

Grüezi Shanghai

Newsletter of the Consulate General of Switzerland in Shanghai

February 2010

Word from the Consul General

Xin Nian Kuai Le!

The Tiger Year is the EXPO Year. The Tiger wins by its boldness, appearance and its taste for challenges. The Tiger is the symbol of the army; and protects homes from the three traditional disasters: fire, thieves and ghosts. No wonder, security will be well taken care of at World EXPO. Shanghai EXPO will be the greatest and largest World EXPO and the biggest gathering in human history.

The Swiss Pavilion is already raising much interest among the Chinese public. The number of clippings of the Roofing Ceremony exceeded those of other Europeans pavilions. The presence of the cities of Basel, Geneva and Zurich with their own pavilion in the Urban Best Practice Area will reinforce Swiss presence at the EXPO. We expect many important and prestigious visitors from China and of course from Switzerland.

During EXPO season, there will be numerous Swiss events. The Consulate General has opened a regularly updated special web page, to keep you informed on the not to be missed events:

<http://www.eda.admin.ch/eda/en/home/rebs/asia/vchn/cncgsh/expo/expoev.html>

The Swiss Club has already reserved the pavilion for the 1st of August, for a surely memorable and unforgettable evening.

During six months we will be able to discover, learn, share experiences and most of all, have a lot of fun. See you at the Swiss Pavilion at World EXPO!

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Consul General William Frei

EXPO 2010 Shanghai

Tips and tricks for EXPO visitors

The EXPO 2010 Shanghai count down clocks scattered around the city are now already showing two digit figures. Indeed, there are now less than 100 days until the opening of the biggest and most expensive World Expo ever. Planned to open on the 1st of May 2010 and run for six months, the fair, whose slogan is "Better City, Better Life", expects to receive over 70 million visitors. All participants have now finalized their designs and their construction is well underway. However, as resident of the region, what practical tips are there to know?

Location. The site of the event is the Nanpu Bridge-Lupu Bridge region in the center of Shanghai along both sides of the Huangpu River.



Map of EXPO grounds

Pudong: National Pavilions, International Organisation Pavilions, Auditorium etc.

Puxi: Urban Best Practice Area (Basel – Geneva – Zürich Pavilion).

World EXPO 2010 Shanghai in numbers



The EXPO mascot "Haibao"

5.28 Number of km² the EXPO covers.

230+ Number of countries and organisations that have confirmed their participation to EXPO 2010 (a record in the 150-year history of world exhibitions).

15 Number of hours the EXPO grounds will be open a day, from 9 a.m. to midnight. The pavilions will be open to visitors for **13** hours, from 9.30 a.m. to 10.30 at night.

100,000 Number of square meters of restaurants, bistros and other culinary highlights.

20,000 Number of planned cultural events at **32** venues across the EXPO site.

Tickets. There are several kinds of tickets, priced accordingly. The basic ticket costs 160 RMB. Tickets will be discounted for those who buy them before the EXPO opens. They will be available at branches of China Mobile, China Telecom, Bank of Communications and China Post. They will also be available Online. For more information visit <http://en.expo2010.cn/expotickets/index.htm>.

Transport. The EXPO site is huge. However, no need to panic, it has been confirmed that there will be free transport within the EXPO, including shuttle buses, and ferries between the Puxi and the Pudong sites. For a fee, visitors can also travel by eight-seater electric vehicles, akin to golf carts.

Lines 4, 6, 7, 8, 9 and the “EXPO Special Line” 13 will provide underground transport to the world exhibition. For visitors travelling by car, there will be 19 car parks with space for 1,400 cars and 4,000 coaches.

EXPO Online. EXPO Shanghai Online functions as the introductory channel, extension and supplement of the real EXPO, in the form of a website combining 3D exhibitions, events and interactions. Thus, EXPO Online is the online edition of the physical EXPO, providing online users experiences of virtual tours around the site and pavilions. EXPO Online will provide an alternative way of experiencing the event, especially for those who cannot personally come to Shanghai. <http://www.expo.cn>



Events to look forward to
Opening Day: 01.05.2010

European Parade: 09.05.2010
 A carnival-style event with the participation of probably more than 1000 people from various cultures and countries.

Swiss National Day: 01.08.2010
 Big party at the pavilion to celebrate our national day!

Nation Day Switzerland: 12.08.2010
 The Swiss day at the EXPO. Promises to be filled with music performances and events from Swiss artists.

60 years of Sino-Swiss Relations: 14.09.2010
 Events celebrating this important anniversary.

Closing Day: 31.10.2010

Swiss Pavilion

Neighbouring Pavilions of Switzerland

Germany - "Balancity"

The theme of the pavilion is "Balancity." It will demonstrate the importance of balance between modernization and preservation, innovation and tradition, community and the individual, work and leisure, and between globalization and national identity.

France - "Sensual City"

Highly romantic, the design presents a simple building with a big French-style garden inside. The pavilion theme sees to embody a place where the 6 senses are exalted.

Belgium/EU - "Brain cell"

The EU will use multimedia to showcase European cities. There will also be a chocolate factory in the pavilion, where visitors can taste Belgian chocolate and see the manufacturing process. The "brain cell" structure reflects the artistic richness of Belgium and Europe, as well as the scientific achievements which contribute to the development and enrichment of cultural and intellectual inheritance.

Spain

The Spain Pavilion contains three exhibition halls which will take visitors through the time and space of the development of the cities in Spain with the theme of "From the City of Our Parents to the City of Our Children."

