编辑 : **Fabian Gull**

Editorial Support Staff 编辑人员 : **Daniela Reinau (Beijing) / Stephan Stalder (South China) / Carmen Chan (Hong Kong) / Peter Bachmann (Shanghai)**

Bridge Oversight Board 《桥》监督委员会 : **Joe Liu (Shanghai) / Amy Cao (Beijing) / Stephan Stalder (South China) / Zoey Egli (South China) / Daniela Reinau (Beijing) / Carmen Chan (Hong Kong) / Peter Bachmann (Shanghai)**

Marketing and Sales 市场营销、销售 :
- SwissCham Shanghai: **Peter Bachmann, p.bachmann@sha.swisscham.org**
- SwissCham Beijing: **Daniela Reinau, daniela.reinau@bei.swisscham.org**
- SwissCham South China: **Stephan Stalder, stephan.stalder@swisscham-gz.org**
- SwissCham Hong Kong: **Nicole Tentoni, admin@swisschamhk.org**

Copy Editing / Proofreading 审稿 / 校对 : **Peter Pei 裴浩波**
Printer 印刷商 : **Shanghai Sea Bird Printing Co Ltd.**
Cover Picture 封面图片 : **www.nipic.com**


## Big Thanks to Our Advertisers and Sponsors
## 特别鸣谢本刊所有广告商和赞助商


Inside Front Cover: CEDZ
First Page: PEDZ
Outside Back Cover: Swiss Air Lines

Opposite President's Page: Taicang
Opposite Content Page: Vischer

A special thanks to our distribution sponsor: SWISS



## Circulation and Advertising Contacts
发行及广告联络处

**- Shanghai**
Address: **Carlton Building, 11F, Office 1138, 21 Huanghe Road, Shanghai**
中国上海市黄浦区黄河路 21 号鸿祥大厦 1138 室
Post Code: **200003**
Tel: **+86 21 5368 1270**
E-mail: **shanghai@sha.swisscham.org**

**- Beijing**
Address: **European Business Center, Unit 309, 3rd Floor, Building 81, No. 4, Workers' Stadium North Road, Chaoyang District, Beijing**
北京市朝阳区工人体育场北路 4 号 81 号楼 3 层 309 室
Post Code: **100027**
Tel: **+86 10 8468 3982**
Fax: **+86 10 8468 3982 ext. 180**
E-mail: **members@bei.swisscham.org**

**- South China**
Address: **Room 807, Building 10-B, Shenzhen Bay Ecological Park, Shenzhen**
深圳市深圳湾科技生态园 10 栋 B 座 807 室
Post Code: **518057**
Tel: **+86 20 3833 0450**
E-mail: **info@swisscham-gz.org**

**- Hong Kong**
**The Swiss Chamber of Commerce in Hong Kong Limited**
Address: **GPO Box 9232, Central, Hong Kong**
Tel: **+852 2524 0590**
Fax: **+852 2522 6956**
E-mail: **admin@swisschamhk.org**
Website: **http://www.swisschamhk.org**



**Design & Layout**
J&B DESIGN
Designer_**Ben Hu**
Publishing Service Coordinator_**Jennifer Chen**
Contact E-mail:**chenfan_819@163.com**

VISCHER
菲谢尔

Zurich-苏黎世 Basel-巴塞尔 Geneva-日内瓦 www.vischer.com

VISCHER is an influential and innovative Swiss law firm, dedicated to providing effective legal solutions for Swiss and international clients, covering business, tax and regulatory matters. Our China Desk, supporting Sino-Swiss investments and trade in both directions, helps you navigate the challenging legal environment.

菲谢尔是一家实力卓越、富有创新精神的瑞士律师事务所，旨在切实有效地为客户寻求法律解决方案，处理商贸、税务以及其他法规事务，迄今已有160多年的历史。

我们的中国业务部，立足瑞士、面向中国，致力于推动中瑞经贸往来；依托经验、务实进取，采用一站式服务模式；多语交流、经济高效，注重客户体验。

## LEGAL EXPERTS FOR YOUR SWISS AND CHINESE UNDERTAKINGS

## 您的瑞士法律事务专家

# Exploring the Greater Bay Area

**From low cost manufacturing to high-tech powerhouse, China taps the close to unlimited potential of one of the country's most productive geographical areas. This is the aim of the central government's ambitious master plan for China's South.**

Written by_**Fabian Gull**

The Greater Bay Area, GBA in short, is China's ambitious plan to link nine cities of China's Southern province of Guangdong with the special administrative regions of Macao and Hong Kong. The combined force of these 11 Pearl River Delta cities aims at creating nothing less than a single giant economic hub. In addition, China has a grand strategy to develop multiple industrial hubs and city clusters - a process that has been taking shape for some time now. The creation of sizeable areas of economic power aims at fostering new business opportunities and competing with other metropolitan bay areas like San Francisco, New York or Tokyo.

Rene Forster of Howag-Swisspur.

Urbanisation and the wealth creation have been signatures of mainland China's journey of economic reform. Today, China is home to the world's greatest number of city dwellers. Supported by government policies and massive new infrastructure development, the GBA is well placed to emerge as the world's largest bay area economy. The GBA initiative ushers in a new area of integration for over 70 million people in South China.

As HK is poised for the role of the international finance, trade and transportation hub, the provincial capital of Guangzhou will become a transportation and administrative centre. Shenzhen, as a tech hub, will further expand its role as a special economic zone, while Donguan is transforming itself from the world's factory to a high-tech manufacturing base. Macao is an international tourism city and gateway for trade with Portuguese speaking countries.

To achieve its goals, Beijing unleashes a powerful combination of infrastructure investments, subsidies and preferential treatment of certain industries. And it seems to pay off. Already today, Shenzhen's share of R&D investments in high-tech industries is only matched by South Korea and Israel (Source: SCMP).

The GBA is amongst China's most open and economically vibrant regions. While its land mass takes up less than 1 per cent of the whole country, it accounts for over 12 per cent of the national GDP. The region is also creating traction with a number of Swiss companies. Nestlé operates several factories and an R&D Center in South China. Other Swiss companies include Sika (specialty chemicals), Audemars (micro coils) or EF Electrical (coffee machines and electrical appliances), just to name a few. Tech giants Foxconn and Huawei have discovered the potential long ago and are present with huge production and R&D premises. According to Martin Mueller, the National Chairman of SwissCham China, various chambers of commerce, including SwissCham, have stepped up their activities in the region in response to the growing economic activity.

Mueller is also the owner of the Swiss construction consulting company SKC, which is specialized in green building design, engineering and construction. Mueller himself moved from Beijing to Shenzhen five

years ago. In addition to benefitting from the vast economic dynamism and opportunities, he was also attracted by the mild climate, better air quality and a more relaxed lifestyle. Mueller describes the local government as very "hands on", target oriented and supportive.

