

# Grüezi Shanghai

Newsletter of the Consulate General of Switzerland in Shanghai

October 2012

## Word from the Consul General

Dear Swiss Friends, dear Friends of Switzerland,

The visit of Federal Councillor Johann Schneider-Ammann at the helm of a high-level business delegation last July marked the highlight of the year in the bilateral relations with our host city; Mr. Schneider-Amman met among others with the Party Secretary of Shanghai, Yu Zhengshen.

Also in July, our State Secretary for Foreign Affairs Yves Rossier visited Nanjing where he met with the Mayor of the city Ji Jianye and Jiangsu Vice Governor Shi Heping. In September State Secretary for Education and Science Mauro Dell'Ambrogio paid a visit to Shanghai, while in October we were honoured by the Mayor of the city of Lugano Giorgio Giudici, who visited Hangzhou to sign a Sister City Relationship Agreement with his counterpart, Mayor of Hangzhou Shao Zhanwei.

Upon completion of my second year in Shanghai, the thrill and spell emanating from this bustling city have not faded a bit. It is a privilege to serve in this place and witness the breath-taking transformation that is unfolding. It is particularly satisfactory to see the quality of the relations between Switzerland and China and to experience their dynamic development. More potential still lies dormant, but the team of the Consulate General is looking forward to contributing to its awakening.

Yours sincerely,

Heinrich Schellenberg  
Consul General



Consul General Heinrich Schellenberg



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Table of contents

Economic and Political News	3
Cultural and Educational News	6
Our new colleagues	9
Helpline EDA	11
swissnex China	12
Pro Helvetia	13
SwissCham Shanghai	14
Swiss Club Shanghai	16
The Milu Guide	18
Job Announcements	19
Weddings	22
Births	23
Contact	25
Partners	25

## 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](mailto:sha.vertretung@eda.admin.ch).

## Economic and Political News

### Visit of State Secretary Yves Rossier

Mr. Yves Rossier, State Secretary of the Federal Department of Foreign Affairs visited China from July 19th to 13th, 2012. The main purpose of the visit was to hold the third round of bilateral political dialogue in Beijing – an annual exchange between the Ministries of Foreign Affairs of the two countries. The first part of the program took place in Nanjing, where Mr. Rossier had the chance to meet with the Vice Governor of Jiangsu province, Mr. Shi Heping, and the City's mayor, Mr. Ji Jianye. He further met with professors of the Nanjing University for a discussion and discovered some of Nanjing's historical monuments, including the Memorial of the Nanjing massacre, where Mr. Rossier paid his respect to the memory of the victims by laying down a flower wreath.



State Secretary Yves Rossier and Mayor of Nanjing Ji Jianye together with the delegation from Switzerland as well as representatives from the Nanjing government



State Secretary Yves Rossier and Mayor of Nanjing Ji Jianye



Mr. Schellenberg and Mr. Rossier laying down a flower wreath at the Memorial of the Nanjing massacre



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Visit of Federal Councillor Johann F. Schneider-Ammann and accompanying Economic Delegation

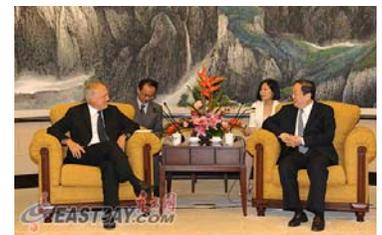
To tighten the bilateral relations between China and Switzerland Federal Councillor Johann Schneider-Ammann, head of the Federal Department of Economic Affairs, paid an official visit to China from July 9<sup>th</sup> to 13<sup>th</sup>, 2012, accompanied by a large delegation of private sector representatives. In Beijing, Mr. Schneider-Ammann held talks with his Chinese counterpart, Minister Chen Deming of the Ministry of Commerce, as well as with other high-level Ministers. The delegation then travelled to Xiamen before coming to Shanghai. On July 12<sup>th</sup>, Federal Councillor Schneider-Ammann met with Mr. Yu Zhengsheng, Party Secretary of Shanghai, and held a speech at a SwissCham event about the bilateral relations of China and Switzerland.



