

Grüezi Shanghai

Newsletter of the Consulate General of Switzerland in Shanghai

March 2012

Word from the Consul General

Dear Swiss Friends, dear Friends of Switzerland,

The relations between Switzerland and China continued to intensify in 2011. Mainland China overtook Japan as the top Asian source of tourism to Switzerland, providing our country last year with 677'220 overnight stays. The number of visa requests treated by the Swiss representations in the PRC grew by 57% to 72'000 (thereof 28'000 in Shanghai). Swiss exports to China increased by almost 20%; Greater China purchases now amount to 9% of all Swiss exports.

Investment figures are more difficult to interpret, but based on our observations there is no doubt that many Swiss companies are expanding in China and new ones are coming. The new flight of Swiss International Airlines from Zurich to Beijing, which started operating on February 12th, is proof of the dynamism that marks our bilateral relations. There are good reasons to assume that this trend will last, albeit with less impetus.

Starting from January 1st of this year, Federal Councilor Didier Burkhalter has taken office at the helm of our Federal Department of Foreign Affairs. Mr. Burkhalter visited Shanghai last April in his previous capacity as minister of science and technology, thereby showing a keen interest in this part of the world. We are looking forward to working with Mr. Burkhalter who is eager to contribute to the development of the relations between Switzerland and our host country.

Yours sincerely,

Heinrich Schellenberg
Consul General of Switzerland



Consul General Heinrich Schellenberg



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Consulate General of Switzerland in Shanghai

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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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Important Reminder for all Swiss Citizens in our Consular district

Health & Crisis Prevention

In order to be able to get in touch with you in case of a crisis, we kindly remind you to inform this Consulate General about any change of your home address, phone and mobile numbers and email address.

You will find information on crisis prevention on the following website:

[Health and Crisis Prevention](#)

Thank you for your cooperation.



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Our Consulate General

Economic Section

In the year of the dragon's first edition of "Grüezi Shanghai" we would like to start a series of articles, where we introduce the different sections of the Swiss Consulate General in Shanghai and their respective tasks. The series begins with a review of the economic section.

Head of the department is Mrs Nie Liqun (Stella), who is assisted by Mrs Xu Min. Together they fulfil a wide variety of tasks, one of which is organizing meetings and visiting-programs of official delegations related to economic topics. Furthermore, they are responsible for the publishing of the "Shanghai Flash", an economic newsletter informing Swiss companies, the Department of Foreign Affairs in Switzerland and the other Swiss representations in China about economic issues and market opportunities in the Yangtze-Delta. Their core task, however, is to assist Swiss firms operating in China with various issues. This can be supporting a company opening or expansion, advocating on their behalf, helping to level the playing field or providing advice concerning legal issues.

"In addition to profound economic knowledge, good interpersonal skills are required to achieve these tasks", Xu Min says. Since the economic section of the Consulate General is only able to assist Swiss companies when relying on a good network, building up and maintaining relationship with the local authorities is a crucial element of the job. "Furthermore, you need the ability to analyze a problem quickly and identify the key parties involved. We discuss with companies whether an involvement of the Consulate General will actually help to find a solution," Stella adds. "In most cases, the results of such an involvement are satisfactory."

Beside problems with the ever-changing legal situation and human resource management in the country, the different business culture is the most common difficulty for foreign companies operating in China. Thus, the economic section of the Consulate General often needs to act as a bridge-builder between the two different mentalities.



Ms Nie Liqun (Stella), Head of the Economic Section

For further information about our Economic section please refer to the following website:
[Economic Section](#)

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An advantage Stella has in this regard is her deep understanding of both cultures as she has been promoting the interests of Switzerland for many years. After giving up her job as a psychology lecturer, Stella started to work for Swissair. Following the grounding of the airline she shortly worked for the SwissCham Shanghai as Executive Director and has since been employed by the Swiss Consulate General in Shanghai. There she started as the assistant to the Consul General and later became trade officer at the Economic Section. After pausing for a year to do her Master studies in International Economy in Hamburg, Stella took the position as the Head of the department. This year, she will celebrate her 10th anniversary at the Consulate. The job has also led her to visit Switzerland several times, where she even developed a typical Swiss passion for hiking in the Alps.

Xu Min on the other hand started to work at the Consulate General directly after achieving her Masters Degree in Macro Economy, intrigued by the chance to receive a practical insight in the topic of her studies and the unique environment of a diplomatic representation. After an exciting start to her employment, the unforgettable experience of meeting former Federal Counsellor Couchepin in her first months in office. Xu Min has been working for the Consulate for over three years and will be taking her first longer leave in April, as she is expecting her first child.

While working in the economic section of the Consulate General, both have had the chance to observe the development process of many Swiss companies in the region. The one thing they both agree on is the fact that building up a business in China is a long-term task, a fact often underestimated by foreign firms. "China is a collective society", Stella states, "where trustful personal relations open opportunities and the door to success. It's gradually evolving towards a market-oriented economy, but like every international market, China is different. Think global, act local is always the right formula." An advice Stella and Xu Min are likely to give many more times, since the increasing attractiveness of the Chinese market will surely guarantee enough future work for the economic section of the Swiss Consulate General in Shanghai.



