

Newsletter

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

February 2011

A word from the Ambassador

Dear fellow citizens,

2010, the Year of the Tiger has been rich in bilateral visits and successful events to celebrate **the 60th anniversary of diplomatic relations** between Switzerland and the People's Republic of China. Now, 2011, it is time to welcome the **Year of the Rabbit** which according to the Chinese culture symbolizes rest and respite. However, there will be no respite in the bilateral relations between Switzerland and China which will thrive further in 2011 with a rich diplomatic agenda and cultural events.

In 2011, the Swiss Confederation also has a new **President: Mrs Micheline Calmy-Rey**, Federal Councillor and Head of the Federal Department of Foreign Affairs. Furthermore in the previous year the Embassy's network of representative offices saw several changes. Consequently, let me welcome our three newly appointed Consuls General: **Mr Heinrich Schellenberg** in Shanghai, **Mrs Rita Hämmerli-Weschke** in Hong-Kong and **Mr Ulrich Hunn** in Guangzhou. I would like to seize the opportunity to thank the three outgoing Consuls General, Mr William Frei, Mr Hans-Jakob Roth and Mr Werner Nievergelt for their great contributions to the Swiss Community and the bilateral relations between our two countries.

Finally, **I wish you and your families all the best for the Year 2011!**

With my best regards

Blaise Godet



Happy New Year of the Rabbit!



The Federal Council in 2011, with Mrs Micheline Calmy-Rey (in the centre) as President

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Upcoming events

Fête de la Francophonie, 14-20 March 2011

This year Switzerland will propose screenings of the film "**Déchaînées**" (2009, directed by Raymond Vouillamoz) in a number of Chinese cities and participate in a musical tour of nine concerts across China. In a **literature conference** in Beijing, the work of Swiss author **Jacques Chessex** will be presented.

Exhibition "La Suisse Plurielle" – Switzerland and Migration

In mid March 2011 the exhibition "La Suisse Plurielle" will take place at the China University of Political Science and Law (Changping campus). It investigates the nature of immigration today, looking at the Swiss cities of Bern, Lausanne and Lugano. A photography contest and workshops will be organized on the theme "immigration and culture fusion".

Exhibition "From Pyramids to Spacecraft", March 20-30 2011

The exhibition "From Pyramids to Spacecraft" will take place at the Beijing University of Astronautics and Aeronautics. Works of Swiss-Italian architects Andreas Vogler and Arturo Vittori, the founders of "Architecture in Vision" studio, will be exhibited.

Mid-April 2011 visit of Federal Councillor Didier Burkhalter

Head of the Federal Department of Interior Affairs (including Education, Science, Health and Culture), Federal Councillor Didier Burkhalter is scheduled to visit China mid-April 2011.

News to the Swiss Community

During the forthcoming Chinese New Year holidays the Embassy is closed from the 2nd until the 4th of February. The Embassy will reopen on the 7th of February.

The Embassy wishes all our compatriots in China a Happy New Year and all the best in the upcoming year of the Rabbit!



*Swiss group
Aliose – Alizé
Oswald and
Xavier Michel*



*Sylvie S from
Congo-Brazzaville has
been living in
Switzerland
for five years (Photo: E. Rieben)*



*Federal
Councillor
Didier
Burkhalter*



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Economic news

20th Joint Economic Commission

The 20th Joint Economic Commission between Switzerland and China took place in **Geneva** on the **20th of January 2011**. This annual meeting between the State Secretariat for Economic Affairs (SECO) and the Ministry of Commerce (MofCom) allowed both sides to review the development of their economic relations as well as their prospects and to raise some specific economic issues.

Political launch of the FTA negotiations

At the margins of the World Economic Forum (WEF) in Davos (26-30 January 2011) Federal Councillor **Johann Schneider-Amman**, Head of the Federal Department of Economic Affairs, met on the **28th of January 2011** with Minister of Commerce **Chen Deming** for a bilateral meeting followed by a working lunch and a press conference. This represented a good opportunity to **discuss various economic issues** between both countries and to **launch the negotiations for a Free Trade Agreement** between Switzerland and China. A Memorandum of Understanding was signed in this regard. The first round of negotiations will take place in the coming months.