Poland

Poland will turn its Shanghai EXPO pavilion into a gala concert hall during the 2010 event to invite visitors to dance and sing in memory of the great Polish musician Frederic Chopin. Dragon dances of both Chinese and Polish style will be performed at the pavilion's entrance. Four Chinese dragons in red and another four Polish dragons in yellow will meet each other every morning.



Portrait of Dr. Uli Sigg

Commissioner General of the Swiss Pavilion, EXPO 2010

Uli Sigg is no newcomer to China. Over the years he gained many experiences and a profound understanding of China. As Vice-President of China-Schindler Elevator Co., the firm became the first western company to strike a joint venture with the People's Republic of China (PRC). From 1995 - 1998 he went on to become the Ambassador of Switzerland to the PRC, North Korea and Mongolia. Throughout his years in China, he developed a passion for Chinese contemporary art, and owns its largest collection worldwide. This enthusiasm for art has furthermore led him to be council member of some of the world's most renowned galleries.

2010 is again an exciting year for Uli Sigg. As Commissioner General of the Swiss National Pavilion at the World EXPO Shanghai he once more gets the opportunity to exert and share his knowledge of China on the behalf of Switzerland.

Interview with Dr. Uli Sigg

What is your role as Commissioner General of the Swiss Pavilion?

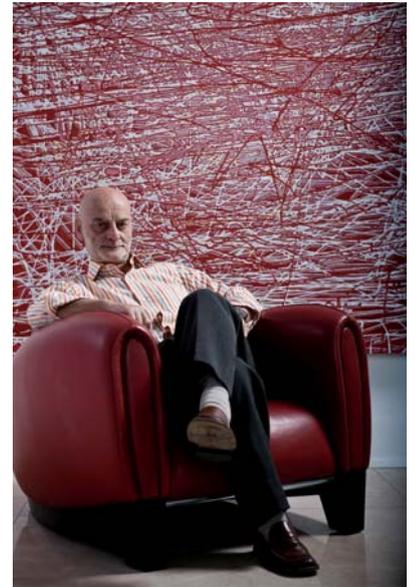
My role is to liaise between the official sides on behalf of Switzerland, and represent Switzerland amongst the commissioners, and in certain official events.

What brought you to accept the role of Commissioner General and what personal growth do you hope to get from it?

The federal council elected me to this job, after presiding the jury to select the winner amongst the 108 competing projects, I was then approached by Presence Switzerland. I gave it some thought and accepted the assignment – to assist the effort to position Switzerland in China as best as we can. No personal growth or gain plan, just what I owe as a passionate Swiss...

What is the main message you want visitors of the Swiss pavilion to walk away with?

Switzerland pioneered ideas in urban and rural interaction that we Chinese may want to adopt. We really want to know more about them!



Dr. Uli Sigg



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Switzerland.

What is your favourite in our pavilion and why?

I really like the chairlift – because I am born lazy..

When and how did you develop your passion for China?

The day I touched Chinese soil in 1979, although later I had a few chill outs along the way. It is really the Chinese people – and the fact that in China anything at least can be tried.

How did the image of Switzerland in China changed over the years?

Our image in China has always been and is very good – for all the known and traditional reasons we Swiss sometimes feel tired of – but wrongly so; these are all Swiss strengths we should be proud of and endeavour to confirm. In addition we should also win recognition as a very up to date high-tech country – here we have not managed to change the Chinese perception yet.

Where do you see Shanghai in ten years?

On top of the world – always provided the Shanghai government will stress equal fairness for foreigners as for Shanghaiese, and for all Shanghaiese alike..

How would your perfect day in Shanghai look like?

Cheer with thousands of admiring Chinese visitors in the Swiss Pavilion, make exciting acquaintances in our VIP hall, spend the night in the city with my Shanghaiese artist friends, and try to build a solid discipline against the simply insurmountable temptation of Shanghai dishes – but perfect days hardly come true..



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Switzerland.

Swiss Pavilion – Road Show

“Rural-urban interaction” intensified its EXPO promotions in Yangtze River Delta cities

As the first country pavilion to tour the Yangtze River Delta region, the Swiss Pavilion “Rural-urban interaction” has since the 26th of October 2009 travelled to Shanghai, Nanjing, Suzhou and Hangzhou in a road show format. Over 10,000 students and the general public visited the interactive exhibition and appreciated a first-hand taste of the highlights of the Swiss Pavilion before the Shanghai EXPO opens.

It has been estimated that over half of the 70 million visitors expected to attend World EXPO 2010 Shanghai will be travelling from the Yangtze River Delta region. Switzerland was gaining momentum and leading the way in its EXPO promotions, by presenting its core concepts and bringing real exhibits to students and the general public in the main cities of the Yangtze River Delta region. The month-long interactive road show presents the pavilion’s star attractions: the chair lift, a piece of the interactive and intelligent pavilion facade, and 3D viewers that bring to life sustainable success stories from Switzerland. Many visitors said they enjoyed learning about Switzerland’s achievements in innovation and sustainable development through the engaging road show and were excited to see more at the Swiss Pavilion.

The road show is another milestone of Switzerland’s active participation in the Shanghai EXPO. This year is a great one for Sino-Swiss celebrations on several counts. In addition to its active engagement in the Shanghai World EXPO, Switzerland will also be marking the 60 year anniversary of bilateral relations with China.

