



Switzerland.



GRÜEZI SHANGHAI

Bonjour Shanghai
Bongiorno Shanghai
Hello Shanghai

GRÜEZI SHANGHAI

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**GRÜEZI
SHANGHAI**

No. 1

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May 23, 2007

Cher compatriotes

J'ai le plaisir de vous présenter ce nouveau moyen de communication simple et direct entre le Consulat général et la communauté suisse du Delta du Yangtze. Voici la première édition de notre lettre d'information „Grüezi Shanghai“.

Ce bulletin, écrit en anglais et dans nos trois langues officielles, couvrira des sujets variés. J'espère que la lecture de ce premier numéro vous intéressera. Vous y trouverez la diversité des institutions suisses et la richesse de nos différentes communautés linguistiques présentes à Shanghai. Porte-parole non officiel du Consulat, ce bulletin va nous permettre d'établir des liens plus étroits avec vous. Il va aussi offrir l'occasion à la communauté suisse de s'exprimer. « Grüezi Shanghai » sera distribué aux suisses et sociétés suisses dans toute la circonscription consulaire par courriel. C'est avec plaisir que nous accueillerons vos commentaires et suggestions éditoriales !

Liebe Landsleute,

Es freut mich Ihnen dieses neue, einfache und direkte Kommunikationsmittel zwischen dem Generalkonsulat einerseits und der Schweizer Gemeinschaft des Yangtze Deltas vorzustellen. Dies ist die erste Ausgabe unseres Informationsbriefes „Grüezi Shanghai“.

Dieses Heft, in English und in den drei offiziellen Sprachen der Schweiz geschrieben, deckt verschiedene Themen. Ich hoffe, dass die Lektüre dieser ersten Ausgabe Sie interessiert. In diesen Artikeln finden Sie die Verschiedenheiten der Schweizerischen Institutionen als auch die Reichhaltigkeit unserer verschiedenen sprachlichen Gemeinschaften, die in Shanghai anwesend sind. Als inoffizieller Sprecher dieses Generalkonsulates sollte dieses Informationsblatt uns erlauben, engere Kontakte mit Ihnen zu schliessen. Es soll auch ein Sprachrohr für die Schweizer Gesellschaft werden. „Grüezi Shanghai“ wird an die Schweizer und Schweizer Unternehmen im ganzen Konsularbezirk als E-Mail versandt. Gerne erwarten wir Ihre editorialischen Kommentare und Anregungen!

Cari compatrioti,

Ho il piacere di presentarvi questo nuovo modo di comunicazione semplice e diretto tra il Consolato generale e la comunità svizzera del Delta del fiume Yangtze. Ecco la prima edizione della nostra lettera d'informazione „Grüezi Shanghai“.

Questo bollettino scritto in inglese e nelle nostre lingue ufficiali, coprirà vari settori. Spero che questo primo fascicolo vi sarà d'interesse. Ci troverete la diversità delle istituzioni svizzere e la ricchezza delle nostre comunità linguistiche presente a Shanghai. Portavoce non ufficiale del Consolato, questo bollettino d'informazione ci permetterà di creare dei legami più stretti con voi. Offrirà anche alla comunità svizzera l'occasione di esprimersi. „Grüezi Shanghai“ sarà distribuito agli svizzeri e le ditte svizzere in tutta la circoscrizione consolare per via elettronica. Con gran piacere accoglieremo i vostri commenti e suggestioni editoriali!

Dear compatriots,

I have the pleasure to present you this new way of simple and direct communication between the Consulate General and the Swiss community of the Yangtze Delta Area. This is the first edition of our information letter „Grüezi Shanghai“.

This letter, written in English and in our three official languages, will cover various issues. I hope that this first edition will awake your interest. You will get to know about the diversity of the Swiss institutions and the richness of our different linguistic communities present in Shanghai. Unofficial speaker of this Consulate, this information letter will help us to build up closer relations with you. It shall also become a platform for the Swiss community where to express. „Grüezi Shanghai“ will be distributed to the Swiss and Swiss companies in the whole consular district by electronic mail. With a great pleasure we will receive your comments and editorial suggestions!



Consul General of Switzerland in Shanghai
William Frei



The Swiss Consulate General Shanghai

In 1995, the Federal Council has decided to re-open a Consulate General in Shanghai. The consular activities are carried under the 1963 Vienna Convention on Consular Relations with the purpose to develop friendly relations among nations. The area of jurisdiction of the Consulate General extends beyond the Municipality of Shanghai to the three provinces of Anhui, Jiangsu and Zhejiang.

