

Newsletter

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

May 2012

A word from the Ambassador

Dear Friends of Switzerland,

The beautiful season of the Magnolia blossom reminds us that spring has sprung, and that this year is already in full swing.

Indeed, we have witnessed a dynamic first quarter of 2012. In February, we welcomed Federal Councilor Doris Leuthard for an official visit to Beijing. She was accompanied by a high level business delegation. She held consultations with Vice Premier Zhang Dejiang, Environment Minister Zhou Shengxian, Minister of Water Resources Chen Lei, Transport Minister Li Shenglin and with the Director of the National Energy Administration Liu Tienan. Amongst others, the two sides agreed on creating a bilateral working group on energy issues as well as on a MoU on transport cooperation and environment. Federal Councilor Leuthard was also guest of honor on the occasion of the launch of the much anticipated direct flight Zurich-Beijing by Swiss International Airlines.

In March, State Secretary for Economic Affairs Marie-Gabrielle Ineichen-Fleisch visited Beijing, Shenzhen and Shanghai for official talks with several high level Chinese officials as well as meetings with business communities. State Secretary Ineichen-Fleisch also gave a highly acclaimed speech at Beijing Normal University and participated in a weibo-interview, the first of its kind organized by the Swiss Embassy, which was met with great interest by netizens.

Looking ahead, State Secretary for Science and Education, Mr Mauro Dell'Ambrogio will visit Beijing at the beginning of May for consultations and to sign a Memorandum of Understanding on Space Cooperation for Peaceful Purposes. Furthermore, two more rounds of the FTA negotiations are scheduled in May and September. And finally, Federal Councilor Schneider-Ammann, Head of the Federal Department of the Economy, is planning an official visit to China in July.

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 on our weibo account (www.weibo.com/swissembassy).

I wish you and your family lovely spring days.

With my best regards,

Blaise Godet



Ambassador Blaise Godet

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Upcoming cultural events

Stradivari quartet

Four Stradivaris, perfect musical instruments, find four musicians who bring all the depth of human emotion that music can express out of them. The Stradivari Quartet is made of Wang Xiaoming, Soyoung Yoon, Lech Antonio Uszynski and Maja Weber. What unites them is their love of music; what drives them is their enthusiasm for using their musical talent to tell stories; technical perfection being a basic precondition for these four virtuosos. They breathe life into two complementary works: the work of Stradivari and the works of the composers.

They will perform on **May 12** (Saturday) at the **National Centre for the Performing Arts in Beijing**.

Daniel Aeberli

Mr. Daniel Aeberli is a painter from Saint-Blaise (Neuchâtel). His painting tends to a quasi-philosophical plenitude. Playing indefinitely on the relationship between the sky and water with sometimes a vegetal barrier, he brings to his landscapes a vibration of colors and tones expressing an apparent reality which is indeed always subjective. Figurative at first sight, paintings by Aeberli are intellectual constructions that interpret an illusory nature. His painting is a game that combines colorful accords with a suggested nature, unrelated to any realism.

Works from Daniel Aeberli will be exhibited from **June 23 to July 23** at the **Grace Hotel, 798 Art District, Beijing**.

Windbone Festival

Windbone was formed with Swiss jazz musicians Robert Morgenthaler and Jean-Jacque Pedretti. This duo's chosen instruments, the traditional Swiss long alphorn and the sea-snail, give a unique twist to their variety of jazz. Windbone blend sounds from multiple genres; from electric to African, from classical to free style jazz, and in doing so they breathe fresh new energy into Europe's traditional rural instruments. Windbone have created quite a stir in their home country; the Swiss press has hailed them as true jazz masters, successfully bridging the gap between classical and modern. On May 5th, they will perform at the Beijing Hanggai Music Festival.



