

# Newsletter

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

April 2014

## A word from Ambassador Jean-Jacques de Dardel

### Dear Friends of Switzerland,

When my wife and I arrived in Beijing a few weeks ago, in the dead of the last pollution peak, brown was the dominant colour of our new surroundings, as far as the eye could see through the haze. But soon after I took up my challenging new task as Ambassador of Switzerland to the People's Republic of China, to Mongolia and to the DPRK, the skies turned blue and the winter receded, to make way for vivid greens enhancing the impressive urban scenery. The cold season has been left behind as this New Year's Chinese zodiacal animal set off with flying mane towards new open fields of burgeoning opportunities.

This metaphor of a galloping spring stallion is particularly opportune, since it could apply to at least three of the new realms composing this fascinating new world of mine. The first one being the Embassy, our largest diplomatic mission abroad, which I was not surprised to discover as a most dynamic entity, drawing on a highly dedicated staff. An impressive number of projects are being undertaken here to further deepen and strengthen the multifarious ties binding China and Switzerland.

That excellent bilateral relationship is my next referential realm, and it is quite naturally our common goal to further enhance the quality of this partnership. One significant step in this direction has been made recently in Bern, as the Council of States, our Senate, followed our National Council in endorsing the landmark Free Trade Agreement (FTA) between China and Switzerland, thus allowing its ratification. The entry into force of our FTA is but a few months away, and will surely be the highlight of Sino-Swiss relations this coming summer. But that is not all: a number of substantial talks are also underway in other fields, with a purpose to furthering cooperation in various political, scientific, development and cultural issues. You will read about the most imminent projects in this newsletter.

The third realm I was referring to is that of the Swiss citizens living in China. As Swiss compatriots abroad also represent our country on a daily basis and contribute to Switzerland's standing, I am committed to supporting the close to 800 registered fellow countrymen residing in Beijing and this Embassy's circumscription, as well as the whole of the 4200-strong Swiss community in China. Just as I look forward to meeting as many Chinese friends of Switzerland as possible, to strengthen networks and develop fruitful cooperation in all fields.

I wish you a most invigorating cavalcade through the spring season!

Jean-Jacques de Dardel  
Ambassador



*His Excellency Mr. Jean-Jacques de Dardel, Ambassador of the Embassy of Switzerland*



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## Upcoming events



**April 29, 19:30**

### German Language Literature Night

The Austrian Culture Forum, the Goethe Institute and the Embassy of Switzerland will present four authors from their respective countries for an evening of readings and discussions (German / Chinese). The Swiss Embassy is glad to announce the Swiss authors Peter Weber and Prof. Hildegard Keller, who will present their work at the event. Only upon **registration**: [bei.cultural-section@eda.admin.ch](mailto:bei.cultural-section@eda.admin.ch). **Location**: The Bookworm, Building 4, Nan Sanlitun Road, Chaoyang District, Beijing ([www.beijingbookworm.com](http://www.beijingbookworm.com))



**May 3**

### Bonaparte @ Midi Festival

Bonaparte will bring their show to China at Midi Festival in **Kuangbiao Leyuan** ([www.bjkbly.com](http://www.bjkbly.com))! Bonaparte is a Berlin-based electronic rock band headed by Swiss songwriter Tobias Jundt. Before emerging on their first Asia tour in November / December 2013 supported by Pro Helvetia Shanghai, Bonaparte finished recording their fourth studio album in New York. Formed in 2008 by the tirelessly innovative multi-instrumentalist and singer Tobias Jundt, Bonaparte is one of the most spectacular live bands anywhere. The band is characterized by their expressive critically acclaimed live performances. It is described as "a multi-ethnic group ruled by the party-Kaiser; a trash circus unleashed".



**May 26-30**

### Sino-Swiss workshop in water sector in Switzerland

A big Chinese delegation headed by Vice Minister HU Siyi, Ministry of Water Resources, will visit Switzerland for the 6<sup>th</sup> Sino-Swiss Workshop on Flood Control and Disaster Mitigation in Crans-Montana, Valais. The two sides will have technical meetings on ongoing and starting cooperation projects. Organized by Swiss Agency for Development and Cooperation SDC, the workshop will allow the two countries to review the successful bilateral cooperation and steer the future cooperation projects.



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June 12

## Swiss Day in Beijing University of Aeronautics and Astronautics

The purpose is to promote Swiss higher education and technology to the students and professors from Chinese universities, while providing a platform for Swiss universities' and students' exchanges. The visitors will attend a lecture from Mr. Thierry Courvoisier, full Professor at the astronomy department of Geneva University and the President of the Swiss Academies of Arts and Science, visit a photo exhibition and carry out other interactive activities. Swiss alumni, students and professors from Chinese universities are very welcome to join. The event will be held in the afternoon in the Conference Center of BUAA.

