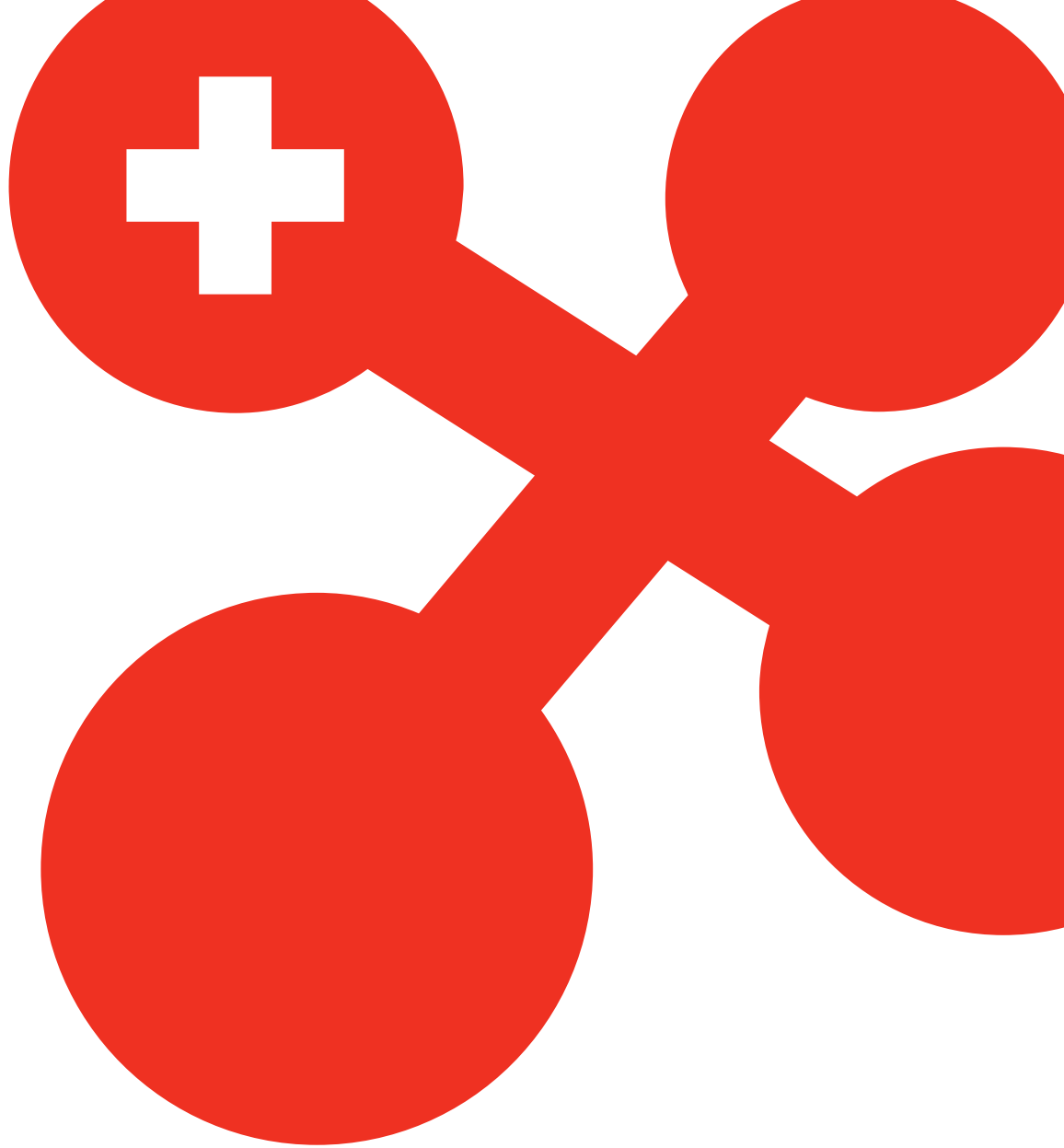


China



swissnex 2012

瑞士联邦政府科技文化中心

Initiative of the State Secretariat for Education and Research SER  
Annex of the Consulate General of Switzerland  
Swiss Knowledge Network with Outposts in Bangalore, Boston, San Francisco, Shanghai and Singapore

# At a Glance

**Chinese Universities** 15+ 

**Swiss Universities** 8+ 

**Delegations & Visits** 20+ 

**Events** 60+ 

**Speakers** 40+ 

**Awards** 3 

**Social Media** 7 

**Interns & Mandates** 17 

The background is a solid, vibrant red. Overlaid on this are several thick, white, hand-drawn style lines. These lines form various shapes: a large, open, curved shape on the left; a sharp, upward-pointing arrow-like shape in the upper center; and several other curved and straight segments scattered across the top and right sides. The overall aesthetic is modern and minimalist.

# **Annual Report**

# Mission / What We Do

**swissnex China's mission is to be the leading connecting platform between China and Switzerland in the fields of science, technology, and innovation. This translates into the following services:**

- + We help universities by providing information, connections, and organizations of events and programs
- + We support students and other emerging leaders with their projects and ideas
- + We assist startups and entrepreneurs looking to take advantage of China's opportunities
- + We promote major initiatives in science and technology from the two countries including information through various channels such as social media



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# Foreword

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In 2012, swissnex China connected, built, explored, hosted, and created like never before. The year of the dragon provided inspiration and energy. We focused our efforts on extending our series of events and on welcoming guests and delegations but also on creating new programs. The topics of the 3rd season of the BBQ lectures were warmly welcomed. The discussions we initiated went a long way in helping foster dialogues on key issues in science, society, and arts. And, with some support and time, this will lead to further projects and exchanges between Switzerland and China.