Martin Mueller of SCK.

Rene Forster is a Swiss businessman looking back at almost 20 years of working and living experience in China's South, where he witnessed the enormous economic transformation first hand. He is General Manager of Howag-Swisspur, a high-end producer of wire and cable solutions. His company is located in the third tier city of Zhongshan, with 3.5 million inhabitants, just off the gigantic metropolis of Shenzhen and Guangzhou. The labour intensive textile and show industry, which the region once was known for, has moved out to cheaper countries years ago. Since then, the city has been in the midst of a transformation to attract higher value industries, a process that is exemplary for what the central government wants to achieve on a nation level and in the GBA in particular.

Here, cost levels are still a fraction of what they are in bigger cities and Forster can be close to his suppliers. "The region's supply chains continue to amaze me. The speed is enormous, they operate at highly competitive rates and the quality is increasing. The price-value-ratio is simply unbeatable. I wouldn't know where to find better conditions in the world", Forster tells The Bridge. In normal times, Forster also enjoys being just a boat ride away from bustling Hong Kong.

Despite generally sound conditions, the entrepreneur's life is not carefree. Forster points out the overall rising cost levels, increasing regulations and administrative hurdles, in example, related to basic financial transactions or when obtaining a visa, or the appreciating RMB. This, all together, is making life as an exporter more difficult. Simultaneously, the domestic market is an increasingly challenging territory, with foreign high-end suppliers facing difficulties in sealing government related contracts. Howag-Swisspur currently still sells around 50% within China. "We keep an eye on alternative locations like Malaysia, but for the near future, we are still doing fine here", Forster says.

Forster saw several foreign companies moving out of China already before the global pandemic. The trend is clear: Localization is further gaining momentum throughout China's economy. China wants to become more self-sufficient and less reliant on foreign technology. From a foreign point of view, decoupling from China is a reality in certain industries. This might also be reflected in several international schools that have recently closed down in and around Zhongshan amidst shrinking expat communities.

What is still in sharp contrast to the GBA's ambition to become a high-tech hub of global importance is the speed of its internet, as told to The Bridge by various sources. Also, the tightening visa restrictions for foreigners are an issue. The further integration of HK into Mainland China took a dent amidst the recent political unrest and COVID related cross boarder travel restrictions.

Another Swiss having set foot in the GBA is Urs Bösiger. The entrepreneur and CEO of Dlogic is a hardware developer based in Shenzhen. The tech-enthusiast and former Director of Engineering at Logitech has a career-long history of developing hardware on different continents - from speakers, scanners, headsets to soundbars and gamepads. Bösiger has been doing business with China since the early 90s, where these products were manufactured.

Urs Bösiger of Dlogic.

Today, Dlogic is a supplier of industrial touch display computers for industrial applications. Out of their factory in Dongguan and Shenzhen, they develop and produce for the global markets. Dlogic supplies displays with safety protection glasses to, i.e., the world's largest vending machine producer. Its products can also be found in the medical and machinery industry.

Bösiger has been a long time California resident and

experienced the booming tech and internet economy there as well as many other places around the world. "I have been in the right place at the right time," says the entrepreneur who experienced the tech boom years in Taiwan's Hsinchu in the early nineties, then the Internet boom in Silicon Valley. " Today, the positive momentum is clearly with China and the GBA in particular."

His advice to companies looking at setting up in the GBA: "As a Swiss, don't be afraid in coming to China. Yes, there are problems here, as everywhere else in the world. But they can more easily be solved in China". In terms of intellectual property, Bösiger makes sure that he is in control of all critical know-how and only shares parts of the process-knowledge with his suppliers. His over 60 staff, notably, are all shareholders of the company. His technology is hard to copy, he argues. To date, he has never faced any IPR issue in China.

"In Europe and the U.S., starting your own company is not only more complicated, but also more costly. In China, my two partners and I could stem the initial investment by ourselves. This was important to us, as we didn't want to depend on investors". Boesiger moved to China in 2005 as COO of a startup called Soundmatters International and founded Dlogic in 2011. "We saw the success of the original iPhone and figured this would lead to a demand for sophisticated touch-based graphical user interface devices of all types, classes and markets."

Bösiger also detected the potential of Chinese engineers early on in his career. "They are smart, eager to learn, and incredibly hard-working. Their education and focus have traditionally been on production, whereas I needed high-tech product developers. This meant I had to train and shape my local team into becoming real creative developers".

China aims very high, wanting to compete for the innovation top spot with Silicon Valley and the likes. Bösiger does not see that happening quite yet and points out significant cultural differences. "The focus in China is still on what I call 'low hanging fruit.' The target usually is a rapid increase in market share with a lower-cost replacement of an existing product concept. In places like Switzerland and the U.S., the focus is on improving existing and developing new products, which naturally requires more experience, and is a lengthy process. According to Bösiger, China's current focus is still on buying technology and making it available to the masses, much rather than creating something new on their own.

# "A Platform of Combined Strength"

**The flourishing Greater Bay Area is set to become even more attractive to both domestic and international investors and top talents, says Martin Bienz, Consul General of Switzerland in Guangzhou, offering vast opportunities for Swiss companies.**

By_ **Fabian Gull**

**The Bridge: What makes the GBA an attractive location for Swiss businesses?**
**Martin Bienz:** The GBA region, in particular the Pearl River Delta, is a globally known manufacturing centre. However, it is also a technology & innovation hub (Shenzhen), shipping centre (Hong Kong, Shenzhen, Guangzhou) and a financial centre (Hong Kong, Shenzhen). I think the complete industrial supply chain, the sound infrastructure, the strong purchasing power of an affluent middle class and pro-business government are what make the GBA most attractive to Swiss companies. In the business environment ranking of major mainland Chinese cities released by the Chinese Academy of Social Sciences in December 2019, Guangzhou and Shenzhen, the core cities in the GBA, ranked first and second respectively. It is increasingly becoming clear that Guangdong's innovative ecosystem and complete industrial chain, together with Hong Kong's robust financial services and Macao's global leisure experience, add great value to GBA's attractiveness.
The government officials in the GBA are very hands on, open-minded and helpful. When enterprises encounter difficulties, local governments are willing to hold onsite meetings to help them solve their problems. In addition,

the warm climate and relatively high air quality in the Greater Bay Area are also important factors in attracting international companies.

**What kind of companies and industries are establishing a presence?**
The Swiss companies and subsidiaries in the GBA belong to sectors like machinery, equipment manufacturing, electronics, trading, food processing and logistics. They are either financed through direct investments from headquarters in Switzerland, or expansions of their regional head offices in Asia. The province of Guangdong is traditionally attractive to manufacturing companies.