January 28, 2011 official launch of the negotiations for a Free Trade Agreement (Federal Councillor Johann Schneider-Amman and Minister of Commerce Chen Deming at the World Economic Forum of Davos)

China Overseas Investment Fair & Awareness Building Seminar

The Trade & Investment Promotion team of OSEC participated in an "Overseas Investment Fair", taking place in Beijing on **2-3 of November 2010**. Along with Switzerland about 80 official location promotion bureaux from all over the world presented their countries to the visitors.

Cosmoprof Asia 2010

The 15th edition of Cosmoprof Asia, the continent's largest exhibition for cosmetics and beauty trade took place in Hong Kong on **November 9-11 2010**. Among the over 1500 exhibitors for this annual exhibition, there was a presence of 14 Swiss companies grouped in a Swiss pavilion organized by OSEC. The Swiss Consulate General in Hong Kong supported OSEC.



The Swiss booth in the exhibition hall (Overseas Investment Fair)

Chengdu – Seminar and Roadshow

The Switzerland Trade & Investment Promotion organized an investment Seminar in Chengdu on **November 9-11 2010**. Chengdu is not only a booming town for foreign companies, but also for Chinese domestic firms. The event aimed at informing internationally oriented Chinese companies about the advantages of setting up a headquarter location in Switzerland. After the



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seminar company-visits, so-called "Roadshows", were organized in order to personally introduce Switzerland to local managers and entrepreneurs who are interested in knowing more about establishing a business abroad. The seminar was attended by around 60 participants. The IT Company Maipu established a business in Zug, Switzerland right after the event. The company is a professional supplier of IT network equipment and famous for its routers.



The last stop on the Chengdu Roadshow, an international Chinese company called Maipu which produces internet routers.

Cooperation news

Technical Workshop on Diesel Particle Filter Retrofit for on-road and off-road applications

This workshop was organized in Beijing on **October 27-28 2010** by the Vehicle Emission Control Center of the Ministry of Environmental Protection (VECC-MEP), the Beijing Vehicle Emission Management Center (BVEMC), the Swiss Embassy and the International VERT-Association. It addressed the elimination of black carbon particles from diesel engines exhaust. A welcoming speech was given by the Swiss Ambassador, H.E. Mr Blaise Godet.

Launch of the Topten China Website

On **October 26 2010**, the World Wild Fund for Nature China (WWF), in cooperation with the Swiss Government and other partners, launched the **Topten China** website (<http://www.top10china.cn>) which is a guide to the best energy saving products. **Topten was first launched in Switzerland in 2000.** Since then more than 12 European countries as well as the United States and now China have established their own website.

The ACCC Adapting to Climate Change in China Project also launched its own website (<http://www.ccadaptation.org.cn>). This project is a major cooperation between Switzerland, the UK and China doing policy research on climate change adaptation.

Workshop on Elements of a Sustainable Trade Strategy for China

On **November 12 2010** Chinese, Swiss and international officials gathered for a **dissemination meeting on a China Sustainable Trade Strategy**. The purpose of this project developed by the International Institute for Sustainable

Swiss Ambassador, H.E. Mr Blaise Godet giving his welcome speech



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Development (IISD) and the Development Research Center of the State Council and being supported by the Swiss State Secretariat for Economic Affairs (SECO) was to explore some of the key elements that could be the basis for a sustainable trade strategy for the Middle Kingdom. The results are collected in the book "Elements of a Sustainable Trade Strategy for China".

"Think about our Climate "

The Embassy of Switzerland presented the exhibition "**Think about our Climate**" at the Beijing Normal University from **December 3-9 2010**. An opening seminar was organized on the topic "Climate Change – The Role of Education, Science, Culture and Development Cooperation". **Climate Trail**, the scientific part of the exhibition, and **Affected – the Human Face of Climate Change**, an artistic photo exhibition by Mathias Braschler & Monika Fischer, were well received by students and researchers. The exhibition will continue to travel to Suzhou (May) and Wuhan (August) during 2011.

