

# Newsletter

of the Embassy of Switzerland in the People's Republic of China

October 2009

## A word from the Ambassador

To **keep close contact with expatriate Swiss communities** and inform them regularly about significant events potentially affecting them or simply forward news of general interest is an important task of Swiss official representations abroad. A new instrument has therefore been designed in order to serve this purpose. From now on, you will regularly (four times a year) receive per email a **Newsletter** like this one that aims at keeping you informed and at reinforcing your connection with official Switzerland. This edition being the first one, your **comments and reactions** are more than welcome. It will help us improve and respond better to your needs and concerns. So please do not hesitate to send us your comments at [bei.vertretung@eda.admin.ch](mailto:bei.vertretung@eda.admin.ch)



*Ambassador Blaise Godet*

With my best regards

Blaise Godet

## Important upcoming event

**Upcoming visit of Mrs. Widmer-Schlumpf to China:** Federal Councillor Eveline Widmer-Schlumpf, Head of the Federal Department of Justice and Police, will pay an official visit to the People's Republic of China between **23<sup>rd</sup> and 27<sup>th</sup> October 2009** at the invitation of her counterpart, Public Security Minister H.E. Mr. Meng Jianzhu. She will visit **Shanghai and Beijing**, meet with local and central government officials as well as Swiss communities.



*Federal Councillor Eveline Widmer-Schlumpf*

**3<sup>rd</sup> Bilateral Dialogue on Intellectual Property Rights:** In the first week of November 2009 in Beijing, a Swiss government delegation, led by Professor Felix Addor, Deputy Director General of the **Swiss Federal Institute of Intellectual Property (IPI)**, will hold official talks with China on the occasion of the **3<sup>rd</sup> round of the bilateral dialogue** between Switzerland and China on Intellectual Property Rights (IPRs) which are of key importance for both economies.

**19<sup>th</sup> Session of the Joint Economic Commission:** On the 24<sup>th</sup> of November 2009, a Swiss delegation led by Ambassador Monika Rühl will be in Beijing to attend the **19<sup>th</sup> Session of the Joint Economic Commission**. This annual session, held alternatively in Switzerland and in China, offers the opportunity to exchange views on various economic issues concerning both countries, be it market access, Free Trade Agreement, investments or positions at the WTO, for instance.



*Ambassador  
Monika Rühl*



*Prof. Felix  
Addor*

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## Important news to the Swiss community

### Information for the Swiss community concerning A/H1N1 flu

Please reserve the evening of 14<sup>th</sup> October 2009 in your calendar. There will be an information meeting concerning **swine flu**. Details will follow as usual via Email.

### Swiss Revue online

From next year onwards, **the Swiss Revue will be sent out electronically**. In its next edition, you will be advised about the details on how to register in order to receive the Revue by Email or continue to receive the paper version.

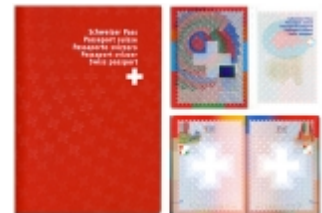
### Biometric Swiss passport (Pass 10)

From next year onwards (1<sup>st</sup> March 2010) new Swiss passports with biometric data will be issued. Please find more information in German, French and Italian on the following website - [www.schweizerpass.ch](http://www.schweizerpass.ch).

## Economic news

**Visit of State Secretary J.-D. Gerber:** On the 8<sup>th</sup> and 9<sup>th</sup> of September, State Secretary for Economic Affairs Mr. Jean-Daniel Gerber was in Beijing for meetings with Vice-Ministers of the Ministry of Commerce and of the General Administration for Quality Supervision, Inspection and Quarantine (AQSIQ). During his stay, he also had the opportunity to meet Swiss business people and to visit a Swiss-Chinese Joint Venture. He then spent the next two days in Dalian to attend the summer session of the **World Economic Forum**.

**2<sup>nd</sup> Meeting of Environmental MOU Working Groups (8.09.09):** Also on the 8<sup>th</sup> September, a 12 members strong Swiss delegation under the lead of **Mr. Hans Peter Egler**, Head of Trade Promotion at the State Secretariat for Economic Affairs, met with representatives of the Chinese Ministry of Commerce in the second meeting of the Environmental Memorandum of Understanding (MOU) which took place at the China International Fair for Investments and Trade (CIFIT) in Xiamen. The main objective of the MOU meeting was to explore the possibilities of a more intense **bilateral cooperation in environmental technology** and identify the exact fields where such a collaboration could take place.