**How will the region benefit from the government's GBA initiative?**
With the opening of both the Hong Kong-Zhuhai-Macau Bridge and the Hong Kong-Shenzhen-Guangzhou High Speed Railway plus the ongoing construction of the Shenzhen-Zhongshan Corridor, the logistics costs in the GBA region will be significantly reduced. All cities in the region can soon be reached by road or rail within a maximum of two hours. This greatly promotes the integrated development of tourism resources in the GBA. Other areas of benefit are industrial integration, R&D synergies, education and employment.
On Oct. 14th 2020, Shenzhen celebrated its 40th anniversary as a Special Economic Zone. At the celebration ceremony, President Xi Jinping drew a new blueprint for Shenzhen's ongoing development, further opening up, and its future as a model for the country's modernization. In this context, the central government issued a series of new reform policies. 40 years ago, when China first opened its doors, Swiss companies were the first to enter China's market and set up the first Sino-foreign industrial joint venture. Under the newly announced development plan "version 2.0", there will be interesting opportunities for Swiss companies as well.

**Can Swiss companies avail of any subsidies or tax breaks?**
Yes, many of them can. After the launch of the Outline of the GBA Development Plan, major cities in the GBA have formulated preferential policies to attract foreign direct investment. For example, Foshan will reward Fortune 500 companies and global industry leaders with actual investment of more than US$ 5 million. Zhuhai has set up separate incentives for foreign-invested unicorn enterprises. Dongguan, on the other hand, encourages foreign investment in key areas of intelligent manufacturing, robotics, chips, high-end displays, and so on.
On the personal income tax side, the GBA cities in Guangdong subsidize individuals to compensate the difference in tax burden between Guangdong and Hong Kong. The implementation of this preferential policy adds attractiveness to the business location GBA. In addition, cities in the GBA have introduced temporary subsidies to help companies overcome the effects of the pandemic. Many Swiss companies are among the beneficiaries.

**How can Swiss companies avail of a Swiss network and support?**
Switzerland maintains a comprehensive network of representations in China, which is easily accessible to Swiss companies. Besides the Embassy in Beijing, there are Consulates General in Shanghai, Guangzhou, Chengdu and Hong Kong, the Swiss Business Hub and Swissnex. An important business association is, of course, SwissCham with its various active chapters in China. Other stakeholders are Greater Zurich Area (GZA), Greater Geneva Berne Area (GGBA) and others. These players are all part of a dynamic Swiss network.

**How has Swiss business interest in the region been developing?**
Although the COVID-19 epidemic has severely affected business activities, many Swiss companies in southern China are doing well in the post-epidemic period thanks to their own flexibility and China's rapid containment of the epidemic. For example, a major Swiss manufacturing company in the GBA only had to close down for a few days at the beginning of the pandemic. With local government's support and innovative solutions, it was able to resume operations as early on as 10th February 2020. Another Swiss manufacturing company suffered a decrease in turnover amid COVID-19 by 21% in the first quarter, and an increase of 28% in the second quarter of 2020. The profit of the first half of the year increased by 24% compared to the same period of last year. There are many other examples which allow an optimistic outlook on the business development in the area.

# E-Commerce in China: Finding the Right Platforms

## Opportunities and legal challenges for Swiss consumer goods brands

By_ **Lukas Züst and Yao Qinqin, VISCHER law and tax (China Desk)**

Almost one in every three yuan spent by Chinese consumers is done on online purchases. The Chinese e-commerce boom has gained even more momentum due to the COVID crisis, and China remains by far the largest e-commerce market in the world. The Chinese e-commerce market also offers high potential for Swiss consumer goods brands. Swiss consumer goods companies have to decide on which e-commerce platforms they want to be present, with which partners to cooperate, and whether or not they want to establish a local subsidiary in China.

### Dominating Alibaba and JD

The two large platform operators Alibaba and Jingdong (JD) dominate the Chinese e-commerce market. Together they control approximately 75% of the Chinese e-commerce market through the platforms of Tmall, Tmall Global, Kaola, JD.com, and JD Worldwide. However, many other platforms such as Pinduoduo, VIPShop, Little Red Book (Xiaohongshu), and WeChat shops are catching up. These new players offer more options for online sales, which makes the Chinese e-commerce market even more complex for the foreign brands.

In the past, many foreign companies decided to distribute their products directly via the cross-border e-commerce (CBEC) platforms Tmall Global, Kaola or JD Worldwide in order to test the Chinese market and increase awareness of their products. These CBEC platforms offer Chinese consumers the advantage of being able to buy the products directly from the foreign producers or authorized foreign dealers, which gives them a higher security that the products are not fake and in good condition. For the foreign producers, distribution via these CBEC platforms has the advantage that they do not have to open a subsidiary in China to directly distribute their products in China.

However, sales through CBEC platforms are associated with high costs that many foreign brands have underestimated. Brand owners are dependent on cooperation with various partners. Chinese customers expect fast delivery of purchased products. Hence, the products must be stored in a Chinese free trade zone, from where another local delivery partner manages the last mile delivery. If sales volumes are low, these costs can account for a large proportion of the costs. The operation of a flagship store on a CBEC platform incurs further costs from the CBEC platform and the local operation partner. Swiss consumer brand owners must decide whether selling via a CBEC platform makes sense to them or, if they should consider marketing their products through a local distributor on local e-commerce platforms and to local retailers.

In the latter case, the big challenge is to find the right distribution partner(s). The markets have become very competitive and the distribution partners have specialized, even within a product group. For instance, a distributor of coffee products may not have the experience and network that is required for the successful distribution of dairy products. The Swiss consumer brand should be prepared to invest sufficient time in selecting a distributor.

### The distribution agreement

The Swiss supplier would typically enter into a written distribution agreement with the local distributor who will then sell the products on local e-commerce platforms and to local retailers in its own name and on its own account. A well thought out distribution agreement makes a significant contribution to success.

A good distribution agreement governs inter alia the distributor's duties regarding the brand image, business development, marketing and promoting, sales targets, and reporting. It also governs the terms and conditions of the individual purchase contracts between the Swiss supplier and the distributor. The Swiss company must also make sure that the distributor is responsible for customs clearance and regulatory compliance.

A major advantage of collaborating with a local distributor is that the Swiss company does not have to bother with the extensive rules and procedures of the local e-commerce platforms that typically impose major liability and indemnification obligations on the merchants. Nonetheless, the Swiss supplier must make sure that its liability towards the distributor is limited, in particular for damages claims by the distributor for consumer or e-commerce platform claims.

Even if working with local distributors, in order to successfully penetrate the Chinese consumer market in the long term, in most cases, it will be advisable for a Swiss brand owner to set up a Chinese subsidiary. With a local subsidiary, the Swiss brand will be closer to the consumers, can provide fast and comprehensive customer service, and interact and communicate more easily with the distributor and other business partners.