The Swiss Consulate General Shanghai promotes Swiss interests in East China and strengthens the links between the two countries. It strives to implement the Swiss foreign policy and achieve greater understanding of Swiss policies and values in East China. The Consulate General also provides information to Swiss institutions and private interested people and entities about the environment in this most dynamic region of China.

The Consulate General serves more than 700 Swiss citizens living in the consular district, providing information and both routine and emergency services. It offers effective assistance to Swiss citizens in need. The Consulate General facilitates the legitimate movement of people between the two countries; it has delivered more than 21'000 visas last year, giving the applicants the opportunity to visit Switzerland for business, education or tourism.

The Consulate General fosters positive trade and investment conditions. It follows the economic evolution of the region and acts as a support to all Swiss companies present in the region. Since 2001 the Swiss Business Hub operates within the premises of the Consulate General as the trade and commercial arm to assist Swiss businesses entering the Chinese market. In many fields like culture, education and media the Consulate promotes Swiss presence and values in East China and fosters exchanges in all these fields. Soon Swissnex Shanghai will be officially opened. It will increase the perception of Swiss strengths in science and research and promote cooperation in these fields between Switzerland and China.

The Swiss presence in East China expands in many fields, from culture to research, from education to sports, from wellness to charity, from science to business, from law to media and communications. Today 17 dedicated staff members work in the Consulate General to facilitate and support this trend.

The spirit of the 2010 World Expo is already in the air of Shanghai. The Swiss Consulate General's team hopes to modestly contribute in the making of Shanghai - for the Swiss as well - a Better City for a Better Life.



The Swiss Consulate General Shanghai

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The Swiss Business Hub China: The official network partner of OSEC Switzerland.

The Shanghai Office has a new representative.

Zhang Yibei took up her work for the Swiss Business Hub within the premises of the Swiss Consulate General on 16th of April 2007. Being fluent in Mandarin, German, English and French, Mrs Zhang will be of great help to develop and strengthen the business relations between Swiss or Liechtenstein based companies and Chinese companies of the People's Republic of China. Mrs Zhang has a German degree as "Diplom-Ingenieurin (Vermessungswesen)". She has been working in Germany and France and for a German company in Shanghai.



The Shanghai Office of the Swiss Business Hub China offers the following services:

- ◆ Information, research and analysis of the local market
- ◆ Identification/qualification of potential business partners
- ◆ Organization and support for special events and trade fair participants
- ◆ Support to governmental and/or private delegations

By early 2007 there have been around 250 Swiss enterprises established in Shanghai and the Yangtze River Delta. Statistical data show that Swiss exports to this region have been on increase. In this area the Shanghai Office has observed a shift in demand from the traditional investment goods toward luxury goods, life science products as well as the service industry. Shanghai continues to offer abundant business opportunities and attract new Swiss companies not yet active in this market.

In a couple of months, the Consulate General of Switzerland in Shanghai will have an annex: Swissnex Shanghai. "Grüezi Shanghai" has asked the person in charge of establishing the institution, Dr. Hans Peter Hertig, the former director of the Swiss National Science Foundation, to present Swissnex Shanghai:

What is Swissnex Shanghai? It is an initiative of the Swiss State Secretariat for Education and Research of the Ministry of Home Affairs and the Swiss Ministry of Foreign Affairs. Similar institutions are located in Boston, San Francisco and Singapore. Their goal is to fully exploit the potential of cooperation between Switzerland and the respective host countries in the fields of higher education, research, technology, innovation and culture and to promote Switzerland as one of the leading countries in those domains.

What will Swissnex Shanghai do? The main goal of Swissnex Shanghai is to establish a solid, long-lasting network of cooperation between Swiss and Chinese scholars serving as a base for bottom-up initiatives in the future. In order to achieve this goal, Swissnex Shanghai, at least in its first years of operation, will fulfil such basic tasks as raising the level of knowledge of the Chinese science system in Switzerland, establishing a decentralized early awareness system for new developments in specific research fields and putting in place an effective selection system for Chinese scholars motivated to spend some time in Switzerland. Swissnex Shanghai will serve as a home base and platform for all Swiss parties in the above-mentioned domains. It will help them to find partners in an environment that is still not well known in Switzerland, host them for short-term stays and provide facilities for workshops and seminars.