Ms Xu Min, Assistant Economic Section

by Philippe Eugster, Academic Intern
at the Consulate General

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Cultural News

Max Frisch book launch

Max Frisch, one of the most important Swiss writers of the twentieth century, sparkles in the Chinese literature world at the beginning of the Year of Dragon. To commemorate the 100th anniversary of Frisch's birth, a publication in Chinese has been made under the collaboration of the City of Lugano and Chuchen Books Beijing. The four novels include "Montauk", "Bluebeard", "Bin, or the trip to Beijing" and "Man in the Holocene".

Following the one in Beijing in January, the book launch took place on February 18th, 2012, in Shanghai at the Minsheng Art Museum with the support of the Consulate General. Sun Ganlu, the local well-known Chinese author and Gui Qianyuan, a famed Chinese critic, attended the event, along with some selected professors, writers and media. The collection will have its first launch abroad in Lugano during the POESTATE, end of May.

Chinese readers are quite familiar not only with Frisch's novels but also his scriptwriting. In 1987 the Beijing People's Art Theatre brought his play "The Fire Raisers" (German: Biedermann und die Brandstifter) to the stage. Max Frisch was awarded honorary degrees in Germany and the U.S. and has also won many important literature prizes; such as the Georg-Büchner-Preis in 1958, the Peace Prize of the German Book Trade in 1976 and the Heinrich-Heine-Preis in 1989. In 1965 he won the Jerusalem Prize for the Freedom of the Individual in Society.



From right to left: Mr. Alex Wang, Representative of Lugano City in China, Consul General Heinrich Schellenberg, Mr. Gui Qianyuan, famous translator, Btr, columnist and critic, Mr. Sun Ganlu, famous Chinese writer and critic.



4 novels from Max Frisch



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Upcoming Cultural events

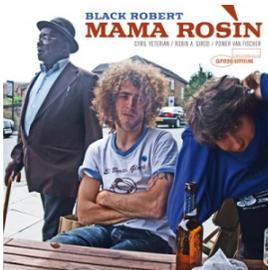
As we enter the spring season, we are looking forward to the following upcoming events.

A prism of musical repertoires, a diverse approach, a kaleidoscope of personality: if you wish to appreciate all these characters at one time, you cannot miss **Quartet Terpsycordes's** China tour. Based in Geneva and founded in 1997, the Ensemble has won distinction at many international competitions, including first prize at Geneva International Music Competition, in 2001. It has succeeded in radiating its quadruple talent into Europe as a magical blend of harmonious and complementary artists who are innovative and bold in their interpretation. Their recordings, all acclaimed by specialized press, reflect a determination to get to the heart of each piece they play – combining both rigour and fantasy.



The **week of the Francophonie in China** is an annually held series of events trying to promote language and culture of the French speaking regions of the world. It is organized by various countries, in which French is an official language, naturally including Switzerland. The Swiss contribution to this year's 17th week of the Francophonie will consist of Séverine Cornamusaz's movie "**Animal Heart**" and Geneva-based band "**Mama Rosin**".

"Animal Heart" is a drama about a dysfunctional farming family, living in the Swiss Alps. The movie has won several prizes, including the 2010 Swiss Film Prize in Lucerne for best fiction film and best actor. The movie will be shown in Shanghai at the Museum of Contemporary Art (MoCA) and at the café Vienna.



With their authentic Cajun-Sound, representing the traditional music of the francophone immigrants living in the US state Louisiana, "Mama Rosin" has celebrated great success in many countries. The Swiss folk music trio will now tour various cities in China, playing in Shanghai on the 29th March. The concert, at which also a band from France will perform, will take place at Mao Live-house.



Concert Quartet Terpsycordes
22.03.2012 – 19:45

Performance Hall, Shanghai Oriental Art Center

Tickets: RMB 300/180/120/50

Program:

- **Haydn**, quartet op. 33 no. 5 in G major
- **Darbellay**, string quartet, "Couleurs" or Ligeti, quartet no. 1, "Métamorphoses nocturnes"
- **Mendelssohn**, quartet op. posthumous 80 in F minor, "Requiem for Fanny" or Dvorak, quartet no. 12 op. 96 in F major, "American"

Movie "Animal Heart"

29.03.2012 – 19:30

Vienna café

30.03.2012 – 13:30

Shanghai MoCA

Concert – "Mama Rosin"

29.03.2012 – 20.00

Mao Live-house

(free entrance upon reservation)

For further information please refer to the following website: [Events](#)



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Our new Colleague

Mr Elmar Meyer, Vice Consul

Mr Elmar Meyer was born in Sursee and grew up in Reiden, in the back country of Lucerne. He was customs officer in the technical service, working and living in Basel for 6 years. His heart beats red and blue ever since (passionate FCB supporter!).

Elmar joined the ministry of foreign affairs in the year 2000. In the past 12 years he has been posted to Bordeaux, Seoul, Tel Aviv, Dhaka and Bucharest, as well as a temporary posting for 1 month in Guangzhou last summer. This assignment made him apply for a posting in Shanghai soon after, as Guangzhou awakened his desire to head back to Asia.

Elmar is a very active person and enjoys many sports, including snowboarding, jogging, tennis and ultimate Frisbee. He is a passionate cook and enjoys delicious food and fine drinks, at home as well as at restaurants. In his leisure time, he plays Poker with his friends, and is interested in literature, good music and movies. Elmar loves travelling: whether a road trip through Europe, central Asia or New Zealand, or just enjoying a white sandy beach somewhere in Asia, lying under a palm tree, while reading a book and drinking a cold beer, always taking the opportunity to visit friends working for the FDFA, wherever they might be around the world.

