

Grüezi Shanghai

Newsletter of the Consulate General of Switzerland in Shanghai

June 2011

Word from the Consul General

Dear Swiss Friends, dear Friends of Switzerland,

It is encouraging to see how briskly relations between Switzerland and China evolve. In recent months, several meetings between high-level Swiss and Chinese officials have been held. Last April, Switzerland was honored by the visit of Shanghai Party Secretary Yu Zhengsheng. The same month, Federal Councillor Didier Burkhalter travelled to Shanghai with the purpose of strengthening scientific cooperation between the two countries. Last but not least, delegations from Shanghai's sister city Basel and the Cantons of Lucerne and Fribourg visited Shanghai recently. All these gatherings are evidence of the growing strength of the ties between our two countries.

As you all know, Switzerland is one of the few western countries with a surplus trade balance with China, now our largest trading partner in Asia. Launched last January at the World Economic Forum in Davos, the Free Trade Agreement negotiations are making headway and will hopefully be completed within the next two years.

Tourism and trade are increasing at double digit rates. The downside of this bilateral dynamism, from a purely selfish point of view, is the tremendous strain it puts on the visa section of this Consulate General, which is virtually flooded with visa requests. We are nonetheless very pleased to welcome all these Chinese visitors to Switzerland.

Unlike the rainy weather of June, the future of the relations between Switzerland and China promises to be bright. I wish you and your families a nice summer!

Heinrich Schellenberg



Consul General Heinrich Schellenberg

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Your article in the next Grüezi Shanghai!

You are welcome to propose events, news or information, that are of interest and relevance to the Swiss community, for the next Grüezi Shanghai.

Please contact us at sha.vertretung@eda.admin.ch.



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Switzerland.

Federal Councillor Didier Burkhalter in China to strengthen scientific ties

The head of the Federal Department of Home Affairs travelled to China between the 21th and 27th April 2011

The main aim of the visit of Federal Councillor Didier Burkhalter was to strengthen scientific ties between Switzerland and China. The head of the Federal Department of Home Affairs (FDHA) was thus accompanied by the presidents of the two Federal Institutes of Technology, Ralph Eichler (ETH Zurich) and Patrick Aebischer (EPF Lausanne).

The first stage of the visit took place in Shanghai where Federal Councillor Burkhalter held discussions with the heads of research and development of the Swiss companies Novartis and Roche, as well as researchers involved in bilateral scientific cooperation projects. He also visited the Consulate General and swissnex China, the Swiss science hub in Shanghai, and attended the opening of the 'swiss new media' exhibition supported by Pro Helvetia at the Minsheng Art Museum.

The program was rounded off with a visit to Tongji University and the Shanghai Synchrotron Radiation Facility – two institutions which have strong ties to the ETH Domain.

In Beijing, the Federal Councillor held meetings with three of his counterparts: the ministers of science and technology, education and health. China is a priority country in the Federal Council's international strategy on education, research and innovation (ERI) and one of Switzerland's privileged partners in terms of scientific cooperation. The declaration of intent which has been signed by Federal Councillor Burkhalter and Mr Wan Gang, Minister of Science and Technology, underlines the mutual desire to deepen the partnership, particularly in the context of the SSSTC programme (Sino-Swiss Science and Technology Cooperation) launched in 2004.

The visit was also designed to coincide with celebrations marking the centenary of Tsinghua University in Beijing, whose new library was designed by Swiss architect Mario Botta.



Federal Councillor Didier Burkhalter



Consul General Heinrich Schellenberg



Artist Yves Netzhammer giving insights about his works to Mrs Friedrun Sabine Burkhalter and Federal Councillor Didier Burkhalter at the Minsheng Art Museum
© pictures by Jin Jingyi

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The head of the FDHA went on to meet his counterpart in charge of public health. The two ministers determined to strengthen the cooperation between the two countries, particularly on the issue of the fight against infectious and non-communicable diseases. The joint declaration that they adopted also foresees cooperation between four Swiss cantons (Vaud, Basel-Stadt, Zurich and Geneva) and four Chinese municipalities, including Shanghai and Kunming, in the area of hospital reforms.

The last leg of the working visit took Federal Councillor Burkhalter to southern China. In Shenzhen, the head of the FDHA visited the company Huawei, a world leader in the field of telecommunications, which has an office in Switzerland since 2009.

In Hong Kong, the Federal Councillor took advantage of his presence to visit the exhibition on Einstein presented by Switzerland with the support of Presence Switzerland. The exhibition is touring several Chinese cities.

The delegation with the team of the Consulate General and swissnex China



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Switzerland.

Top Shanghai Delegation in Switzerland

Yu Zhengsheng, Member of the Central Politburo and CPC Party Chief in Shanghai meets Swiss authorities and visits Swiss companies

Shanghai Party Secretary Yu Zhengsheng visited Switzerland from the 15th to 18th of April, together with a high-ranking delegation from Shanghai. The visit started in Shanghai's partner city Basel, where the Chinese delegation was received by the highest representatives of the Canton of Basel-Stadt, Mr Guy Morin, Dr. Carlo Conti, Ms Eva Herzog and Mr Hans-Peter Wessels. Thereafter, the delegation visited Novartis, Roche, ABB, Schindler, Credit Suisse and Zurich Financial Services in Basel, Zurich and Lucerne.

The "Tour de Suisse" concluded in Berne where Mr Yu met Mr Hansheiri Inderkum, the speaker of the Council of States and Federal Councillor Johann Schneider-Ammann, head of the Federal Department of Economic Affairs. Consul General Heinrich Schellenberg had the pleasure to accompany the delegation during its trip throughout Switzerland.



Mr Yu Zhengsheng, CPC Party Chief in Shanghai and Consul General Heinrich Schellenberg in front of the Chapel Bridge (Kapellbrücke) in Lucerne.



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Switzerland.