Why a Swissnex in China? In a recent survey, Swiss universities were asked about their priorities in the field of international relations in the years to come: China, clearly, came out first. And China has caught the eye of the newly conceived Swiss universities of applied science: considering the fact that 90% of research done in China is applied research, their potential for fruitful and rewarding cooperation with Chinese counterparts is considerable. In addition, there is a great and increasing interest of Swiss companies with a research base in China. They are in need of highly qualified young Chinese scientists who know the Swiss research system, i.e., have spent some time in Switzerland. This great interest of major Swiss players is in sharp contrast to the existing low level of cooperation. Other countries have a long tradition of cooperation with China. Swissnex Shanghai, and a new governmental programme for Sino-Swiss research projects it will run next year, will be essential to Switzerland as it catches up and reaches a similar level of activities.

What research fields will be covered? All research fields that are of common interest for Switzerland and China. However, in a recent Memorandum of Understanding, the two countries have decided on some priorities: public health, cell biology, new materials, fuel cells, microsystems, advanced communication technology and environment protection.

When will Swissnex Shanghai be operational? Swissnex Shanghai will move into its own location next to the Consulate General of Switzerland in Shanghai end of August 2007. It will be fully operational in January 2008. Swissnex Shanghai will have a staff of five to seven in the early phases of operation, a number that is expected to increase to 10 to 12 in the years to come.

Thank you Mr. Hertig, and good luck!

SwissCham Shanghai – your platform and network for business & trade!



SwissCham Shanghai is the largest, operationally independent, regional organization of Swiss Cham China (Swiss Chinese Chamber of Commerce in China), the only recognized Swiss non-profit and non-governmental Business & Trade association officially registered in the People's Republic of China.



Emphasizing Sino-Swiss invested business partners and stakeholders; SwissCham Shanghai is dedicated to the promotion of its members' interests furthering growth of Sino-Swiss trade, investments & economic relations.

We provide the network and platform by bringing extensive business and public relations exposure to members with mutual benefits.

SwissCham Shanghai was founded in 1997 and consists of over 170 members by today. SwissCham Shanghai welcomes all Swiss-related companies, individuals and other organizations in Shanghai, Jiangsu, Zhejiang and Fujian provinces.

Chinese companies, organizations or individuals are welcomed to become associate members.

The membership decides on strategy & financials and elects the ten members of the Board of Directors in its annual general assembly.

The voluntary work of the Board is the guideline for the fully employed Executive Director and her team of currently two Swiss and one Chinese professionals.

The new modern and functional offices in the Regus Silver Centre provide working space, meeting rooms and large conference facilities.

By providing the network and platform, we are bringing extensive business and public relations exposure to our members and friends:

Organization of quality events with hot and relevant topics in various business sectors (33 different events in 2006 and 8 events by April 2007) in the form of presentations, round tables, panel discussions, visit of member companies and social outings.

As one of the leading foreign chamber of commerce in Shanghai we are lobbying the local government to promote the interest of the Swiss business community in general and help members, particularly SME's, to find solutions to solve government related issues.

Value added service to our members are including among others the quarterly issued magazine THE BRIDGE, visa services for member companies, the annual membership directory and the new discount card scheme to be launched in autumn 2007.

Shanghai presents bright prospective to foreign businesses. Facing new challenges and opportunities, SwissCham Shanghai will continue to help you to become a successful part of this future. – Join us, support us and have fun with us!



Mr. Christian Görtler, President

Swiss Club Shanghai

Originally founded in 1997, the Swiss Club Shanghai was re-established 10 years ago. The Swiss Club of Shanghai is a non-profit organisation which cultivates the social life among the Swiss and their friends in Shanghai and surroundings and promotes the Swiss spirit of the community. It has a membership of approx. 200 persons; our members are of all nationalities and our official language is English.

The club aims to support and enrich family life and assists in promoting the school education of children. It gives members and their families the opportunity to take part in various activities and events, such as 1. August celebration, Easter egg hunt and Santa Claus party or wine tastings, movie nights and soccer matches against other countries, just to name a few. The ladies meet for a lunch or a nice evening meal from time to time and some meet regularly once a month to play jass (a card game).

Our next highlight will be the celebration of the 10th Anniversary of the Swiss Club Shanghai since re-establishment. Please join us for a Gala Night on June 2nd, 2007.

If you are Swiss, Chinese or from any other country in the world and would like to join our club you are most welcome to do so. For more information on the Swiss Club and our future events please visit www.Swissclubshanghai.com. We look forward to meeting you at one of our events.