Working at the Consulate since January 2012, he assumes the post of deputy Head of Visa Section.



Mr Elmar Meyer, Vice Consul

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Social Media in China

Zwitsch mir ein Weibo

The great „Firewall“ of China. Ein immer wiederkehrender Begriff. Er bezeichnet die abgrenzende Internetsituation zum Land der Mitte. Facebook, Youtube, Twitter, alle sind sie in China gesperrt und unerreichbar. Zum Ärger der Ausländer. Doch scheint dies die Chinesen selbst wenig zu kümmern. Wie kommt das?

„Hinterlass mir eine Nachricht auf Weibo!“ hiess es von einem chinesischen Kollegen. Ich verstand ihn nicht. Und bevor ich erklären konnte, dass ich kein Chinesisch spreche, hatte ich eine Visitenkarte in der Hand. Auf dieser tauchte, nebst den altbekannten Daten wie Telefonnummer und Email-Adresse, noch eine Adresse von „QQ“ auf. Ich fand mich mit einer Sprachbarriere der anderen Art konfrontiert. Ich stand vor der mir unbekanntem Welt der sozialen Medien in China. Diese ist gross und noch viel umfangreicher, als es sich viele nicht-Chinesen bewusst sind. Wo wir uns mit ein paar wenigen Optionen für z.B. Mikroblogs wie „Twitter“ herumschlagen, trumpft China mit unzähligen Äquivalenten auf.

Nachdem die sozialen Medien aus dem Westen hinter die Barrikaden verbannt wurden, liess China nicht lange auf Alternativen warten. Was anfänglich belächelt wurde, ist nun zur Weltgrössten Internet Kommune herangewachsen. Dies erstaunt umso weniger, wenn man die Zahlen anschaut. Diese bestätigen China als das Land mit der höchsten Anzahl Internet Benutzern weltweit. Nur so als Beispiel, im Jahr 2011 gab es in China weit über 230 Millionen Benutzer auf sozialen Netzwerken.

Doch was genau umfasst die „sozialen Medien“? „Social Media bzw. Soziale Medien bezeichnen digitale Medien und Technologien, die es Nutzern ermöglichen, sich untereinander auszutauschen und mediale Inhalte einzeln oder in Gemeinschaft zu gestalten.“ So steht es auf Wikipedia, das quasi auch als soziales Medium durchgeht. Doch als absoluter Inbegriff eines solchen wäre da eben „Facebook“. Oder das chinesische Pendant dazu: „Renren“. In China gibt es für jedes uns bekanntes digitales Medium, ein Gegenstück. „Facebook“ hat „Renren“, „Youtube“ hat „youku“, „MSN Messenger“ hat „QQ“ und „Twitter“ hat „Sina Weibo“. Dies nur ein paar Beispiele einer schier unfassbaren Palette auf der chinesischen Landschaft der sozialen Medien. Sie als Kopie ihrer Vorgänger hinzustellen wäre jedoch ungerecht. Oft haben nämlich die chinesischen Versionen die Nase vorne, was Innovation betrifft.



Ein Bericht von Herrn Marco Tschuy, System Administrator der Schweizer Botschaft in Beijing

Marco Tschuy ist in Bern geboren und aufgewachsen. Nach seinem Abschluss zum diplomierten Informatiker landete er beim EDA und ist seit August 2009 System Administrator der Schweizer Botschaft in Beijing. Als passionierter Reisender war er

6 Monate in Südostasien unterwegs, wo er seither immer wieder eine Flasche auf den Rücken schnallt und als Taucher ins Meer springt. Mit seiner Leidenschaft, dem Schreiben, bietet er auf seinem Blog stets neue Einblicke in die Stadt Beijing und sein Leben in der 20 Millionen Metropole.