Our Consular District – Zhejiang Province

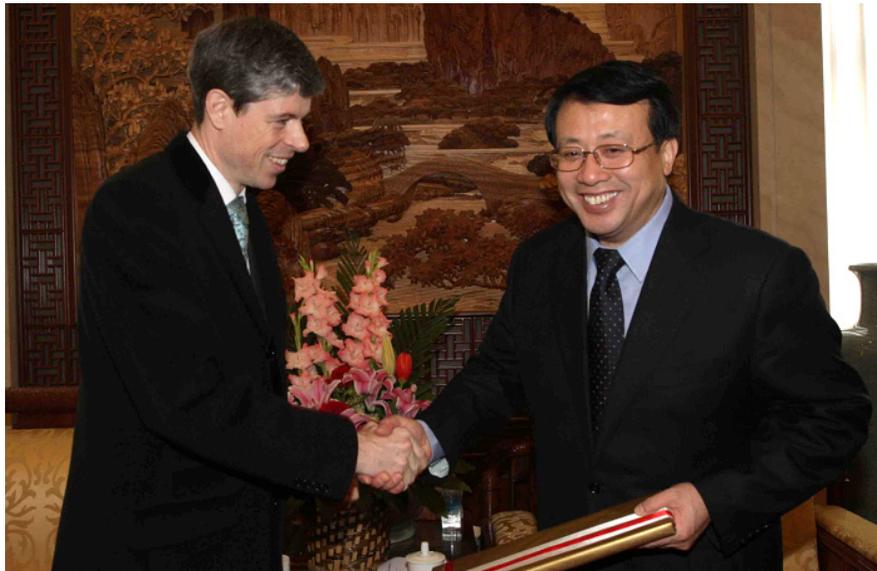
Zhèjiāng 浙江

“In heaven there is paradise and on earth there are Hangzhou and Suzhou.” - this old Chinese saying captures the beauty of Zhejiang’s capital Hangzhou since ancient times. Today, Zhejiang is a thriving commercial hub, with tourism as its number one industry. Its rich history and natural beauty caters for all, whether you are into biking, ceramic making, or just lounging on the beach.

Canton of Fribourg at the China International Consumer Goods Fair

After a first visit of courtesy in February to Mr Gong Zheng, Vice Governor of the province of Zhejiang, Consul General Heinrich Schellenberg was pleased to meet him again at the China International Consumer Goods Fair in Ningbo this month.

The guest of honor of this fair was the Canton of Fribourg, who has a partnership with Zhejiang Province. Party Secretary of Zhejiang Province, Mr Zhao Hongzhu and Vice Governor Gong Zheng paid a visit to the booth of Fribourg. Mr Gong also received the Fribourg delegation for talks about further bilateral exchanges and cooperation.



Facts & Figures

Capital	Hangzhou
Area	101'800 km ² 1.05 % of China
Population	54'426'900 (2010)
Coastline	6'486 km
Boarders	Jiangsu and Shanghai (N), Anhui (NW), Jiangxi (W), Fujian(S), East China Sea (E)
Name	The word <i>zhejiang</i> means crooked river and was the old name of the Qiantang River.



The delegation of the Canton of Fribourg with Consul General Heinrich Schellenberg and Vice Governor Gong Zheng at the China International Consumer Goods Fair in Ningbo.

Consul General Heinrich Schellenberg and Mr Gong Zheng, Vice Governor of the province of Zhejiang

Highlights

The province of Zhejiang can be divided into two parts: the Yangtze River delta area north of Hangzhou, a region of green rolling hills, tea plantations and twisting rivers, and the mountainous area to the south that borders the rugged terrain of Fujian.

Hangzhou

Hangzhou is one of China’s most famous tourist sites. The main reason for coming here is to visit the legendary West Lake, a true beauty with its willow-lined banks, ancient pagodas and mist-covered hills. West Lake is a delight to explore, either on foot or by bike. It is also worth to take a short drive out into the countryside to visit the China National Tea Museum. It is a good starting point to explore the villages and tea plantations in the hills surrounding Hangzhou, where the famous Longjing and Dragon Well green tea is planted.

Putuoshan

The island of Putuoshan is one of four sacred Buddhist mountains in China. In many ways, it is the China we all dream about – mountain peaks, temples, pagodas, arched bridges, fishing boats, artisans and monks. With its clean beaches and fresh air, it is the perfect island getaway.

When to go?

The best time to visit is during spring, from late March to early May, when the humidity is lowest and the vegetation turns a brilliant green.

How to go there?

Zhejiang Province has seven domestic airports, from which Hangzhou's Xiaoshan Airport and Ningbo's Lishe Airport operate international air routes as well.



Westlake and Hangzhou



“Three Pools Mirroring the Moon” and the Leifeng Pagoda at the Westlake



Putuoshan



The statue of Guanyin of the South Sea on the southeast shores of Putuoshan

Travel Tip

The Shanghai-Hangzhou high speed railway departing from Shanghai Hongqiao Railway Station has been opened in autumn 2010 and shortened the travel time between the two cities from 78 to 45 minutes.

Sources

- www.zhejiang.gov.cn
- www.lonelyplanet.com/china/zhejiang

New Colleagues at the Consulate

Beatrix Hagmann

Fascinated by Asia already since high school, Beatrix Hagmann coincidentally had her first posting as an Assistant to the Consul for the Department of Foreign Affairs in Manila in 1984. It was a change to her safe upbringing in the village of Niedergösgen, yet she has since never looked back, enjoying the challenges coming with the job. She has worked in such places as Munich, Melbourne, Bucharest, Singapore (Assistant to the Ambassadors), Bern (Assistant to the State Secretary), Bangkok and once again in Munich as Consular Officer and Vice-Consul.

She enjoys travelling and especially exploring new countries in Asia. To relax she does yoga and started to paint in her spare time. She loves hiking with her boyfriend Michael and enjoys cultural outings like concerts and theatres.

In Shanghai since the 11th of April, she assumes the post of Head of the Visa Section replacing Beat Wälchli.