State Secretary Jean-Daniel Gerber



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**Swiss Business Hub New Investment Promotion Team:** Beginning next year, the **Swiss Business Hub China** will take over the responsibility for the Investment Promotion. This task is currently still being performed by the private company Generis AG. A transfer of technology and education process is presently underway. The Hub would like to seize this opportunity to thank Generis AG for the cooperation and support. In the future, the investment promotion team will consist of one member in Switzerland and three at the Beijing office:

**Mrs. Liv Minder**, Investment Promotion Director  
**Mrs. Grace Ji**, Deputy Investment Promotion Director  
**Mrs. Nicole Wang**, Investment Promotion Officer



*The new Beijing investment promotion team*

## Cooperation news

The Science, Education and Health Section invites **Alumni of Swiss universities** to participate in a **networking event at the Today Art Museum on 15<sup>th</sup> October 2009** – an opportunity for the various Beijing chapters of Alumni organizations which have been established in the past months to meet and exchange experiences. Furthermore, several Swiss universities and schools will be present at the **China International Education Fair 2009** to promote Swiss excellence in education and research (Beijing: October 17/18). **State Secretary for Education & Research Mauro Dell'Ambrogio will visit China** from November 15 to 19, 2009, to deepen the Sino Swiss Science Cooperation and discuss future cooperation with his Chinese counterparts.



*State Secretary Dell'Ambrogio*

## Cultural news

**“Arch/Scapes: Negotiating Swiss architecture and landscape”:** To showcase Switzerland's know-how and creativity in a highly topical field in today's China, the Embassy is presenting till 19<sup>th</sup> October 2009 at Beijing **Today Art Museum** this exhibition from the Swiss Architecture Museum in Basel. It will then be on show at the Hong Kong / Shenzhen Architecture Biennial starting mid-December.



**Support your Embassy !** Between 17<sup>th</sup> January and 14<sup>th</sup> September 2010, Switzerland and the People's Republic of China are going to celebrate **the 60<sup>th</sup> anniversary of their diplomatic relations**. The Embassy plans to organize in relation with this anniversary a certain number of cultural events. People or

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companies interested to **sponsor a cultural project** in this context are invited to take contact with the Culture and Media Section of the Embassy to explore possible cooperation.

***For more information on upcoming cultural events, please check the Embassy's website under "Events"***

## List of Swiss institutions (with contact details)

### SwissCham Beijing

Suite 100, CIS Tower, 38 Liangmaqiao Road, Chaoyang District  
Postcode: 100125  
Tel: +86 10 8531 0015  
Fax : +86 10 6432 3030  
E-Mail: [info@bei.swisscham.org](mailto:info@bei.swisscham.org)  
Website: [www.swisscham.org](http://www.swisscham.org)  
(also in Shanghai, Guangzhou and Hong Kong)

### Switzerland Tourism

610 Scitech Tower, 22 Jianguomenwai Dajie  
Postcode: 100600  
*New address starting 1<sup>st</sup> December 2009*  
*Prosper Center, Tower 1, Room 609, No. 5 Guanghua Road*  
*Postcode: 100020*  
Tel: +86 10 6512 0974  
Fax: +86 10 6512 0973  
E-Mail : [info.cn@switzerland.com](mailto:info.cn@switzerland.com)  
Website: [www.myswitzerland.com.cn](http://www.myswitzerland.com.cn)  
(Also in Shanghai and Hong Kong)

### Swiss Society Beijing

E-Mail: [info@ssbj.net.cn](mailto:info@ssbj.net.cn)  
Website: [www.ssbj.net.cn](http://www.ssbj.net.cn)

### Beijing Swiss Study Centre

Beijing Foreign Studies University, main building, Room 203  
Tel: +86 10 8881 6306  
E-Mail: [ces\\_bfsu@yahoo.cn](mailto:ces_bfsu@yahoo.cn)



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## News from the Embassy

### *Focus on ... the Culture and Media Section*

The main objective of the Culture and Media Section is to foster mutual understanding by encouraging cultural contacts between Switzerland and China. It acts as a support for Swiss artists who want to present their work to the Chinese public. It also contributes to implement Switzerland's cultural external policy. In order to do so, this Section stays in close contact with all relevant cultural institutions in Switzerland, with all Swiss official representations in China, with Chinese official and non-official cultural institutions as well as with Chinese artists. As for the media, this Section acts as focal point for all issues related to media institutions active in China, be they Chinese or foreign. Last but not least, this Section is entrusted with the implementation of the Presence Switzerland's (PRS) program in China between 2007 and 2011.

*Presently five people are working within this Section: Mr. Terence Billeter (Head of Section), Mr. Olivier Roos (Deputy Head of Section and Executive Manager PRS), Mrs. Yang Yumei (Pro Helvetia Coordinator), Mrs. Li Dan (PRS Project Officer) and Mrs. Gao Hang (Cultural Project Officer).*



*The Culture and Media Section*

## Contact

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Embassy website: [www.eda.admin.ch/beijing](http://www.eda.admin.ch/beijing)



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