Stradivari quartet



Work from Daniel Aeberli



Robert Morgenthaler and Jean-Jacque Pedretti



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Syndrome WPW

"Destructive introvert, urban epileptic": Syndrome WPW's electronic laptopless show includes tragedy, neurosis and bullets. Far removed from traditional laptop electro live performances, it looks like nothing else. The audience gets a real punch during the performance, at the end of which the stage is nothing but a heap of ruins. He will start his China tour throughout 8 different cities in May and will perform on May 13th at the Hot Cat Club in Beijing.

INTRO Electronic Music Festival

On May 26th, DJ Seelenluft will perform together with DJ Michael Vonplon at the invitation of the 2012 INTRO Electronic Music Festival. Sitting in the back of Beijing's culture and art center 798 Art Zone, the scattered orderly industrial plants, crisscross pipelines in D-Park will merge with electronic music to provide the audience with an unforgettable experience. Seelenluft's tracks pop out in all song clusters since they have something that many songs are missing nowadays: a soul!

Economic news

Visit of Federal Councilor Doris Leuthard

From **February 12th to February 14th**, 2012, Federal Councilor Mrs. Doris Leuthard, Head of the Federal Department of the Environment, Transport, Energy and Communications (DETEC) paid a two-days visit to Beijing. She was received by Vice-Premier Mr. Zhang Dejiang, by Minister of Transport Mr. Li Shenglin, by Minister for Water Resources Mr. Chen Lei, by Minister of Environmental Protection Mr. Zhou Shengxian as well as by the Head of the National Energy Administration Mr. Liu Tienan. This visit allowed to deepen the cooperation in the fields of transportation and environment where a MoU will be signed as well as in the energy sector with the establishment of a working group. Mrs. Leuthard also participated in the launching ceremony for the inaugural direct flight between Zürich and Beijing operated by Swiss International Airlines. She was accompanied by a small business delegation active in the above mentioned fields.

2nd round of DTA Negotiations

From March 5th to 7th, a second round of negotiations for a new agreement on the avoidance of double taxation was held in Beijing.



Syndrome WPW



DJ Seelenluft



Federal Councilor Ms Doris Leuthard



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Visit of State Secretary Marie-Gabrielle Ineichen-Fleisch

State Secretary and Director of the State Secretariat of Economic Affairs (SECO), Mrs. Marie-Gabrielle Ineichen-Fleisch, paid an official visit to China where she spent five days (from **March 26th to 30th**), namely in Beijing, Shenzhen and Shanghai. She was received in Beijing by Vice-Minister Zhong Shan of the Ministry of Commerce, in charge of European Affairs, as well as by Vice-Minister Pu Changcheng of AQSIQ. In Shenzhen, she met with Vice-Mayor Chen Gaihu and in Shanghai with Vice-Mayor Ai Baojun. During her trip, she also, among others, hold a speech at Beijing Normal University as well as at the training center of the communist party (CTCSPMO), visited a few companies and had meetings in the three cities with the Swiss Business Community.



Ms. Marie-Gabrielle Ineichen-Fleisch (Left) shaking hands with Vice Minister Zhong Shan of the Ministry of Commerce

Upcoming visits and events:

5th round of FTA Negotiations

After a successful 4th round in Beijing, the fifth round of negotiations for a Free Trade Agreement will be held in China again in **May 2012**.

Visit of the President of the Swiss Bankers Association

The annual visit of the delegation of the Swiss Bankers Association, led by their President Mr. Patrick Odier, will take place in the first week of June. They will have some meetings in Beijing, then Shanghai and finally Hong Kong.



Mr. Patrick Odier (Left) shaking hands with Mr. Jin Liqun, Chairman of Board of Supervisors of CIC

21st Sino-Swiss Joint Economic Commission

The 21st annual meeting of the Joint Economic Commission will take place in China, probably in the **first week of July**. This meeting allows both countries to pass into review all the economic issues.

Visit of Federal Councilor Johann Schneider-Ammann

Federal Councilor Mr. Johann Schneider-Ammann, Head of the Federal Department of Economic Affairs, should pay an official visit to China **in the week of July 9th**. On that occasion, a Sino-Swiss Economic Forum will be organized on **July 10th, 2012**.