Michael Vogel

Better late than never. Michael Vogel left his home, the village of Churchmountain in the east part of Switzerland, after forty years. It may sound like a sleepy village but in the eighties, music bands like Züri West, BAP, Trio and bands from Great Britain all recorded their first album in the local music studio Sunrise.

Influenced early on by the world of music and strange musicians, he started promoting young Swiss bands such as Bubble Beatz and Starch twelve years ago. The latter played at the Shanghai Festival two years ago. He furthermore has worked in various industries, such as in a fish import and logistics company.

Since in Shanghai, he has had the chance to lend a much needed hand to the Visa Section, in the light of the growing demands of visa applicants. He feels good to be in the land of the dragon with his girlfriend Bea.



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Grisel Sandoval Schellenberg

Grisel Sandoval Schellenberg was born in Mexico City where she graduated in business administration from the Universidad del Valle de México. After moving to Switzerland in 1992, she studied at the University of Lausanne one year of political sciences before turning to French philology. She loves languages and speaks Spanish, French, English and has an intermediate knowledge of German. She is thrilled by the discovery of new cultures, as spouse of a diplomat she has had the opportunity, before coming to China, to live in countries such as Thailand - where she served as president of the Hispanic-Thai Cultural Association - Sweden, Switzerland and Mexico.

After working during all these years either as a Spanish teacher or volunteering in different positions, Grisel joined the Embassy of Switzerland in Mexico in 2009, contributing in various fields. She currently assumes three main duties: spouse of the Consul General, representing Switzerland at official events; mother of André and Antoine, two beautiful but naughty boys; and now she enthusiastically contributes to the survival of the visa section.



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Switzerland.

swissnex China

Sustainable future with Cleantech

With the growing demand for energy and the importance of respecting the environment, Clean Technologies will play an essential role in handling our future energy needs. swissnex China is focusing on this topic in various ways:

swissnex China lectures

In May the swissnex China lecture was dedicated to the topic Cleantech: President of Cleantech Switzerland Dr. Uwe Krüger gave an overview on the Cleantech industry and the situation specific to Switzerland. The lecture was a great opportunity for a lively exchange between the Swiss expert and the audience from academia and industry.

Goodbye to traditional wastewater plants

By supporting the project HydroNET on waste water management, swissnex China is further enlarging its activities on Cleantech. The project is a collaboration between the University of Applied Sciences of Southern Switzerland (SUPSI) and Chinese partners from the city of Dongguan. The need to design new Wastewater Treatment Plants (WWTPs) is not just limited to developing countries or to fast growing markets like China. It also concerns countries such as Switzerland, where WWTPs have been built more than thirty years ago. They have reached their operational limits and are in deep need of revamping. Furthermore, most of the existing plants are based on conventional processes (i.e. sedimentation) that could easily be replaced with more efficient technologies in terms of space requirements and treatment duration.

swissnex China Cleantech Exchange Grant

During last year's World Expo, swissnex China organised the Future Cities Conference Week at the Swiss Pavilion in cooperation with ETH Zurich and the Chinese Academy of Sciences. The relevance of the topics discussed at the Future Cities Conference - "Water Management", "Sustainable Construction" and "Mobility and Air Quality" - have remained of utmost importance in the process of planning future cities and promoting a sustainable environment. With this in mind, swissnex China has decided to play its part and offer the swissnex China Cleantech Exchange Grant to speakers and participants of the Future Cities Conference Week, with the goal of enhancing the cooperation in the area of Cleantech between partners in Switzerland and in China.



swissnex China lecture in May



Dr. Uwe Krüger, President of Cleantech Switzerland



Cocktail reception after the swissnex China lecture

www.swissnexchina.org

Swiss Business Hub

Medtech Switzerland Delegation: Fact Finding Trip in Shanghai

As part of their China and Taiwan fact finding trip, the Medtech Switzerland delegation, led by Mr Patrick Dümmler, Managing Director of Medtech Switzerland, was in Shanghai on the 14th of April 2011. This marked their first trip to the Asia-Pacific region and is planned to be the kick-off for follow-up events in the second half of this year as well as in 2012. During the day, the delegation was hosted by Ernst & Young, who provided seminars by professionals with industry specific knowledge, while in the evening they had the pleasure to be invited by Consul General Heinrich Schellenberg to a reception at his residence.

Medtech Switzerland is the export platform for the Swiss medical technology sector and has been developed by Osec on behalf of the federal government. It provides support and services for export activities to all businesses throughout the industry. The Swiss Business Hub helped to organize this event and accompanied the delegation of entrepreneurs and academics the whole day, providing valuable insights into the Chinese market.

To conclude their China trip, the delegation moved on to Suzhou on the 15th of April where they spent the day in the industrial parks meeting local officials and visiting foreign medical device producing companies, one of them being Sonova. The following day, they moved on to Shenzhen and participated in China's largest industry specific fair, the China International Medical Equipment Fair (CMEF).

Upcoming Events

09.09.2011

Connect China

Seminarzentrum Bocken, Bockenweg 4, 8810 Horgen

www.exportblog.ch/de/event/forum-connect-china-2011

19.-24.09.2011

Country Consulting Days China

Osec Zürich, Stampfenbachstrasse 85, 8021 Zurich



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For further information about Medtech Switzerland please refer to:

www.medtech-switzerland.com



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Switzerland.

SwissCham Shanghai

Swiss Ball 2011

As we celebrated the new year of the rabbit, SwissCham Shanghai and Swiss Club joined forces to organize a spectacular Swiss Ball in one of the most exquisite hotels of Shanghai, the Ritz-Carlton Pudong.

The President of SwissCham Shanghai, Christian Guertler, and the President of the Swiss Club Shanghai, Patrick Scheibli, welcomed the enthused guests into the grand ballroom which had been impressively transformed into a Moroccan themed setting to match the location of the event's inspiration – Casablanca. After the opening speech by Consul General Heinrich Schellenberg, the splendid celebration of the Swiss Ball 2011 officially commenced.

