

# Newsletter

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

February 2012

## A word from the Ambassador

Dear Friends of Switzerland,

Xin nian kuai le!

As we enter the Year of the Dragon, let me wish you and your families a happy and blessed New Year! Fifth animal of the Chinese zodiac, the dragon stands for ambition as well as honesty, good luck and confidence. This mythical animal is indeed an appropriate symbol for the Sino-Swiss bilateral relations.

We started this year with a newly composed Federal Council. After 10 years in office, the head of the Federal Department of Foreign Affairs, Federal Councilor Micheline Calmy-Rey, stepped down at the end of last year. Parliament elected Alain Berset to the Federal Council, and Federal Councilor Didier Burkhalter took over the Ministry of Foreign Affairs.

2012 promises to be a dynamic year and I am confident that we will see a continuation of both, the very well established exchange between Swiss and Chinese ministers, as well as ongoing expert level contacts. We look forward to welcoming Federal Councilor Doris Leuthard, who will be on board the inaugural flight Zürich-Beijing by Swiss International Airlines on February 12<sup>th</sup>. While in Beijing, Federal Councilor Leuthard will hold talks with her counterparts from different ministries. The establishment of the direct flight between Zurich and Beijing has been highly anticipated and illustrates the ever increasing exchange and dynamism between the two countries. To give you an example, we witnessed an increase of 57% in visa applications for Switzerland in 2011 alone!

On the cultural front, the renowned Swiss string quartet Terpsycordes will play in Beijing, Shanghai and other cities in the second half of March and the Cajun music trio Mama Rosin will bring their energy to eight Chinese cities for the week of the Francophonie at the end of the same month. Also in March, the opening of the last leg of the "Einstein exhibition" is planned in Wuhan. It will bring to an end the very successful tour of this exhibition in China during the last 15 months.

These are only a few of the highlights and events planned for the next coming month. You will find a more detailed outlook in this newsletter, on our website, or – in Chinese - on our newly created weibo account (<http://www.weibo.com/swissembassy>).

With my best regards,

Blaise Godet



*Ambassador Blaise Godet*

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February 2012

## Upcoming events

### Mama Rosin China Tour

Somehow Mama Rosin found the original soul of Louisiana on the banks of Lake Geneva!

With their Cajun and zydeco music - mixed with rock'n'roll - the trio seriously shakes up the traditional genres: You will see that the only constant is the desire to move, dance. Cajun music was brought to Louisiana by French immigrants from Canada, where fast rhythms met slow waltz. Zydeco music further added Afro-Caribbean rhythms. Songs are sung in French and in Creole. The vocals are usually very high and loud, so everyone even in the very back can hear them! They will tour in China in the framework of the week of the Francophonie together with other bands from Canada, France and Belgium between March 22<sup>nd</sup> and 31<sup>st</sup>. Their itinerary includes **Jinan (22.03)**, **Qingdao (23.03)**, **Beijing (24.03)**, **Chongqing (26.03)**, **Chengdu (28.03)**, **Shanghai (29.03)**, **Guangzhou (30.03)** and **Macao (31.03)**.



Mama Rosin China Tour

### Movie Screening "Cœur Animal"

Paul lives in the Swiss mountains near the timberline. He loves his wife even less than his animals. When he employs a new Spanish seasonal worker, things start to change ... Included in the framework of Francophonie, this award-winning movie (Séverine Cornamusaz, 2009) will be shown in **Beijing, Shanghai, Chengdu, Chongqing, Xi'an, Jinan, Qingdao, Nanjing, Canton, Wuhan, Tianjin, Dalian and Hangzhou, throughout the month of March** (please check the Embassy website for updated information).



Movie "Coeur Animal"

### Terpsycordes Concerts

The Terpsycordes Quartet, based in Geneva, was founded in 1997. Drawing vitality from their contrasting origins (Italy, Bulgaria and Switzerland), its members offer dazzling performances to audiences of major concert seasons and festivals around the globe. The muse Terpsichore is their constant inspiration – music's daughter linking earth and spirit: terre (earth), psy (spirit), cordes (strings). Their repertoire includes Darbellay, Ligeti, Mendelssohn, Dvořák, Mozart and Schubert. They will perform on **March 17 in Beijing and March 23 in Shanghai** (other cities: dates and venues to be confirmed).