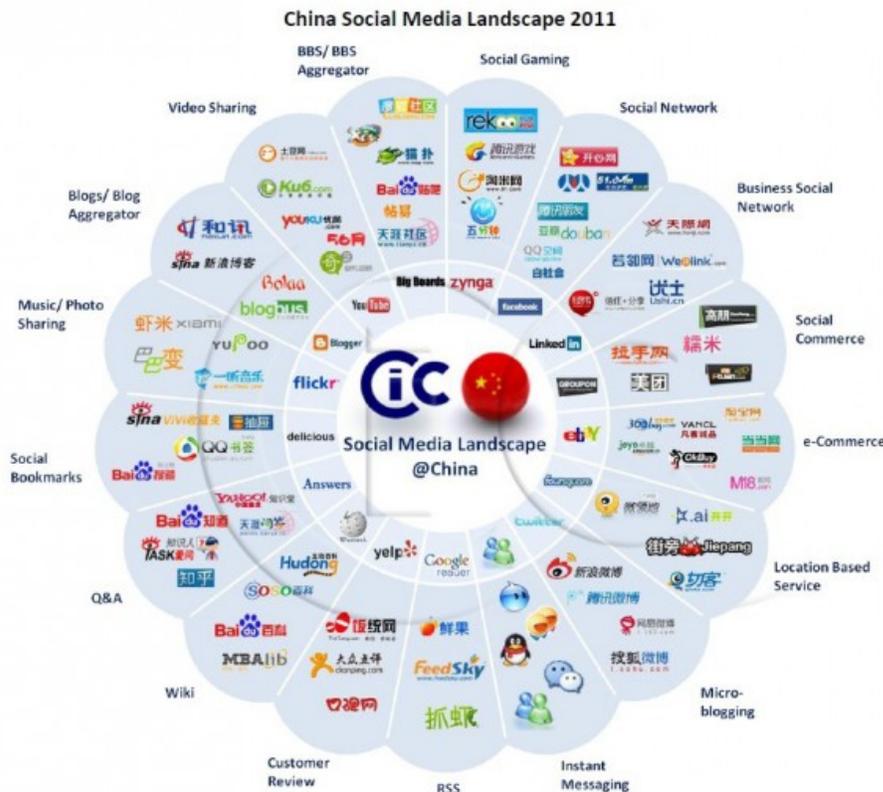
<http://marco.firstwasblind.ch>

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Ein äusserst attraktiver Markt, das haben nicht nur die privaten Haushalte, sondern mittlerweile auch Berühmtheiten aus Film und Musik begriffen. Der weltberühmte Schauspieler Tom Cruise zum Beispiel hat bereits über 3 Millionen Fans auf Weibo.

Diese stets wachsende Popularität bei den sozialen Medien hat nun auch die Geschäftswelt realisiert. Weibo Seiten von Firmen wie Microsoft und co. spriessen aus dem Boden wie die Blumen im Frühling. Auch die Schweizer Botschaft in Beijing ist seit Anfang 2012 dabei, informiert über Kulturveranstaltungen, hochrangige bilaterale Treffen, oder über Aspekte der Schweizer Politik und Gesellschaft. Das Interesse ist gross, die Weibo-Seite der Botschaft zählt jede Woche an die tausend Besucher. Ein nützliches Instrument also, um einer jungen und urbanen Generation in China die Schweiz näher zu bringen und mit ihr in einen Dialog zu treten.

Das Wettstreiten zum Schreiben, Bloggen und Zwitschern hat begonnen und das reicht über jede noch so feurige Mauer hinaus.



Source:
<http://www.resonancechina.com/2011/04/26/2011-china-social-media-landscape/>

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Swiss Alumni Organizations

The build-up of a new Alumni Network in Shanghai

Due to the ever-growing internationalization of global economy, the number of Swiss citizens working abroad is increasing from year to year. And since a functioning network to rely on is even more crucial for people living in a foreign country, the trend towards setting up an increasing number of international sections of Swiss alumni organizations has, in recent years, been observed. This trend naturally includes the emerging superpower China and specifically the economically thriving region of the Yangtze-Delta. The ample desire for alumni organizations of Swiss universities in China is furthermore boosted by the increasing number of treaties between Chinese and Swiss institutions, which lead to a greater number of Chinese students studying and Chinese scientists researching at Swiss universities. Most major Swiss universities already have alumni sections in Shanghai. Now the largest Swiss academia, the University of Zürich, has decided to do likewise and added a section in China's most western-like city to their existing network.



Ms. Loan Vuong, holding a MA of Sinology from the University of Zürich

An ideal candidate for the venture was quickly found with Mrs Loan Vuong, who already had profound knowledge of the Chinese culture and language. As part of a six months lasting internship at swissnex China, Loan is responsible for the build-up of the network. Her goal is to establish the alumni organization and to later hand it over to a core team of few members, which will take over the section and develop it further.

For the process of locating and contacting the university's former students, professors and researchers living in China, a lot of time had to be invested. However the effort was rewarded as approximately one hundred potential alumni members have been found in and around Shanghai; an encouraging figure for the future of the organization.

Definition:

Alumni organizations are networks of former students and staff of a university, with the goal of maintaining and strengthening relationships between them.

Become a member of an Alumni Organization in Shanghai :



**Universität
Zürich**^{UZH}

University of Zürich

Mrs Loan Vuong

loan.vuong@int.uzh.ch



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

ETH Zürich

Mr Patrick Schaufelberger

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Past Events from Alumni Organizations in Shanghai

Alumni University of Zürich:



**Universität
Zürich**^{UZH}

February 21st, 2012 – 18:00

First get-together at the Residence of Mrs Flavia Schlegel, executive director of swissnex China

Upcoming Events from Alumni Organizations in Shanghai

Alumni ETH Zürich:



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

March 17th, 2012

First gathering of the year

April 22nd - 24th, 2012

Visiting various companies in Shenzhen, including IBM, Tencent, HSBC and MTR Ltd.

May 19th, 2012

Visit to the Shanghai Chenshan Plant Sciences Research Center (Chinese Academy of Sciences)

For details and registration please contact Mr Patrick Schaufelberger



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by Philippe Eugster, Academic Intern
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Swiss Race Success in Far East

How 24 year old Swiss race driver Alexandre Imperatori established himself in Chinese and Japanese Motorsport

For many years, motorsport was having a hard time in China, as most of the championships were located in Europe and Japan. Recently however, things have begun to change. Beside the annual Formula 1 race in Shanghai, there is mainly one motorsport activity with a massive fan and media following: The Porsche Carrera Cup Asia, which has quickly become the premier sports car series in China. Within this championship, it was a young Swiss driver from the canton Fribourg causing furore in the last season. 24 year old Alexandre Imperatori, racing for the Chinese team StarChase, created an all-time record by winning 8 of the season's 12 races.

