

Newsletter

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

September 2013

A Word from the Ambassador

The last 4 months have shown intense high level exchanges between Switzerland and the People's Republic of China. No less than 5 Swiss Federal Councillors came to China and the Chinese Prime Minister paid an official visit to Switzerland in May. These intense political exchanges show both countries' reciprocal interest. China is the world's second largest economy after the United States and one of Switzerland's most important foreign trade partners. It is the largest buyer of Swiss industrial products in Asia and the third largest worldwide after the EU and the United States. The establishment of close relationship with China is therefore crucial for our country in a world which is getting more and more complex and interconnected.

The introduction of clear and safe rules in trade is also very important for the promotion of commercial exchanges between the two countries. In this sense, the signature on July 6th of a free trade agreement (FTA) between Switzerland and China is a great step forward. Once entered into force, the FTA will give a great competitive advantage for Swiss companies in China; it will create new opportunities for business and further boost exchanges. The overall positive dynamism that such a historic achievement boosts in any bilateral relations should not be underestimated and will positively affect the working climate, as well as other sectors in the public and in the private field

Both countries want to deepen their relationship in a wide range of domains. Dialogs on a political level already exist in environment, science and human rights, to name few of them. A financial dialogue has also been launched on the occasion of Prime Minister Li Keqiang's visit in Switzerland. But the core exchanges are certainly taking place on a non-governmental level. Cantons are very active in China, companies business is thriving, Swiss artists' performances in China are frequent and scientific exchanges already well-established.

I am very pleased to observe this flourishing relationship between both countries. The coming autumn confirms the tendency. The agenda is full of interesting events and I hope to have the opportunity to meet lots of you on these various occasions.

Jacques de Watteville

Ambassador



Ambassador Jacques de Watteville



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Upcoming events

Swiss participation at the Beijing Design Week 2013

The Beijing Design Week has established itself as the most important design rendezvous of the year in China. From September 26th to October 3rd, worldwide avant-garde design tendencies will be displayed in the whole city. Switzerland will be well represented with several exhibitions. Don't miss this nice opportunity to wander along Beijing during the last warm days of the year and discover hundreds of artists and shows. (www.bjdw.org)



Young Swiss Design

Sep. 24th to Oct.3rd, Jianwai Downstairs Gallery - B1, Club Wing, St.

Regis Hotel, 21 Jianwai Street, Beijing

Oct. 18th to Nov.3rd, Shanghai K11 Shopping Mall

From Sep. 24th to Oct.3rd, the "Swiss Young Design" exhibition will be held in 2013 Beijing Design Week and Shanghai K11 shopping mall. This exhibition capitalizes on some of the best of Swiss contemporary designer's approaches and solutions reflecting on Swiss tradition. This exhibition ranges from conceptual to commercialized works, from common to luxury products.



Urban Garden Food Loop

Sep.26th – Oct.3rd / Steel bridge in 751D-Park, No. 4 Jiuxianqiao

Road, Chaoyang District, Beijing

Food Loop is a sustainable food festival taking place during Beijing Design Week. The space on a steel bridge in 751D-Park will integrate an urban farm, a concept restaurant and a recycling system, allowing the public to participate in any point of the food chain. Workshops and events will provide visitors further opportunities to discuss about alternatives for urban consumers. An exhibition organized by X6, the company the Swiss Architect Peter Böslsterli, in collaboration with Tsinghua University and Beijing University of Technology, with the support of the Swiss Agency for Development and Cooperation. (www.weibo.com/foodloop)



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Concrete Flux's Audio Archaeology

Sept. 27th - Oct. 3rd / The Factory Space, Dawailangying Hutong, Dashilar

Audio Archaeology is a participatory event designed to focus attention on the sounds of the city and promote urban exploration. Participants will be tasked with finding – excavating sounds which relate to a set of provided themes. Their recordings will then be uploaded onto an installation, which will form a set of theme soundscapes of the city. The event, initiated by the Swiss graphic designer Solveig Suess, is designed to be fun and suitable for all ages. (www.concreteflux.com)



Rêve de Chine (documentary by François Yang, 2009)

Sept. 7th, 4:30 p.m. / Embassy of Switzerland in Beijing

The young Swiss film maker François will tour China in September. The Embassy of Switzerland takes this opportunity to screen his film "Rêve de Chine". The screening of this documentary on a Swiss family from Fribourg coming to Suzhou for one year will be followed by a discussion with François Yang. This 54' documentary is in English, French and Chinese with French subtitles.