The swissnex China team continued to evolve with a major change during the summer when it welcomed Pascal Marmier to succeed Flavia Schlegel. We would like to thank her for the success in building up the programs and operations at swissnex China for the last four years and we look forward to keeping her involved in our activities.

Again this year, we had the chance to welcome a large number of interns to work on projects ranging from “Ethics in Hospitals” to “The Luxury Watch Market”. Additionally, we collaborated closely with colleagues from the Embassy and Consulate General as well as the teams of organizations hosted at swissnex China: Swiss Learning, Pro Helvetia, and Greater Zurich Area.

Reaching beyond our traditional community, we developed new relationships. For example, through a discussion on “Innovation in China”, we gathered more than 120 alumni from Swiss universities. We also connected with entrepreneurs and innovators who are on the forefront of the economic change in China.

# 前言

在 2012 这一年里，我们牵线搭桥、建立关系、探索渠道、组织活动、创新理念，达到了前所未有的程度。龙年为我们提供了灵感和能量。我们不仅专注于拓展原有的系列活动、欢迎各路访客及代表团，也注重创立新的项目。第三季 BBQ 讲座的选题受到了听众的热烈欢迎，我们发起的这些讨论有助于中瑞两国在科技、社会和艺术层面的关键问题上形成对话交流。假以时日，它们会引向两国更深层次的合作项目。

我们的团队在夏天又有了新的变化，迎来了 Flavia Schlegel 女士的继任者 Pascal Marmier 先生。我们非常感谢 Flavia Schlegel 女士在过去四年中为瑞士科技文化中心成功地创造和主持了许多项目，也盼望她能在以后的日子里一起参与我们的各类活动。这一年里，我们也招募了一大批实习生参与各个项目，例如“医院管理伦理”和“奢侈品手表市场”等等。我们与瑞士大使馆、领馆、以及设在瑞士科技文化中心的代表处的同事们保持了紧密的合作关系，这些代表处包括瑞士教育协会、瑞士文化基金会，以及大苏黎世地区。

我们跨出了原有的圈子，拓展了新的关系，如“创新中国”的研讨活动聚集了超过 120 位瑞士各大学的校友参与。我们也与走在中国经济变革最前沿的创业、创新者们建立了交流和联系。

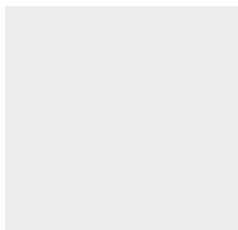
You will find their stories on our blog at:  
[www.swissnexchinanews.org](http://www.swissnexchinanews.org)

您可以在我们的官方博客上找到他们的故事：  
[www.swissnexchinanews.org](http://www.swissnexchinanews.org)

# In Their Words



*When I arrived in China in September last year, I quickly discovered the extensive presence of Switzerland in this vibrant country. Besides having numerous Swiss companies settling in, there is an increasing interest amongst Swiss students, researchers and faculties to gain their Asia experience in China. In correlation with the three pillars of education, research and innovation which are high priorities for the Chinese government, I am convinced that there is a lot of potential for increasing our bilateral relations in the academic field beyond the Sino-Swiss Science and Technology Cooperation framework which was successfully established between the two countries almost 5 years ago. With a strong presence in Shanghai, swissnex China is working closely with the Science, Technology and Education (STE) section of the Embassy, offering a strong partnership to its Swiss stakeholders and Chinese counterparts to elaborate and execute winning strategies and to strengthen cooperation.*



**Jacques de Watteville**  
Ambassador of Switzerland





*The technical demonstration of the Hydronet project gave the participants valuable insights on actual cooperation projects between Switzerland and China. We would like to mention that it has been a great help for the organizers to receive your kind support as a Swiss Consul and Professor, adding important value to our company exploration tour in Shenzhen.*

**Patrick Schaufelberger**

ETH Alumni Shanghai Network Delegate

*The feedback from many says that the event came across interesting, fresh, friendly, fun and varied... I am very pleased that we could cooperate with swissnex and must continue.*

**Peter Muller**

Head of Knowledge Transfer WTT

*Tremendous efforts are required to coordinate and organize such an event involving multiple organizations. It's a challenging task. Our special thanks to [swissnex] for the excellent work, kind support, and coordination.*

**Surendra Muppana**

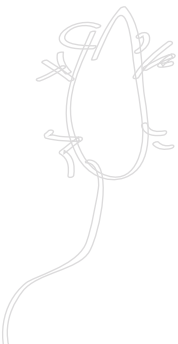
ABB (China) Limited



# Flavia's Reflection

## 2008 Rat

In 2008's year of the rat, the first sign in the Chinese zodiac, swissnex China formally opened its doors to the scientific and academic communities of China and Switzerland. The rat is said to represent imagination and curiosity and with the support of many, swissnex China ventured into creating a new Swiss outpost of Science, Technology, Innovation, and Culture in Shanghai and began the scientific cooperation program run by ETH Zurich.



## 2009 Ox



The ox stands for strength and determination, so 2009 was a year of connecting, establishing, creating, finding, and building. swissnex China aims to offer the best services for its clients from the start to make sure these clients would come back and bring more. It didn't take long to get an internship program running and by the end of the year swissnex China had a commitment from the University of Zurich to cooperate on sabbatical programs. These and other mandates assured our financial basis. With more and more clients to work for, the team had constantly grown.