Alexandre's accomplishment is even more impressive considering the fact that he could not participate in every race due to time clashes with other championships: In 2011 Alexandre not only participated in the Porsche Carrera Cup Asia, but also in the Japanese Super GT 300 and, due to his good results in the previous year, was offered a cockpit in the prestigious Japanese series Formula Nippon. The latter championship is the pinnacle of Formula Racing in Japan and second only to Formula 1 on an international scale, which explains Alexandre's willingness to skip a Porsche race in favour of Formula Nippon



Unlike many other championships, cars in the Porsche series are quite similar in performance, thus allowing success to be accredited almost entirely to driver skills. This is one of the reasons, why Alexandre's name is now a familiar one within the world of motorsports.



Alexandre Imperatori
19.04.1987 – Châtel-Saint-Denis

Career Steps:

1991-2002: Karting in Spain, France and Germany
2004-2007: Asian Formula Renault 2.0
2008-2009: Japan Formula 3
A1 Grand Prix of Nations
2010: Japan Formula 3
2011: Porsche Carrera Cup Asia
Formula Nippon
Japanese Super GT 300

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At the origin of this passion, was a family holiday in Spain at the age of four, where Alexandre saw older children race on a go-kart track. Intrigued, he begged his parents for allowance to try karting himself. Since a four year old could not possibly reach the pedals of a kart, his father attached a foam pad to his back and nailed 15 cm long wood-blocks onto his shoes. Fascination grew after the first laps, developing into a true passion

However there is more contributing to the exceptional career of Alexandre than the racing aspects. Quite unusually for a young race driver, the Swiss speaks five different languages and will achieve his Master Diploma in Computer Science from the EPFL in April this year. It was also due to his studies that Alexandre met his wife during an exchange year in Hongkong. After their wedding last summer, the couple decided to settle down in Shanghai, partly because the metropolis is the hometown of Alexandre's wife and partly because Shanghai proved to be an ideal base for his races in Japan and China.

When asked if he considers Formula Nippon to be his last step towards a cockpit in Formula 1, Alexander stays cool headed: "Formula 1 is certainly the dream of every race driver, however at the moment it is not my goal." For the entry to the premier class of motorsport, factors like money, good connections and luck are even more important than talent. That is why Alexandre prefers not to waste his energy in dreaming about what could be but instead focuses entirely on his further development as a race driver. "Determination, commitment and a healthy portion of aggression are not only crucial to compete on-track", Alexandre states, "but also to improve yourself in the equally important off-track training sessions."

Possessing all necessary characteristics, Alexandre Imperatori has already achieved staggering success within the world of motorsport. And, on this question experts agree, there is yet more to come.



Alexandre karting as a 4 year old boy

For more information please refer to the following website:

<http://alexandreimperatori.com/wordpress/>

by Philippe Eugster, Academic Intern
at the Consulate General

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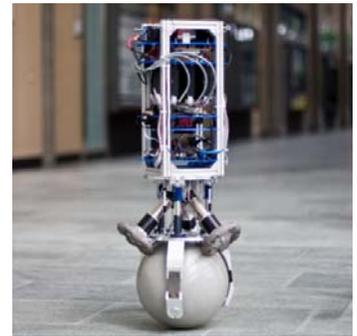
swissnex China

ETH Zurich and Tongji University: Building a bridge

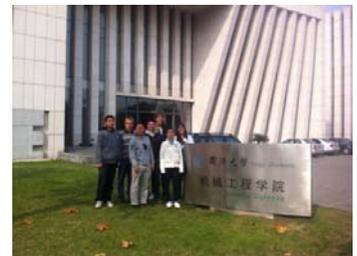
In 2010 students from ETH Zurich started developing a ballbot robot, which is able to balance and drive on a single sphere. Due to strong market demand of this robot's omni-directional wheels, ETH Zurich decided to start a new project called Realize, which aimed at further developing the design of the wheels and do research on the feasibility of cost-cutting possibilities. To find a best-matching project partner, ETH Zurich relied on swissnex China's expertise and network. swissnex China, which fosters the exchange between Switzerland and China in the fields of science, research and innovation, could successfully connect ETH Zurich with Tongji University in Shanghai. In September 2011 the two students Michael Neunert and Fabio Diem from the Autonomous System Lab at ETH Zurich, came for a 6 month stay to Shanghai to work on the design, and produce a first batch of the new wheels together with their project partners. Tongji University participated in all stages of the project, most importantly during the redesign phase as well as in the search for production sites and manufacturing partners. Besides the institute's good infrastructure, its renown paves the way for business opportunities in China. "We cannot emphasize the importance of Tongji University, our local contact, Prof. Zhou and his students enough. Without them this project would be impossible", state the two ETH Zurich students. Also the Chinese side is pleased about the very fruitful exchange of this Sino-Swiss project, as student Hong Jia from Tongji University explains: "Both sides can learn a lot from each other on a professional as well as personal level, through academic collaboration we exchange our culture and ideas."

The end-consumers will find the wheels for example on shopping and push cars, sack borrows, toys or sport equipments and later also in new transportation devices or house-hold robots. In January 2012 the project was successfully concluded with the production of the new wheels and last but not least, the first step for future collaboration between the two universities in Switzerland and China has been made.