Terpsycordes



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# Newsletter

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

February 2012

## Plonk & Replonk Exhibition Tour

Plonk et Replonk, an edition collective from the Swiss city of La Chaux-de-Fonds, are well known in Switzerland for their ironic-poetic vision of their home country. Influenced by American underground culture, the duo likes to twist stereotypes. Funny but sometimes delirious, their images of a redesigned past create an exhibition which will prove interesting for a curious public wanting to see Switzerland under a more provocative angle. In the beginning, the two Froidevaux brothers Hubert and Jacques distinguished themselves through the creation of postcards: They redesigned, re-edited and distorted postcards often drawn from Swiss myths with a deep sense of absurd humour. In collaboration with Alliances Françaises, the Embassy will organize exhibitions in **Guangzhou, Nanjing, Beijing, Xi'an, Qingdao, Dalian, Hong Kong and Tianjin** from **March to December**. One of the artists will be present for the first three openings from **March 23<sup>rd</sup> to April 8<sup>th</sup>**.



Plonk & Replonk: *La Mardialisation du Monde (The World Tuesdalization)*

## 3rd Reception of the St. Gallen Symposium in Beijing

The 3rd Reception of the St. Gallen Symposium in Beijing will be hosted by the Swiss Ambassador to China at his residence in **early April**. It is an occasion where entrepreneurs, researchers, government officials meet and exchange ideas with students and young professionals, or—"leaders of tomorrow" during a symposium discussion and Q&A session. The first two receptions were held at the Residence respectively in 2010 and 2011, with the topic of "Future of Entrepreneurial China" and "Envisioning China's Future Business Leaders—Core Competencies for Tackling Long-Term Economic Challenges."

## Economic news

### Top10 China Network Event

The Embassy of Switzerland, jointly with the Sino-Swiss Chamber of Commerce (SwissCham), WWF and Top10 China, organized a network event entitled "Develop your business through energy efficiency" on **November 14<sup>th</sup>, 2011** in the Hilton Hotel Beijing. The event's objective was to provide information about Top10 China, a consumer oriented online search tool financially supported by the *Swiss State Secretariat for Economic Affairs (SECO)*, aiming at tackling climate change and pollution through promoting the best appliances in terms of energy efficiency for various kinds of products (cars, refrigerators, electronics, lamps, etc.) and at pushing for market transformation. Over 80 representatives



Panel discussion, Top10 China Network Event



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# Newsletter

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

February 2012

participated in the event mainly from media, business, including producers, and NGOs. The audience was composed by a large number of Chinese auditors and a smaller group of international attendees. Interesting speeches were pronounced by H.E. Ambassador Blaise Godet, as well as by Mr Jim Gradoville, Country Representative of WWF China and Mr Zhao Zhonghua, Director of Top10 China. Furthermore, Mr Jing Shengyao Taobao Senior Branding Corporation Manager underlined in his speech the impact of internet business in China.

## 5<sup>th</sup> Working Group Meeting of the Sino-Swiss Bilateral Dialogue on IPR Issues

A delegation from the *Swiss Federal Institute for Intellectual Property (IPI)* headed by their Deputy Director Dr. Felix Addor attended the **5<sup>th</sup> Working Group Meeting of the Sino-Swiss annual dialogue on IPR issues** from **November 21<sup>st</sup> to 25<sup>th</sup>, 2011**. On this occasion, a roundtable has taken place, the first of its kind in the framework of the IPR dialogue in China, which has proven to be a true success with the participation of more than twelve representatives of Swiss and Chinese companies. A series of bilateral meetings with Chinese agencies, academics and experts involved in IPR issues have also been held. The next round is foreseen to take place in November 2012, probably in China again.



*Bilateral Meeting with SIPO (State Intellectual Property Office of the People's Republic of China)  
5th Working Group Meeting of the Sino-Swiss Bilateral Dialogue on IPR Issues*

## Upcoming visits:

### Federal Councilor Ms Doris Leuthard

From **February 12<sup>th</sup> to February 14<sup>th</sup>, 2012**, **Federal Councilor Ms Doris Leuthard**, Head of the *Federal Department of the Environment, Transport, Energy and Communications (DETEC)*, will pay a short visit to Beijing. She first will participate at the inaugural flight of *Swiss International Airlines* from Zürich to Beijing and will join various official meetings at relevant Ministries. She will be accompanied by a small business delegation with representatives from the field of environment, energy and transport.