## 2010 Tiger

For 2010 we were ready to take the big leap into EXPO 2010. swissnex was responsible for the framework program around the Swiss pavilion. Together with ETH Zurich and the Chinese Academy of Sciences, swissnex China organized a conference on future cities, complementing the EXPO's overall theme of "Better City, Better Life". EXPO Shanghai had given swissnex China the chance to expand its network immensely and to gain the trust of many new partners. By the end of that memorable year, swissnex China became a mature organization, ready to tackle any challenge.



## 2011 Rabbit

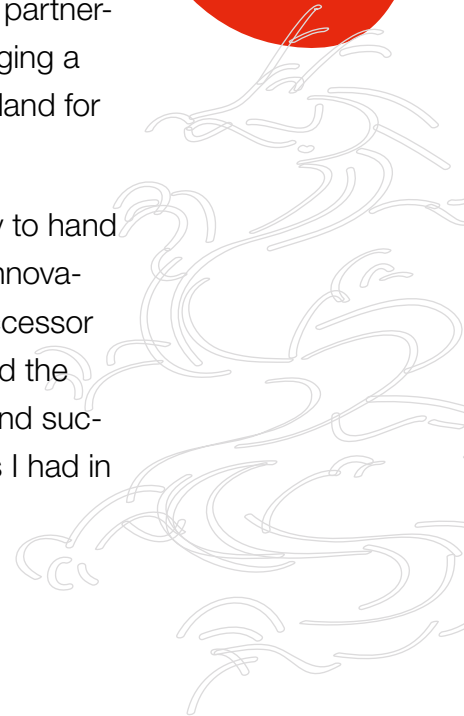


The year 2011 was a year of consolidation. The friendships created during the EXPO became stable collaborations because swissnex China built a safe and comfortable environment for partners to explore their interests and ideas for China. However, it was Albert Einstein that shaped the 2011 year for swissnex China. swissnex China was mandated to organize the framework program for the Einstein Exhibition in Beijing, Guangzhou, Hong Kong, and Wuhan. Also, swissnex China welcomed the Pro Helvetia office and Swiss Learning within its premises to cooperate wherever useful and appropriate. By the end of 2011 swissnex was well established, experienced in promoting and supporting Sino-Swiss cooperation, and sufficiently funded.

## 2012 Dragon

The year of the dragon was a time to take up new challenges: entering Chinese and Western social media, starting a program on innovation and entrepreneurship, looking into partnerships for food safety, and bringing a Chinese delegation to Switzerland for a first ever study trip.

By Fall 2012, I was very happy to hand over a sound, energetic and innovative swissnex China to my successor Pascal Marmier. I wish him and the swissnex team as much fun and success for the following years as I had in mine.



*N. Schlegel*

# 5 Years and Growing



2008

2009

2010



2011

2012



# Delegations & Visits



*The swissnex network is crucial at a time when science and innovation become key drivers in international relations. Their bridging activity between education, research, and innovation is particularly relevant in today's challenging economic environment.*

**Johann Schneider-Ammann**

Federal Councillor



swissnex China hosts numerous delegations and visits to offer deep insight into the Chinese environment. This is done through academic visits with Chinese universities that have programs with Swiss ones. Through these visits, the Swiss and Chinese are able to share their expertise on certain topics and disciplines from across the world and across the swissnex network.

In July, Head of Federal Department of Economic Affairs, Federal Councillor Johann Schneider-Ammann visited swissnex China along with a delegation of high-level Swiss business leaders. Together, they shared their insights on the future development of the

Chinese economy and their interests on the furthering of Sino-Swiss collaboration.

In September, Swiss State Secretary of Education and Research, Mauro Dell'Ambrogio visited swissnex China to meet Swiss alumni, who reside in China to gain a global perspective on their career. Together, they held a round table discussion on topics ranging from the political and economical relations of Switzerland and China to how to promote Swiss innovation in China's emerging economy. In all, they agree on the need to further strengthen the science and technology collaboration between the two countries.



# Projects & Programs

Over the course of the year, swissnex China holds many events for the community. These events aim to bring people together so that they have the opportunity to discuss key issues in science and society.

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## **Social Media Project**

Social media is very important in Chinese daily life and it keeps growing very fast. swissnex China is actively engaging with its community - students, innovators, future leaders - through many channels, but this year we saw the start of an ambitious project to promote Swiss universities. Thanks to the generous support and visionary mission of Gebert Ruf Stiftung, swissnex did a research report called “Social Media and Academic Communication”. The project aims to investigate the potential of Chinese social networking services and provide recommendations to Swiss higher education institutions. As part of this project, swissnex managed accounts on Weibo (a very popular microblog) for two universities. The results will be available in the first half of 2013.

Besides swissnex China, other Swiss representatives also successfully used social media in their activities. The Embassy started to feature news about a specific university each month. In Shanghai, the Consulate General used Weibo with excellent results.

The estimated number of active social networking users in China

**597 mil.**

Social media user demographics

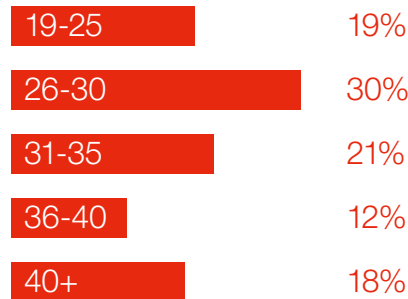
**57%**  
male

**47%**  
female

The volume of social sharing in China went up by

**60%** in 2012 alone

Social media users by age



Top 5 social networking sites in China



**QZONE**  
social networking website where users can write blogs, share photos, music and much more



**TENCENT WEIBO**  
Chinese microblogging website



**SINA WEIBO**  
Chinese microblogging website - a hybrid of Twitter and Facebook



**WECHAT**  
micro messaging app

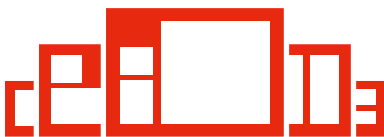


**PENGYOU**  
a real-name social network

**88%**

of Chinese social media users are active on at least

**1** social network



An average online user in China spends at least

**46** minutes



on social networking sites every day

On average, each of China's social media users follows at least

**8** brands

**38%** of Chinese

netizens take shopping decisions based on recommendations on their social networks





*I was impressed by the number of participants who turned up and by the positive feedback I received from the audience.*

**Arno Hold**

Programme Director, WTI/CUHK Summer Programme on Intellectual Property

## swissnex China Lectures

swissnex China Lectures started in 2010, and in 2012 held seven lectures, more than double that of the previous year.