## Political News

### Ambassador de Dardel's meetings with Mongolian and Chinese Presidents

**12-14 March – Ambassador Jean-Jacques de Dardel made his first visit to Mongolia.** At an official reception on March 13<sup>th</sup> Thursday afternoon, Ambassador de Dardel presented his credentials to H.E. Tsakhiagiin Elbegdorj, President of Mongolia, who then accredited Ambassador de Dardel as the new official representative of the Swiss Federal Government to Mongolia. During his visit, Ambassador de Dardel also met with Mongolia's Foreign Minister and the Minister of Culture, Sport and Tourism. In addition, Mr. Ambassador met with representatives of the Swiss community in Mongolia.

**20 March – Ambassador Jean-Jacques de Dardel presented his credentials to H.E. Xi Jinping, President of the People's Republic of China,** who then accredited Ambassador de Dardel as the new official representative of the Swiss Federal Government to his country. In their subsequent talk, President Xi and Ambassador de Dardel discussed the Switzerland-China Free Trade Agreement (whose ratification has just been completed on the Swiss side) as well as various planned high and expert level meetings.



*Ambassador de Dardel meets H.E. Tsakhiagiin Elbegdorj, President of Mongolia*



*Ambassador de Dardel meets H.E. Xi Jinping, President of China*



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## Visit of Swiss Experts on Prison Management and Drug Rehabilitation

**2-12 March – A Swiss delegation of experts on prison management and drug rehabilitation travelled to China. The delegation was accompanied by representatives of the Federal Departments of Foreign Affairs as well as Justice and Police.**

During meetings with national, provincial and municipal authorities, representatives of academia as well as a number of visits to prisons and drug rehabilitation centers, the Swiss delegation exchanged on best practices in prison management and drug rehabilitation with Chinese counterparts. The visit came as part of a longstanding technical cooperation project with the Chinese Ministry of Justice on the execution of sentences in the framework of the bilateral Human Rights Dialogue between China and Switzerland. The last visit of a Chinese expert delegation to Switzerland took place in December 2013.



*The Swiss Expert Delegation visits a Drug Rehabilitation Center in Jiangxi Province.*

## Economic News

### Swiss-Chinese bilateral dialogue on intellectual property

**19-26 March – The 7<sup>th</sup> working group meeting of the Sino-Swiss dialogue on Intellectual Property (IP) took place in Beijing. The group was jointly presided by the Chinese Ministry of Commerce (MOFCOM) and the Swiss Federal Institute of Intellectual Property (IPI).**

Besides the official working group meeting there was a series of bilateral talks, for instance with the Chinese Trademark Office, the Trademark Review and Adjudication Board, the Office of the IPR Leading Group on IP infringement and counterfeiting, etc. Back to back with this official IP dialogue, IPI also met with the State Intellectual Property Office (SIPO) to discuss patent and design issues as part of the bilateral Memorandum of Understanding between IPI and SIPO. Furthermore, IPI and the Embassy organized two industry roundtables on IP (one with SIPO, the other one with MOFCOM) which gave representatives of the Swiss business community a chance to raise their IP issues directly with the relevant IP agencies within the Chinese government.



*The 7<sup>th</sup> working group meeting of the Chinese-Swiss dialogue on Intellectual Property*



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## Inauguration of the Nestlé Food Safety Institute in Beijing

**25 March – Congratulations Nestlé! The Swiss company Nestlé showed its commitment to food safety with the inauguration of the Nestlé Food Safety Institute at the Nestlé R&D Centre in Beijing.** It was unveiled by Nestlé CEO Paul Bulcke, Dr. Chen Junshi and Swiss Ambassador Jean-Jacques de Dardel. Healthy and safe food is one of the key concerns among Chinese consumers. The institute will work closely with universities and authorities to help provide the scientific foundation for food safety policies and standards.



*Nestlé CEO Paul Bulcke, Dr. Chen Junshi and Swiss Ambassador Jean-Jacques de Dardel at the Inauguration.*

## Swiss Business Hub China

### Roadshow: Promote Switzerland as business place

**24-26 February – The Swiss Business Hub (SBH) conducted a roadshow promoting Switzerland as business place** on the seminars “Silk Road: Next Destination Switzerland – Unlocking business opportunities with the new Sino-Swiss Free Trade Agreement” respectively in Beijing, Shanghai and Guangzhou. The SBH also had a wide discussion and idea exchange with the participants. The seminars were organized by PwC Switzerland and the experts from relevant fields were invited to speak on the topic and answer questions.



*Mr. Zhang Yu from SBH introduces location and investment in Switzerland.*

## Cultural News

### 19th “La Fête de la Francophonie 2014” in China

The Embassy and Consulates General of Switzerland in China participated to the 19<sup>th</sup> edition of “La Fête de la Francophonie 2014” in China. In March, 26 countries presented a wide range of French speaking cultural activities: concerts, films, lectures, exhibitions, etc.