*Federal Councilor Ms Doris Leuthard*

### Third Round of FTA Negotiations

After the third round of **Free Trade Agreement (FTA) negotiations** at the beginning of November 2011 in Montreux, Switzerland, the fourth round of negotiations will be held in China in **February 2012**.



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Embassy of Switzerland in China  
瑞士驻华大使馆



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# Newsletter

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

February 2012

## State Secretary Ms Marie-Gabrielle Ineichen-Fleisch

**State Secretary Ms Marie-Gabrielle Ineichen-Fleisch**, Director of the *State Secretariat of Economic Affairs (SECO)* and *Director of the Foreign Economic Affairs Directorate* will pay a visit to China at the **end of March 2012** with numerous official meetings scheduled.



State Secretary Ms Marie-Gabrielle Ineichen-Fleisch

## Cultural news

### Tonhalle Orchestra Zurich with Chief Conductor David Zinman

After more than 20 years the Tonhalle Orchestra Zurich returned to China in **November 2011** together with chief conductor David Zinman, one of the world most renowned conductors. It performed in **Shanghai and Beijing**.



Tonhalle Orchestra Zurich

### Screening of award-winning movie "Pane e Tulipani"

In the framework of the Italian Language Festival, the Swiss romance "Pane e Tulipani" was shown on **November 18<sup>th</sup> and 29<sup>th</sup>** at the **Italian Culture Center, Beijing**.



Movie Pane e Tulipani

### In the Garden of Sounds - 2011 IDOCS International Documentary Forum Screening

As part of the 2011 IDOCS International Documentary Forum, the Swiss documentary *In the Garden of Sounds* was shown on **December 13** at the Beijing Film Academy.

### Roman Signer's Talk in UCCA – Like a Wisp of Smoke

Roman Signer is surely one of Switzerland's most important artists, whose works variously combine explosions, collisions, time-sculpture and live action. Roman Signer's works can be created and presented anywhere in the world.



Roman Signer's Talk in UCCA – Like a Wisp of Smoke



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# Newsletter

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

February 2012

His rain boots, his moving body through fireworks or his kayak are all metaphors of how independent spirits live in our time. On **December 17**, Roman Signer gave an introduction on his art actions and explored the impact of his work. Chinese renowned artists Wang Jianwei and Qiu Zhijie were present as guests

## Max Frisch books launch

Max Frisch is considered as one of the most important Swiss writers of the twentieth century. His work also stands as a symbol of post-war literature in Switzerland. The publishing of four novels in Chinese ("Montauk" "Bluebeard" "Bin, or the trip to Beijing" and "Man in the Holocene") was launched with literature experts and amateurs on **January 8**, 2012 at Kubrik Books MOMA. This new collection has been made possible through a collaboration between the City of Lugano and Chuchen Books Beijing under the "Cultures Exchange Project". It commemorates Frisch's 100<sup>th</sup> birth anniversary.



*Max Frisch books launch*

## Cooperation news

### Intensive events in November addressing China's Clean Air Policy

In the past months, a heated debate on particle matters with a diameter of less than 2.5 microns (PM 2.5, an indicator for air pollution) took place in the Chinese community. The Chinese Ministry of Environmental Protection recently announced its agenda in upgrading the gauge of air quality. The Sino-Swiss cooperation programme - Clean Air and Climate Change Legislation & Policy Framework (CCLP) contributes to this process in various manners. At legislation level, the first Climate Change Law is under discussion. Therefore Switzerland is giving valuable inputs to the revision of the existing Air Pollution Prevention and Control Act as well as support to the development of the City Clean Air Action Plan. On November 2011, 6 workshops were held for this reason with topics ranging from China Clean Air Legislation to air pollution monitoring and modeling, to vehicle emission inventory and black carbon emission control technologies.