Mr. Schellenberg, Mrs. Susan Chen, President Swatch Group China, and Federal Councillor Johann F. Schneider-Ammann on the roof-top terrace of the Swatch Art Peace Hotel



Federal Councillor Johann F. Schneider-Ammann and Mr. Schellenberg with the SwissCham Shanghai board members at the Swatch Art Peace Hotel



Federal Councillor Johann F. Schneider-Ammann and Party Secretary of Shanghai Mr. Yu Zhengsheng

## Sister City signing ceremony between Lugano and Hangzhou

On October 12<sup>th</sup>, 2012, the Lugano-Hangzhou Sister City Relationship Agreement was signed by Lugano's Mayor Giorgio Giudici and Hangzhou Mayor Shao Zhanwei, on the occasion of the Hangzhou International Sister City Mayors Conference 2012.

Located in the north part of Zhejiang Province, Hangzhou covers 1.66 square kilometers with a population of 8.1 million and is the economy, culture, science and technology center of the province. The West Lake is a world-renowned tourist destination and contributes to the beauty of Hangzhou, which is crowned as "Heaven on Earth". Based on both cities enjoying stunning natural sceneries, long history and splendid culture, this partnership will be the opportunity to strengthen and broaden cooperation and exchange.

The signing ceremony was witnessed by Consul General Heinrich Schellenberg. Until now, Hangzhou has established sister-city relationships with 26 cities all over the world.



Mr. Shao Zhanwei and Mr. Giorgio Giudici after the signing ceremony



On the occasion of the visit of Mr. Giorgio Giudici (2nd left) the Italian speaking Swiss community was invited to a networking evening at the residence of Consul General Heinrich Schellenberg



Hangzhou Mayor Shao Zhanwei and Lugano Mayor Giorgio Giudici signing the agreement

## Cultural and Educational News

Fall might bring Shanghai cooler weather but the cultural scene is all but cooling down: festivals, exhibitions and visits, the city is buzzing as always.

### EDUCATION: Official inauguration of the University of Zurich (UZH) Shanghai alumni chapter

On the occasion of the UZH EMBA Delegation visit to Shanghai, Prof. Dr. Andrea Schenker-Wicki, Vice-President of the University of Zurich, officially inaugurated the UZH Shanghai alumni chapter. UZH Shanghai alumni committee member Mr. Andreas Umbricht, Mrs. Fabienne Fischer and Dr. Shao Yang among other UZH alumnus working and living in Shanghai gathered at the residence of Consul General Heinrich Schellenberg to celebrate the successful launch of the international alumni chapter in Shanghai.

### MUSIC: Swinging to the sound of jazz

The eighth annual Shanghai JZ Music Festival, from October 20th to 27th, 2012, will bring with it both promising budding local and internationally acclaimed jazz musicians to a city that has a long unrepentant love affair with music. Shanghai is, of course, the home of jazz in China – a position solidified back in the heyday of the 1930's when the music was the backdrop to a colorful world of gangsters, dance halls, exotic ladies and an international cast of characters that inspired Hollywood movies, as well as a whole new style of music known as "Shanghai Jazz."

Today the JZ Music Festival is the third largest jazz festival in Asia and the largest on-going music festival of any kind in Shanghai. Each year, it continues to grow and expand, drawing bigger names and audience. This year, four Swiss bands hit the main stage at the festival, *Sonic Calligraphy*, *bconnected*, *Tobias Preisig* and *Hildegard Lernt Fliegen*. They will undoubtedly deliver unforgettable experiences of different styles of music to the local audience.