# Determining Future Success

**The quality of a nation's elite business models determines its future success. Researchers at the St. Gallen University have led the creation of new global indicator that compares elites of nations – the Elite Quality Index (EQx), which has been made available to The Bridge. The result: China seems to be on a very promising path.**

By_ **Dr. Tomas Casas and Dr. Guido Cozzi, University of St.Gallen**

The University of St.Gallen has provided the academic leadership to develop a new global indicator, the Index of Elite Quality (EQx). This is a political economy index which holds that elites – interest groups with the strongest coordination capacity in the economy – are a mathematical certainty and play a key role in the long-term human and economic development of nations. The quality of elites determines the quality of institutions, which in turn set the rules for the business models of the economy. Institutions include labor laws, requirements to operate in the digital economy or trade regulations. But how do we define and measure elite quality and how did China perform in our index?

EQx measures elite quality by assessing the value creation and value extraction of elite business models. Extractive elites benefit from badly designed regulations, non-competitive markets, excessive taxation, obstacles to new business, low education, gender or race discrimination, dysfunctional health systems, etc. The consequences will be disappointing levels of economic and human development. Moreover, elite quality is posited to be a leading indicator providing a view to a nation's future. Nations with high quality elites running value creation business models will grow faster.

### Focus on value creation

An innovative aspect of the index is that we re-interpret existing data through the lens of value creation and value extraction. We do not analyze specific members of a country's elite, but our elite quality index ranks nations based on what elite business models on aggregate do in terms of value creation. We combine 72 variables to construct a composite index which yields two sub-indices. China ranks 12th of 32 countries in the composite index, and surprisingly Chinese elites score much higher than elites in European countries such as France or Italy. The EQx country scores and global ranking is available here:

| | EQx | | Sub-Indices | | | |
|---|---|---|---|---|---|---|
| | | | Power (I) | | Value (II) | |
| Country | Rank | Score | Rank | Score | Rank | Score |
| Singapore | 1 | 68.5 | 15 | 59.2 | 1 | 73.4 |
| Switzerland | 2 | 64.9 | 5 | 63.8 | 2 | 65.5 |
| Germany | 3 | 64.2 | 3 | 65.0 | 3 | 63.7 |
| United Kingdom | 4 | 63.9 | 2 | 70.6 | 7 | 60.5 |
| United States | 5 | 63.4 | 1 | 70.7 | 8 | 59.6 |
| Australia | 6 | 63.2 | 8 | 63.4 | 4 | 63.1 |
| Canada | 7 | 61.9 | 9 | 62.7 | 5 | 61.5 |
| Japan | 8 | 61.6 | 10 | 62.0 | 6 | 61.4 |
| Korea, Rep. | 9 | 61.2 | 4 | 65.0 | 9 | 59.3 |
| Sweden | 10 | 59.7 | 11 | 61.8 | 10 | 58.6 |
| Norway | 11 | 58.6 | 13 | 60.2 | 13 | 57.8 |
| China | 12 | 58.4 | 19 | 58.2 | 11 | 58.5 |
| Poland | 13 | 58.3 | 17 | 58.5 | 12 | 58.2 |
| Portugal | 14 | 58.0 | 12 | 61.4 | 15 | 56.3 |
| France | 15 | 57.4 | 7 | 63.4 | 16 | 54.3 |
| Israel | 16 | 56.9 | 6 | 63.5 | 19 | 53.5 |
| Italy | 17 | 55.5 | 16 | 58.6 | 18 | 53.9 |
| Spain | 18 | 55.5 | 14 | 59.9 | 21 | 53.2 |
| Kazakhstan | 19 | 52.7 | 28 | 43.5 | 14 | 57.5 |
| Indonesia | 20 | 52.0 | 22 | 49.2 | 20 | 53.5 |
| Mexico | 21 | 50.7 | 25 | 47.4 | 22 | 52.4 |
| Saudi Arabia | 22 | 49.2 | 30 | 40.0 | 17 | 53.9 |
| Russian Federation | 23 | 48.9 | 24 | 48.3 | 25 | 49.2 |
| Botswana | 24 | 48.9 | 29 | 42.7 | 23 | 52.0 |
| India | 25 | 45.4 | 23 | 48.4 | 27 | 43.8 |
| Pakistan | 26 | 44.5 | 32 | 32.5 | 24 | 50.7 |
| Brazil | 27 | 44.1 | 20 | 50.2 | 28 | 41.0 |
| Turkey | 28 | 43.3 | 21 | 49.2 | 29 | 40.3 |
| Nigeria | 29 | 42.4 | 31 | 34.7 | 26 | 46.4 |
| South Africa | 30 | 41.7 | 18 | 58.5 | 32 | 33.1 |
| Argentina | 31 | 41.6 | 26 | 47.1 | 30 | 38.7 |
| Egypt, Arab Rep. | 32 | 40.0 | 27 | 44.2 | 31 | 37.8 |

The 'power sub-index', the lower weighted of the two sub-indices, measures the dominance of elites in political and economic terms (the higher the rank, the lower the power). Thus, power in EQx measures future potential extractive rent seeking, and hence is not necessarily realized. For example, Singaporean elites concentrate a lot of power (they rank 15th), but they do not abuse it. Quite the opposite, they run the highest value creation business models on the planet and hence the small nation-state ranks number one in the EQx index. China follows a similar pattern and its relatively powerful elites (19th) operate value creation business models that are more inclusive than those of great European Union economies like France or Italy.

### A country of contradictions

Another novel aspect of our analysis is that one can drill down the four-level architecture of the EQx, and of course, analyze a country's performance at the indicator level. China emerges as a country of contradictions. While at the bottom in terms of providing global health security, it is a top 5 in terms of Covid-19 safety, a tremendous achievement for a middle-income country. China ranks best in the world in terms of inflation and currency management, but with it is also one of the countries with the highest expropriation risk (28th). China has excellent fiscal decentralization (top 3), then scores low in political decentralization (31st). China is one of the safest countries in the world (homicide or battle-related deaths), but is not nearly as brilliant (at least not yet) in terms of environmental protection and gender equality.

EQx results allow policymakers to imagine reforms. For instance, the Covid-19 response policies can be leveraged to extend universal health security to all citizens. Perhaps the state capacity to deliver security to its citizens can be extended to address environmental threats. The message to the elites, in China and elsewhere, is to run business models that increase the size of the pie, rather than to increase their own slice of a shrinking one. The data shows that China seems to be on a very promising path.