Entertainment highlights ranged from exotic belly dancers, to a most engaging contest for Mr & Mrs Casablanca, and of course, the much awaited lucky draw – topped off with the fabulous performance of Pat's Big Band, who was flown in from Basel just for this special occasion.

The prestigious CEO/Entrepreneur of the year award ceremony was also held on the night. This year's winner is Stephan Titze, CEO of Syngenta China. The perfect evening was complemented by a delicious five course dinner from the Ritz-Carlton crew. And, last but definitely not least, thanks to the Consulate General's generous donation, everyone was able to enjoy the wonderful taste of our national Swiss wines.



swisscham.org



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Latest top stories of SwissCham China's business publication "The Bridge"

Ready to start China's conquest

He views the positioning of unknown brands in China as his main challenge: Swiss billionaire and China newcomer Philippe Gaydoul.

www.swisscham.org/sha/pdf/Interview_Philippe_Gaydoul.pdf



Mr Philippe Gaydoul

"Quick money in China? Forget about it!"

Sitting alone in an empty office with no staff and just a handful of brochures - Felix Aepli of AFG knows only too well that starting a new business in China isn't just fun.

www.swisscham.org/sha/pdf/Felix_Aepli_Bridge25_PDF-low.pdf



Mr Felix Aepli

"Growing more from less"

Global macro trends rule in his favour, believes Stephan Titze, CEO of Syngenta China and "SwissCham CEO of the Year 2011" award winner.

www.swisscham.org/sha/pdf/Interview_Stephan_Titze.pdf



Mr Stephan Titze

Upcoming Events

28.06.2011 – 08:00

New Trend in the Chinese Nuclear Market

JW Marriott Tomorrow Square, 399 Nanjing Xi Lu, Shanghai

29.06.2011 – 18:30

Inter Chamber Summer Mixer 2011

Paulaner Bräuhaus (Expo), 555 Shibo Avenue, Shanghai

30.06.2011 – 18:30

Chamber President's Dinner

Hyatt on the Bund, 199 Huangpu Lu, Shanghai

05.07.2011 – 18:00

Consular Briefing with Consul General Heinrich Schellenberg

Napa Wine Bar & Kitchen, 57 Jiangyin Lu, Shanghai

RSVP: r.stuedler@sha.swisscham.org

www.swisscham.org/sha

Swiss Club Shanghai

News

The Swiss Club Shanghai held its annual General Assembly on the 20th May 2011.

Location	Millennium Hotel, Shanghai
Attendants	61
President of the day	Heinrich Schellenberg, Consul General of Switzerland
Entertainment	Studio 188

And this is your...

Swiss Club 2011/2012

Committee Members

Patrick Scheibli (President)
 Rudolf Steffen (Vice-President)
 Ariuscha Davatz (Treasurer)
 Gloria Schmidt-Chen
 Fabian Gull
 Roger Umberg (Secretary)
 Robert Hartmann (Charity)

Auditors

Daniel Stüber (incumbent)
 Kaspar Probst (new, replacing Winand Muehlethaler)

Consulate Rep.

Rene Seiler

Website

Winand Muehlethaler

ASO Rep. China

Jan Forelli

ASO Rep. Switzerland

Thomas Zurflueh

www.swissclubshanghai.org



Swiss Club Easter Party

23rd April 2011



Pro Helvetia

Mongolian folk alchemists Hanggai performed together with Swiss musician Christian Zehnder in Shanghai

On the 18th and 19th of May, two international, ethnic bands – Mongolian folk alchemists Hanggai and Swiss musician Christian Zehnder with his trio – brought Beijing audiences unforgettable experiences in Mao Live House and 2 Kolegas Bar. These two nights were a special celebration of Khoomei music – Christian Zehnder combines Khoomei with jazz music, and Hanggai fuses it with rock. Fans of Hanggai were very surprised by the incredible fusion of sounds proposed by Christian Zehnder, as most had never heard Khoomei accompanied by double bass and Bandoneon. With an impressive range of vocals that included yodeling, Zehnder created his very own imaginative alpine music. Virtuoso overtone singing blended typical horseback rhythms with morin khuur. To enhance the experience, two bands performed on the same stage at the same time, providing the audiences with an incredible energy.

Though it heavily rained, Zehnder's performance in World Music Shanghai festival on the 22nd of May was inspiring, attracting nearly 500 people to dance in the rain. They showed their passion and love for Zehnder's music. Under the theme of "heritage", Zehnder's powerful overtone singing makes ethnic sounds more accessible to Chinese audiences. "It's very unique and innovative", people said, "how surprising that musicians from different countries can use the same technique to sing!"

Hanggai's music is more vibrant, like a breath of fresh Mongolian grassland; Zehnder's music is more elegant, like the echo of a mountain yodler. Their music will make you homesick for a place you've never been. Music can be the bridge between different cultures, and these two artists achieve it with brilliance.

www.prohelvetia.cn

swiss arts council
prohelvetia



Concerts at the Mao Live House and ...



... the 2 Kolegas Bar in Beijing.



Performance at the Shanghai World Music Festival on the 22nd of May 2011.



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Swiss Center Shanghai (SCS)

30 Master students in Business Administration travelled to Shanghai for their International Integration Module (INIM)

The students from the Universities of Applied Sciences Berne, Lucerne and St. Gallen transcended the language and cultural barriers to deepen and crosslink their expertise in an international environment. With detailed project assignments to complete, the students extended their knowledge in International Management and had the possibility to broaden their intercultural competences.

“We choose Shanghai as our destination for the INIM because of the economic and cultural relevance of Asia”, states Dr. Daniel V. Christen from the University of Applied Sciences Berne. Christen: “The Tongji University School of Economics and Management has an excellent infrastructure and all the lectures from the Chinese Professors were highly professional and interesting. I was especially surprised about their frankness and open mindedness to talk about China’s chances and the challenges it faces.”