Mrs. Fabienne Fischer and Dr. Shao Yang



Mr. Andreas Umbricht, Dr. Peter F. Weibel, President Advisory Board Executive MBA and Chairman UZH Foundation, and Prof. Dr. Hans-Peter Wehrli, Chair of Marketing at the UZH



Prof. Dr. Andrea Schenker-Wicki with Mr. Heinrich Schellenberg and Mrs. Grisel Sandoval Schellenberg

## DANCE: Prix de Lausanne with its partners in Shanghai

In the middle of October, the new President of Prix de Lausanne, Mrs. Beth Krasna, visited the Shanghai Dance School, the only partner school of Prix de Lausanne in Asia since 2007. For years, Shanghai Dance School has continuously sent students to participate to the world-class dancing competition for dance students, which has a history of over 40 years. New talents from Shanghai are always top competitors, and winners get the opportunity to continue their study in any of the partner schools of Prix de Lausanne around the world, with scholarships provided by the organization committee. Mrs. Krasna also visited the Shanghai Ballet Company with the intention to include it to the partner companies of Prix de Lausanne. Mrs. Lili Xin, the Director of Shanghai Ballet Company, showed great interest in this cooperation and if the agreement is reached, the Shanghai Ballet Company will be the second one in Asia to be the partner of Prix de Lausanne after the Hong Kong Ballet Company.

Both Shanghai Dance School and Shanghai Ballet Company, which used to be neighbors at Hongqiao Road, have now relocated since summer to other places for 4 to 5 years due to the construction of Hongqiao International Dance Center, included in Shanghai's next 5-year plan. The center will cover an area of more than 80'000 square meters. To fully utilize the new facility, it will house the Shanghai Dance School, Shanghai Ballet Company and Shanghai Song & Dance Ensemble. The complex will also consist of dance theatres, rehearsal halls, studios and more. After its completion in about 4 years, the center is supposed to be a great platform to showcase the local creation in dancing as well as to foster new talents.



bconnected



Shanghai Dance School



Shanghai Ballet Company

## LITERATURE: visit of Mr. Andrea Fazioli

On the occasion of the "Italian Language in the World Week", the culture and media section of the Consulate invited Mr Andrea Fazioli, writer from the canton Ticino, to Shanghai. The program of his stay included a lecture and discussion at the Consulate as well as visits to Yuexiu University in Shaoxing and on October 24<sup>th</sup> to Tongji University in Shanghai.

### October 22<sup>nd</sup>, 2012 – Visit to Yuexiu University

On Monday Andrea Fazioli went to Shaoxing to meet with Italian literature and language students. During his lecture, Andrea Fazioli presented himself and his

books and talked about his writing techniques and the difficulties he often faces when writing. After his presentation the students had the opportunity to interact with the writer. The questions focused on his work and on the way his life influences his development as a writer. Thanks to the interesting presentation of Mr. Fazioli and to the great interest of the students, the event was considered a success for all. To conclude, the students could assist to the projection of the Swiss movie "Jump".

### October 23<sup>rd</sup>, 2012 – Lecture and Discussion with the Italian speaking community

On Tuesday the culture and media section of the Consulate organized a meeting and discussion with Andrea Fazioli for the Italian speaking community. The novels loaded with suspense, irony, in-depth characters, and taking place mostly in Ticino, provided great content for a stimulating discussion after the lecture. These discussions extended to the perception of Canton Ticino abroad and the way living in another country can create a distance to your homeland.

## COMING SOON

The last weekend of October will see another two Swiss presences in downtown:

*Claudio Colucci*, worldwide and Swiss well known designer will have his solo design & art exhibition at the Art Labor Gallery in Shanghai from October 27<sup>th</sup>, 2012. This exhibition is also part of the D-WEEK (Shanghai Week UNESCO City of Design).

On the following day, October 28<sup>th</sup>, 2012, the launching of the photo book INTERSECTION by the Swiss artist *Namsa Leuba* and the Chinese artist *Zhang Kechun* will take place at the 2666 Library. A representative from the Swiss publishing house Sandmeier will present the new book.