Meanwhile, the road show marked the beginning of an exciting new round of promotions for the Swiss Pavilion. A few of the highlights being planned include a cutting-edge lighting display on Shanghai’s landmark buildings by a legendary Swiss light artist, as well as a six month online photo competition “Our Future, Your Vision, Inspired by the Swiss Pavilion” with a grand prize of a free trip to Switzerland for two people.



Mr. William Frei, Consul General with students at the road show opening in the Shanghai Songjiang University Town.



Mr. Thomas Schneider, Deputy Consul General explains the Swiss Pavilion to Mr. Zheng Qiang, Deputy Secretary of the Party Committee of Zhejiang University.



The Swiss State Secretary visited Shanghai

In November 2009 Mr. Mauro Dell'Ambrogio, Swiss State Secretary for Education and Research, visited China to mark the 20th anniversary of bilateral relations between the two countries in matters of science and technology.

Mr. Dell'Ambrogio's visit kicked off in Guangzhou, where he opened the Conference for 3* Efficiency in Manufacturing. The University of Applied Sciences Southern Switzerland (SUPSI) and the Guangdong University of Technology opened a Sino-Swiss Center for Efficiency in Manufacturing. The conference took place to honor the collaboration between the two countries and to officially inaugurate the newly established center.

After Guangzhou, the delegation travelled to Shanghai. Beside official meetings with the Shanghai based Swiss industry, Sino-Swiss Science and Technology Cooperation partners, and science and technology officials of Shanghai Municipality, Mr. Dell'Ambrogio attended the opening ceremony of the "ScienceSuisse" exhibition at the Chinese Academy of Sciences (CAS) in Shanghai. The event took place on the 17th of November 2009 and was organized by swissnex China. A various crowd of people attended the event. Especially students of CAS Shanghai appreciated the speeches, the exhibition and the humanoid robot "Cronos" of the Artificial Intelligence Lab (University of Zurich).

Along with Mr. Dell'Ambrogio, Mr. Zhu Zhiyuan, Vice President of CAS Shanghai Branch, and Prof. Rolf Pfeifer, Director of the Artificial Intelligence Lab of the University of Zurich, delivered a speech and marked the necessity of Sino-Swiss exchange in the area of S&T.

"ScienceSuisse" is an exhibition on researchers working in Switzerland. Nationality was irrelevant; excellent research was the key criterion to be portrayed in the exhibition. 16 portraits of "brilliant minds" were presented, accompanied by an exhibition booklet. The portraits presented research and achievements in a wide variety of disciplines ranging from astrophysics, geology, medicine, and robotics to art history and philosophy.



Mr. Zhu Zhiyuan, Vice President of Chinese Academy of Sciences Shanghai Branch.



The delegation of Switzerland and China (University of Guangdong) inaugurating the Sino-Swiss Center.

Last but not least, the Swiss Embassy in Beijing took over as the delegation left to the north on the 18th of November 2009. In Beijing, Mr. Dell'Ambrogio was invited to several meetings with high ranked officials such as the Minister of Science and Technology, Mr. Wan Gang, and the Minister of Education, Mr. Yuan Guiren. The whole trip was marked by China's and Switzerland's interest and conviction of benefit to further cooperate in science, technology, innovation and higher education.



Cronos, a humanoid robot presented by Prof. Rolf Pfeifer, Director of the Artificial Intelligence Laboratory, University of Zurich, illustrating how behavior results from a subtle interplay between brain, body and environment.



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Switzerland.

The ECAL Luxury & Design Exhibition

The ECAL Luxury & Design Exhibition was inaugurated in Shanghai on the 1st of February 2010. Pierre Keller, Director of the ECAL/Ecole Cantonale d'Art Lausanne, and Flavia Schlegel, Executive Director of swissnex China, inaugurated the exhibition at the venue "800 show". The opening was preceded by a lecture for Chinese students from various colleges of design in Shanghai and by a highly attended press conference.

From the 1st to the 12th of February 2010, swissnex China presented the "ECAL Luxury & Design Exhibition" at the venue "800 show". At the opening ceremony on the 1st of February which was attended by over 100 guests from the academic, private and public sector, Pierre Keller, Director of ECAL (Ecole Cantonale d'Art Lausanne) explained, that the "Master of Advanced Studies Luxury & Design" at ECAL in Lausanne was launched in 2008 and privately founded by some of the most renowned brand leaders such as Nespresso, Swarovski, Christofle, Audemars-Piguet and Bernardaud. The concept idea of the MAS-Luxury was to enable students to gain access to the private sector by directly working with the luxury brands. Based on its success, the exhibition "ECAL Luxury & Design" was created by rising young designers and students from this master programme.

ECAL, founded in 1821, enjoys international renown as it is regularly featured among the world's top 10 universities of art and design. The success story of ECAL owes much to its director Pierre Keller, and to a dynamic team of professors and students, whose works are also presented at the exhibition, namely Alexis Georgacopoulos currently head of design department as well as other talents like Augustin Scott de Martinville, Thilo Brunner, Delphine Frey and Tomas Kral. In this light, ECAL fosters Switzerland successfully as a centre of excellence in the field of luxury goods.



Before the opening ceremony on the 1st of February, Pierre Keller gave a lecture entitled “ECAL: A Success Story in Art & Design” which was attended by 40 professors and students from the Design and Innovation Departments from Tongji University, Jiao Tong University, East China University of Science and Technology, Shanghai University and Shanghai University of Engineering Science. The Director of ECAL gave in-depth insights into the school’s success story, a story which made ECAL a partner of first choice for leading firms and universities around the world and a centre of attraction for prominent experts and designers.