Students’ voices

Sandro Botazzo, Global Head of Marketing at Koerber Schleifring, was surprised by the size of Shanghai compared to a few years ago and by the high speed projects can be realized at. Simon Meier, Global Product Manager at Tridonic GmbH & Co KG, adds that the experience of the fast moving metropolis, especially the Shanghai skyline at night and the exchange with the local people made the trip very special. Ms Balawijitha Balasubramaniam, strategic project manager at Ruf Informatik AG: “The massive crowd of people in the city centre was amazing and sometimes even a bit scary. Next time I would like to do some more sightseeing and have an extended cultural program.” When we asked the students what they missed most, they all answered the same thing: the blue sky because of the smog!

Review and outlook

“It is always great to coach 30 young professionals and to experience how they grow working on their ambitious and exceptionally assignments during this study week. I’m sure we will come back next year if we have enough participants” states Christen.



Company visit:
Schindler Elevator Works Co. Ltd.



Lectures at Swiss Center Shanghai

Agenda for the intercultural exchange

- 3 lectures from Chinese Professors from the Tongji University School of Economics
- 2 lectures from Nicolas Musy, Managing Director Swiss Center Shanghai
- 4 guided company visits (Yangshan Deep Water Port, Schindler Elevator Works Co. Ltd., KUK (China) Co. Ltd., SCS)
- more than 20 individually organized meetings with Swiss, Chinese and International Companies
- individual project assignments



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Switzerland.

My Shanghai à la Carte

Imagine you had a local friend in exciting cities all over the world...

Someone who takes you to the best street food stalls, the hippest clubs, the coolest art galleries, the weirdest local bars, the cutest gift shops and the most talented gelato-makers in town. Imagine you always know where the locals (don't) go. How they spend their weekends. What they like to eat, shop, play, see, feel or do.

If you are a traveller who tries to grasp a city's spirit by breathing it, living it and embracing it like the locals do, you are just like Yuan Yao and Jan Gerber. The two Swiss founded A la Carte Maps in 2009, with the vision to combine a travel guide, city map and piece of art.

Interview with Ms Yuan Yao

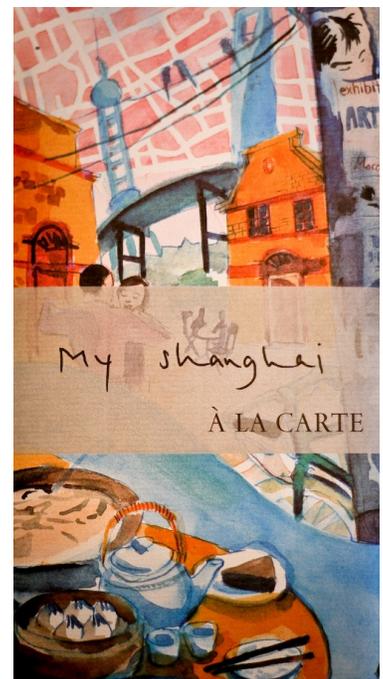
How did the idea for A La Carte Maps come about?

The idea for A la Carte Maps evolved while traveling. I was on a one year trip-around-the-world when I saw the need to "revolutionize" the traditional way of traveling due to the problems that I faced with conventional travel products such as guidebooks or maps. Upon my return to Switzerland, I then started A la Carte Maps together with my best friend Jan.

In what ways do your maps differ from conventional tourist guidebooks?

Conventional tourist guidebooks are similar in their setup, outdated and impersonal. Most of them are unpractical or too informative to be truly useful. Furthermore, most maps in guidebooks are too small – especially if there are recommended locations splattered all over them. City maps on the other hand are often unhandy, financed with paid advertising and made of cheap material.

A la Carte Maps provides a unique approach to traveling by combining travel guide, tourist map and a piece of art in one. Travelers can now discover a location plainly "à la carte" by following the insider tips of a local guide on what to see, feel, do, and experience. The concept is simple: Imagine you had a local friend in exciting cities all over the world. Not only will this friend provide you with the most important information about your city, he or she will also reveal the city's best-kept insider tips by writing them on a hand-drawn map.



A La Carte Maps

Ms Yuan Yao & Mr Jan Gerber

info@alacartemaps.com

www.alacartemaps.com

Where to buy them?

You can buy them on www.alacartemaps.com or at the Chaterhouse Bookstores (Shanghai Center, IFC Mall, Times Square), the Yi-Ren Gallery, the JW Marriott Hotel and the Four Seasons Hotel.



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Switzerland.

[back to top](#)**“My Shanghai à la Carte” was the first map you published. Where does your affection for Shanghai come from?**

The reasons why we picked Shanghai as our first map were rather practical: First, Shanghai has millions and millions of arrivals every year. Second, there's no other city that I know as well as I know Shanghai. Since we started our product with nothing but my blurry vision for the product, it made sense to at least pick a city I am familiar with.

I love Shanghai. I don't think you can really describe why you love a place, it's a feeling of belonging – you either have it, or you don't. There are several places in this world where I feel "at home", however, right now, I do believe that Shanghai reflects best who I am at this stage in life.

Since the Shanghai map, 15 other cities have followed. Who designs the maps and who are your insiders in these cities?

We work with talented artists from all over the world. Our local (and anonymous) guides select the insider tips for the map, just like a friend would. We have a very strict "no tea money" policy, so we don't accept any kind of freebies or advertising. All the tips are on our maps, because we like them. Because we are independent, flexible and highly opinionated, we might update our physical maps very rapidly. In Shanghai for instance, we bring out a new map pretty much every six months. What's "hip" might change overnight, and we're not afraid to point it out. So, we might say "we love this restaurant for the amazing view, but the food sucks; just come over for drinks!".

Can you share a Shanghai insider tip with us?

People's Park on Saturdays (marriage market, this is where local parents try to find a partner for their children... definitely an unique experience), enjoy the free concerts in Fuxing Park on Saturdays and Sundays (where retired musicians meet up to play folk music), watch "kang le qiu" (an old Shanghai game involving cue-like sticks, small pucks & a sawdust-covered table that reaches up to your shoulders), eat Xiao Long Baozi at Jia Jia Tang Bao!

How would your perfect day in Shanghai look like?