Lecture at the Yuexiu University



Andrea Fazioli giving a lecture for the Italian speaking community in Shanghai



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Our new colleagues

### Anna Mattei, Deputy Consul General

Anna Mattei Russo è nata e cresciuta in Ticino, nella splendida Valle Maggia. Dopo gli studi di sinologia all'Università La Sapienza di Roma, un'esperienza lavorativa nel mondo del turismo e soggiorni in Cina a Pechino e Hangzhou, Anna ha affrontato con successo il concorso diplomatico nel 2006. Durante la formazione ha potuto lavorare dieci mesi all'Ambasciata svizzera a Pechino, per poi prendere funzione a Berna per il primo posto come Desk officer per i diritti umani in Asia. La possibilità di tornare in Cina e di scoprire la dinamica e interessante città di Shanghai, per di più lavorando in ambito culturale, è la realizzazione di un sogno per Anna, il marito Massimiliano e la piccola Margherita. Viaggiare e conoscere Paesi e culture diverse è infatti una delle grandi passioni che li unisce, e di cui hanno fatto una scelta di vita. Nel tempo libero Anna ama stare con la famiglia e gli amici, la buona cucina e il buon vino (a casa o fuori), la lettura, la musica. Le cose che più le mancheranno nella vita Shanghaiese saranno probabilmente le passeggiate nella natura e, d'inverno, lo sci.



Da agosto 2012, Anna Mattei ha sostituito Thomas Schneider al Consolato generale svizzero a Shanghai in qualità di Vice console generale e capo della Sezione cultura, media e educazione.

Mrs. Anna Mattei Russo was born and raised in Ticino, in the beautiful Valle Maggia. After studying Sinology at the University La Sapienza in Rome, gaining work experience in the tourism business, and broadening her China knowledge with stays in Beijing and Hangzhou, Anna passed the diplomatic exam in 2006. During her diplomatic training, she stayed ten months at the Swiss Embassy in Beijing, and then took over her first assignment in Bern as Desk Officer for Human Rights in Asia. The chance to return to China and explore the vibrant and exciting city of Shanghai, along with working in the cultural field, is a dream come true for Anna, her husband Massimiliano and their little daughter Margherita. Travelling and getting to know different countries and cultures is one of the greatest passion that unites them, and that became a life choice. In her spare time Anna loves to be with family and friends, enjoy good food and good wine (at home or at restaurants), reading and good music. The things she will miss the most while being in Shanghai will probably be the walks in nature and skiing in the winter time.

Since August 2012, Mrs. Anna Mattei holds the position of Deputy Consul General and Head of the Culture, Media and Education Section, replacing Mr. Thomas Schneider.

## Sacha Steiner, Head of Chancery

Aufgewachsen ist Sacha Steiner im schönen Seeland in der Nähe von Biel. Dank eines Austauschjahres in Paris 1993, ermöglicht durch seinen ehemaligen Arbeitgeber, konnte er schon früh die ersten Auslandsfahrten machen. Diese Erfahrungen und Eindrücke gefielen ihm so sehr, dass der Wunsch und Drang, wieder im Ausland zu arbeiten, unbedingt umgesetzt werden musste. Nach einem berufsbegleitenden Studium trat er deshalb 1997 in den Dienst des Eidg. Departements für auswärtige Angelegenheiten ein. Es folgten u.a. Einsätze in Moskau, Mailand, London, Mumbai, Bern und Kopenhagen sowie temporäre Einsätze in Tunis, Tel Aviv, Karachi, Phuket und Nairobi.

Seit Juli 2012 ist nun Shanghai sein neues Zuhause, wo er sich zusammen mit seinem Partner sehr wohl fühlt. Zu seinen Hobbies gehören Tennis spielen, Reisen, sich mit anderen Kulturen auseinander setzen, Kochen, Wandern und vieles mehr.

Sacha Steiner übt die Funktion des Kanzleivorstehers aus und hat diese von René Seiler übernommen.