Federal Councilor Mr. Schneider-Ammann



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Swiss Business Hub China

Swiss Technology for Water Management

Under the patronage of the Embassy of Switzerland, the Swiss Business Hub, Sino-Swiss Chamber of Commerce (SwissCham China), swissnex China and Cleantech Switzerland organized, after the previous successful event in Nanjing, the second Swiss Technology for Water Management event in Beijing on April 20th 2012. The event's objective was to promote Swiss know-how in a highly competitive and challenging market. After an interesting welcome note from H.E. Ambassador Blaise Godet, the participants enjoyed the plenary session of Prof. Dr. Claudio R. Boër followed by a panel discussion and a Q&A session. Afterwards the participants had a chance to meet and exchange with professionals of the different companies and visit their booths. Innovative Swiss companies like ABB, Angst & Pfister, Hilti, HydroSwiss and Trunz Water Systems presented state of the art technologies from sourcing and distribution to waste water management. In several bilateral meetings the participants discussed the impact and possible opportunities for Swiss companies and their know-how in Chinese markets.



Welcome note from H.E. Ambassador Blaise Godet

Cultural news

Mama Rosin China Tour

In the framework of the Francophonie Festival, together with 3 other bands from Canada, France and Belgium, the Swiss band Mama Rosin toured in China between March 22nd and 31st. Their itinerary included **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 Tour

Movie Screening "Cœur Animal"

In the framework of Francophonie Festival, the award-winning movie Cœur Animal (Séverine Cornamusaz, 2009) has been shown in **Beijing, Shanghai, Chengdu, Chongqing, Xi'an, Jinan, Qingdao, Nanjing, Canton, Wuhan, Tianjin, Dalian and Hangzhou, throughout the month of March.**



Movie "Cœur Animal"

Terpsycordes Concerts

The Terpsycordes Quartet from Geneva, which is made of musicians from Italy, Bulgaria and Switzerland, has performed in **Beijing, Dalian, Shanghai and Dongguan from March 17 to 24.**



Terpsycordes



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Plonk & Replonk Exhibition Tour

The Plonk & Replonk exhibition opened on April 7 at Alliance Française's Xihai Center in Beijing. This exhibition was made in collaboration with Alliances Françaises in China and is being shown throughout the year in **Guangzhou, Nanjing, Beijing, Xi'an, Qingdao, Dalian, Hong Kong and Tianjin.**

Swiss Design in Hollywood

Swiss Design in Hollywood ran from March 19th to 26th in the Academy of Art and Design, Tsinghua University. It showed the impact of Swiss born designers and creators on many big screen successes. It showcased more than 35 exhibition panels and videos from 11 high-ranking Swiss designers, animators and conceptual artists. Two of the featured designers, Christian Lorenz Scheurer and Nicolas Imhof, visited Beijing as part of the exhibition and shared their personal experiences of working in Hollywood with students and movie lovers.

Science, Education and Health news

Visit of State Secretary Mr. Mauro Dell'Ambrogio

State Secretary for Education and Research, Mr. Mauro Dell'Ambrogio paid a visit to Beijing on the 3rd of May. During his stay in the capital he signed a Joint Document on Space Cooperation for Peaceful Purposes with Mr. Chen Qiufa, Administrator of the China National Space Administration. The joint document seeks to strengthen the already existing cooperation in the field of Space Science, emphasizes the need to establish a structured dialogue and underlines the mutual interest in a deepened scientific cooperation in this domain.