Upon registration: bei.cultural-section@eda.admin.ch



Geneva University of Music (HEM) Wind Octet

Sept. 17th, 7 p.m. / Central Conservatory of Music, No.43 Baojia Street, Xicheng District, Beijing. Free entrance

Composed of four Professors who are also First Soloists in the "Suisse Romande" Orchestra and of four graduate students, the Geneva University of Music Wind Octet is representative of the great Wind Octet music tradition with its classical setting: two oboes, two clarinets, two horns and two bassoons. It has its roots in the 18th century Harmoniemusik, intended for indoor/outdoor entertainment, dinner and after-dinner music, nocturnes and serenades. The program of this concert is representative of this wonderful classical repertoire, and presents also its development up to the 20th century, from Mozart (1756-1791) to Franz Krommer (1759-1831) and Gordon Jacob (1895-1984).



Geneva University of Music



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Trio Lenitas

Sept. 20th, 7 p.m. / Monmanwai Concert Hall, Tsinghua University, Beijing

Sept. 21st and 22nd / Sunrise Concert Hall, Beijing University of Aeronautics and Astronautics

The Swiss chamber orchestra Trio Lenitas will tour China from September 12th to 30th with a program of Mozart, Beethoven, Ravel and Schubert. The instruments and bows used by this Trio are exceptional. All three stemming from the belcanto" eras. Serge Charlet, plays on an exceptional violin of "Giuseppe Gagliano", made in Naples dated 1759. François Martigné, plays on a remarkable viola of "M. Fichtl", made in Vienna in 1747. Guillaume Martigné, plays on a magnificent cello dating back to the end of the 17th century. (www.hall.tsinghua.edu.cn/ycshow.aspx?id=193)



Marc Jolivet - Photogapher

The Alps: Chinese Ink Painting

Sept. 23th to 26th / Yan Huang Art Museum, Beijing

Invited to Switzerland by "The Alps: China Ink paintings" Foundation on various occasions, twelve major Chinese artists were touched by the wild beauty of the Alpine landscapes. Their paintings of the most emblematic Swiss landscapes, the Lavaux wine terraces and the Matterhorn, are presented at the Yan Huang Art Museum, giving Swiss landscapes an original Chinese flavor.



Beijing International Fringe Festival

Let's pretend to be human (CH), by Marcel Schwald

Sep. 20th and 22nd / Oriental Pioneer Theater, Beijing

Sep. 26th / Qianshuiwan Arts Center, Shanghai

Sep. 28th and 29th / Zhejiang Art Museum, Hangzhou

From Sep. 20th to Sep. 29th, director Marcel Schwald will present his theatre piece "Let's Pretend to Be Human" to the 2013 Beijing Fringe Festival, Shanghai Qianshuiwan Arts Center and Zhejiang Art Museum. In "Let's Pretend to Be Human", three actors study the vacuum of feeling that the culture of donation has created in us.



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Act like you mean it

Oct. 17th and 18th / Penghao Theater, Beijing

When actresses and actors play lovers weathering relationship ups and downs, do they really feel what lovers feel or do they only pretend? The Institute for the Performing Arts and Film (ipf) and the Institute for Neuropsychological Diagnostics and Imaging, both in Zurich, teamed up to answer that question, using modern brain imaging technology. In a "lecture-performance" with two Chinese actors, the researchers present their findings.