If it rains, I would go to a bathhouse such as Xiao Nan Guo and get pampered all day. If it is sunny, I would pick up some breakfast on Wulumuqi Lu, go to the Avocado Lady's place for groceries, read in one of my favorite cafés (e.g. Antiques Café on Sinan Lu), have dinner with friends (e.g. Thai Gallery) and go out for drinks afterwards (e.g. "Vue" or "Constellation"). Either way, my perfect day would always involve people I care about in order to share all the wonders this amazing city has to offer.



The co-founders of A La Carte Maps
Yuan Yao and Jan Gerber

Are you the creative type?

If yes, the "Create your own Shanghai à la Carte" Map is just the right thing for you. This map allows creative souls to share insider tips, write recommendations, draw paintings, mark personal favorites and much more.

**Where to go next?**

Asia: Hong Kong, Shanghai, Singapore & Tokyo

Europe: Barcelona, London, Munich, Paris, Vienna & Zurich

North America: Los Angeles, Miami, New York, Vancouver & Washington

In September 2011 the following new maps will be published: Beijing, Istanbul, San Francisco and Sydney

by Jasmin Helbling



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AFFC – Association des Familles Franco-Chinoises

Couples mixtes sino-francophones, vive notre différence!

Choisir un partenaire d'une autre origine, c'est tentant, ça pimente la vie et fait souvent véhiculer voire naître de nouveaux concepts familiaux. Alors, Xia Long Bao au fromage ou yaourt au thé vert? Suivez le guide...

Les unions helvético-chinoises ont aussi le vent en poupe: environ une vingtaine de mariages helvético-chinois par an, en ne comptant que la circonscription consulaire de Shanghai. Ces familles particulières, qui vivent 24 heures sur 24 au rythme de "l'ouest à l'est", qui côtoient de très près la population locale, participent pleinement au rapprochement entre les cultures chinoise et francophone.

Cette dynamique de mixité est globalement impressionnante de par ces chiffres. Dans le cas de la Suisse, les couples helvético-chinois représentent aujourd'hui plus de 30 % des couples inscrits au Consulat général de Suisse à Shanghai. Il est inutile de cacher que la majorité des mariages sont célébrés entre un époux Suisse et une épouse Chinoise. Ainsi, sur les 90 familles sino-helvétiques inscrites, plus de 90 % sont composées d'époux Suisses contre 10% d'épouses Suissesses.

Ces foyers double culture sont confrontés à des challenges bien spécifiques: linguistiques, administratifs et juridiques, patrimoniaux, des challenges de protection sociale, de retraite, de culture familiale ou encore de problématiques liées à l'éducation et l'épanouissement de leurs enfants biculturels... C'est pour ces couples, avec ou sans enfants, que l'Association des Familles Franco-Chinoises de Shanghai (AFFC), une association Française loi 1901 à but non lucratif regroupant les couples et familles de culture mixte francophone et chinoise vivant à Shanghai et sa région, a été créée fin 2009.

Avec l'expérience toute relative qui est la sienne (les cinq membres du Bureau totalisant plus de dix années d'expatriation en Chine chacun comme une grande partie de ses membres) mais également avec l'entrain et la convivialité de l'association, l'AFFC, qui regroupe 350 membres à ce jour, a pour moto de réunir, informer et représenter ces familles franco-chinoises de l'est de la Chine, à travers des rencontres périodiques (déjeuners, dîners, convivialité),



les familles franco-chinoises de Shanghai
上海的中法家庭

AFFC Shanghai

Contact: M. Olivier Lafon

Trésorier et membre fondateur

olafon@affc-shanghai.com

www.affc-shanghai.com

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des activités pour les enfants, des ateliers thématiques (rapprochement culturel, partage d'informations), des conférences, des visites et autres activités ayant un attrait direct aux deux cultures.

Dans le cadre de ces activités, nous avons eu extrêmement de plaisir à organiser deux Forum Education (2010 et 2011) réunissant plus de 25 écoles, une conférence sur le plurilinguisme de l'enfant, très récemment une conférence sur les mariages franco-chinois et leurs implications juridiques, ainsi que plusieurs activités familiales telles des sorties BBQ, des brunchs, des après-midis crêpe, la Chandeleur, Pâques... sans oublier les RDV mensuels de notre verre de l'amitié (Zhong Fa Bei) pour une rencontre informelle entre membres et non-membres.

Selon une liste des besoins exprimés par nos membres, en sus de nos activités mentionnées ci-dessous, nos principaux travaux sont de faciliter les rencontres entre amis franco-chinois, d'essayer de contribuer à l'apprentissage de l'autre langue soit-elle française ou chinoise afin de mieux comprendre la culture de l'autre, de résoudre les questions d'éducation et de résoudre les nombreux soucis administratifs.

Ces quelques lignes vous semblent-elles familières? L'AFFC compte déjà plusieurs membres Suisses et binationaux franco-suisse. N'hésitez pas à nous rejoindre si vous le souhaitez! Cotisation annuelle de CNY 200 par famille donnant droit à des tarifs préférentiels "membres" pour les événements et ateliers ainsi qu'un accès privilégié aux informations essentielles pour les familles mixtes.

Prochains événements

Juin/Juillet 2011

Visite d'une ferme BIO, investissement étranger

Fin septembre 2011

Conférence sur les divorces des couples Franco-Chinois et leurs implications juridiques.



Recherche de bénévole

L'AFFC est aujourd'hui à la recherche d'un membre Chinois pour notre Bureau (bénévolat de quelques heures par mois) afin de faciliter les échanges entre nous tous. N'hésitez pas à nous contacter!



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Les jeux olympiques de la jeunesse à Nanjing en 2014

Un événement majeur pour une ville en devenir

Afin de promouvoir l'esprit olympique et la passion du sport auprès des plus jeunes, le CIO a lancé, il y a peu, les Jeux Olympiques de la Jeunesse (JOJ). Destinés aux jeunes de 14 à 18 ans, les JOJ alternent, à l'image de leurs grands frères "officiels", tous les deux ans jeux d'été et jeux d'hiver. Après le succès de la première édition à Singapour en 2010, les jeux seront de retour en Asie en 2014. En effet, la 122^{ème} session du CIO à Vancouver a vu Nanjing, capitale de l'État du Jiangsu, se faire élire ville hôte des deuxièmes JOJ d'été.