SWISSnex 
China



The ballbot robot developed at ETH Zurich



The ETH Zurich and Tongji University Project team

For further information please refer to the following website:

www.swissnexchina.org

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SwissCham Shanghai

Latest top stories of “The Bridge” – SwissCham China’s business publication

Results of SwissCham China Business Sentiment Survey 2012: First Confidence Drop in Four Years

Salary, taxes, inflation: China is getting more expensive. “Global economic slowdown” tops list of biggest concerns and the overall business confidence of the Swiss business community in China is falling. More than a hundred survey participants and SwissCham members across the country expressed a lower confidence for successfully doing business in China compared to last year. Both the short term and midterm expectations are decreasing. Confidence for the period of the next five years falls sharply. But, and that’s the good news, it remains at a comfortably high level which is significantly higher than in the crisis year of 2009. 57% of the companies plan to grow “better” or “much better” in 2012.

To read the complete article please refer to the following website:
<http://www.swisscham.org/sha/pdf/survey.pdf>

CEO Interview: Silvio Napoli, Schindler CEO Asia/Pacific: Lifting People Up And Down

Silvio Napoli, responsible for Schindler in Asia Pacific, on urbanization, vertical planning, “smart elevators” and the next generation of lifts. Read how the Swiss company and China pioneer wants to expand its geographical footprint by tackling China’s lower end market.

To read the complete article please refer to the following website:
<http://www.swisscham.org/sha/pdf/schindler.pdf>

For feedback, inquiries or suggestions, contact us at:
thebridge@sha.swisscham.org

swisscham.org



SwissCham China Business Sentiment Survey 2012



Mr Silvio Napoli, Schindler CEO Asia/Pacific



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Annual Swiss Grand Ball 2012 & CEO/Entrepreneur of the Year Award

Saturday, March 31st, 2012 – Kerry Hotel Pudong



It is our great joy to announce that **SwissCham Shanghai** and **Swiss Club Shanghai** have once again joined forces after the fabulous success of last year's Ball.

We would like to invite the Swiss Community and friends as well as all Swiss Companies, Swiss businessmen and businesswomen and their Chinese partners and friends to this very special Swiss evening. All Swiss citizens registered at the Consulate General will receive the invitation by courier by the beginning of March 2012.

Come on-board and sail with us back in time to the late 19th century when Shanghai became the gate to the world and experience the hustle and bustle of the busy Shanghai Trade Port. We are inviting you to an unforgettable night full of music, dancing, fun, networking and surprises. Enjoy an exquisite gala menu, exciting entertainment, witness the CEO/Entrepreneur of the Year Award and win great prizes at the lucky draw. Get carried away and dance through the night with the "Rolf Becker Band" and "Studio 188".

swisscham.org



For further information regarding the Swiss Grand Ball 2012 please refer to the following website:

[Swiss Grand Ball 2012](http://www.swisscham.org/GrandBall2012)



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www.eda.admin.ch/shanghai



Switzerland.

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Swiss Business Hub China

Brief Introduction

The Swiss Business Hub China (SBH) is the official organization for Swiss foreign trade promotion in China and a network partner of OSEC Business Network Switzerland. The SBH is located within the premises of the Swiss official representations in China, with the headquarters being at the embassy in Beijing and further offices in the consulates of Shanghai and Guangzhou. The Swiss Business Hub is active in 2 different fields: trade promotion and investment promotion.

Trade Promotion

In trade promotion the primary goal of the SBH is to develop and strengthen business relations between Swiss and Liechtenstein based companies in the People's Republic of China. Therefore the SBH offers support to Swiss companies in exploring this highly interesting - but at the same time also very challenging – market in China. Specifically, the Swiss Business Hub China offers: general information about the local economy and industries; market and product analysis; individual consulting and coaching of SMEs; identification of industry specific business opportunities and qualified business partners; contacts with the local authorities; organization of events and special fact finding missions to China for Swiss companies and associations. Basic consulting and little inquiries that can be managed within 1-2 hours are handled within the frame of the “service public”. Bigger inquiries however must be handled on a mandate basis. In order to fulfill the mandates with maximum efficiency and know-how as well as to provide tailor-made solutions the SBH works in close cooperation with a pool of experts in specific sectors and segments of the Chinese market.