> **"Elite quality is posited to be a leading indicator providing a view to a nation's future."**

One of the most surprising findings resulted from correlating China's GDP per capita (ppp) with EQx levels. We find that on the basis of elite quality, China's GDP can grow a full three times. Specifically, if we take the fitted value differential as indication of future growth prospects, EQx is very optimistic about China's next 5 to 10 years. The findings might be interpreted as China being poised for the strongest economic growth of any country in the post-Covid world, again, on account of the high-quality value creation of its elites. For Swiss investors and those doing business in China, this means that growth and opportunity lies ahead.

For more information: www.elitequality.org

# Events, New Members and Agenda

## EVENTS

JUN 10

### Beijing Regional Annual General Assembly (RAGA) 2020

**Organized by:** SwissCham Beijing
**Venue:** Swiss Noble Sky-Club
**Details:** Following the RAGA on June 10th, the SwissCham Beijing is delighted to present the Board of Directors for 2020/2021: Samuel Baumgartner, Martin Mueller, Yvan Spruenglin, Daniel Aellen, Marco Bollier, Matthias Goebel, Olivier Glauser, Amy Cao, David Wang, Frauke Steiner and Zhiqiang Zhang and our honorary board member Yves Reymond. Our 12 Directors of the Board are in charge of supervising the management and of the representation of SwissCham Beijing in 2020/21. We are thankful for their willingness in serving on the board of directors for SwissCham Beijing. The valuable input and perspective as a board member will tremendously help us continue our work to promote Sino-Swiss relations and business. We look forward to another great year with excitement and anticipation for all the incredible things to come at SwissCham Beijing. Our Regional Assembly was a resounding success with more than 30 attendees from our many amazing members, as well as 13 online attendees. Though the priority was the election, it was a lively evening which included a recap of last year's highlights and an outlook on our plans for 2020. We are grateful to everyone who came and look forward to yet another great year of networking and collaboration at SwissCham Beijing.

### Beijing BOD Member 2020-2021

**Samuel BAUMGARTNER**
President & Nat. Representative
Resident Partner
Wenfei Attorneys-at-law Ltd.

**Marco BOLLIER**
Vice President
CCO
Geistlich Pharma China Co. Ltd

**Zhiqiang ZHANG**
Vice President
Country Managing Director
ABB (China) Ltd.

**Frauke STEINER**
Secretary General
Associate Partner
Ernst & Young Hua Ming

**Daniel AELLEN**
Treasurer
Executive Vice President & Chief Financial Officer
Nestlé Greater China Region

**Martin MUELLER**
National Chairman
CEO
SKC Group Ltd.

**Yvan SPRUENGLIN**
National Representative
General Manager
SICPA Product Security (Beijing) Co. Ltd.

**Amy Xiang CAO**
Board Member
Founder
China Nobleness Int.
General Representative
Caran d'Ache Mainland China

**Olivier GLAUSER**
Board Member
Chairman
Cellap Laboratoire & Ruihuo Cosmetics International (Beijing)
Co-founder & Board Member
Shankai Sports

**Dr. Matthias GOEBEL**
Board Member
Representative for China
Swiss International Air Lines

**David WANG**
Board Member
CEO China
KingNature

**Yves REYMOND**
Honorary Member
Head of Economic & Commercial Section
Embassy of Switzerland

Beijing

AUG 20

## Networking Apéro – Summer in the City

**Organized by:** SwissCham Beijing
**Venue:** The Peninsula Beijing
**Details:** As our first offline event with the relaxation of COVID 19 measures, it was the perfect time to gather with our friends, colleagues and business partners and celebrate. The Yun bar at the Peninsula Hotel in Wangfujing was the perfect setting with its stunning views, refreshing beverages and tasty canapes. We want to say thank you to everyone that joined us and made our return to in-person events such a success.

AUG 26

## The Impact on the E-Commerce & B2B Marketing in the Post Covid-19 Era

**Organized by:** SwissCham China
**Speaker:** Jörg Wenzel, Founder and President of W4 Marketing AG &W4 China; Samantha Chalmers, Client Manager at 5 Star Plus Retail Design in Shanghai; Chai Yin, Leader of Social E-commerce and Live Stream Business at SHIXIAO network; Daniela Reinau, General Manager at SwissCham Beijing
**Details:** Under the impact of COVID-19, Digital marketing becomes the safest and most efficient marketing and customer acquisition tool. This webinar was to explore how the Covid-19 is changing consumer behaviour and marketing approaches, what are the benefits of marketing technologies and key challenges in implementing them.

Beijing

# NEW MEMBERS

## CORPORATE MEMBER

**Mr. Jörg Wenzel**
**W4 ( Sino-Swiss Huizhi (Beijing) Digital Technology Co., Ltd)**
**中瑞汇智（北京）数字科技有限公司**
Address: Room 1305, Building 6, Courtyard No. 1, Wuliqiao 2nd Street, Chaoyang District, Beijing
北京市朝阳区五里桥二街 1 号院 6 号楼 13 层 1305
Postcode: 100016
Email: jwenzel@w-4.ch
Website: www.w-4.ch

## CORPORATE ASSOCIATE MEMBER

**Ms. Daisy Du 杜璇**
**Dewit Law Office**
**德威特律师事务所**
Address: 15F, Office Building A, Parkview Green, Dongdaqiao Road, Chaoyang District, Beijing
北京朝阳区东大桥路 9 号侨福芳草地大厦 A 座 15 层
Postcode: 100027
Telephone: +86 10 5730 6196
Email: daisy.du@dewitlawoffice.cn
Website: dewitlawoffice.be/zh/lawyers-belgium-chi

## NPO

**Mr. Lukas Baschung**
**HEG Arc/HES-SO University of Applied Sciences Western Switzerland**
Address: Espace de l'Europe 21 2000 Neuchâtel, Switzerland
Postcode: 2000
Telephone: +41 32 93 02 000
Email: gestion@he-arc.ch
Website: www.heg-arc.org

## INDIVIDUAL

**Ms. Jin Zhang**
**Mr. Roger Germann**

# EVENTS

JUN 09

## Money Repatriation for Companies and Individuals

**Venue:** Intercontinental Shanghai Jing'an
**Organised by:** SwissCham in association with AustCham and BritCham
**Speakers:** Philipp Wilhelm, Ernst & Young; Wenjia Zhu, Ernst & Young; Howard Whiteson, Wealth Without Borders and Sabine Neuhaus, Kellerhals Carrard

JUN 30

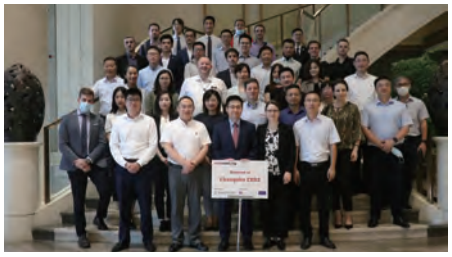
## Swiss Wine & Cheese Pairing

**Organised by:** SwissCham
**Venue:** Sukhothai Hotel
**Sponsors:** Schuler Wines and the Cheesery

JUL 17

## Full Day Visit to Changshu CEDZ, Novartis, EFTEC and Hörmann

**Venue:** Changshu Economic & Technological Development Zone
**Organised by:** SwissCham in association with Changshu Economic & Technological Development Zone (ETDZ)
**Speakers:** Christophe Thuet, EFTEC; He Sun, Novartis and Mario Bock, Hörmann