The press conference was headed by Dr. Flavia Schlegel, Prof. Pierre Keller as well as Prof. Lou, Vice Director of the College of Design and Innovation at Tongji University who underlined the long tradition of Swiss design and the importance of international exchange between design departments at universities from both countries – China and Switzerland.

The “ECAL Luxury & Design Exhibition” has been showcased in January in Singapore, before being hosted in March 2010 by the Embassy of Switzerland in Beijing.

For more information about ECAL, please contact info@swissnexchina.org.



Press Conference with Prof. Lou, Vice Director, College of Design and Innovation at Tongji University, Dr. Flavia Schlegel, Executive Director of swissnex China and Prof. Pierre Keller, Director of the ECAL/Ecole Cantonale d'Art Lausanne.



The Opening Ceremony of the ECAL Luxury and Design Exhibition at the venue “800 show”.

Swiss Chinese Cultural Exchange

Swiss Chinese Literature Exchange & Symphonic Concert of Chinese and Swiss Composers

As part of the exchange and cooperation programme “Swiss Chinese Cultural Explorations” of Pro Helvetia, the project “Symphonic Concert of Chinese and Swiss Composers” will be presented in May, in Shanghai and Hangzhou. With the aim to promote a cultural cooperation between China and Switzerland for new musical compositions, Ms. Lingling Yu, the project manager as well as pipa player, conceived the “Chinese-Swiss Composers Orchestral Music Concert”. It will be performed at the Shanghai Spring Intl. Music Festival with conductor Mr. Tang Muhai at the Oriental Art Centre on the 13th of May 2010. In Hangzhou, the concert will be in collaboration with Zhejiang Symphony Orchestra at their music hall on the 16th of May 2010. Musicians from the Shanghai Conservatory and Shanghai Virtuosi Chamber Orchestras will appear along with Swiss musicians and perform works by six different composers from both countries. This project promotes an intercultural understanding for Chinese and Swiss contemporary music, with the goal to enrich the musical culture of both countries and create a foundation for further artistic exchange of contemporary music even after this project.

In the field of literature, Pro Helvetia proudly presents the project “Swiss Chinese Literature Exchange”. In 2009, four Chinese translators travelled to Switzerland and worked with two Swiss authors on translations of their books. Peter Stamm: “Agnes” and „In fremden Gärten“, Monique Schwitzer: „Wenn's schneit beim Krokodil“. In 2010, the authors will travel to China to present their books in Chinese translation. The project will help presenting Swiss literature and art in China and have a sustainable effect due to the publication of Swiss books and lasting connections between translators and authors. Meanwhile, several readings will be held as a presentation of the project.

Schedule for readings are as follows:

Shanghai

10-13 May 2010, Int. Studies University
12 May 2010, Goethe Institute Shanghai
22 May 2010, World EXPO 2010

Hangzhou

14-16 May 2010, Zhejiang University

Ningbo

7-20 May 2010, Ningbo University

swiss arts council
prohelvetia



Mr. Tang Muhai



Mr. Thorsten Doenges, Literarisches Colloquium Berlin, Prof. Chen Zhuangying, Vice Director of the German Department, Shanghai International Studies University, Mr. Chen Wei, Director of the German Department, Ningbo University, Mr. Daniel Goetsch, Swiss author, famous work “Herz aus Sand”, Prof. Fan Jieping, Zhejiang University.

Portrait über Prof. Dr. Chen Zhuangying

Professor für Germanistik, Stellvertretender Dekan an der Shanghai International Studies University

Chen Zhuangying und die Schweiz. Die Schweizer Kultur und Denkweise sind für Chen Zhuangying dank seiner zwei Studienjahre in Bern kein Buch mit sieben Siegeln. Heute übersetzt er im Rahmen eines Projektes von Pro Helvetia zeitgenössische Werke Schweizer Autoren ins Chinesische.

Interview mit Prof. Dr. Chen Zhuangying

Wie kamen Sie zu Ihrer Leidenschaft für die deutsche Sprache?

Das hat einen familiären Ursprung. Mein Onkel hat vor 50 Jahren an der Peking Universität Germanistik studiert. Durch ihn habe ich die ersten guten Eindrücke von deutscher Sprache und Literatur gewonnen. Später haben mich die deutsche Musik und Philosophie während meiner Schuljahre fasziniert. Da habe ich mich entschlossen, unbedingt diese Sprache zu lernen, denn ich möchte diese Kultur kennen lernen.

Was hat Sie in Ihrer ersten Zeit in der Schweiz besonders an Land und Kultur überrascht?

Die Vielfalt der Kulturen, die harmonisch miteinander koexistieren. Der hohe Lebensstandard, die überdurchschnittliche Sauberkeit. Ich war anfangs sehr erstaunt und dachte, die Schweizer haben aber Glück. Später habe ich erkannt, dass das gute Leben in der Schweiz kein Geschenk von Gott ist, sondern durch harte Arbeit errungen worden ist.

Wie gehen Sie an eine neue Übersetzung heran?

Ich lese zuerst einmal gründlich den Roman durch. Bevor ich mit der Übersetzung anfangen, suche und lese ich noch bezügliche Hintergrundmaterialien.

Welches ist Ihr Lieblingsbuch eines Schweizer Autors?

Homofaber von Max Frisch.



Prof. Dr. Chen Zhuangying



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Switzerland.

Wie gross ist das Interesse in China an zeitgenössischer Literatur aus Europa?