Visit of National Councillor Ruedi Noser

National Councillor Ruedi Noser visited Beijing in January 2011 and presented an outlook to the **World Engineers Convention (WEC)** to a number of Chinese players in the area of science and technology. The WEC takes place every four years and will be hosted in Geneva in September 2011. An important Chinese delegation is expected to travel to Switzerland for this occasion.

Annual New Year's celebration of the Swiss Section of the WRSA

The annual New Year's celebration of the Swiss Section of the WRSA was held in Beijing on **January 15 2011**. On this occasion Ambassador Godet presented to the audience a retrospective about the celebration of 60 years of the bilateral relations between Switzerland – China which took place in 2010.

Cultural news

Swiss Design Award

On its journey around the world the **Swiss Design Award** stopped in Beijing on **December 2010** at the **Academy of Arts and Design of Tsinghua University** to present a showcase of award-winning and nominated projects during a joint exhibition. **Geneva University of Art and Design (HEAD)** associated themselves to present Swiss Fashion including all garment propositions of



Think about our Climate, December 2010



Celebration of the WRSA, with the President of the Swiss section Prof. Duanmu Mei (down on the right)



Sunglasses of the young Zurich label "strada del sole", designed



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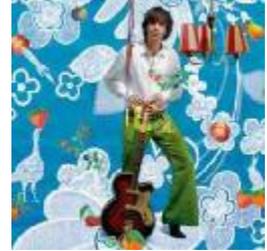
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Shanghai Expo Swiss Pavilion's guides and a selection of best design works 2009 – 2010. The exhibition also gave the opportunity to students to join workshops and lectures given by **Mrs. Heidi Wegener**, curator of Swiss Design Award and **HEAD representatives**. Thanks to Pro Helvetia's support young Swiss industrial designer, **Mrs. Sandra Kaufmann**, nominated in the category "Product Design", also came to Beijing to exchange her experience with professors and students of the Visual Art Center of Tsinghua University.

by Sandra Kaufmann



François Vé last CD project "La tentation du sel"

François Vé Concert in Beijing

Swiss musician **François Vé** played in **December 2010** at **Jiang Hu Liveshow Bar**. François Vé has a taste for depiction, a love for words, a playful opinion and he likes counterpoints. On his journey around the world, François Vé made a stop in China to introduce his last project "La tentation du sel". A journey to write, play, compose, film and to record sounds. It's an urge to catch a multi-speed world, to narrate it by changing the point of view, to talk about love through the idea of salt.

Mya Audrey Trio China Tour

Swiss/English singer-songwriter and pianist **Mya Audrey** is back to China. For this 2011 China Tour, Mya Audrey has chosen to perform her songs live together with another experienced musician **Werner Tian Fischer** (Guitar, Vocals). In each concert the Radio songs come alive and are interpreted freshly and anew in a jazzy way. Its wide dynamic range, its tightness and great intensity allows this duo to uncover the essence of Mya's original songs. The duo performed in January 2011 at **CD Blues & Jazz Café** in Beijing.



CD «Sudden Breeze» by Mya Audrey

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News from the Embassy

Focus on ... the Chancery

The Chancery of the Embassy of Switzerland in Beijing acts as a link between the Swiss residing in the Embassy's consular district and their home country. We register newly-arrived Swiss citizens, issue passports and other documents of identification and provide assistance to Swiss citizens in need.

Furthermore it is also our assignment to give administrative support to those compatriots who are facing a new stage in personal life such as giving birth to a child, getting married, getting divorced or even register the passing away of a loved one.

Our aim is to support Swiss Citizens in every administrative task which they have to fulfil and which concerns their home country.

The chancery is also responsible for the administrative functions within the Embassy's operations.

Contact

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*Standing (from left): Anita Kohler, Sabine Wyrsh, Astrid Bischof, Zhou Jingren, Wei Qian
Kneeling (from left): Andrea Buchegger, Hansruedi Fankhauser, Claudio Facheris
(missing: Marco Tschuy, Susanne Kron)*



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