Rolf Knie, Solo exhibition

Oct. 19th to Nov. 9th / Yang Gallery, 798, 3rd Taoci Street, 798 Art District, No. 4 Jiuxianqiao Road, Chaoyang District, Beijing

The Swiss artist, actor and painter, Rolf Knie, will present his work to the Beijing audience in the Yang Gallery in October this year. The son of the founder of Circus Knie, the most well-known circus in Switzerland, has spent his whole childhood with clowns, acrobats and tame animals. He himself entered the scene at the age of 5. This life fully influences his paintings and artworks which drown us in this magical, poetic and entertaining world.

(Information: <http://yanggallery.com.sg/>)



ROLF KNIE SOLO EXHIBITION

EXHIBITION DATES: 19.10.2013 - 09.11.2013
OPENING RECEPTION: 19.10.2013 3:00 - 6:00PM

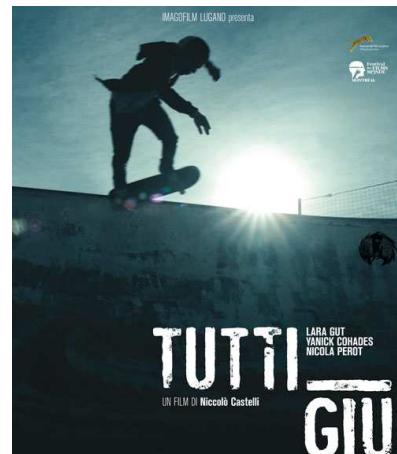
Settimana de la lingua Italiana

Oct. 15th to 30th – Program to be confirmed

Each year, the Italian Ministry of Foreign Affairs organizes a week of the Italian language in the world. The Embassy of Switzerland in Beijing, as well as the Consulates in Shanghai, Guangzhou and Hong Kong are glad to associate Switzerland to the related events in China. This is a good opportunity to promote the linguistic diversity of our country and to promote the Swiss Italian culture. The highlights of this year for Switzerland will be the presence of Mr. Niccolò Castelli, film-maker of "Tutti Giù", the writer Mr. Fabio Pusterla and Mrs Diane Segantini, Head of Culture at the Swiss Italian Television.

(Information on the Embassy website:

<http://www.eda.admin.ch/eda/en/home/reps/asia/vchn/embbei/culmed.html>)



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Rudra Béjart Ballet School

Nov. 25th and 26th / Tianqiao Theater, Beijing

The Rudra Béjart School, founded in Lausanne in 1992 by the famous choreograph Maurice Béjart will perform twice in Beijing at the end of November for the 60th anniversary of the Tianqiao Theater. Invited by the Chinese National Ballet, 40 young dancers from more than 10 different nationalities will specially charm the Beijing audience with an original choreography of Valérie Lacaze: "Qualia ou la vie d'artiste", as well as choreography of Maurice Béjart, Batucada. A project organized in collaboration with the Embassy of Switzerland.

(Information on the Embassy website:

<http://www.eda.admin.ch/eda/en/home/reps/asia/vchn/embbei/culmed.html>



© Valérie Lacaze "Qualia ou la vie d'artiste"

Giselle - Ballet of the Grand Théâtre de Genève

Nov. 8th and 9th / NCPA, Beijing

In their coming China Tour, the Ballet will perform the romantic ballet Giselle. The Grand Theatre Ballet Company is composed of 22 classically-trained dancers from around the world, performing in the neo-classical and contemporary styles.

(www.wupromotion.com)

Political News

High-level Visits between China and Switzerland

The number of high level visits between Switzerland and the People's Republic of China reached a record during the last four months. Five Federal Councillors travelled to China and Prime Minister Li Keqiang paid his first official visit to a European country to Bern. Flashback on these prolific diplomatic activities.