Mr. Sacha Steiner was born and raised in the beautiful lake area of Biel. In 1993 he was sent to Paris by his company for an exchange year. This experience fascinated him and made him want to work abroad again. After completing studies parallel to his employment, he joined the Federal Department of Foreign Affairs in 1997. He since has worked in various cities such as Moscow, Milan, London, Mumbai, Bern and Copenhagen as well as temporary postings in Tunis, Tel Aviv, Karachi, Phuket and Nairobi.

In July 2012 he relocated together with his partner to Shanghai. Mr. Steiner is a very active person and enjoys playing tennis, travelling and experiencing different cultures, cooking, hiking and much more.

Mr. Sacha Steiner is Head of Chancery replacing Mr. René Seiler.



## Helpline EDA

### Itineris – Online Registrierung für Schweizerinnen und Schweizer auf Auslandsreisen

Sie und Ihre Angehörigen haben die Möglichkeit, die Daten Ihrer Touristen-, Besuchs- und Geschäftsreisen ins Ausland (nur Kurzzeitaufenthalte) auf diesem Portal zu erfassen. Diese Angaben werden dem EDA dazu dienen, Sie in einer Krisensituation besser lokalisieren und kontaktieren zu können.

For online registration and further information please refer to the following website:

<https://www.itineris.eda.admin.ch>

#### **itineris - Enregistrement en ligne des Suisses voyageant à l'étranger**

Vos proches et vous pouvez saisir sur ce site Web les dates de vos séjours de tourisme, voyages de service et visites à l'étranger (seulement pour les séjours de courte durée). Ces informations permettront au DFAE de mieux vous localiser, afin de vous contacter en cas de crise.

#### **itineris - Registrazione online per svizzeri e svizzere in viaggio all'estero**

Questo portale offre a Lei e i suoi familiari la possibilità di registrare i dati dei vostri viaggi turistici, di visita e d'affari (brevi soggiorni). Le indicazioni serviranno al DFAE per potervi contattare e localizzare meglio in caso di emergenza.

#### **itineris - online registration for Swiss nationals travelling abroad**

You and your relatives can register details of your tourist and business trips abroad (only short stays) on this portal. This information will enable the FDFA to locate you and to contact you more easily in the event of a crisis.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# swissnex China

Many new things happening at swissnex China this fall!

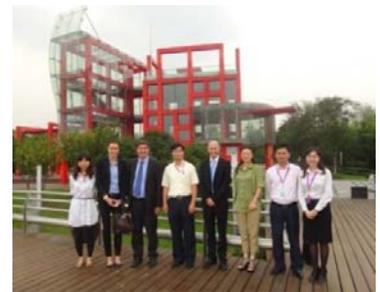
We are delighted to introduce you to our new Director, Pascal Marmier, who took over his position on the 1st of September. He has been in the swissnex network for over 12 years, with the last 4 years as Executive Director of swissnex Boston. Previously, he was part of the founding team responsible for the establishment and development of the “innovation and entrepreneurship” program of the organization. A generalist with an MBA from MIT Sloan and an early career as a Swiss and US corporate transaction lawyer, Pascal developed a passion and keen understanding for science, technology and innovation. Working as an entrepreneur within a government context, he is expert at transforming ideas into action and pursuing a bold vision to explore the potential of sharing knowledge and developing relationships. Pascal is recognized as a “smart connector” who systematically creates value for the people he brings together. Be it individually or in group, he has the ability to understand the overlapping interests and anticipate how people can collaborate in a mutually beneficial way.

Furthermore we are happy to introduce you to our various new Chinese and Western social media presence as well as to our [new newsletter](#). Get connected with us and read more about some of the latest activities such as the visit of [State Secretary Mauro Dell’Ambrogio](#), the innovation day for [Basel Delegation](#), [BBQ Lecture on Wealth](#) and [much more...](#) Follow us on [our blog](#) and [social media](#) platform!

Pascal and the swissnex China team are looking forward to connecting with you!