Das Interesse ist gross. Einerseits ist es die Aufgabe des Verlags, gute Werke im Chinesischen zu publizieren. Andererseits ist gutes Marketing unentbehrlich.

Unterscheiden sich zeitgenössische Werke aus der Schweiz und aus China grundsätzlich oder finden Sie erstaunliche Parallelen?

Es gibt Unterschiede in den zeitgenössischen Werken der beiden Länder. Aber ich habe bemerkt, dass bei den jungen Autoren erstaunliche Parallelen auftauchen. Die jüngere Generation der chinesischen Autoren kümmern sich mehr und mehr um die Entfaltung des Individuums und die Konflikte zwischen dem Ich und der Gesellschaft, zwischen Tradition und Modernität.

Gibt es kulturelle Missverständnisse denen Sie immer wieder begegnen?

Ich habe kein Problem damit, wahrscheinlich weil ich mich schon lange genug mit der anderen Kultur beschäftige und ein gutes Verständnis dafür habe.

Wie sieht ein perfekter Tag in Shanghai für Sie aus?

Mildes Wetter, kein Verkehrsstau, gutes Mittagessen mit Freunden, ein Violinkonzert nach dem Feierabend.



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Switzerland.

Chinese New Year

Customs & Festivities

Chinese New Year or Spring Festival is the most important traditional Chinese holiday. It is often called the Lunar New Year, especially by people in mainland China and Taiwan. The festival traditionally begins on the first day of the first month (正月 *zheng yue*) of the Chinese calendar and ends after 15 days, the day of the Lantern Festival. Chinese New Year's Eve is known as Chuxi 除夕, literally meaning "Year-pass Eve".

Chinese New Year is the longest and most important festivity of the Lunar Calendar. The origin of Chinese New Year is itself centuries old, and has his significance enhanced by several myths and traditions. Legend spoke of the wild beast Nian (which also is the word for "year") that appeared at the end of each year, attacking and killing villagers. Loud noises and bright lights were used to scare the beast away, and thus were the Chinese New Year celebrations born.

Within China, Chinese new year celebrations vary widely according to regional customs and traditions. People will spend a lot of money on presents, decoration, food, and clothing. It is also the tradition that every family thoroughly cleans the house to sweep away any ill-fortune in hopes of making way for good incoming luck. Windows and doors are decorated with red color paper-cuts and couplets with the popular themes "happiness", "wealth", and "longevity". On the Eve of Chinese New Year, supper is a feast gathering the whole family. Food will range from pigs, to ducks, to chicken to fish and sweet delicacies. The family will end the night with firecrackers. Early the next morning, children will greet their parents by wishing them a healthy and happy new year, and receive money in red paper envelopes. The Chinese New Year tradition is a great occasion to forgive and forget, and sincerely wish peace and happiness to everyone.



Firecrackers



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Today, the 15-day New Year festivities are celebrated with a week of vacation in metropolitan areas of China. Much like the Western New Year (1st January), the biggest celebration is on the eve of the holiday. At the turn of the new year, fireworks illuminate the skyline of the city. Aside from New Year's Eve, there are other important days of the 15-day New Year Festival, including:

Jie Cai Shen - Welcoming the Gods of Wealth and Prosperity

On the 5th day of New Year's, it is believed that the gods of prosperity come down from the heavens. Businesses will often participate in setting off firecrackers as they believe it will bring them prosperity and good fortune for their business.

Yuan Xiao Jie - Festival of Lanterns

The 15th day of the New Year is known as The Festival of Lanterns and marks the end of the Chinese New Year celebrations. All types of lanterns are lit throughout the streets and often poems and riddles are written for entertainment. There are also paper lanterns on wheels created in the form of either a rabbit or the animal of the year (Tiger for 2010). The rabbit lantern stems from a Chinese myth or fairytale about a female goddess named "Chang E" who jumped onto the moon. So she wouldn't travel alone, she brought a rabbit with her to keep her company. It is said that if your heart is pure enough, you can see the goddess Chang E and her rabbit on the moon on this day.

The symbols of Chinese New Year

Red envelopes

Called "hong bao" in Mandarin, the red envelopes filled with money are typically given to children or unmarried adults with no job. If you are single and earning money, you still have to give the younger ones the hong bao money. The color red denotes good luck/fortune and happiness/abundance in the Chinese Culture and is often worn or used for decoration in other celebrations.

Dragon

The Dragon is present in many Chinese cultural celebrations as the Chinese people often think of themselves as descendants of the mythical creature. On the fifth day of the New Year when many people have to go back to work, dancing dragons perform in front of office buildings. On the 15th day of the New Year (Yuan Xiao Jie), there are also many dancing dragon performances around the city. Yu Garden will be a good place to spot some. The dragon represents prosperity, good luck and good fortune.



Paper Cut



Traditional Food during Chinese New Year

The Chinese New Year's Eve meal is the most important dinner of the year. Typically, families gather at a designated relative's house for dinner. However these days, many families often celebrate New Year's Eve dinner at a restaurant. Many restaurants require reservations months in advance. There are also some families that hire a professional chef to come cook at their house. Chinese New Year is a 15-day celebration and each day many families rotate celebrations between homes of their relatives. The festivities are day-long and sometimes, a family ends up cooking two meals for their relatives, once at lunch and once at dinner. These dishes used to be all made from scratch, but now people can easily buy them prepackaged at the supermarkets.

Besides chicken, duck, fish and pork dishes, there are these other traditional New Year dishes:

"Ba Bao Fan", literally translates to "Eight Treasures Rice" - which contains glutinous rice, walnuts, different colored dry fruit, raisins, sweet red bean paste, jujube dates, and almonds.