Voisine de Shanghai, l'ancienne Nankin vit actuellement dans son ombre. Pourtant, riche d'une histoire millénaire – elle fut à plusieurs reprises capitale de la Chine – et forte de près de huit millions d'habitants, Nanjing possède un potentiel de développement important. Ainsi, au pied de la Zifeng Tower, la septième plus haute tour du monde, s'égrènent déjà magasins de luxe et grandes chaînes occidentales. Son économie s'articule principalement autour des „cinq piliers industriels“ que sont l'électronique, l'industrie automobile, la pétrochimie, l'acier et l'énergie. À l'image de Beijing avec les JO 2008, de Shanghai et son Expo 2010 ou encore de Guangzhou grâce aux Asian Games 2010, Nanjing compte résolument sur les JOJ pour accélérer sa modernisation et augmenter son attractivité. Entre autres projets, la ville prévoit, notamment, d'étendre son réseau de métro de deux à sept lignes, une quinzaine de lignes étant prévue à l'horizon 2030.

Le 19 mai dernier, une étape importante a été franchie sur le long chemin qui mène encore à 2014. En présence du représentant du pays hôte du CIO, le Consul général de Suisse Heinrich Schellenberg, le comité d'organisation a inauguré, lors d'une cérémonie haute en couleur, le logo officiel de ces deuxièmes Jeux Olympiques d'été de la jeunesse. Représentant la porte de la ville et, par là, son ouverture au monde, le logo a cependant été accueilli avec un enthousiasme mitigé par le public. Malgré cela, ce sont plus de 3600 jeunes athlètes du monde entier qui se disputeront les 78 médailles en jeu. Pour l'anecdote, Nanjing sera la première ville-hôte à héberger une épreuve de golf dans un cadre olympique. D'ici là, les graines de champions sont attendus chez nos voisins autrichiens pour la première édition des JOJ d'hiver à Innsbruck en 2012.



Le logo des JOJ de Nanjing.



La Zifeng tower, ou Nanjing Greenland Financial Center, culmine à 450 mètres de haut.

Source des images:

www.chinabuilders.net/nanjing-greenland-financial-center
www.nanjing2014.com

par Pierre-François Righetti



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Event Announcements

July – August 2011

July 2011

01.07.2011

Lucerne Symphony Orchestra

Shanghai Concert Hall

Lucerne Symphony Orchestra (LSO) first China Tour. The concert will be led by the newly designated Chief Conductor James Gaffigan. The two soloists are the Turkish pianist Fazil Say and the Chinese violonist Ning Feng. LSO is Switzerland's oldest symphony orchestra.

More information: www.sinfonieorchester.ch

Tickets: www.culture.sh.cn/english/product.asp?id=9306

16.07.-31.07.2011

14th FINA World Championships Shanghai

Shanghai Oriental Sports Center

Shanghai is increasingly emerging as a hub for major sporting events. Indeed, in addition to the F1 Chinese GP and the Shanghai ATP Masters, the city will host this year the 14th FINA World Aquatic Championships. Held every two years since 1973, the FINA World Championships is one of the most anticipated events for aquatic sports followers. For two weeks, diving, swimming, open water swimming, synchronized swimming and water polo competitions will take place.

True to its reputation, Shanghai has set up modern high-level infrastructures for the championships. Thus, the contests will be held in the recently opened "Shanghai Oriental Sport Center" in Pudong. Located near the Expo area, this brand new complex covers more than 34 hectares, including both an indoor and outdoor swimming pool.

Although there will be no water polo team, many Swiss athletes will compete on this occasion. They all need your support in order, who knows, to win the first Swiss gold medal in a FINA World Championships. Tickets can be bought either by calling the hotline +86 21 6426 5678 or directly on the event's website: www.shanghai-fina2011.com.



Lucerne Symphony Orchestra



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August 2011

21.08.2011

Geneva Brass Quintet

Shanghai Oriental Art Center

Geneva Brass Quintet, a chamber music group of two trumpets, horn, trombone and tuba, will be touring China in August 2011. The tour is organized by Wu Promotion.

More information: www.gbg.ch

Tickets: www.culture.sh.cn/english/product.asp?id=8749



ongoing till 18.11.2011

IMAX Movie "The Alps"

Final stop of the China tour of Holcim's and Switzerland Tourism's film "The Alps" at Nanjing Science and Technology Museum.

<http://en.njstm.org.cn>



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Job Vacancies

Manager Swiss Learning desk Shanghai

Swiss Learning is looking for a manager to be in charge of its Shanghai desk.

Tasks

- Contact point for alumni and guests attending the annual event “Swiss Learning Alumni Reunion” under the guidance of Swiss Learning
- Office services between Swiss Learning and the event organizer of the annual event “Swiss Education Fair” under the guidance of Swiss Learning
- Establish, maintain and update marketing material and documentation of Swiss Learning member schools and Swiss Learning partners
- Establish, maintain and update a list of agents based in China working for Swiss Learning members
- Establish, maintain and update a database with Swiss Learning member school’s alumni in China
- Meetings with representatives from Swiss Learning and its members at swissnex China office (annex of the Consulate General of Switzerland)
- Answering general inquiries from the Chinese public, presenting the Swiss education system, incl. primary, secondary and hospitality education
- Referring and introducing prospective Chinese students directly to suitable member schools and partners
- Travelling is required

Experience required

- A min. of 5 years experience in the fields of consulting, marketing or PR
- With Chinese culture, tradition/custom
- Project and event management
- Working in an international environment

Knowledge and abilities

- Knowledge of Switzerland and of Chinese language
- Ability to develop and administer a procedure that insures confidentiality of student records; plan events and assume a leadership role in initiating events that promote Swiss Learning; multitask; organize time efficiently; read, write, speak, understand or communicate in English; represent Swiss Learning during official functions; keep an updated list of clients; work independently; set up and follow a budget



Definition

In cooperation with swissnex China, the manager is responsible for developing networks and recruiting students for Swiss boarding schools. This post includes counselling and providing services to parents and potential students as well as agents.