Mr Kilian Widmer

Swiss Business Hub China Deputy
Head, Head of Shanghai Office

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Mrs Yibei Zhang

Head of PR & Marketing
Swiss Business Hub China,
Shanghai Office

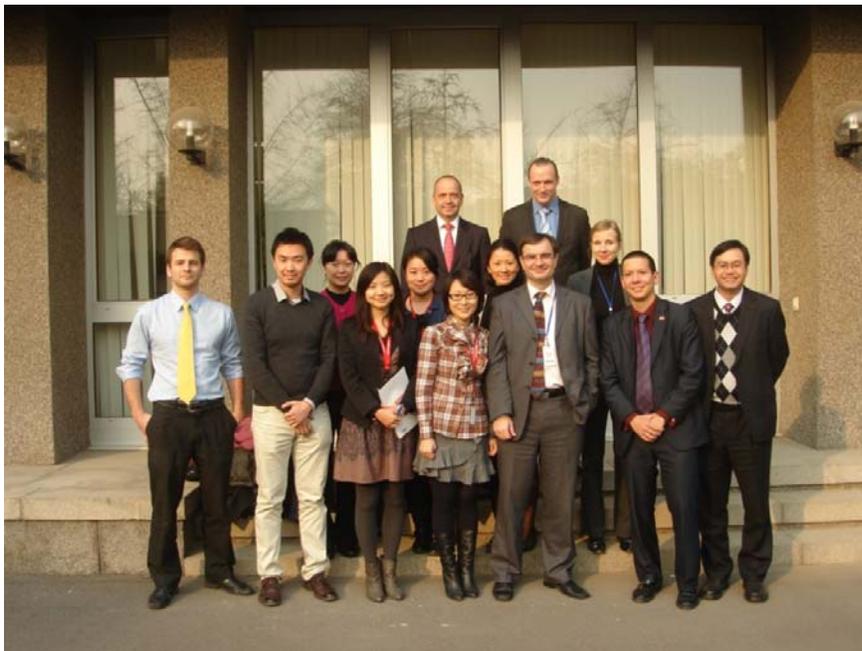
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Inward investment promotion

Since 2010 the Swiss Business Hub China is also responsible for the inward investment promotion into Switzerland. More and more Chinese companies are setting up legal entities in Europe and it is the task of the SBH to show these firms what advantages Switzerland has to offer regarding the set-up and steering of their European activities

For both trade and investment promotion the SBH China employs 10 people in its three offices.



SBH group picture taken at the Annual Meeting in Beijing, December 2011

For further information please refer to the following websites:

Swiss Business Hub China

<http://www.osec.ch/de/panels/China>

OSEC Business Network Switzerland

<http://www.osec.ch/de/panels/China>

OSEC Pool of Experts

www.poolofexperts.ch

Inward investment promotion

www.invest-in-switzerland.cn

Contact:

bei.swissinvest@eda.admin.ch



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Swiss Center Shanghai

Witnessing a decade of record growth and what the future brings

The Swiss Center Shanghai, by far the largest cluster of Swiss enterprises in Asia, has been a witness of a decade of record growth since its founding in 2000. Having supported itself more than 150 Swiss SMEs entering the Chinese market, the Swiss Center Shanghai is not seeing the demand slowing down.

“Swiss companies benefited enormously from China’s rise: The Swiss exports and positive trade balance multiplied three times in ten years”, explains SCS Managing Director Mr. Nicolas Musy. Goods in the value of more than 12.4 billion Swiss francs have been exported to China (incl. Hong Kong) in 2010, according to figures of the Swiss Federal Customs Administration.

Recently, China became the largest contributor to Swiss export growth in absolute terms. Mr. Musy: “Switzerland also benefited from an ever-increasing positive trade balance with China during the decade, clearly showing that there is no delocalization from Switzerland to China. On the contrary increasingly positive trade creates more and more interesting jobs for the Swiss economy. This is also the experience of the Swiss Center: The production companies established through the Swiss Center sell more than 75% of their production in China.”

China has become the locomotive of Swiss exports since the 2009 crisis

A striking figure is that in the first eight months of 2011, Swiss exports to the EU went down by -0.5%, while exports to China increased by 26.2%! China overtook France to become the fourth largest importer of Swiss goods. Only Germany, the USA and Italy import more. Mr. Musy: “Figures indicate clearly that while exports to the EU have not yet recovered to their pre-crisis numbers, China’s not only have, but have also more than compensated for the losses in exports to the EU since 2009.”



Groundbreaking Ceremony with Swiss President Adolf Ogi
September 14th, 2000



Swiss President Pascal Couchepin at the official opening ceremony
November 24th, 2003



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A green future: focus on clean-tech

For the first time, the Chinese Government issued binding targets to all its employees including environment and climate measurements. This means that while in the past, the administration was essentially rated on GDP growth, it will now be based environmental targets.

Among others, China's government has established inter-ministry plans to become the leader in electric vehicles in this decade. In the coming five years China is expected to spend USD 1 Trillion on clean technologies, both to ensure continued fast growth that the environment can sustain and to be a leader in what is widely expected to be the most interesting new business opportunities since the development of IT.

This enormous need for green solutions opens naturally a whole new set of opportunities for Swiss companies. The SCS is planning to expand its next set of demonstration rooms and manufacturing facilities in specially constructed energy-efficient buildings together with Swiss partners. "This will be an excellent platform to demonstrate the possibility of Swiss clean and sustainable technologies." explains SCS General Manager Mr. Zhen Xiao, "we look forward to this exciting development, and welcome interested Swiss companies to collaborate."



Swiss Center Shanghai at Xinzhuang Industrial Park

For further information please refer to the following website:

www.swisscenters.org

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Job Announcement

Lokale/r Kanzleimitarbeiter/in (100 %)

Schweizerische Botschaft Beijing



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Confederazione Svizzera
Confederaziun svizra

Stellenantritt: 02. April 2012

SCHWEIZERISCHE BOTSCHAFT IN CHINA

Zu Ihren Hauptaufgaben gehören:

- Führung von Registratur und Archiv
- Erledigung von Postein- und ausgang, Mails
- Assistenz-Arbeiten in der Kanzlei
- Hotel- und Flugbuchungen
- Warenbestellungen und Diverses
- Mithilfe Organisation von Delegationen

Minimale Anstellungsdauer ist ein Jahr, längere Anstellungsdauer erwünscht

Was Sie mitbringen:

- Schweizer Nationalität
- Diskretion und Zuverlässigkeit
- Sehr gute Deutschkenntnisse
- Gute Französisch- und Englischkenntnisse
- Effiziente, sorgfältige und selbständige Arbeitsweise
- Organisationstalent, gute PC-Kenntnisse

Stellenantritt: 02. April 2012

Arbeitsort: Schweizerische Botschaft Beijing

Bitte Lebenslauf und Begleitschreiben **vor dem 11. März 2012** an folgende Adresse: Astrid.Bischof@eda.admin.ch



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Collaborateur/Collaboratrice local/e de Chancellerie (100%) Ambassade de Suisse à Beijing



Schweizerische Eidgenossenschaft
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Confederazione Svizzera
Confederaziun svizra

A partir du 2 avril 2012

AMBASSADE DE SUISSE EN CHINE

Tâches principales:

- Tenue de la réglementation et des archives
- Distribution de la poste et des courriels
- Travaux d'assistance de chancellerie
- Réservations de chambres d'hôtels et de vols
- Commande de marchandises et divers
- Assistance avec l'organisation des délégations

Durée d'emploi d'un an au minimum, emploi de longue durée souhaité

Exigences:

- Nationalité suisse
- Discrétion et fiabilité
- Très bonnes connaissances d'allemand
- Bonnes connaissances de la langue française et anglaise
- Méthode de travail efficace, minutieux et indépendant
- Sens de l'organisation, bonnes connaissances informatiques

Prise de fonction: le 2 avril 2012

Lieu de travail: Ambassade de Suisse à Beijing

Veillez adresser votre C.V et lettre d'accompagnement **avant le 11 mars 2012** à l'adresse suivante: Astrid.Bischof@eda.admin.ch



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Opening Ceremonies, Events, Receptions

Company Visit Bühler in Hefei 08.09.2011



Mr Jürgen Simon from Bühler China, Wuxi, welcomed Mr Heinrich Schellenberg, Mr Ernst Roth, President SwissCham, and Mrs Stella Nie, Head of the Economic Section, at their new Factory in Hefei



Urban and Regional Planning Delegation from Basel City, 13.10.2011



Mr Heinrich Schellenberg received a small "Basel Münster" from State Councilor Dr. Hans-Peter Wessels

Béjart Ballet 22.10.2011



Lunch at the Residence of the Consulate General with the team from Béjart Ballet



Performance of Béjart Ballet in Shanghai

Oris Party 2011 19.10.2011



Mr Herzog, Chairman and CEO of Oris SA together with Mr Heinrich Schellenberg

Economy Delegation from Basel Stadt, 28.10.2011



Mr Heinrich Schellenberg received a FC Basel shirt from State Councilor Mr Christoph Brutschin



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Swiss Ladies Cocktail 16.11.2011



More than 50 Swiss Ladies enjoyed the networking event with the spouse of our Consul General, Mrs Grisel Sandoval Schellenberg, and listened to the speech of Prof. Balderrama (Cultural keys for understanding China in the XXIst Century)

Switzerland Tourism 18.11.2011



Mr Jürg Schmid, President of Switzerland Tourism, Mr and Mrs Schellenberg and Mr Gerhard Brügger, Director, Directorate for Consular Affairs FDFA

Ground breaking ceremony of TechMag, Wenzhou 27.11.2011



Mr. Jenche Vu, President of Pingyang Meiming Magnesium Industry. Co. Ltd., Prof. Ulrich Bruhnke, Chairman of TechMag Pingyang Science and Technologies Co. Ltd., Mr Heinrich Schellenberg, Mrs Stella Nie and Mr Rolf Hänni, Chairman TechMag AG



Visit of Osec Regional Director 30.11.2011



Osec Asia Pacific Regional Director Mr Wolfgang Schanzenbach

Regional Consular Conference in Shanghai 23.02.2012



Mr and Mrs Schellenberg welcomed the Osec experts at their Residence in Shanghai



Ambassador Blaise Godet together with Mr and Mrs Schellenberg during a reception on the occasion of the Consular Conference



Representatives from the Embassy in Beijing and the Consulates General in Guangzhou, Hongkong and Shanghai



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Weddings

Congratulations to the newlyweds!



Fang YUAN & Khai Minh QUAN

got married on April 21st, 2011, in Shanghai.



JianQiu YU & Daniel SCHAFFROTH

got married on October 28th, 2011, in Nanjing.



Cui YANG & Urs FUHRER

got married on November 24th, 2011, in Ningbo.

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Births

Congratulations to the proud parents!



Fiona Eunice JAEGLER

was born on September 14th, 2011, in Shanghai.

The happy parents are Marcil JAEGLER TOYCO & Patrick JAEGLER.



Angela TATTI

was born on October 11th, 2011, in Shanghai.

The happy parents are Juanying XU & Tiziano TATTI.



Alexander SPICHER

was born on October 29th, 2011, in Shanghai.

The happy parents are Wen Ying CAO & André SPICHER.

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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.

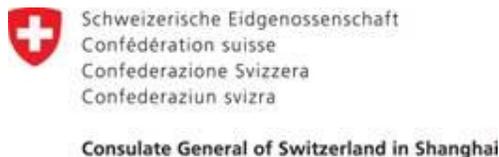
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01 Issue 2012