Pascal Marmier, new Director swissnex China, Vice Consul General



State Secretary Mauro Dell’Ambrogio and swissnex China with Zizhu High-Tech Zone Management



Prof. Ding Chun, Fudan University, Center for European Studies and Prof. Aymo Brunetti, University of Bern, former Head of the Swiss Directorate for Economic Policy of the State Secretariat for Economic Affairs (SECO)

by swissnex China  
[www.swissnexchina.org](http://www.swissnexchina.org)

# Pro Helvetia

## Compagnie 7273 will present their performances *Romance-s* and *Nil* to Chinese audience in November 2012

The two choreographers Laurence Yadi and Nicolas Cantillon have created a very personal dance style, which has become the signature of COMPAGNIE 7273.

In the repertory of COMPAGNIE 7273, *Romance-s* holds a very special meaning. While telling a love story with its ups and downs, *Romance-s* is a very personal “testament” of the two choreographers and dancers – a real “pas de deux” with humor, drama and technical exposure including some of the typical dance style movement of COMPAGNIE 7273. The piece is in total silence without any music, but strong accents of flamenco until the very end...

*Romance-s* is a modern love story in dance and pantomime with a strong touch to flamenco. The duet tells the relation of a couple: its conflicts, its tenderness, its drama. Come and see if there will be a “happy end”! This duo also includes many references to the History of Dance and the Arts in general.

*Nil* is a hypnotic dance in an Afro-oriental mood that develops a new concept of organic and fluid dance. The perpetual and never ending movement is reinforced through the musical composition of Sir Richard Bishop.

*Nil* is the expression of an organic and natural dance where the two Swiss choreographers Laurence Yadi and Nicolas Cantillon create a form of endless dance without stop or interruption. No single movement gets repeated twice, and the dance flows like the wave and meanders of a stream. The piece is constructed as a huge crescendo on a nostalgic oriental music composed by Sir Richard Bishop and a light-set of Patrick Riou.

During this piece the dancers will put themselves in a state of trance and the synchronic figures of this group piece represent a physical and mental challenge for the 6 artists on stage on their way to the final climax.

swiss arts council  
**prohelvetia**



**Schedule:**

**20.11.2012 & 21.11.2012 – Nil**  
Shanghai Dramatic Art Center, Shanghai

**22.11.2012 - Romance-s**  
Shanghai Dramatic Art Center, Shanghai

**25.11.2012 - Romance-s**  
Guangdong Modern Dance Festival,  
Guangzhou

supported by Pro Helvetia

For further information please refer to the following website:

[www.prohelvetia.ch](http://www.prohelvetia.ch)

## SwissCham Shanghai

“The Trend is our Friend” – a conversation with John Woo,  
Head of Country Management of DKSH China

**swisscham.org**



Mr. John Woo, Head of Country Management of DKSH China

### **The Bridge: What does DKSH do as a “Market Expansion Services provider”?**

**John Woo:** We help companies grow their business and brands in China with a comprehensive set of tailor-made services. Take for example, a consumer goods manufacturer who would like to enter or grow their market in China. We will first understand what they need and then offer them a customized, integrated package of services. These can include market research, market entry consultancy, sourcing, registration of their products, warehousing, marketing, running ad campaigns, sales, distribution, all the way up to "after sales" activities. And we do this across different industries.

### Upcoming Events:

#### **“The future of RMB: Prescription for Trade and Investments”**

Inter Chamber Event

25.10.12

Venue: The Portman Ritz-Carlton

#### **“The Organization of the Swiss Abroad (OSA) - much more than just a lobbying organization!”**

SwissCham, Swiss Club and OSA Event

01.11.12

Venue: The Fennel Lounge

#### **“Bringing innovative medicine to patients”**

SwissCham and Roche Event

05.11.12

Venue: The InterContinental Expo

#### **“Old town business walk and talk”**

SwissCham and Shanghai Flaneur Event

17.11.12

Venue: Shanghai old town



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

**Other companies are busy enough just focusing on one service. On top of that, DKSH operates across industries that couldn't be less related to each other, such as luxury goods, chemicals, or chocolate.**

True, if you look at it that way. But try to look at it from the view of a client who wants to set up or expand his business in China. We are like a one-stop shop and can offer in-house know-how in all of the services I just mentioned throughout the product value chain. A foreign company with no set-up in China, for example, would have to establish its own operational structure from scratch or would have to work with a variety of partners handling individual services - that means, high investment cost and coordination efforts. As for being in diverse industries, this lets us benefit from economies of scale.