For the Swiss audience, the highlight of these different bilateral meetings was certainly the noticeable visit of Prime Minister Li Keqiang in Switzerland in May 2013. His cheerful appearance was very well received among Swiss media. The conclusion of the negotiations on a free trade agreement (FTA) was at the heart of the talks: Mr. GAO Hucheng, Minister of Commerce of



President Maurer's speech at the residence of the Ambassador



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the People's Republic of China, signed a Memorandum of Understanding together with Switzerland's Economic Minister Johann Schneider-Ammann, marking the conclusion of negotiations of the agreement on a technical level. The Chinese delegation, encompassing several ministers and top officials, stayed in Switzerland from 23rd to 25th May and signed several bilateral agreements as the initiation of a bilateral dialogue on financial issues, an academic agreement, an agreement on watch-making as well as two agreements of the Swiss Agency for Development and Cooperation (SDC) on sustainable development issues and respective training.

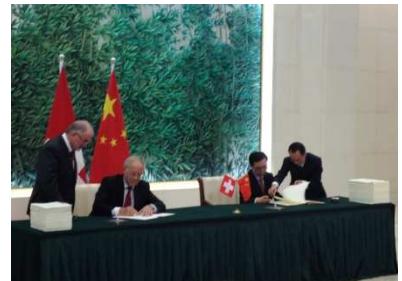
The signature of the FTA was also in the center of the visit of the Head of the Federal Department of Foreign Affairs (FDFA), Didier Burkhalter, on the occasion of his official visit to China on April 25th 2013. He held high-level talks with his Chinese counterpart Wang Yi and met with the Chinese Vice Premier Wang Yang. The working visit of Didier Burkhalter was the fourth in a series of high-level annual consultations between Switzerland and the People's Republic of China. These political and institutional consultations between the Swiss and Chinese foreign ministers began in 2010 in response to growing bilateral ties and areas of cooperation between the two countries.

These intense diplomatic exchanges finally led to the signature of the bilateral FTA between Switzerland and China on the occasion of the visit of the Head of the Federal Department of Economic Affairs, Education and Research, Federal Councillor Johann Schneider-Amman. The agreement was signed on July 6th after two years of negotiations, which were officially launched at the World Economic Forum (WEF) on January 28th 2011 in Davos.

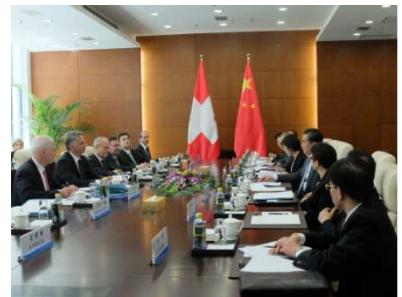
The signed FTA is a clear demonstration of both governments' will to intensify their relationship. This was also the message of the President of the Confederation Ueli Maurer during his visit to China from July 17th to 19th. Switzerland wants to further boost the ongoing intensive dialogues between the two countries, particularly in the areas of economy, finance, research, human rights and environmental protection.

The Swiss President met both President Xi Jinping and Premier Li Keqiang. The talk with Xi Jinping was dominated by topics such as China's environmental challenge, Switzerland's sustainable development, and the prominence of Switzerland as a host country for international organizations. President Xi expressed his will to see Switzerland participating in the G20's "finance track". The meeting with Premier Li Keqiang, which followed his recent visit in Berne, aimed at further consolidating the cooperation of the two parties in various fields, particularly with regard to the financial and human rights dialogue.

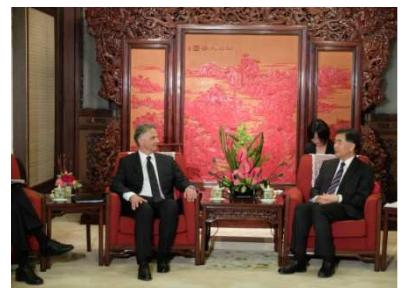
The high-level diplomatic meetings were followed by a visit of an army



Signature of the FTA



Mr. Burkhalter at meeting with Chinese Foreign Minister Mr. Wang Yi



Mr. Burkhalter at meeting with Vice President Mr. Wang Yang



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training center with simulation systems in Nankou, in the north of Beijing, which was motivated by President Maurer's function as Minister of Defense. President Maurer's and the Chinese Minister of Defense Chang Wanquan agreed to further strengthen the existing relations, which are based on 10 years of cooperation in the field of defense. Both parties confirmed their commitment to creating a stable and prosperous international environment.