3rd St. Gallen Symposium Beijing Reception

On 3. April 2012, the 3rd St. Gallen Symposium Beijing Reception was held at the Residence of the Swiss Embassy in Beijing. Thought leaders from business and academia met Leaders of Tomorrow from Beijing's top universities to discuss the emerging risks from China's economic growth model. In alignment with the overall theme of the 42nd St. Gallen Symposium, this year's Beijing Reception was held under the topic "Facing Risk: China's Growth Model on a risky path?". The panelists, moderated by James Chao, China Central Television News Anchor, discussed to what extent China's current economic



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



Swiss Design in Hollywood



State Secretary Mr. Mauro Dell'Ambrogio



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growth is sustainable and what risks need to be managed successfully to ensure a positive long-term outcome. The panelists of this year's reception are Dr. SUN Yongfu, Ministry of Commerce of the People's Republic of China, Dr. MENG Zhaoyi, Taiping Reinsurance Co, Ms. HUNG Huang, China Interactive Media Group and Ms. GE Yang, Leader of Tomorrow at the 42nd St. Gallen Symposium and Editor & Director, umiwi.com. The event was joined by an exclusive crowd to create an open and relaxed environment for discussion.



Speech by Ambassador Blaise Godet at 3rd St. Gallen Symposium

Cooperation news

Heated discussion on China Climate Change Legislation

A first draft proposal of a climate change law was put on internet by CASS to ask feedbacks from the public. This is a major result of the Sino-Swiss climate change legislation project. Ten days later, the National Development and Reform Commission (NDRC) and GLOBE (UK legislation support) held the International Workshop on China Climate Change Legislation, catalyzing the heated discussion on this issue. The seminar gathered most of the major scholars, governmental officials, international organizations and enterprises interested in this legislation. Among the topics covered, the participants discussed general principles, market instruments and measures, as well as capacity building and public involvement. This workshop was the opportunity for Switzerland to share with the Chinese authorities its long experience in dealing with climate change. The Swiss CO2 legislation was introduced and its mechanisms were explained to the participants.



Opening speeches by Vice Minister Xie Zhenhua of NDRC and the Ambassador of the British Embassy

Living with Natural Hazards

The Sino-Swiss Workshop on Flood Control and Disaster Reduction was held from 11th to 12th April 2012 in Hangzhou. Mr. CHEN Lei, Chinese Minister of Water Resources, Mr. Andreas Götz, Vice Director, Swiss Federal Office for the Environment (FOEN), Mr. Walter Steinmann, Director, Swiss Federal Office for Energy (SFOE), along with other senior officials, researchers, and private sector representatives from both China and Switzerland participated the workshop. The event is another milestone, along the successful path of cooperation between China and Switzerland, with the intention to jointly tackle floods and natural hazards. Taking the workshop as an opportunity, both countries presented their respective progress on the three bilateral cooperation projects in this sector (Dam Safety Enhancement, Integrated Flood Risk Management and Glacier Lake Outburst Floods monitoring and



Representatives from China and Switzerland signing the cooperation agreement on Dam safety



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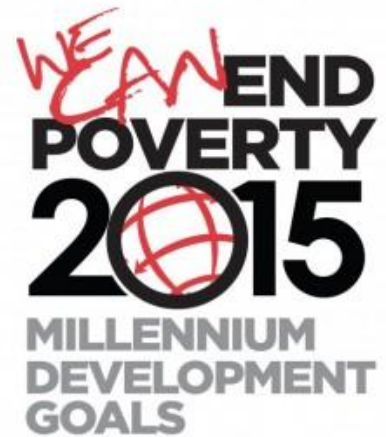
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early warning). The discussion was an excellent chance to summarize experiences, exchange best practices and lessons learnt. Moreover, the workshop served as an effective vehicle leading to the signatory of cooperation agreement on Dam Safety Enhancement Project between Switzerland and China.

China's donors consult on cooperation

The second session of Beijing bi-annual donor's meeting was held at the UNICEF office for China on Friday the 20th of April. This regular assembly, gathering some of the most important aid contributors in China, aims to review China's progress towards the UN Millennium Development Goals (MDGs). The participants unanimously underlined China's advancement in poverty reduction (MDG 1), education (MDG 2) and child health (MDG 4), while stressing the importance of further improving women's health condition (MDG 5) and combating HIV/AIDS (MDG 6). The results in the fields of gender equality (MDG 3) and environmental sustainability (MDG 7) are more contrasted, partly because the lack of statistics makes progress measurement more difficult. The participants also shared information and updates about their respective programmes in China. As China is now considered as an emerging country, several donors, including Switzerland, are phasing out their bilateral development programmes to reorient themselves toward regional cooperation and dialogue on global development challenges. The meeting concluded with a discussion about possible synergies among different projects in China and in the region.