We offer

- Working in a multicultural environment
- Competitive remuneration
- Workplace based downtown Shanghai

Date of entry

As soon as possible

CV and motivation letter

Please send your CV accompanied by a motivation letter to:

Mr Christophe Xavier-Clivaz
Director, SwissLearning

swisslearning@swissnexchina.org



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Finance Officer (20 % Mandate) Pro Helvetia Shanghai

Purpose of the Position

The Finance Officer is responsible for delivering financial reports, for accounting and administration for the Pro Helvetia Office in Shanghai and to a more limited extent for the Beijing satellite office. He/she is required to support the PSHS operations and to ensure that legislative requirements are met with regard to tax and banking obligations.

Scope

The Finance Officer reports to the Head of Pro Helvetia Shanghai and is responsible for:

- Preparing financial statements
- Maintaining cash controls
- Controlling the statements of cost
- Payment transactions
- Maintaining accounts payable

Main Tasks

- Preparing regular financial reports
- To ensure proficiency in financial control systems, and understand Sesam & other relevant systems (could be adapted to BANANA)
- Bookkeeping
- Disbursing funds as required, making all payments & bookkeeping
- Reading and evaluating project reports (final accounts), monitoring compliance with contracts (focus on financial aspects)

Knowledge

The incumbent must have proficient knowledge in the following areas:

- Computerised accounting programs
- Accounts payable and accounts receivables
- Generally accepted accounting principles
- Preparation of financial statements and financial reports
- Payroll systems and reporting
- Language: English (German preferred)

Qualifications

Degree in Accounting or Management or Higher Education in related field

Experience: 3 – 5 years

Terms of Contract: 20 % pro rata full time/permanent

swiss arts council

prohelvetia

Pro Helvetia

Pro Helvetia Shanghai opened in autumn 2010, the youngest of nine offices that now represent the Swiss Arts Council abroad. Its aim is to encourage dialogue between Swiss and Chinese cultural practitioners and institutions by supporting projects that enhance the exchange of knowledge and experience in the cultural field. Initially, Pro Helvetia Shanghai will focus on contemporary Swiss visual arts, design, architecture, music and dance. www.prohelvetia.cn

Please send your application to:

Mrs Sylvia Xu,

Head of Pro Helvetia Shanghai

shanghai@prohelvetia.cn



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Operation Manager for Swiss Center Shanghai office



We are looking for an Operation Manager for the Swiss Center Shanghai office. The key responsibilities are to manage the SCS daily operations, to ensure the quality of SCS services, and to maintain good relations with local authorities, SCS members, and other partners.

Job description

As Operation Manager you are responsible for the daily office administration and to provide support and services to SCS members. You have to maintain a good relationship with the Shanghai Xinzhuang Industrial Park (SXIP) and the related administrative bureaus. You administrate the SCS website and the SCS contact database. You write and publish regularly newsletters to SCS contacts, receive delegations, and organize events to promote SCS services. You will present and represent SCS at various events and fairs, prepare and update promotion and marketing materials and support our PR agency. You have to build up a network with Chinese and Swiss companies, associations and individuals and contribute to the recruitment of new SCS members. As Operation Manager you report to the General Manager of Swiss Center Shanghai.

Your Profile

You are service and result oriented and able to set priorities. You can organize your work independently. You are a pro-active, creative and solution-oriented person, reliable, responsible, loyal, honest and straightforward. You have excellent interpersonal and networking abilities, as well as strong organization and administration skills. Ideally you have experiences with event organization, sales and you speak excellent English and/or German/Swiss German/French (knowledge of Chinese is a plus).

Our Requirements

- Certificate/Diploma in Business Administration or University degree in Economics or Engineering
- Experience in marketing/promotion, networking and channel development, or administration and project management
- Swiss nationals or long-time residents willing to relocate in Shanghai
- Knowledge of Chinese and Swiss ways of “doing business”
- Up to 30 % of travel time in China and Switzerland

Swiss Center Shanghai

Swiss Center Shanghai (SCS) is a comprehensive Swiss platform for international firms and SMEs to facilitate their relationship and successful business in China. Established in 2000, SCS comprises 50 member companies, has long experience in China, a comprehensive network of China-based experts, strong connections to government organizations and can offer you office space, show rooms and instant workshops. The SCS is the center of by far the largest cluster of Swiss companies in China and the only platform able to offer integrated services to ensure success in China. The SCS also provides a platform for Chinese entrepreneurs to develop relations with Swiss companies.

For further information please visit

www.swisscenters.org.

Date of entry

As soon as possible

Application

If you are interested in this position please send your CV, motivation letter and previous job and education certificates to:

Mr Zhen Xiao, General Manager

zhen.xiao@swisscenters.org



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Weddings

Congratulations to the newlyweds!



AO Bei Bei (Esther) & Philippe ZWAHLEN

got married on the 28th of December 2010 in Wuhan, Hubei Province.



Hisako & John Edward FREIERMUTH

got married on the 28th of May 2011 in Nanao, Ishikawa, Japan.

Births

Congratulations to the proud parents!



Maria Josephine GRUETER

was born on the 18th of February 2011 in Basel.

The happy parents are Maya GRUETER and Markus ARIGONI.



Gwendolyn D'ANTONOLI

was born on the 21st of March 2011 in Shanghai.

The happy parents are Lei D'ANTONOLI-FANG and Franco D'ANTONOLI.



Michelle Sophie KAISER 徐洛熙

was born on the 2nd of May 2011 in Shanghai.

The happy parents are XU Lin (Annie) and Franc Victor KAISER.

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Contact

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