President Maurer's official visit in China came to an end with his participation at the opening ceremony of the "Eco-Forum Global 2013" in Guiyang (Guizhou province) in South China. The President of the Confederation used this opportunity to emphasize the importance of an economic growth compatible with environmental protection as well as the central role of the human factor for sustainable economic development.

On May 30th, 2013, Federal Councillor Doris Leuthard, Head of the Federal Department of the Environment, Transport, Energy and Communications was also in Beijing for a marathon of bilateral meetings. She met seven ministers and signed two agreements which will lead to closer cooperation between Switzerland and China in the fields of transport and forestry. She held talks with the Chinese Minister of Water Resources regarding the cooperation between China and Switzerland in the field of natural hazards prevention and agreed with the Minister of Environment to facilitate the exchange of expertise and information in the fields of air pollution, waters protection, nature conservation and waste management.

Federal Councillor Alain Berset, Head of Home Affairs, paid the last visit. He stayed in Beijing from August 15th to 17th and went then to Shanghai for one day. Mr. Berset met Li Bin, the Chinese Minister of Health and Family Planning, on Saturday in Beijing. During his four-day working visit he also attended other meetings at ministerial level dealing with cultural and social topics. He also signed an agreement on the transfer of cultural assets. In Shanghai he visited a hospital and had the in-depth presentation of the activities of Pro Helvetia in China.



Ms. Leuthard at meeting with State Councillor Yang Jiechi



Federal Councillor Alain Berset and Vice-Minister of Ministry of Culture, Li Xiaojie at the signing ceremony of the agreement on the transfer of cultural assets

Economic News

The Free Trade Agreement (FTA) between Switzerland and China

Switzerland and the People's Republic of China, represented by Federal Councillor Schneider-Ammann and the Minister of Commerce Gao Hucheng, have signed a bilateral free trade agreement (FTA) on July 6th. The negotiations had been officially launched in January 2011.

China is one of Switzerland's most important foreign trade partners. It is the



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largest buyer of Swiss industrial products in Asia. In 2012 Switzerland exported goods to the value of CHF 7.8 billion to China (3.7% of all Swiss exports), with imports from China totaling CHF 10.3 billion (5.5% of total imports).

The agreements cover the following subjects: trade in goods (industrial and agricultural products), rules of origin, customs procedures and trade facilitation, trade remedies, technical regulations, sanitary and phytosanitary measures, trade in services, protection for intellectual property, competition, investment promotion, transparency in government procurement, trade related environmental and labour issues, economic and technical cooperation, institutional provisions (Joint Committee, consultation process, dispute settlement).

With such a comprehensive coverage, the FTA will improve market access for Swiss exports of goods and services to the large and fast-growing Chinese market, facilitate two-way trade, strengthen the protection of intellectual property, generally improve legal certainty for economic exchange, promote bilateral cooperation between Switzerland and China and contribute to sustainable development. The FTA creates a competitive advantage for the Swiss economy over countries which have no FTA with China. At the same time, the FTA will prevent discrimination against Swiss economic operators compared to China's existing and future free trade partners. The FTA also establishes an institutional framework for cooperation between the authorities for the monitoring and further development of the agreement and for resolving specific issues.

Since the economic relations of Switzerland with China are very important for the diversification of Swiss export destinations, as well as for the procurement of imports, the FTA between Switzerland and China will make a significant contribution towards strengthening the position of Switzerland as a business location. It will enter into force after a successful ratification process in both countries.

Swiss Business Hub China

Seminar and Road Show in Tianjin, May 14th to 16th 2013

Organized by the Swiss Business Hub with the support of local associations and official bodies, the seminar held on May 14th, 2013 in the historic hotel The Astor in Tianjin, gathered around 70 Chinese companies interested in knowing more about the investment environment in Switzerland.