News from the Embassy

Focus on... Development, Environment and Humanitarian Aid Section

The Development, Environment and Humanitarian Aid Section contributes to the strengthening and enhancement of Sino-Swiss relations in the fields of environment and climate change, development cooperation and humanitarian aid. Swiss Development and Cooperation has been active in China for more than 30 years, with several programmes, involving Chinese partners, Ministries (e.g. MoFA, MoFCOM, MEP), local governments, universities and NGOs. The current orientation of the section is based on a multifold approach. The first pillar of this strategy is SDC's cooperation with Chinese authorities on "Global issues", i.e. climate change adaptation and mitigation and related water and food



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security issues. These programmes focus on climate change adaptation, low carbon cities, smart agriculture, climate change legislation, air pollution, water management and dam safety. Since 1994, SDC also supports China in its efforts to modernize its public administration and strengthen its human resources capacity, through the Sino-Swiss Management Training Programme, together with the University of St.Gallen. From last year, SDC has been strengthening its partnership with China on regional cooperation and dialogue on international cooperation challenges in order to contribute to poverty reduction in Least Developed Countries and SDC's priority countries. Finally, Switzerland remains active in the field of humanitarian aid, by increasing its network and offering support to Chinese rescue teams operating in earthquake situations.

« NOUVEAUX EQUILIBRES POUR LES GENERATIONS FUTURES? » 2nd Fribourgissima-Congress, 21 June 2012

Fribourgissima is an association with the aim to promote the economic development of the Canton of Fribourg. For the second time, Fribourgissima extends its invitation to all Fribourgeois communities around the world to partake in this year's congress. Discussing "New Equilibria for Future Generations?" the congress is host to a number of nationally and internationally renowned speakers from different fields, such as Federal Councilor Alain Berset; Thierry Carrel, Director of the Cardio-Vascular Surgery Department at the University Hospital Bern; or Martin Lotti, Global Creative Director at Nike Inc. The keynote speech will be delivered by Sheikha Lubna Al Qasimi, the Minister for Foreign Trade of the United Arab Emirates, and recently recognized as "the most powerful Arab woman" by Forbes Magazine. To sign up please refer to the following link:

www.fribourgissima.ch

Embassy's Weibo Account

The Embassy's verified Weibo account was created on January 19th, 2012 and we started to populate the content from Monday January 27th, 2012. The posts cover a wide range of topics, including: announcement of events supported by the Embassy, up-to-date news about high-level visits, latest Swiss social news which may serve to elevate the image of Switzerland. As of May 2nd 2012, the Embassy's account has 35,209 followers. 101 posts have been published, which generated 1391 comments/reposts in total. Among them, 201 are direct comments and 1190 are comments from reposts.



The team of the Development, Environment and Humanitarian Aid Section at the Swiss Embassy in Beijing. From left to right: Liyan WANG, Vincent LAURENT, Patrizia PALMIERO, Walter MEYER, Yang LI, Tingting QI, Ke LIU.



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On March 26, 2011, the first ever weibo-interview with Ms. Ineichen took place from 11 a.m to 12 a.m. Within one-hour time, 63 questions came in through Weibo interview. Among them, 14 were answered. The most popular answer, the one about how to keep the citizens motivated with the existence of a full-fledged welfare system was reposted/ commented 8 times so far. The second most popular one about the vote against holidays was reposted 5 times.

To follow the Embassy's Weibo Account, please visit the below link:

www.weibo.com/swissembassy



Ms. Ineichen during Weibo Interview



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