"Tang Yuan" or a Won Ton soup - black sesame rice ball soup.

"Song Gao", literally translates to "loose cake"- which is made of rice which has been coarsely ground and then formed into a small, sweet round cake.

"Jiu Niang Tang" - sweet wine-rice soup which contains small glutinous rice balls.

"Shui Guo Geng", a sweet soup made of cut-up fruit - cut fruit is added into hot/warm water which has had a thickening agent (like cornstarch).



Tang Yuan

Our local restaurant recommendations

Xing Hua Lou 杏花楼

343 Fuzhou Lu, Huangpu
(near Shandong Lu)
Phone 6355 3777 ext. 106
www.xinghualou.com

Qiao Jia Shan 乔家栅

313 Xiang Yang Nan Road
Phone 6437 4174
www.qiaojia Shanfood.com

by Zhang Heidi

SwissCham AFG Chinese New Year Gala

29th January 2010 – SwissCham AFG Chinese New Year

Gala and CEO/Entrepreneur of the Year Award

swisscham.org

On Friday, 29th of January SwissCham held its biggest annual event to celebrate Chinese New Year with the Swiss Chinese business community of Shanghai. Following the theme of the tiger, the Hyatt on the Bund had been elaborately decorated and welcomed its over 270 guests in a South Chinese jungle landscape. After the opening speeches from SwissCham China President Christian Guertler and the Consul General of Switzerland William Frei, a colourful entertainment program showed a fire performance, an energetic African Dance troop and a futuristic fluorescent dance. A tricky smelling quiz had tables guessing exotic jungle smells and the lucky draw once again held an array of great prizes such as two Omega Collectors Watches from Swatch Group (China) or two Business Class tickets sponsored by Swiss International Airlines.

One of the evening's highlights was the announcement of the prestigious SwissCham AFG CEO/Entrepreneur of the Year Award. The jury honored Susan Chen, President of Swatch Group (China), for her achievement in multiplying the company's revenue several times and building up a strong staff. Withstanding the global slowdown, the Swiss watch manufacturer increased its Chinese sales and secured China as its number one market. Susan Chen successfully adapted global strategies to the local consumer reality, quickly localized management staff, and through public engagements like the main sponsorship of the Olympic Games 2008 and the establishment of an Art Centre at the Shanghai Peace Hotel, managed to grow strong roots in the Chinese market. Mr. Christian Guertler (President of SwissCham China and Shanghai), Mr. William Keller (Jury President & honorable Citizen of Shanghai) and Dr. Edgar Oehler (one of Switzerland's most outstanding entrepreneurial personalities and former member of parliament) presented the award to the happy winner.

After the ballroom lights went out and the official program had ended the party continued in the legendary Vue Bar, high above the roofs of Shanghai.



Mr. Christian Guertler, President
SwissCham China



Mr. William Frei, Consul General of
Switzerland in Shanghai



Mrs. Susan Chen, President of Swatch
Group (China)



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Jahresendjass 2009

Swiss Club



Jassen ist vermutlich das traditionellste Kartenspiel in der Schweiz und erfreut sich unveränderter Beliebtheit bei Jung und Alt, Frauen und Männern.

Seit den Neunzigerjahren ist die "Schweizer Gemeinde" in Shanghai stetig am Wachsen. Um den "Shanghai-Schweizern" ab und zu etwas "Heimeliges" zu bieten, hat der Swiss Club Shanghai vor ein paar Jahren damit begonnen, Jassabende zu organisieren. Mittlerweile sind die Jassanlässe ein fester Bestandteil des Jahresprogramms und werden rege besucht. Gespielt wird seit 2008 abwechslungsweise mit den französischen und den Schweizer (deutschen) Karten.

Von Januar bis Oktober findet jeweils am letzten Montagabend des Monats der so genannte "Monatsjass" statt. Wir spielen einen typischen Turniermodus mit vier Durchgängen und zugelosten Partnern. Die Punktzahlen aller Teilnehmer werden registriert und die drei Erstplatzierten erhalten kleine Preise.

Im November wird dann der "Jahresendjass" durchgeführt. Dabei wird zuerst eine normale Monatsjass-Runde gespielt. Um den "Jassmeister" zu ermitteln, werden die Punkte dieser Jassrunde zu den drei besten Monatsjass-Resultaten addiert. Die drei Erstplatzierten werden mit echten Schweizer Kuhglocken ausgezeichnet. Zusätzlich verleihen wir auch Preise für die höchste Gesamtpunktzahl, am meisten Jasspunkte sowie höchste Matchpunktzahl. Und zu guter Letzt gibt es auch noch einen Trostpreis für den/die Jasser/in am Ranglistenende.

Nach all den "Jass-Strapazen" wird der Jahresendjass jeweils mit einem traditionellen Raclette mit Weisswein und Schnaps abgerundet.

Interessierte können sich jederzeit beim Swiss Club Shanghai über die aktuellen Jassangebote erkundigen www.swissclubshanghai.org.



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Switzerland.

Ich bin überzeugt, dass Jassen in Shanghai auch in Zukunft seine Beliebtheit beibehalten wird und freue mich, Sie an einem unserer Anlässe zu sehen.