JUL 30

## JVs in the Chinese Market: Experiences and Best Practices

**Venue:** Sofitel Shanghai Hyland
**Organised by:** SwissCham in association with BenCham and FBCS
**Speakers:** Chen Liu, Weidmann; Connie He, Buhler; Barry Chen, InterChina and Cheng Chen, Kellerhals Carrard.
**Details:** While joint ventures used to be a common approach for market entry and expansion, it has come under more scrutiny recently. The new Foreign Investment Law, implemented in China at the beginning of this year, has repealed the laws that used to be applicable for JVs in China. The speakers from relative fields and companies are invited to discuss how the new law will impact existing and new joint ventures and share their best practices.

AUG 13

## Food Safety and Import Regulations for the F&B Industry

**Venue:** The Portman Ritz-Carlton
**Organised by:** SwissCham in association with BenCham, CanCham, Cámara, and FBCS
**Speakers:** Grégory Lachat, Schifferli; Dr Cheng Zhang, CELG; Xiyan Hu, Capital Equity Legal Group; Lei Jing, Capital Equity Legal Group and Peter Bachmann, SwissCham

AUG 21

## Visit to Changzhou CND, Medela, Givaudan, Georg Fischer and XinQuan

**Venue:** Changzhou National Hi-tech District (CND)
**Organised by:** SwissCham in association with CND HI-TECH

AUG 28

## CEO / CFO Dinner with the Consul General and SwissCham Shanghai

**Venue:** The Residence of the Consul General, Hillcas Villa
**Organised by:** SwissCham in association with the Consulate General of Switzerland in China
**Details:** 60 guests were invited to Consul General's residence. Andreas Hunziker, Board member of SwissCham Shanghai, Treasurer and co-chair of the finance / tax committee, started the event with an introduction. Olivier Zehnder, Consul General of Switzerland in Shanghai, then gave a keynote speech and showed great determination to support Swiss companies doing businesses in Shanghai, Zhejiang and Jiangsu. During the dinner, attendees exchanged their experiences, opinions, and networks.

SEP 04

## Regional Annual General Assembly 2020

**Venue:** Sunrise on the Bund
**Organised by:** SwissCham
**Sponsors:** Frey, Kambly, Mövenpick, and Schuler Wines
**Details:** SwissCham Shanghai organized its General Assembly on September 4 at the Sunrise on the Bund hotel. Over 70 guests attended the event. The members followed the Board's proposals and approved last year's financial results, this year's budget and discharged the Board. During the Board elections, the following candidates have been elected (in alphabetical order): Paul Andersson of Firmenich (newly elected), Roger Bischof of BIRT (incumbent), Johnson Chen of GF Machining Solutions (newly elected), Andreas Hunziker of Lindt (incumbent), Joe Liu of Fraisa (incumbent), Chen Liu of Weidmann (incumbent), Felix Moesner of swissnex (incumbent), Sabine Neuhaus of Kellerhals Carrard (incumbent), Lucas Rondez of Nihub (incumbent) and David Wang of Buhler (newly elected). Honorary Board member Consul General Olivier Zehnder will continue to support the Board. In addition, Joe Liu has been elected as President of SwissCham Shanghai. We congratulate the Board members for their election!

From left to right: Consul General Olivier Zehnder, David Wang, Beijia Li on behalf of Roger Bischof, Chen Liu, Andreas Hunziker, Joe Liu, Felix Moesner, Sabine Neuhaus, Paul Andersson, Lucas Rondez, Johnson Chen

# NEW MEMBERS

## NATIONAL CORPORATE ASSOCIATE MEMBER

### Mr. Markus Herrmann
### Sinolytics GmbH

Address: Sinolytics GmbH Landmark Towers, Bldg. 6, Unit 7188 North Dongsanhuan Road Chaoyang District Beijing
Postcode: 10004
Telephone: +41 79 405 67 12
Email: Markus.herrmann@sinolytics.ch
Website: www.sinolytics.ch

## CORPORATE MEMBER

### Ms. Brenda Dong
### Amcor (China) Investment Co., Ltd.

Address: Room 801& 805, Wizwork Center, No.988 Shenchang Road, Minhang district, Shanghai
Postcode: 201100
Telephone: +86 21 5010 1780
Email: brenda.dong@amcor.com
Website: www.amcor.com

---

### Mr. Simon Eidenbenz
### Melchers (Shanghai) Ltd./ Patek Philippe

**Address:** 4/F, Yi Feng Galleria, No. 99 Beijing East Road, Huangpu District, Shanghai
Postcode: 200002
Telephone: +86 21 5308 1886
Email: simoneidenbenz@sh.melchers.com.cn
Website: www.patek.com

---

### Mr. Alexandre Monbaron
### Universal Exports

Address: 上海市普陀区真光路 1473 弄 3 号 7 层 797-337 室 Room797-337,7th floor, 1473 Zhenguang Road, Putuo District, Shanghai
Postcode: 200433
Telephone: +86 136 0176 2008
Email: amonbaron@bluewin.ch

---

### Mr. Danny Qi
### Läderach

Address: 6th Floor, No.189 Changshou Road, Putuo District, Shanghai
Postcode: 200042
Telephone: +86 15121123379
Email: danny.qi@laderach.com
Website: www.laderach.com/en/

---

### Mr. Benjamin Stauffer
### Sinoptima Consulting GmbH

Address: Obere Dürrmühlestrasse 27 Niederbipp
Postcode: 4704
Telephone: +41 7888 05064
Email: b.stauffer@vtxmail.ch

### Ms. Kelly Yang
### Galderma Trading (Shanghai) Co., Ltd.

Address: 3711 LIPPO Plaza, 222 Middle Huaihai Road, Shanghai
Postcode: 200021
Telephone: +86 21 2315 9712
Email: kelly.yang@galderma.com
Website: www.galderma.com

---

### Ms. Amy Cao
### Swiss Nobleness AG

Address: Landgent Center Block B 30/F No.20 East Middle 3 Ring Road, Chaoyang District, Beijing
Postcode: 100020
Telephone: +86 1380 1230 773
Email: amy@ifdcchina.com
Website: www.ifdcchina.com

---

### Ms. Seami Hu
### Zehnder Group AG

Address: No.99 Hongjian Rd, Minhang, Floor 3 Building 4. Shanghai
Postcode: 201100
Telephone: +86 21 6434 2058
Email: seami.hu@zehndergroup.com
Website: www.zehndergroup.com