Mr. Patrick Scheibli, President (Center)



ShanghART Gallery - Contemporary Chinese Art In Shanghai Since 1996



Over the course of the past decade, the Shanghai based gallery has acquired a substantial reputation for artistic innovation, integrity and high quality in dealing with contemporary Chinese art. Founded by a Swiss, ShanghART Gallery became not only the initial gallery from China participating in major international art fairs like Art Basel, FIAC and Art Basel Miami Beach, but enjoys also the great respect of being selected as the only gallery from China to be featured in "International Art Galleries, Post-War to Post-Millennium, a narrative chronology of the dealers, artists and spaces that have defined modern art" (Dumont, 2005)

Today ShanghART occupies two spaces (400m² and 800m² respectively) in two converted warehouses at Moganshan Rd near Suzhou Creek. ShanghART will open an additional space in the North of the city (3/FI, 800 Guo Shun Rd East, near Wujiaochang) in early summer and a new gallery in Beijing in autumn 2007.

ShanghART represents today over 30 of China's most talented artists working with different media ranging from painting and sculpture to video art and performance.

The gallery's program aims to present innovative works in ways that expose the diverse, multi-disciplinary nature of contemporary culture. The exhibitions, realized in close cooperation with the artists, expand traditional notions of what art is and explore the rich amalgam of voices and cultures that continually shape China.

As a gallery, producer, supporter, and point of reference ShanghART contributes as a vital resource to the development of contemporary Chinese art. It also works as an archive of cultural thought and expression. The gallery's website www.shanghartgallery.com is an extensive source of contemporary Chinese art and its cultural and theoretical context.

Lorenz Helbling



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Studium in der Schweiz – Grundstein für die Karriere in China

Ich wurde Mitte der neunziger Jahre als Austauschstudent von der chinesischen Regierung in die Schweiz geschickt. Damals gab es sehr wenige chinesische Studenten an den schweizerischen Hochschulen. Soviel ich weiß, war das Kontingent des staatlichen Stipendiums auf jährlich ungefähr 20 eingeschränkt.

Die meisten von uns waren zum ersten Mal im Ausland. Der Kontrast zwischen beiden Ländern war groß, und zwar in vielen Hinsichten. Wir studierten fleißig, denn jeder weiß, dass man nur ein paar Jahre hat, um sich wissenschaftlich weiterzubilden. Damals war eine große Anzahl der chinesischen Studenten in der Schweiz staatliche Stipendiaten. Hinzu kam noch eine winzige Zahl der Studenten, die auf eigene Kosten an der Hochschulen studierten. Die meisten von uns haben in der Schweiz promoviert oder ein abgeschlossenes Studium gemacht und sind dann zurückgekehrt. (Die große Anzahl der Studenten an den Hotelfachschulen wird hier nicht dazu gezählt.)

Unter diesen ehemaligen Stipendiaten haben viele Karriere gemacht, dank des Studienaufenthaltes in der Schweiz. Denn dort haben sie den wissenschaftlichen Grundstein für die künftige Entfaltung nach der Rückkehr gelegt. So ist zum Beispiel die jetzige Vizeministerin des Bildungsministeriums Frau Wu Qidi eine ehemalige Doktorandin an der ETH Zürich. Ihr Mann, ein hochrangiger Regierungsbeamte hat eben dort promoviert. In vielen schweizerischen Jointventures - Unternehmen in China übernehmen heute die ehemaligen Stipendiaten die verantwortungstragenden Posten. Das ist bei Nestle so , bei Ciba Geigy so, bei Leica so und bei Novartis und Roche auch so. (Leica liegt heute leider nicht mehr in der schweizerischen Hand).

Die meisten ehemaligen chinesischen Studenten haben in der Schweiz Medizin, Naturwissenschaft und Ingenieurwissenschaft studiert, einige haben Sozialwissenschaft oder Finanzwissenschaft studiert. Diese Fächer sind wichtig für den wirtschaftlichen Aufschwung Chinas. Die Schweiz bietet uns auf obengenannten Gebieten nicht nur Knowhow, sondern auch Erfahrung.

2004 erreicht das Volumen des bilateralen Handels 5 Milliarden US Dollar. Über 600 schweizerische Unternehmen haben in China investiert. 120000 chinesische Touristen besuchten die Schweiz, umgekehrt 40000 schweizer Touristen nach China. Der Rekord wird ständig geschlagen. Es gibt zur Zeit 2 bis 3tausend chinesische Studenten in der Schweiz, was vor 10 Jahr kaum vorstellbar ist.