Ruedi Steffen
Jass Organisator des Swiss Club Shanghai



Bruno Furrer
2. Platz in Jassmeisterschaft 2009 &
höchste Matchpunktzahl

Stefan Schmidt
Jassmeister 2009 & höchste Jasspunkt-
zahl

Ruedi Steffen
Organisator

Som Scheibli
3. Platz in Jassmeisterschaft 2009

Nicolas Pasquier
Höchste Gesamtpunktzahl

Stephan Lemmenmeier
Trostpreis



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Switzerland.

The Team

Consulate General, swissnex China, Swiss Business Hub and Pro Helvetia Shanghai



Front Row (from left to right)

Zhang Xi (Chris), Hu Jingting (Sherry), Shen Wei (Joyce), Nie Liqun (Stella), Xiao Yin (Jill), Sun Yiwen (Cissy), Zhang Huiying (Heidi) and Fu Yun (Cathy)

Center Row (from left to right)

Zuo Gillet Lan, Thomas Schneider, William Frei, René Seiler and Beat Wälchli

Back Row (from left to right)

Xu Xiaoyan (Crystal), Xu Min (Dorothea), Xu Lihua (Silvia), Richard Kurz, Cristin Rentsch, Alexander Schärer, Sarah Edmonds, Shi Yue, Jasmin Helbling, Oskar Hess, Rahel Gscheider, Phonesili Phengrasamy, Yang Zhenhua (Christian), Zhang Yibei, Eveline Winiger, Wu Yan (Sky) and He Jiang



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Swiss Business Hub

The Swiss Business Hub China (SBH China) is located within the premises of the Swiss Embassy in Beijing, with antennas in the Swiss Consulate General of Shanghai and Guangzhou.



The Hub is a network partner of OSEC Business Network Switzerland and the official authority for Swiss trade promotion within China. The primary goal of SBH China is to develop and strengthen the business relations of Swiss and Liechtenstein based companies in the People's Republic of China. With increasing signs that the Swiss economy is rebounding, China's continuously very high economic and trade development offers outstanding possibilities for Switzerland's traditionally export oriented companies.

Since the 1st of January 2010, the SBH China is also responsible for the inward investment promotion. More and more Chinese companies are setting up legal entities in Europe and it will be the task of the SBH China to show these firms the many advantages Switzerland has to offer and why it is the ideal starting place for Chinese companies to steer their European activities and beyond.

In its every day business the Hub has helped many Swiss companies from very classical Swiss industries such as machine tools, watches and chocolates to highly specialized and rather exotic industries such as frozen bull semen and fish ladders for dams. Our help comprises very basic information such as general reports on the state of the economy and summaries of relevant trade shows, but also very detailed and tailor made reports to the exact needs of our clients, for example checking if there is a potential market in China for certain products or finding partners to distribute or source their product in China.

The services of the SBH are not only limited to companies and associations. In our every day work we try to assist Swiss citizens as far as possible. We offer assistance in trying to settle payment problems, try to find background information on dubious companies and can provide 1-2 helpful addresses when in search of a certain in China produced product.

For both the trade and investment promotion the Swiss Business Hub China currently employs 10 people in its three offices. In order to fulfill our mandates with the maximum amount of efficiency and know-how the SBH China works in close cooperation with a pool of experts in specific sectors and local specialists from different segments of the Chinese market.

The Swiss Business Hub China is committed to further facilitate, assist and accompany the market entry for Swiss companies interested in this fascinating and promising market.



Front row from left

Grance JI, Jing KONG, Luzia REN, Kilian WIDMER, Yibei ZHANG

Second row from left

Helen SUN, Nicole WANG, Claudio MAZZUCHELLI, June CUI, Liv MINDER

The New Swiss Biometric Passport 10

New Swiss Passports from May 2010



The models of Swiss passports currently available - optic passport 03 without electronically registered picture (issued from 1st January 2003) and biometric passport 06 (issued from 1st January 2006) with electronically registered picture - are still in use until their shown validity date, however, these two types of documents have stopped being issued since the 12th of February 2010.

From the 1st of March 2010 on, only the new Swiss biometric passport 10 will be issued by representations abroad, provided that they are fully equipped with the new biometrical material.

Please note that due to the installation schedule issued by Berne, our representation should only be operational for processing the applications for the Swiss biometric passport 10 by the end of May 2010.

Therefore this representation would like to draw your attention to this important time issue and to bear in mind that until further notice, no new Swiss passports can be applied for at this office until end of May 2010.

In case of emergency, a temporary passport can and will be issued by our office free of charge. Further information about the new biometric passport is available at the following link (in German, French or Italian only):

www.schweizerpass.admin.ch



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Switzerland.

Der Personenrettungsschlauch

“Habt keine Angst, runter kommt man immer!”

Mitarbeitende des schweizerischen Generalkonsulats, von swissnex, Pro Helvetia und des Swiss Business Hubs in Shanghai durchrutschten den längsten Personenrettungsschlauch einer Schweizer Auslandvertretung. Ein Rückblick auf die Überbrückung kleiner und grosser Hürden.

Das schweizerische Generalkonsulat in Chinas boomender Wirtschaftsmetropole Shanghai befindet sich im 22. Stockwerk eines der zahlreichen Hochhäuser des Geschäftsviertels Hongqiao. Für Gefahrensituationen wie Brände, Erdbeben und Anschläge wurde hier im Jahr 2003 als einfacher, schneller und allenfalls auch geheimer Fluchtweg ein Personenrettungsschlauch installiert. Der Rettungsschlauch Nr. 19200 ist mit seiner Systemhöhe von 68,80 Metern der bisher längste in einer schweizerischen Auslandvertretung.