The lecture series aims to bring together distinguished experts and representatives from science, technology, higher education, economics, and politics. Over the past years the series had become a platform for our guests interested in the visions, experiences, solutions, and the knowledge exchange presented by the speakers. The topics of this year's lectures were "Climate Change and Risk Management", "Hunting for the Higgs Boson and More at the CERN Large Hadron Collider LHC", "An Economist's View on the Changing Nature of Innovation and Intellectual Property Protection", "The Young Michelangelo", "Knowledge Exchange on Education Using Information Technologies", "Swiss Design, Good Design" and "Business Model Innovation and Design".

The swissnex China Lecture Series is very popular among the community as proven by the large amount of attendees and the engagement of social media followers.





## **Einstein / E+ Program**

E+ stands for the framework program, held during the Einstein Exhibition presented in China in honor of the 60th anniversary of diplomatic relations between Switzerland and China. swissnex China has organized the E+ program for all four exhibitions in Beijing, Guangzhou, Hong Kong and Wuhan.

From March 3 to June 17, 2012, a broad variety of events had been organized. For the five Einstein Lectures, renowned Einstein experts, scientists, and a Nobel Prize Laureate shared their insights and visions on major challenges of science and society, and their experience and research. swissnex China collaborated with institutions such as Wuhan University, Huazhong Agricultural University of Wuhan, Huazhong Normal University Wuhan, University of Geology and Jiangnan University. Together with the

Wuhan FM 105.8, the most popular station in town, two live expert talks were held in Guan Rong Mall. The live talk, held in the outdoor studio was open to the public, and allowed interested visitors to interact with the experts present. swissnex China was able to collaborate with the Wuhan Conservatory of Music to host an Einstein birthday concert celebration at the Wuhan Science and Technology Museum, and organize a writing competition.

E+ and the Einstein Exhibition received extensive media coverage. Several radio interviews, one television interview, and various newspapers reported about the events. The media coverage of the Einstein Exhibition awarded the exhibition tour with more than a million visitors and made it an excellent platform to showcase Swiss education and innovation.





*The swissnex events put Switzerland in the forefront of sharing information and in the enviable position of being a dynamic, brave, and approachable stage for selling Switzerland to the young Chinese future decision makers.*

**Kevin Doherty**

Senior Wealth Manager, Devere Group

## **Barbecue Lectures**

swissnex China continued with the Barbecue (BBQ) Lectures in 2012 following the successful cooperation between swissnex China, Minsheng Art Museum, and Pro Helvetia in 2010 and 2011. The theme for 2012 was “Switzerland, Wonderland?!” which provided insight into what people think of when they hear the words “Switzerland” and “wonderland” individually and collectively; whether they will think of Switzerland as a wonderland. From May to October of 2012, swissnex China invited Swiss and Chinese representatives to discuss the topics of “Swiss Time”, “Nature”, “Architecture”, “Philanthropy”, “Wealth”, and “Innovation” respectively.

## **Swiss Technology for Water Management**

As a member of the Swiss Water Committee, swissnex China and its partners created an exchange platform for a selected group of Swiss companies to promote their latest technology, services, and innovation specializing in water management.

From March until November, three forums were held in Nanjing, Beijing, and Guangzhou. Participants gathered information during lectures, in-panel discussions, and active exchanges with the experts present. The Swiss companies showcased their services, shared their expertise, and presented the latest developments by applying Swiss technology in China.



# Innovation

China is putting in extensive effort into developing innovation capabilities. swissnex China has explored this topic through a panel of leading Chinese and Swiss professors who shared their visions on where China is heading in the future. swissnex China also held a very popular practice-oriented workshop on business model innovation. The topic resonated with the community as was noticed during the co-sponsored startup weekend. Additionally, swissnex China conducted research on startups to prepare for future activities, such as interviewing leading figures of the local startup scene in China.



# Academic Affairs

The Sino-Swiss academic cooperation continues to thrive this past year. China is becoming an increasingly interesting country for Swiss institutions and scientists. Swiss people come to find facts, explore possibilities, and for some forerunners even establish joint projects. swissnex China has supported all kinds of academic initiatives and activities, hoping to push the collaboration to a new level.

## **Sino-Swiss Science and Technology Cooperation Program (SSSTC)**

2012 marks the end of the very successful first phase of SSSTC. Two Sino-Swiss scientific symposia were held in Switzerland during this year: *Cancer Research and Neurodegenerative Diseases Conference* in June and *Medical Technology* in September. The State Secretariat for Education, Research and Innovation and the Chinese Ministry of Science and Technology are committed to bring this program to the second phase (2013-2016).



## **Swiss Day @ Tongji University**

Tongji University is a close partner of swissnex China. Under the occasion of the 105<sup>th</sup> anniversary of Tongji University in May 2012, swissnex was invited to organize a Swiss Day during the International Cooperation Week at Tongji. In addition to the Introduction of Swiss Higher Education and Research, various professors shared some Swiss culture that participants happily enjoyed.