**It is hard to believe that "doing everything for everybody" is a promising approach for China.**

But it works, as our results show (laughing)! Besides, your expression of "doing everything for everybody" is too general and doesn't do justice to what we do. For China, we took a strategic decision to pursue a niche strategy. We are not in the mass distribution field in China and don't go head-to-head with the big MNCs in that sector. Instead, we follow a niche strategy with our four business units, making a focused investment at relatively low risk that still offers significant growth opportunities due to the overall market size. Keep in mind that, in China, niches can be big!

**You had a career in finance. How did you experience the transition to a Head of Country Management position?**

Pretty easily. Finance is a good stepping-stone to get into the business, although I am not a typical finance person. I have always been much more interested in managing and leading business and people.

**Still, finance is a "cost centre" with no pressure to generate revenue or increase market share.**

The role of a CFO has changed. Nowadays, finance guys are more like business partners, helping to sustain the business and increase profitability. You sit on the table with the decision-makers, as decisions always require a financial input. An entrepreneurial mindset is definitely required.

Read the full story in the October issue of ["The Bridge"](#) –Swisscham China's quarterly business review.

**"Swiss technology for water management"**

23.11.12

Venue: Guangzhou

**"Company visit"**

SwissCham and Firmenich Event

29.11.12

Venue: Firmenich

For further information please refer to the following website:

[www.swisscham.org/sha](http://www.swisscham.org/sha)

by SwissCham Shanghai



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Swiss Club Shanghai

Organisation of Swiss Living Abroad (OSA) held its 90<sup>th</sup> congress



### Event Announcement

**The Organization of the Swiss Abroad (OSA) - much more than a just a lobbying organization!"**

01.11.2012 – 18:30

Venue: The Fennel Lounge

Speech by Jan Forelli, OSA  
China Delegate Swiss Club  
Shanghai



Jan Forelli, OSA China delegate of the Swiss Club Shanghai

Lausanne. As the elected delegate for China, I attended this years' two day Congress of Swiss living abroad on the beautiful shores of Lac Lemman. On Friday August 17th the Council of the Swiss living abroad met at the Palais de Rumine and we had quite a number of issues on our agenda. E-voting, for example, is slowly being introduced in more and more cantons. The online petition "E-voting for all" was signed by more than 15'000 people. On Saturday we handed the box with the signatures to our Minister of Foreign Affairs, Mr. Didier Burkhalter, who assured us in his speech that he is very much in favor of a fast introduction of e-voting and hopes that by 2015 a majority of Swiss voters will have the choice of e-voting or still using the traditional system.

Read the full report here: [www.swissclubshanghai.org](http://www.swissclubshanghai.org)

by Swiss Club Shanghai

## Swiss National Day Celebration – July 28<sup>th</sup>, 2012



## The Milu Guide

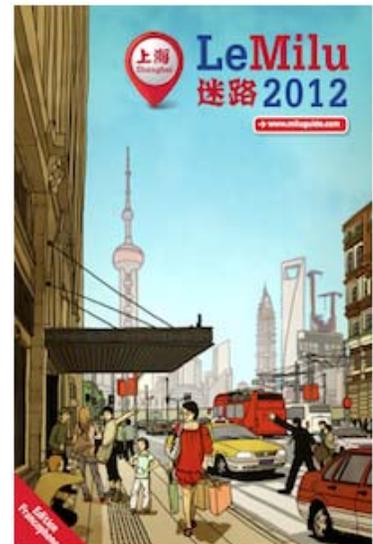
### A push in the right direction for all Expats in Shanghai

No matter if for work or for discovering a new culture, beginning a new life in Shanghai can be exciting as much as challenging!