## CORPORATE ASSOCIATE MEMBER

### Mr.Martin Kroboth
### Argo Hytos

Address: No.12 Dazhonggang Road Guangling Industrial Park Yangzhou
Postcode: 225009
Telephone: +86 514 820 81 805
Email: m.kroboth@argo-hytos.com
Website: www.argo-hytos.com

---

### Ms. Lilian Zhang
### YWK Consulting

Address: No. 88 Jinling East Road, Suzhou Industrial Park, Suzhou
Postcode: 215121
Telephone: +86 512 6299 0779
Email: lillian.zhang@ywkconsulting.com
Website: www.ywkconsulting.com

---

### Mr. Ian Larmour
### Swisstouches Hotels & Resorts

Address: No. 230 Guoxiu Road, Yangpu District, Shanghai
Postcode: 200093
Telephone: +86 21 6567 8128
Email: ianlarmour@swisstouches.com
Website: www.swisstouches.com

---

### Mr. Yanwei Zhang
### Taicang Port Economic & Technological Development Zone

Address: No.88, Binjiang Road, Taicang Port Zone, Taicang, Jiangsu
Postcode: 215434
Telephone: +86 139 1577 6648
Email: zjzyww@126.com
Website: www.tpdz.net.cn

Shanghai

### Mr. Jiong Sheng
### Joius Law Fiirm
Address: 1788 International Center Estate, No.1788, West Nanjing Road, Jing'an district, Shanghai
Postcode: 200040
Telephone: +86 21 5286 5266
Email: jiong.sheng@joius.com
Website: www.joius.com

---

### Mr. Lucien Lu
### The Portman Ritz-Carlton, Shanghai
Address: No. 1376 West Nanjing Road, Jing'an district, Shanghai
Postcode: 200040
Telephone: +86 21 6279 8888
Email: lucien.lu2@ritzcarlton.com
Website: www.ritzcarlton.com/en/hotels/china/shanghai

---

### Ms. Maggie Deng
### OCTAVE Institute
Address: 3F, No. 20 Donghu Road, Xuhui Distract, Shanghai
Postcode: 200030
Telephone: +86 21 8013 0000
Email: maggiedeng@livingoctave.com
Website: www.livingoctave.com

---

### Mr. Pengfei Chen
### Plainvim International Science Industrial Parks Holdings Ltd.
Address: No.239 Zhongyang Huayuan, Xinbei District, Changzhou, Jiangsu
Telephone: +86 185 0510 4200
Email: xscpf@plainvim.com.cn
Website: www.plainvim.com.cn

---

### Mr. Jean-Olivier De Sauvage
### Pacific Prime
Address: 19F, Yunhai Building, 1329 Midlle Huaihai Road, Xuhui District, Shanghai
Postcode: 200031
Telephone: +86 21 2426 6400
Email: jean.olivier@pacificprime.com
Website: www.pacificprime.cn

---

### Mr. Jiwei Li
### Zhejiajing Broad International Convention and Exhibition Co., Ltd.
Address: 5th Floor, South Provincial Foreign Economic and Trade Building, 466 Yan'an Road, Hangzhou, Zhejiang
Postcode: 310006
Telephone: +86 57 1289 39331
Email: broad@broadexpo.com
Website: www.broadexpo.com

### Mr. Siegfried Fau
### Lycée français de Shanghai
Address: 788 Jiangwancheng Road, Yangpu District, Shanghai
Postcode: 200093
Telephone: +86 21 6897 6589
Email: siegfried.fau@lyceeshanghai.com
Website: www.lyceeshanghai.com

---

### Ms. Jane Dai
### Jiangsu Jintan Economic Development Zone
Address: No.168 Huacheng Road, Jintan, Changzhou City, Jiangsu
Telephone: +86 1358 5329 652
Email: janedai@jtez.cn
Website: jt.changzhou.gov.cn

---

### Ms. Emma Wang
### Stern Ingredients (Suzhou) Co., Ltd.
Address: Unit 1, Block 9, Ascendas Linhu Industrial Square 1508 Linhu Avenue, Fenhu Economic Development Zone, Wujiang
Postcode: 215211
Telephone: +86 512 8207 867
Email: wangzy@sterningredients.com.cn
Website: sterningredients.org

---

### Ms.Min Ling
### Suzhou 2-Ply Fashion Co., Ltd.
Address: B8, No. 1 Qian Zhu Road, Yue Xi Jie Dao, Wu Zhong District,Suzhou,Jiangsu
Postcode: 215104
Telephone: +86 512 6557 3930
Email: ling.min@2-ply.com
Website: www.2-ply.com/

---

### Mr. Michael Hu
### Houghton Street Consulting Limited
Address: 302B building One, Wanke Center, Shenchang road 988, Minhang District, Shanghai
Postcode: 201170
Telephone: +86 21 3420 0258
Email: michael.hu@houghtonstreet.net
Website: www.houghtonstreet.org

## INDIVIDUAL MEMBER

**Mr. Gregory Lachat**

## INDIVIDUAL ASSOCIATE MEMBER

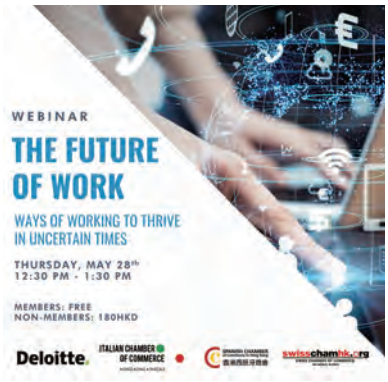
**Mr. Kai Buzziol**
**Mr. Mike Fu**
**Ms. Carolyn Yu**

# EVENTS



MAY 28

## Webinar | The Future of Work – Ways of Working to Thrive in Uncertain Times




**Venue:** Webinar
**Speakers:** Ms. Cecilia So, HR Regional Director at Deloitte Hong Kong.
**Details:** The Swiss Chamber of Commerce in Hong Kong organized an Intercham webinar on 28 May 2020 on the Future of Work. The rise of COVID-19 identified the need to embrace virtual collaboration tools and practices. The speaker shared her insights on some practical ideas on what we can do now and later on to adapt and progress in this changing environment.

JUN 10

## Webinar | Senior Executive Careers in Today's World

**Venue:** Webinar
**Moderator:** Mr. Gabriel Mallet, the President of the SwissChamHK.
**Speakers:** Mr. Andrew Poon, Partner and Asia Pacific Financial Services Practice Leader, Egon Zehnder Hong Kong; Mr. Benno Jaeggi, Consultant, Egon Zehnder's Financial Services Practice.
**Details:** The Swiss Chamber of Commerce in Hong Kong organized a successful webinar on Senior Executive Careers in Today's World. The COVID-19 pandemic and the protests in the streets have posed unprecedented challenges and disruptions to the working community. The speakers shared some practical ideas on what you, as an organization, as a team, and as an individual can do to adapt and progress in the current challenging world.