## **Skye Roll-out**

Skye – a blimp hovering in mid-air – is the second project brought over by Professor Siegwart's group from ETH Zurich to Tongji University. Ten ETH students from the mechanical engineering department came to Shanghai in September with this cool project that was sponsored by Disney lab and the university. The ETH students worked with Tongji students to minimize the size of the four motor platforms and optimize its performance.

## **Summer Program on IP**

The World Trade Institute of the University of Bern and the Law faculty of the Chinese University of Hong Kong jointly organized a summer program on intellectual property in Hong Kong from July 9th to July 29th.



# Future Leaders



*Thank you again for your hospitality and [swissnex's] effort to organize this event for us who all had some precious time and sweet memories in Zurich and Switzerland.*

**Hao Zhang**

HD Clinical Research Director

Over 120 people coming from ten different Swiss universities attended the first alumni meeting organized by swissnex China. In addition, swissnex China helped initiate alumni communities for University of Zurich and University of Lausanne. Reconnecting with alumni in China is a key priority as this helps bring more ideas and people into the community. In addition, swissnex also aims to increase the number of Swiss coming to China by facilitating internships, student exchanges, and organizing learning programs. Finally, special efforts are dedicated to help young innovators and entrepreneurs.

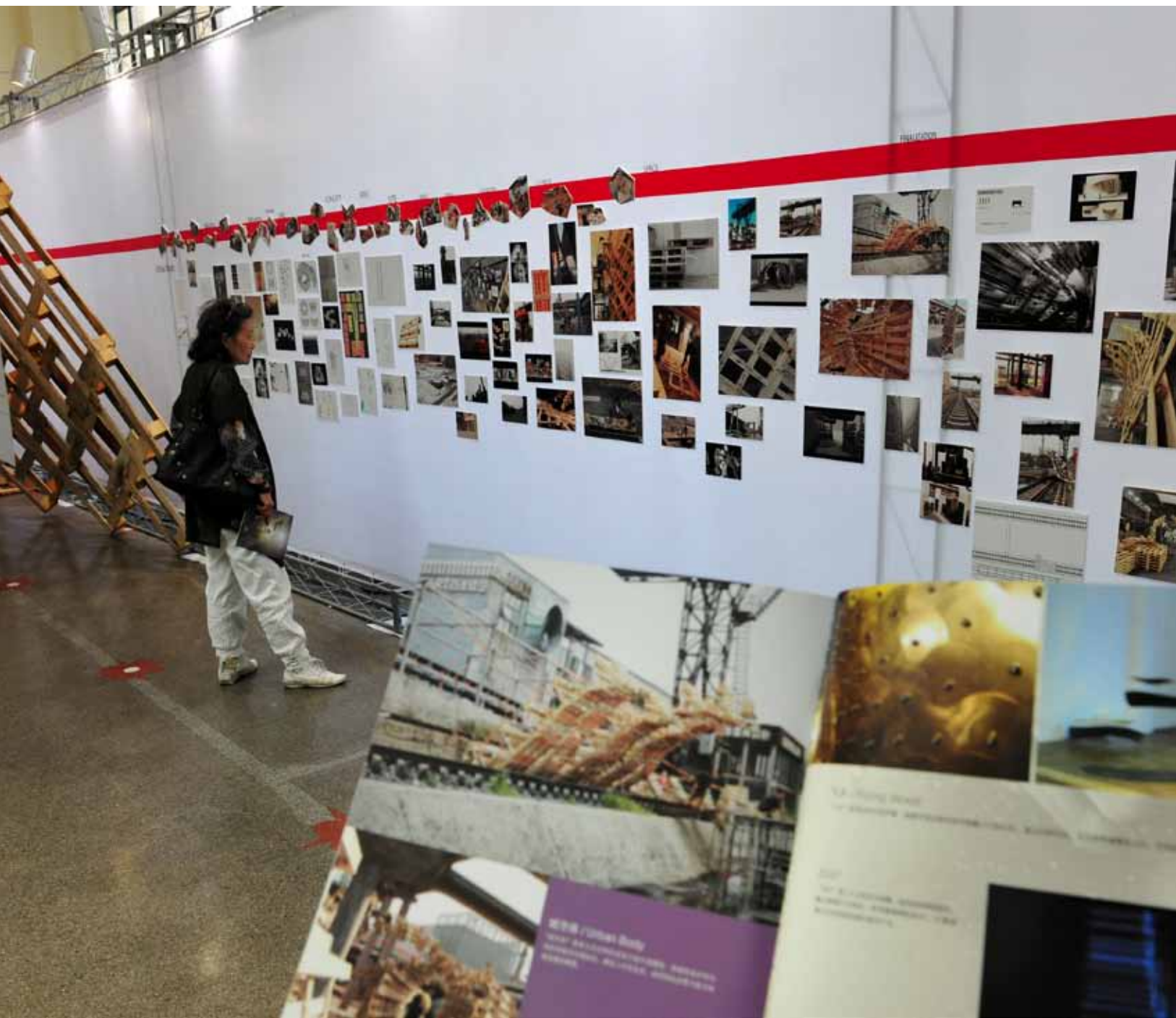


# Art and Science

## Art and Science Exhibition

In the past year, swissnex China has supported and presented several cutting edge Sino-Swiss projects that integrate science with art in Shanghai and Beijing. Two of these projects, *Urban Body* and *2047* went on to win the Science & Art Award issued by Shanghai International Science & Art Festival. *Urban Body* is a collaborative project between EPFL and Tsinghua University, whereas *2047* is an interactive installation by Mr. Pablo Ventura and Mr. Daniel Bisig.