Mrs. Salome Meyer, Minister and Deputy Head of Mission, welcomed all



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participants and announced the conclusion of the negotiations of the FTA between China and Switzerland after 9 rounds of successful negotiations. Mr. Alain Graf, Counselor and Head of the Swiss Business Hub, gave then a presentation on the main advantages Switzerland offers as a business place. His speech was followed by presentations of two companies, PricewaterhouseCoopers and Vischer AG, who respectively explained why Switzerland has become a hub for multinational companies willing to develop their activities across Europe and the numerous advantages of the Swiss labor law, one of the most flexible in the world. The two following days, they were joined by a delegation composed of representatives from Greater Zurich Area, Greater Geneva Berne area for the visit of 8 companies in and around Tianjin. This road show gave good opportunities of discussions on the investments plans of these companies in Europe. It allows the Swiss representatives to convince them that Switzerland would be an ideal place to set up their headquarters or R&D center.

CEO Management Trip 2013

The first week of July 2013 the Swiss Business Hub China organized a fact finding mission to Switzerland called “CEO Management Trip 2013” for 7 Chinese CEOs of major Chinese companies. The 3rd edition of the CEO Management Trip, which aims at introducing Chinese entrepreneurs to the economic, scientific, cultural and political aspects of Switzerland, started in Geneva on July 1st and ended in Lugano on July 7th.

For its first day in Switzerland, the delegation was welcomed by Mr. Charles Beer, President of the Government Council of the Canton of Geneva. They then began a series of visit of enterprises, universities and institutions. After visiting Addax Petroleum and ABB Sécheron SA they went to WTO where the unique system of governance of this international organization based in Geneva raised lots of interest. In Lausanne, the renowned Swiss Federal Technology Institutes in Lausanne (EPFL) detailed the various ways of collaboration, that can be offered to private companies and the synergies both side can benefit from by doing so. The delegation then went to la Chaux-de-Fonds, the cradle of Swiss watch-making, for a visit of the watchmaker Greubel Forsey.

In the German part of Switzerland, VISCHER, one of the biggest law firms in Switzerland, gave a presentation on the important legal aspects to consider when doing business in Switzerland focusing mainly on the very liberal Swiss labor law. The participants were then welcomed by Novartis in its impressive Campus, one of the most important R&D center for the group but also an architectural experiment in terms of design, sustainability and



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innovation in Basel. The delegation also spent one day in Zürich where PricewaterhouseCoopers exposed its views on the current European economic crisis and its impacts on the EU markets. This was followed by a visit to the impressive worldwide headquarter of Crédit Suisse. The bank explained the importance of a strong financial center when developing its activities overseas and the key position of Switzerland in this regard.

On Friday, the canton of Uri and both companies Transtec Gotthard and Alptransit organized a visit of the Gotthard Tunnel, the longest tunnel in the world. After the dramatic scenery of the Saint Gotthard pass, the delegation arrived at its final destination Lugano, where the participants spent some leisure time before flying back to China on Sunday.

Cultural News

The abundant exchanges, which took place between China and Switzerland during the last months, were not limited to the political and economical fields. The cultural scene was also very active thanks to many Swiss artists' presence in China. The highlight is certainly the launch of the Qin exhibition in Bern.

Qin – The eternal emperor and his terracotta warriors

On 15th March 2013 the Bernisches Historisches Museum (Bern, Switzerland) opened its doors to welcome visitors to the large temporary exhibition "Qin – The eternal emperor and his terracotta warriors". From then until 17th November 2013, a full 1,200 m² of exhibition space is dedicated to China's First Emperor and his spectacular terracotta army. The exhibition put on display ten terracotta figures and some 220 other original artifacts from China, thus introducing audiences to a crucial phase in Chinese history. It has already attracted more than 100'000 visitors.