#### Mars en Folie 2014

For the 7<sup>th</sup> edition of Mars en Folie, the Embassy of Switzerland presented the Swiss rap singer Greis. Following the multilingual nature of Switzerland, Greis raps both in French, his mother tongue, as well as in



*Swiss rap singer Greis*



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Swiss German. Mars en Folie is a modern music festival organized by 4 countries: France, Switzerland, Canada and Belgium. Between **5-22 March**, 40 concerts presented in 14 cities throughout China, including Beijing, Tianjin, Jinan, Qingdao, Xi'an, Wuhan, Chengdu, Chongqing, Shanghai, Hangzhou, Nanjing, Guangzhou, Macau and Hong Kong.

## Festival du film francophone:

The Embassy of Switzerland presented the documentary of Nasser Bakhti: "Bernard Bovet, le vieil homme à la caméra". Bernard Bovet is a 94 years old man, a farmer and dairyman who also discovered a passion for film-making. Through his discussion with Mr. Bovet and a selection of short sequences of his films, Nasser Bakhti offers us a moving consideration about life and death, about the time that goes by. A film about the farewell to the mountain, to the poetic world of the countryside and to an era of simple life and tradition which is fading.

## Swiss Landscape Architecture

**8 March-5 April – "The Swiss Touch in Landscape Architecture" showcased some representative examples of current Swiss landscape architecture.** The exhibitors invited public to come and acquaint themselves with the quality, variety and complexity of this field of work. The exhibition opened at Yuanspace in Beijing. Ambassador Jean-Jacques de Dardel gave an opening speech. The architect Guido Hager gave a lecture on the topic of "Garden" on the 8<sup>th</sup>. The lecture was very successful and the number of the participants reached 100+. The exhibition continued to tour in Suzhou and Shanghai in March.

## Urs Boegli Photographic Exhibition

**7-30 March – For the first time, Urs Boegli decided to exhibit his work in Chongqing, with the support of the Embassy of Switzerland. His exhibition turned out to be a full success with visitors.** If you are a visitor to Chongqing, you may choose your own time and age. More than in China's more shiny metropolises, rough and hilly Chongqing offers you traces of long gone times – even if they are fast disappearing. Not everywhere along the steep roads and stairs that lead down to the Yangtze River or in other hidden corners of the city has modernity penetrated the neighbourhoods. People live and work much as their parents and ancestors lived decades or even centuries ago. These are the impressions Urs Boegli catches with his camera when visiting Chongqing, in shades of grey and red, which give the images a water colour-like touch.



Documentary "Bernard Bovet, le vieil homme à la caméra"



Swiss Landscape Architecture exhibition in Beijing.



Urs Boegli's photograph



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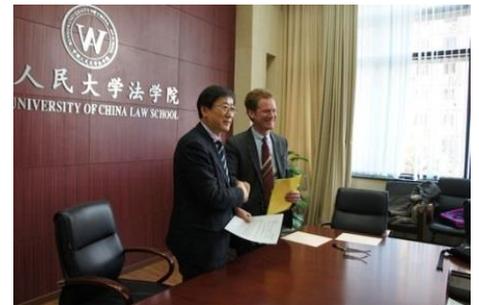
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## Science, Education and Health News

### University of Zurich and Renmin University to Set Up Joint Academic Program in Law

**13-21 January – Prof. Dr. Christian Schwarzenegger, dean of the University of Zurich UZH institute of law and his colleague Prof. Dr. Claire Huguenin, delegate for foreign relations, visited both Beijing and Shanghai for signing ceremonies at two of the most renowned law faculties in China.**

With Renmin University of China in Beijing and East China University of Political Science and Law in Shanghai, two of China's most prestigious universities could be gained as potential partners for a new dual Master's degree in law, allowing students to receive diplomas from both the University of Zurich UZH and the corresponding university in China after a combined two years of studies, one of which will be spent in each country. Such a joint master degree will be the first joint degree between a Chinese and a Swiss university.



*Prof. Dr. Christian Schwarzenegger, dean of the University of Zurich UZH institute of law meets Prof. HAN Dayuan, Dean of the School of Law, Renmin University of China.*

## Cooperation News

### Launching of Project JRB Water Resources and Risk Management under Changing Climate

**21 February – Swiss and Chinese experts in water sector jointly held the kick-off ceremony in Wuhan and launched the project Jinsha River Basin (JRB) Water Resources and Risk Management under Changing Climate.**

This project is funded by The Swiss Agency for Development and Cooperation SDC, of the Federal Department of Foreign Affairs, aiming to introduce international best practices of integrated water resources management, to apply flood and drought risk assessment and forecasting techniques, and to develop strategies for adaptation to the impact of climate change on water resources in the JRB area. JRB is a part of the upper Changjiang River Basin, an area suffering from frequent extreme floods and droughts during the last years, which have caused very high economic losses.



*The kick-off ceremony of Project JRB Water Resources and Risk Management under Changing Climate.*



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## List of Swiss institutions

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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)

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