Alles in Allem bringt der Austausch im Bereich des Erziehungswesens beiden Ländern soviel. Denn die Investition in die Erziehung ist die Investition in unsere Zukunft.

Prof. Dr. CHEN Zhuangying

Shanghai International Studies University - Email: chenzhuangying@yahoo.com.cn

Quand la Jin Mao remplace le Cervin...

Elever son enfant à Shanghai, dans une culture si différente, est un défi passionnant, même, si tous les souvenirs qui ont marqué notre enfance en Suisse n'évoqueront pas grand-chose pour lui.

Partis pour six mois et finalement, déjà cinq ans à Shanghai ! Cela peut sembler une éternité pour le Suisse fraîchement arrivé qui découvre avec stupeur la pollution, le trafic et le bruit incessant de cette mégapole !



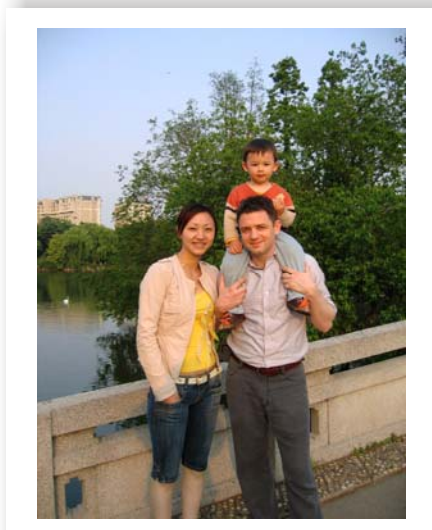
Mais pour nous, Jonathan (Fribourgeois, insolite mélange d'Inde et de Hollande) et moi (pur produit valaisan), la vie à deux en Chine, rythmée par le travail, les voyages et les sorties, s'est transformée en aventure de famille captivante avec la naissance de notre fils Anthony. Et, somme toute, notre vie ressemble à celle de toutes les familles en Suisse, seuls les détails diffèrent... Par exemple, l'univers d'Anthony est exclusivement chinois, la Suisse semble si éloignée de lui : le chocolat, notre fierté helvétique, est souvent délaissé au profit des friandises au poisson séché et tous ses plats sont copieusement arrosés de sauce soja. Ses amis se nomment Jiucheng ou Meifong, pas l'ombre d'un Guillaume ou d'une Emma... et surtout, les étranges sons du dialecte shanghaien n'ont déjà plus aucun secret pour lui. Ses bouclettes blondes « huang toufa », cheveux jaunes » lui confèrent un statut spécial sur le terrain de jeux ou dans la rue, où les flashes des appareils de photos des jeunes chinoises crépitent sur son passage. Les retours en Suisse accentuent les clichés : la vue d'une brave vache le terrifie, il est vrai que les seuls animaux qu'il croise à Shanghai sont les poissons rouges qui ornent l'entrée de notre immeuble...

Son intégration quasi totale à la vie locale souligne de manière flagrante notre difficulté à nous, ses parents, de nous intégrer réellement à la communauté chinoise. Malgré de gros efforts consentis pour apprendre le mandarin, la communication reste difficile et nous sommes souvent tentés par la simplicité des rapports entre expatriés. Grâce à notre fils, nous mesurons chaque jour davantage, la richesse de la culture chinoise et nous nous réjouissons de pouvoir lui donner durant ses premières années de vie, cette double culture qui restera probablement un événement marquant de sa vie.

Christine Cappi

UN PENSIERO PER NICHOLAS

Per mio figlio che un giorno si chiederà chi è e da dove viene.



Un caro saluto a tutti, amici, compatrioti....

“Compatrioti”!, Ecco una parola che penso di non aver usato più di due o tre volte in vita mia. Passate centinaia di ore nei taxi delle città cinesi ho avuto modo di discutere più volte sull’ “essere svizzeri”. Quante volte ho sentito dire: “Voi in Svizzera avete questo e quello, siete conosciuti nel mondo per questo o quest’altro”....Stereotipi, sicuramente, ma a volte il problema imbarazzante degli stereotipi non è quello di essere inaccurati o esagerati, ma proprio quello di fare esattamente centro.