*Swiss experts during a workshop on off-road construction machines and diesel particle filters.*



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# Newsletter

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February 2012

## Two high level International Conferences

During the last three months two high level international conferences took place. The outcomes of those fora, will have an important impact on the development of our cooperation with China. From November 29th to December 1st the **High Level Forum on Aid Effectiveness was held in Busan**, South Korea. Organized by the Organization for Economic Cooperation and Development (OECD), the High Level Forum was also attended by a Swiss Delegation. After negotiations the forum ended with an outcome document that for the first time also included emerging donors and private companies in a development aid framework. The second important conference held was the Climate Conference in **Durban, South Africa**. From November 28th until December 11th government parties discussed about measures to address Climate Change. During the side-events the Adapting to **Climate Change** in China (ACCC) project, which is co-financed by SDC was presented and generated much interest.

## Visit of Ambassador Martin Dahinden and National Councilor Maya Ingold

On December 2nd Ambassador Martin Dahinden, the Director General of SDC, paid a short visit to the Swiss Embassy in Beijing. He was accompanied by the National Councilor Ms. Maya Ingold. During the visit the delegation met with Mr. Yu Jianchua, the Assistant Minister of the Chinese Ministry of Commerce (MOFCOM), in order to reinforce the Sino-Swiss relationship in the field of development and cooperation.



*Ambassador Martin Dahinden*



*National Councilor Maya Ingold*



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# Newsletter

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February 2012

## News from the Embassy

### ***Focus on ... the team of the Swiss Business Hub China (SBH)***

"The Swiss Business Hub China (SBH) is located within the premises of the Swiss official representations in China (Swiss Embassy in Beijing and Consulate generals of Switzerland in Shanghai and Guangzhou) and it is a network partner of OSEC Business Net-work Switzerland, the centre of excellence for Swiss foreign trade promotion. The goal of SBH is to develop and strengthen business relations between Swiss and Liechtenstein based companies in the People's Republic of China. Therefore the SBH supports Swiss companies to explore the highly interesting - but also very challenging – market in China. The SBH is also responsible for the inward investment promotion. More and more Chinese companies are setting up legal entities in Europe and it is task of the SBH to explain to these firms what are the advantages of being located in Switzerland in order to steer their European activities and beyond.

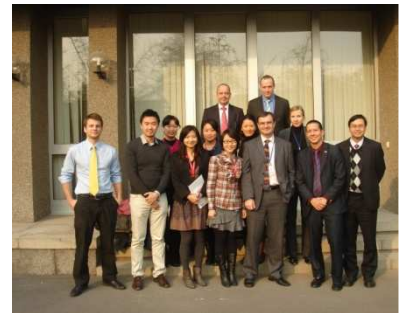
For both trade and investment promotion the SBH China employs 10 people in its three offices (main office: Beijing; antennas in Shanghai and Guangzhou). In order to fulfill the mandates with maximum efficiency and know-how the SBH works in close cooperation with a pool of experts in specific sectors and segments of the Chinese market ([www.poolofexperts.ch](http://www.poolofexperts.ch))."

### ***Organisation of the Swiss Abroad***

The Organisation of the Swiss Abroad (OSA) is the body responsible for matters relating to the Swiss abroad

- Informing: The OSA informs the Swiss living abroad about Switzerland and its current affairs.
- Linking: The OSA is committed to maintaining strong links between Swiss expatriates and our country. It offers a wide range of services for this purpose.
- Lobbying: 10% of the Swiss population live abroad. That is why it is so important to look after Swiss expatriates' interests in our country.
- Advising: The OSA provides free advice to Swiss expatriates and to any Swiss citizen wishing to emigrate or return to Switzerland.

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



*The Team of the Swiss Business Hub China(SBH)*



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# Newsletter

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

February 2012

## List of Swiss institutions (with contact details)

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E-Mail: [info@bei.swisscham.org](mailto:info@bei.swisscham.org)

Website: [www.swisscham.org](http://www.swisscham.org)

(local branches also in Shanghai, Guangzhou and Hong Kong)

### Switzerland Tourism

Prosper Center, Tower 1, Room 609, No. 5 Guanghua Road

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Website: [www.myswitzerland.com.cn](http://www.myswitzerland.com.cn)

(also in Shanghai and Hong Kong)

### Swiss Society Beijing

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