## Swatch Art Peace Hotel

A broad range of contemporary art is at the very heart of the Swatch Art Peace Hotel's Guest Artist Program. It invites artists from around the world to live and work in artist studios on the hotel premises for periods up to six months. An international committee reviews all the applications from the artists to ensure that a broad range of artistic disciplines, styles, and national origins is represented. The selection process aims to integrate artists from around the world in a spirit of openness and curiosity about creativity in its diverse forms and contexts.

swissnex China supports the artists by consulting and providing access to its network in order to let the artists fully exploit all the possibilities China has to offer.



# Science Expedition

Swiss technology, successfully installed!

After being on a four week expedition in the Karakoram Mountains, Christoph Haemmig, Daniel Bieri from GEOTEST AG Zollikofen, Switzerland, and Heidi Lüdi, MD visited swissnex China in September. It was supported by the Swiss Development Agency.

As members of the project delegation, they installed an early warning system of glacial lake outburst floods (GLOF) and climate change monitoring. This project was initiated in the framework of the memorandum of understanding (MOU), signed between the FOEN Federal Office of Environment and the CMWR Chinese Ministry of Water Resources.

To learn from their experience first hand and to listen to their adventurous stories on how they installed the systems in the most remote areas, was both fascinating and very impressive.



# Across China

The collaborative model of swissnex means that our immediate team is constantly trying to find new ways of working together with the extended members of swissnex China in Beijing and Guangzhou. Collectively, swissnex China offers a common approach and a single platform for Swiss colleagues interested in China.

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## Beijing

Colleagues in Beijing facilitate important connections to leading universities, relevant ministries, administrative bodies, academic and research institutions, think tanks, funding agencies, and important stakeholders. Its priority is to share information by providing regular ad-hoc reports on the latest developments in science, technology, and education in China and to promote Swiss ERI landscape through various numerous activities. Regardless of a transition in structure, the Beijing office has nurtured numerous successful collaborations through projects and events.

In 2012, Beijing hosted a number of high-level visits and fruitfully involved students, academic, and Embassy stakeholders in their various projects and events. For example, an all Swiss universities alumni event was held to introduce the new ambassador Jacques De Watteville and the new STE Section to the Swiss university alumni network. Beijing also sponsored the 3rd St. Gallen Symposium Beijing Reception – a highly distinguished panel of experts from politics, economy, and academia to discuss the meaning of “Facing Risk” in China. These events showed the im-

importance of creating and establishing an alumni community to facilitate and strengthen interactions to better disperse information.

In the end, all of the projects and events hope to promote Swiss science and technology, higher education, and innovation in China. One way is by offering scholarship opportunities and assisting Swiss higher education institutions in its marketing and collaboration activities in China to attract more prospective students. The Beijing office coordinates with the Swiss Federal Scholarship Program and the China Scholarship Council to offer approximately 30 scholarships to Chinese students in order to grant them access to world-class research, education, and innovation facilities.



## Guangzhou

Over the past year, the Sino-swissnex Center office has maintained close relations with the universities around the area. Its Master of Science in Engineering (MSE) program is on its 4th module, it aims to bring the students a direct, on site experience of the Chinese market on Swiss industries to better understand the two cultures. Aside from hosting the MSE program, the Sino-swissnex Center has also hosted many other events such as the Swiss-Chinese Friendship Day to celebrate Sino-Swiss ties and the Swiss Technology for Water Management forum launched under the initiative of SwissCham China inviting Swiss and Chinese senior managers from public and private sectors.

The Sino-swissnex Center partnered with the Shenzhen Municipal Government to establish Featured Colleges with an aim to serve major economic and social development needs of the city. The Featured Colleges will be small institutions appealing to specific focused disciplines concerning strategic and emerging industries. By integrating education, research, and industries, the Featured Colleges are designed to cultivate high-level practical talents. A highlight is the memorandum of understanding signed by Professor Claudio Boer and the President of Shenzhen University to pursue development of closer academic links, with the goal to develop a Swiss University of Applied Science campus in Shenzhen.



# Media & Publications

Caring Magazine  
East Morning Post  
Wuhan Morning Post  
Shanghai Arts Channel TV  
After Hours  
Kan  
The Bridge  
Switzerland Trade & Investment Promotion  
La Liberté  
Le Temps  
artnow.com  
ccarting.com  
mask9.com  
sh.qq.com  
trueart.com  
nano-tera.ch  
Migros Magazine.ch



## Un atout maître en Asie : swissnex

Un peu plus de six ans après sa création aux États-Unis, le Bureau pour l'Asie, le service suisse à San Francisco, se prépare à ouvrir son deuxième bureau en Asie, au Japon, à Tokyo. Son rôle est de promouvoir l'image d'une Suisse moderne et innovante, de faciliter les échanges de connaissances et de promouvoir de nouvelles collaborations.

## LA LIBERTÉ



## Le pari chinois, côtés pile et face

Le pari chinois est-il devenu un jeu à somme nulle? L'économie de la Chine est en pleine croissance, mais elle est confrontée à de nombreux défis. Le rôle de la Suisse est de promouvoir l'image d'une Suisse moderne et innovante, de faciliter les échanges de connaissances et de promouvoir de nouvelles collaborations.



## Museen für Sim City

Text describing the 'Museen für Sim City' project, which is a collaborative architectural project between Swiss and Chinese architects. The project aims to create a new approach to urban architecture in Chinese regions.