Non è certo un discorso del primo di agosto che voglio fare ma piuttosto un breve esercizio per prendere coscienza di un messaggio che un giorno vorrei trasmettere a mio figlio Nicholas. Nicholas ha quasi 2 anni, ha il passaporto rossocrociato ma è nato da mamma shanghaiese. Adora il cioccolato ma preferisce gli spaghetti con tofu e polpette di pesce piuttosto che con il pomodoro....e mangia tenendo il cucchiaino in una mano e un bastoncino nell’altra. Presto, a scuola, gli verrà insegnato cosa significa essere cinese. Amici e parenti cinesi non mancheranno un’occasione per dirgli: “Noi cinesi pensiamo così”; noi cinesi facciamo così”. I cinesi hanno un forte senso di comune appartenenza alla loro terra. È sempre stato così, almeno da quando hanno eretto un muro per contenere e proteggere la loro patria e cultura. Allora Nicholas comincerà a porsi delle domande e sarà mia responsabilità spiegargli e mostrargli quell’altra parte delle sue origini.

Cosa significa dunque essere svizzeri? In Svizzera forse non mi sono posto così spesso questa domanda. In Svizzera ero svizzero e basta. Eppure, per un ticinese che, come me, ha ormai vissuto quasi la metà della sua vita in Cina questa domanda diventa quasi necessaria. Io, non mi sento particolarmente “sradicato”, ma la maggior parte delle volte so solo replicare con “Noi in Svizzera abbiamo questo o quest’altro...!”

Ma non basta. Qui, lontano da casa, credo di dover assumere questo fatto con maggiore responsabilità’.

A Nicholas vorrei trasmettere che l’identità svizzera non è fatta di una lingua specifica, ma è fatta della capacità di capirsi al di là delle diverse lingue che parliamo. Che il successo della Svizzera si basa proprio sulla diversità delle nostre popolazioni e la varietà delle nostre culture. A Nicholas spiegherò che la Svizzera deve la sua stabilità e la sua capacità di risolvere i problemi alla partecipazione alle decisioni di tutte le correnti di pensiero, associazioni e gruppi d’interesse.

La Svizzera è il risultato di un impegno comune; un “progetto” mosso da una volontà di progresso sociale, libertà, democrazia, solidarietà, giustizia sociale, responsabilità verso le generazioni future.

Stara’ a Nicholas un giorno decidere come “usare” quelle due parti distinte di se’. Ne sceglierà una a discapito dell’altra? Sarà capace invece di farne una sintesi?

Quello che mi auguro è che cresca e viva nel rispetto di se stesso e degli altri e che si senta anche in parte svizzero non grazie a un passaporto e un numero AVS. Quello che mi auguro è di poter trasmettergli dei valori che gli permetteranno di portare in se quello che di svizzero è più importante, ovunque lui decida di andare.

Luca Weber

News from the Consulate

From April 25th to 26th, the Swiss Secretary of State for Science and Education, Mr. **Charles Kleiber**, with an official delegation including the Presidents of the Federal Polytechnic Schools of Zürich and Lausanne and the University of Zürich, had extensive official contacts with local authorities and visited some of Shanghai's Universities and Research and Development Centres.

On April 18th, the Federal Council has nominated Mr. **Uli Sigg** as General Commissioner to officially represent Switzerland at the World Expo 2010 in Shanghai. Born in 1946, Uli Sigg has been from 1995 and 1998, the Swiss Ambassador to Beijing for the People's Republic of China, North Korea and Mongolia. He is Vice President of the Board of Directors of the Ringier Group, member of the Board of Ciba Chemicals specialities, and member of the Consultative Committee of China Development Bank in Beijing. March 29th, 2006, the Federal Council decided that Switzerland will officially participate in the World Expo 2010.

The **Swiss Club** Shanghai will celebrate its **10th anniversary** on June 2nd with a glamour night at the Mimosa Super Club.

...and again, **Roger Federer** should be back in Shanghai for the Tennis Masters in November. We wish him full success again!

From October 2nd to 11th, Shanghai will host the **Special Olympics**.

Switzerland will participate to this event with a delegation of 40 athletes and officials/volunteers. We wish all Swiss athletes coming for the Special Olympics to Shanghai a "Huan ying ni!" All participating sportsmen and – women are winners!

October 21st will take place the **election of the Swiss Parliament**. If you want to vote you have to be registered in Switzerland through the Consulate General. If you are not registered yet, please do it as soon as possible!