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Science, Education and Health News

University of Basel and East China Normal University to partner for a Confucius Institute

On May 13th, Dr. Antonio Loprieno, the principal of the University of Basel led a delegation to Beijing for the signing of an agreement with Hanban (Confucius Institute Headquarter in China) to launch a Confucius Institute in Basel.

The agreement was signed on the occasion of the anniversary of the sister-city relationship between Basel and Shanghai. The Confucius Institute in Basel will be opened in partnership with East China Normal University in Shanghai. The University of Basel does not only consider this as a unique opportunity to further strengthen the city partnership, but also to offer its students the possibility to get an in-depth comprehension of China in their Chinese studies.

The institute in Basel is the second one to open in Switzerland after Geneva (2011). A third one with the city of Zurich is still in discussion with Hanban. The opening ceremony of the Confucius Institute in Basel is scheduled to take place on September 21st, 2013.



Signing Ceremony Between Hanban and University of Basel

Cooperation News

Swiss Ambassador and SDC Vice-Director General visited climate change adaptation program in Ningxia

From June 29th to 30th, Ambassador Jacques de Watteville and Mr. Michel Mordasini Vice-Director General of Swiss Agency for Development and Cooperation (SDC), accompanied by Dr. Ma Zhongyu, Vice-Secretary General of China's Ningxia Hui Autonomous Region, visited the Swiss-UK funded climate change adaptation piloting program in Ningxia.

Ambassador de Watteville and Mr. Mordasini visited local Baijitan National Reserve Park, which is famous for the implementation of over 30 years' policy to fight for desertification, and met renowned anti-desertification national hero Mr. Wang Youde. Mr. Wang introduced the result of the campaign and grass grid skill, a grass



Ambassador de Watteville and Mr. Mordasini exchange gifts with Mr. Qu Dongyu (right two), Vice-Chairmen of Ningxia Hui Autonomous Region.



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root invented technique, which is widely used to combat progressing of desertification in Ningxia.

On behalf of the Swiss Confederation, SDC launched in 2009 a four-year cooperation project with China, The Adapting to Climate Change in China (ACCC), aiming to work out an evidence based policy framework, which could help poor region to deal better with the impact of climate change. Based on four years' experience in Ningxia, ACCC established collaboration with major local implementers and brought together specialists from academia and regional organizations to assess the impact of climate change on most vulnerable sectors such as agriculture, water, migration and desertification.

For more information, please visit www.ccadaptation.org.cn.



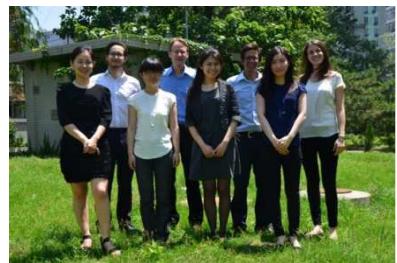
Mr. Wang Youde introduces to the Swiss delegation the result of the grass grid campaign under his lead for over 30 years in Ningxia.

Focus on SwissCham Beijing

Founded in 1996, the Swiss Chinese Chamber of Commerce is a networking and information platform for Swiss companies in China and Chinese companies interested in Switzerland. Its main goal is to gather on a common platform all actors of the Sino-Swiss business community in order to strengthen the political and economic bonds between the two countries, stimulate interaction, and develop business opportunities.

SwissCham counts over 400 members all over China including Shanghai and Guangzhou. There are more than 50 professional and recreational events organized every year in Beijing while the Chamber's website attracts around 20'000 visitors per month. SwissCham Beijing is managed by a young and dynamic team (from left to right on the picture): Lei MENG, Dave GRIESINGER, Lori DUN, Fabio MUELLER, Joanne WANG, Rolf STUDER, Monica LIANG and Lucile EPPER.

For more information, please visit the SwissCham website:
<http://cn.swisscham.org>.



SwissCham Team



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List of Swiss institutions

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Fax : +86 10 8468 3983

E-Mail: info@bei.swisscham.org

Website: www.swisscham.org

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

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Website: www.eda.admin.ch/beijing

Weibo: www.weibo.com/swissembassy



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