Am 6. November 2009 erwartete unser Team in Shanghai daher gespannt den angekündigten Besuch aus Deutschland. Der Hersteller, die Axel Thoms Lebensrettungseinrichtungen GmbH, hat sich zur alljährlichen Wartung und Schulung der Rettungseinrichtung angemeldet.

Die Herren Axel Thoms und Horst Hohensee, in vielen Auslandvertretungen bekannt und geschätzt, erklären fachkundig Einstiegsrahmen, Rutschtuch und Ausstiegskapsel. Alle hören gebannt und zugegebenermassen noch etwas skeptisch den Ausführungen zu. Denn wer kriegt bei der Aussicht auf einen Abstieg aus fast 70 Metern Höhe keine Höhenangst?

Die offene Art von Herrn Thoms und die bestechenden Fakten lassen allmählich die ersten Bedenken schwinden. So ist der Personenrettungsschlauch im Ernstfall in ca. 60 Sekunden einsatzbereit. Sein Durchrutschen dauert ungefähr 30 Sekunden. Die Rutschgeschwindigkeit beträgt um die 2 Meter pro Sekunde und ist weitgehend unabhängig von Körpergrösse und -gewicht, kann jedoch individuell beeinflusst werden (siehe nächste Seite rechts). Diese Voraussetzungen werden durch die besondere, spiralförmige Leitbahn im Inneren des Personenrettungsschlauches gewährleistet. Da mehrere Personen gleichzeitig rutschen können, ist die Evakuierung von ca. 6 bis 10 Personen pro Minute möglich.



70 Meter aus der Boden Perspektive.



René Seiler, Eveline Winiger und Flavia Schlegel

Die charmanten Anekdoten von Herr Thoms liessen zu guter Letzt die restlichen Höhen- und Platzängste verschwinden. 18 Mitarbeitende durchrutschten freiwillig - Spirale um Spirale - die 68 Meter und 22 Stockwerke bis zum sicheren Grund. Mit mehr oder weniger schlottrigen Knien kam ein jeder und eine jede sichtlich stolz und um eine eindruckliche Erfahrung reicher durch die Ausstiegskapsel gekrochen. Sicherheitsverantwortlicher Thomas Schneider kurz nach seinem Abstieg: "Ich habe mich so sicher gefühlt, dass ich etwas sehr schnell runter gerutscht bin! Meine Ellbogen sind noch etwas warm, aber ich bin beeindruckt." Ein Spektakel, das viele Schaulustige anzog und bestimmt in zahlreichen chinesischen Fotoalben auftauchen wird.

Wir danken der Axel Thoms Lebensrettungseinrichtungen GmbH für die Gewissheit, dass uns im Ernstfall ein Ausstieg in Sicherheit offen steht. Und mit der Erfahrung, dass Grenzen manchmal leichter als gedacht zu überwinden sind, machen wir uns an die Vorbereitungen für die World EXPO 2010 in Shanghai. Das Team des schweizerischen Generalkonsulats in Shanghai.



Der Einstieg mit atemberaubender Aussicht.

Die optimale Rutschtechnik

Die optimale Rutschtechnik Nach dem Einstieg in den Personenrettungsschlauch begibt man sich in eine Sitzposition. Der linke Arm wird nach oben gestreckt und der rechte Arm auf das rechte Bein gelegt. Durch den festen Kontakt mit dem Rettungsschlauch gleitet man, ohne jemals das Gefühl des Fallens zu haben, ruhig und mit gleichmässiger Geschwindigkeit das spiralförmige Rutschtuch hinunter. Die Geschwindigkeit kann durch die Sitzposition selbst reguliert werden, je mehr man die Beine öffnet, desto langsamer rutscht man. Das Aussentuch des Rettungsschlauchs ist feuerresistent und gegen Nässe imprägniert.

Heidi, Joyce, Christian, Dorothea und Cathy noch etwas bleich und wacklig!

by Jasmin Helbling

Weddings

Congratulations to the newlyweds!



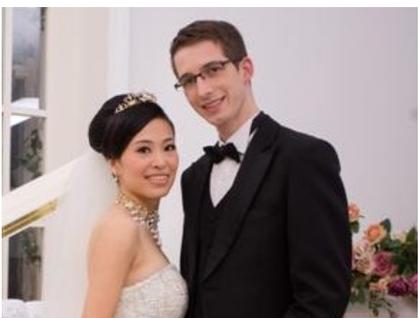
XI Weimiao & Roland ERISMANN

got married on the 28th of October 2009 in Hong Kong.



YI Jin & Markus FARNER

got married on the 2nd of December 2009 in Shanghai.



MA Jing & Jonas HÜSSY

got married on the 9th of December 2009 in Shanghai.



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JIANG MinJie & Serkan TÜFEKCI

got married on the 12th of December 2009 in Shanghai.



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Births

Congratulations to the proud parents!



Sabrina AFFOLTER

was born on the 25th of August 2009 in Shanghai.

The happy parents are Janice & Daniel AFFOLTER.



Leo Ettore ONGARO

was born on the 10th of October 2009 in Shanghai.

The happy parents are HUANG Xiaofeng & Paolo Valente Benedetto ONGARO.



Cedric Richard WÄLTI DRAZAL

was born on the 2nd of December 2009 in Shanghai.

The happy parents are Dominica DRAZAL & Andy WÄLTI.



Alessandro SCHENK

was born on the 14th of December 2009 in Shanghai.

The happy parents are Sara & Bruno SCHENK.



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Switzerland.

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