## Urban Body - Collaborative Architectural Project

城市体——中瑞建筑合作项目  
A novel approach to fabricate architectural modules and ecologically sustainable design prototypes specific to Chinese regions.

**Building smart environments**  
The Urban Body project is a collaborative architectural project between Swiss and Chinese architects. The project aims to create a new approach to urban architecture in Chinese regions. The project is a collaborative architectural project between Swiss and Chinese architects. The project aims to create a new approach to urban architecture in Chinese regions.



# Partners & Sponsors

Partners of swissnex China do not only bring vital financial support for our activities and projects, but they also become close collaborators through events, visits, hosting of interns, and other creative ways to develop knowledge and relationships in China.

## + **Core partners**

UZH, ETH, Canton de Vaud, Swiss Learning, Greater Zurich Area, Pro Helvetia

## + **Project partners**

Gebert Ruf Stiftung, PRS, Swiss Re, HEC Lausanne/UNIL, ...

## + **Event partners**

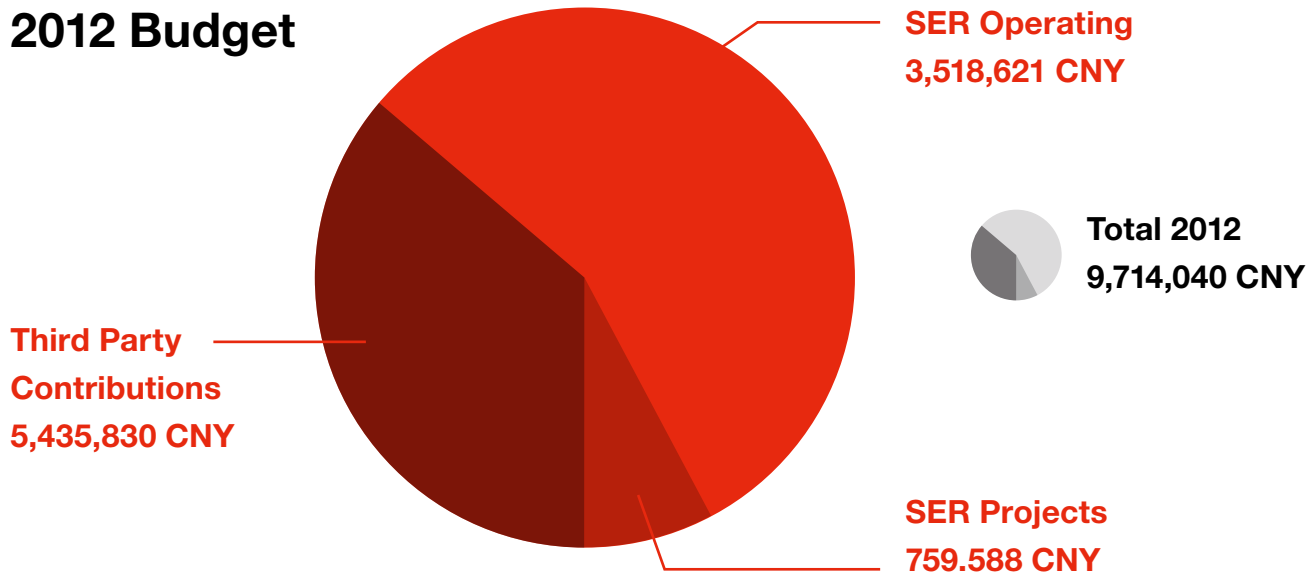
Minsheng Art Museum, Tongji University, Ingenious Switzerland, ...

## + **All other partners**

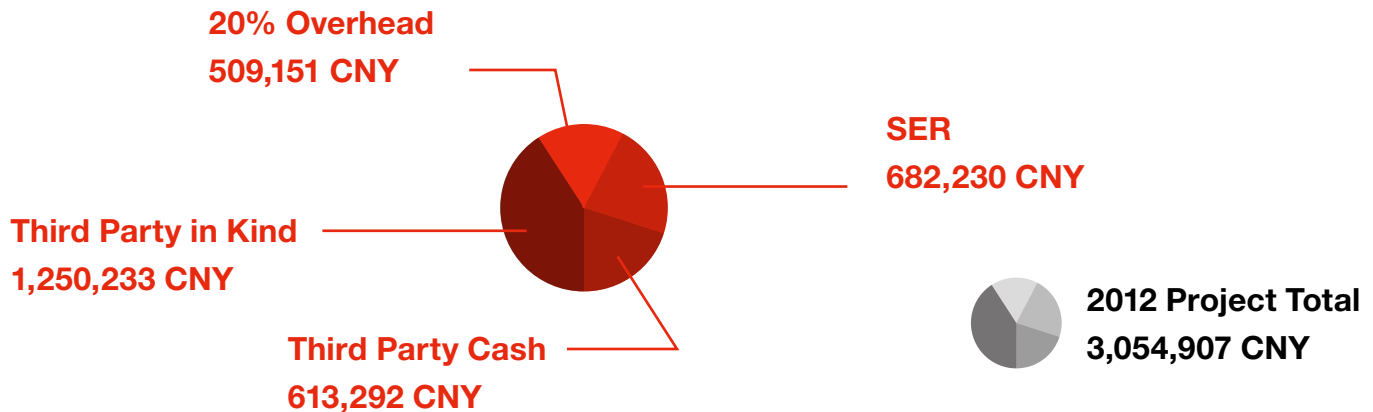
The collaborative model of swissnex China implies that most Swiss and Chinese universities (in Shanghai, Beijing, and Guangzhou) are part of the extended network that supports the creation of knowledge and relationships between Switzerland and China. swissnex China is very grateful to all the organizations and individuals that help us accomplish our mission and continue on the ambitious path to bring Switzerland and China closer together in education, research, and innovation.