JUN 11

## How you can keep your organization relevant in the midst of a global crisis

**Venue:** Webinar
**Moderator:** Mr. Georg von Wattenwyl, Chairman of the SwissCham Singapore.
**Speakers:** The Swiss Chamber of Commerce in Hong Kong supported a webinar, organized by SwissCham Singapore on 11 June 2020. The speaker shared insightful information on how the COVID-19 has affected his company, his strategy to continue running business operations, and what can COVID-19 teach us about sustainability.

JUL 02

## Monthly Cocktail at Piqniq

**Venue:** Piqniq, R/F (Rooftop), H Queen's Road Central, Central, Hong Kong
Details: The Swiss Chamber of Commerce in Hong Kong organized its July Monthly Cocktail at Piqniq, amazing rooftop dining terrace with mesmerizing views from Victoria Harbor to the Peak. The colorful rooftop welcomed the over 80 guests that enjoyed great cocktails and company, surrounded by incredible views of the city.

JUL 14

## Annual General Meeting 2020

**Venue:** Webinar
**Details:** Given the increasing of COVID-19 cases and new regulations announced by the Hong Kong Government, The Swiss Chamber of Commerce in Hong Kong decided not to host its Annual General Meeting at the Murray, Hong Kong and changed it into a virtual meeting.

## Hongkong BOD Member 2020-2021

**Gabriel MALLET**
President
Aon

**Jeremie SMAGA**
Vice President
Lombard Odier

**Michael BENZ**
Treasurer
Synpulse Management Consulting

**Bassam SALEM**
Director
Obuhi

**Frederic ROLLI**
Director
UBS

**Carson CHAN**
Director
Fondation de la Haute Horlogerie

**Esther LAW**
Director
DKSH

**Joseph LEUNG**
Director
Universal Studio Beijing

**Nick BAUMANN**
Director
Migros

**Daniel THURLEY**
Director
Roche

**Benjamin K SIGG**
Director
CONSIGG

**William PANG**
Director
Swiss Education Group

**Alexander LERCH**
Director
SE Capital

**Patrick HEIMANN**
Young Professional Representative
Fidinam Group

JUL 22

## Webinar | Post-covid Competitiveness and the Challenges of Hong Kong SAR China

**Venue:** Webinar
**Moderators:** Mr. Rolf Frei, Consul General of Switzerland of HK and Macao; Gabriel Mallet, President of the Swiss Chamber of Commerce in HK.
**Speaker:** Prof. Arturo Bris, IMD Business School, Professor of Finance and Director of World Competitiveness Centre.

**Details:** The Swiss Chamber of Commerce in Hong Kong, the Consulate General of Switzerland in HK and the IMD Business School organized a webinar on post-Covid Competitiveness and the Challenges of Hong Kong SAR China. The speaker, Prof. Arturo Bris presented the 2020 IMD World Competitiveness Center, the reasons for Hong Kong's drop in the ranking and its meaning for the future, and possible solutions to the current global issues through the lens of the competitiveness model.

# NEW MEMBERS

## CORPORATE MEMBER

### Mr. Steve Holdener
### Pittodrie Finance Ltd – A Monterosa Group Company

MONTEROSA

Telephone: +852 3997 9250
Email: admin@pittodrie.com
Website: monterosagroup.com

---

### Mr. Matthieu Bonnici
### M.J.F BONNCI LAW FIRM (BLF)

Address: 15F, Office Building A, Parkview Green, Dongdaqiao Road, Chaoyang District, Beijing
Telephone: +852 2152 1807
Email: info@blf-lawgroup.com
Website: www.blf-lawgroup.com

BLF

### Mrs. Yasmina Fraine
### atelierYVF

Address: Unit 724, 416-438 King's Road, Hong Kong
Telephone: +852 5186 1061
Email: contact@atelieryvf.com
Website: www.atelieryvf.com

atelier yvf

## INDIVIDUAL MEMBERS

### Mr. Christoph Burgdorfer

Telephone: +852 6465 2400
Email: Christoph.burgdorfer@gmail.com

## YOUNG PROFESSIONAL MEMBERS

### Mr. Claudio Scarpantoni

Telephone: +852 5177 1860
Email: Claudio.Scarpantoni@tfour.com.hk

# EVENTS

DEC 2019

## MoU with China Chamber of International Commerce Dongguan signed

**Details:** Ding Haichao, Chairman CCOIC Dongguan, and Martin Mueller, Chairman SwissCham China, signed a cooperation agreement between the two chambers in the presence of government officials and representatives of the business community in Donguan. The two chambers intend to create a framework for enabling the development and the diversification of commercial exchanges and economic cooperation between interested members. The parties aim at facilitating commercial activities in Switzerland and Dongguan and to jointly develop and participate in projects in fields such as RDI (research, development and innovation), transfer of technology, or renewable energy.

DEC 2019
13

## Company Visit Gameco

**Venue:** Guangzhou Baiyun Airport
**Details:** The Swiss Chamber South China has invited to visit Guangzhou Aircraft Maintenance Engineering Co., Ltd. GAMECO, Guangzhou Aircraft Maintenance Engineering Company Limited, established in October 1989 at Guangzhou Baiyun International Airport, is a joint venture between China. Southern Airlines Co. Ltd. (CSN) (50%) and Hutchison Whampoa (China) Ltd. (HWCL) (50% from Hong Kong, that specializes in aircraft and airborne component maintenance, repair and overhaul. This visit gave us a lot of insight information about their bussiness module, as well as the challenges and opportunities in the aviation industry. We thank the host very much for this interesting and fascinating visit.

JUN
23

## Interchamber Networking Drinks

**Venue:** China Hotel Guangzhou

JUN
30

## Interchamber Networking Drinks

**Venue:** The Longham Shenzhen
**Details:** The first South China interchamber networking in Shenzhen was a great success and familiar faces could finally be toasted in person

AUG
01

## Swiss National Day Celebration

**Venue:** Park Hyatt Guangzhou
**Details:** Together with the Consul General of Switzerland, Mr. Martin Bienz, the Swiss community celebrated the Swiss National Day on the 66th floor of the Park Hyatt in Guangzhou All guests enjoyed their evening with authentic Swiss cuisine and received a gift from Sika. The after party took place in the Happy Monk Kingold close by.

SWISS
瑞士国际航空公司

# 如今的航空公司大同小异,

## 然而正是细节成就卓越。

更多资讯请浏览
swiss.com

A STAR ALLIANCE MEMBER

Made of Switzerland.