# Finances

## 2012 Budget



## 2012 Projects



# swissnex China Team

## Core team

Flavia Schlegel  
Executive Director, Vice Consul General (until 9/2012)

Pascal Marmier  
Executive Director, Vice Consul General (since 9/2012)

Isabel Götz  
Human Resources, Projects and Events

Jingting Hu / Sherry  
Assistant to the Executive Director and Office Manager

Mehmet Yildirimli  
Head of Staff, Director of PR and Events (until 12/2012)

Richard Kurz  
Financial Officer

Viviane Gut  
Communication and Entrepreneurship (until 12/2012)

Xin Zhu / Julia  
Assistant to Executive Director (during Jingting Hu's leave)

Yin Xiao  
Head of Academic Relations

Yiwen Sun / Cissy  
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Yue Shi  
Office Messenger

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Social Media Consultant

Massimiliano Russo  
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Matteo Tonella

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Loan Vuong

Domingo Valero

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Conny Schweizer

Adrian Rauchfleisch  
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Ran Li  
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Andre Freiermuth  
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Xin Zhu  
Shanghai International Studies University

Junbo Chen  
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Thomas Eisenhut  
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Chun Tao

## Volunteers

Sarah Renfer

# swissnex China Network

## + **Beijing**

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Nektarios Palaskas Head of Section Science, Education, and Health

Conradin Pfaff Head of Education, Deputy Head of Section Science, Education, and Health

## + **Guangzhou**

Professor Claudio Boer Director R&D and Professional Education, Consul

Bodong Shi / Stone Manager Sino-Swiss Center

## + **Pro Helvetia**

Lihua Xu / Sylvia Head of Pro Helvetia Shanghai Office

Yun Fu / Cathy Project Manager

## + **Swiss Learning Desk Shanghai**

Webber Chen Manager

## + **Greater Zurich Area Shanghai Office (since 7/2012)**

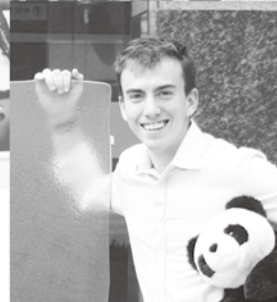
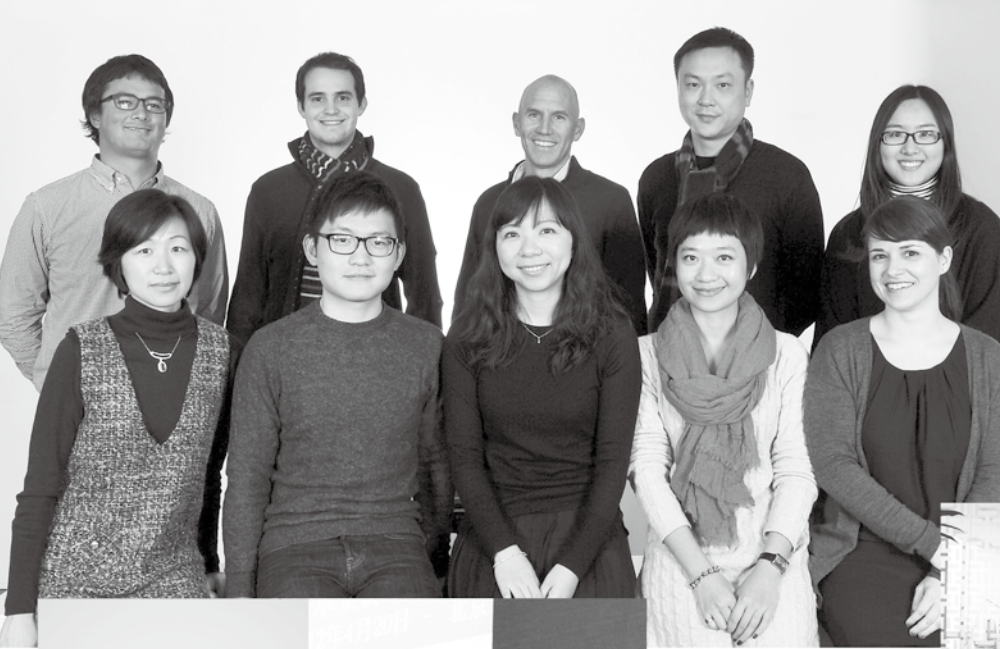
Jianping Gao Representative China

## Outlook 2013

With an increasing interest from our stakeholders, there is no doubt that 2013 will see another year of building projects and programs in Education, Research and Innovation. We are keen to develop new services for communities, like the universities of applied science that are actively preparing strategies for their activities in China. We also sense a growing interest from Swiss startups to explore what China can offer. With new colleagues across the various offices in China, we are ready to work together to innovate with our Swiss colleagues from the fields of Education, Research and Innovation.

## 展望2013

鉴于合作伙伴们日益增长的兴趣，毋庸置疑，2013年我们又会在教育、研究和创新领域开展新的项目和活动。我们热衷于为那些正计划向中国发展的，包括应用技术大学在内的瑞士各个团体提供新的服务，协助它们更好地在中国规划和开展活动。我们也感受到了瑞士创业公司对中国的兴趣正在不断膨胀。我们将和中国各办事处的新同事们一起，与瑞士方面在教育、研究和创新上展开进一步合作。



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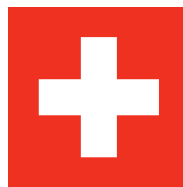
Sina Weibo





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