Housing, working, education, local law or simply leisure: every expat comes to Shanghai with a bunch of questions about these topics. In this sense the Milu guide offers a great support to all newcomers of all ages, who need some practical advice concerning life in Shanghai. In fact, Milu is a mandarin expression referring to someone who has lost their way.

In its 76 pages the Milu guide will drive you through different subjects giving you helpful tips. You will discover what is the first step to take once you arrive in Shanghai, where you should look for an apartment or for a job, where you can get medical assistance or simply where you can find culture or sport activities... all this served with a dose of nice sketches drawn by the comic strip writer Sylvain Limousi. Thanks to the broad spectrum of topics covered and to the pragmatic approach, the Milu is designed for young as well as for experienced expats, students and professionals.

The Milu project was first launched in 2009 by the “Jeune chambre économique française” in collaboration with the Consulate General of France in Shanghai, with the publication only available in French. The 2012 edition of the guide book, edited by the team of the magazine “le petit journal”, has been translated into English to reach a broader public. The 50 partnerships and collaboration with different companies ensure an effective distribution of the publication.



To download the Milu guide and for further information please refer to the following website:

[www.miluguide.com](http://www.miluguide.com)

by Damiano Pregaldini

## Job Announcements

### swissnex China and Pro Helvetia are looking for a finance officer

#### About us

swissnex China promotes Switzerland as one of the leading countries for science, education, art, and innovation. swissnex China connects the Swiss and Chinese science communities to foster scientific cooperation between the two countries. Its main partners are universities, professors and researchers as well as the business community of both countries.

[www.swissnexchina.org](http://www.swissnexchina.org)

Pro Helvetia is the Swiss Arts Council, a foundation funded by the federal government. Pro Helvetia is mandated by the Swiss Confederation to promote artistic creation, foster cultural outreach and facilitate cultural exchange at home and with other countries. They support projects within the framework of its own programs and through information and promotional materials.

[www.prohelvetia.ch](http://www.prohelvetia.ch) and [www.prohelvetia.cn](http://www.prohelvetia.cn)

#### Condition of Employment

local employment

#### Terms

Swiss or Chinese passport holder only

#### Requirements

You have a commercial and/or finance background, preferably with a degree in accounting or management. Within the past 3-5 years you gained valuable experience, working in a similar position. You have visited or already been living in China and you are familiar with its people, culture and tradition/customs. Coming from Switzerland, your native language is German or/and French, and you have a basic knowledge of the Chinese language. Coming from China, in addition to your excellent Mandarin, you have solid and proven knowledge of French or German. In general you must have proven excellent oral and written knowledge of English.



Starting December 1<sup>st</sup>, 2012, or by agreement

Pro Helvetia 60%  
swissnex China 40%

#### Company

Pro Helvetia, Swiss Arts Council,  
mandated by the Swiss Confederation

and

swissnex China, Switzerland's Outpost  
for Science, Education, Art, and  
Innovation in China, Annex of the  
Consulate General of Switzerland

#### Location

Shanghai



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

### Your Tasks

- ❖ bookkeeping, general accounting
- ❖ preparation of regular financial reports
- ❖ maintain cash controls
- ❖ disbursement of funds (if required)
- ❖ control of cost statements
- ❖ payment Transactions
- ❖ maintain accounts payable
- ❖ evaluate project reports (final accounts) and monitor compliance with contracts
- ❖ administrative work related to the main tasks

### Your Skills

- ❖ knowledge and experience in accounting
- ❖ commercial or finance background
- ❖ native language German and/or French and/or Mandarin
- ❖ excellent language knowledge of English (oral/written)
- ❖ long time experience in accounting and bookkeeping
- ❖ knowledge in various accounting programs and payroll systems (Sesam)
- ❖ familiar with the preparation of financial statements and reports, as well as general administrative tasks

Pro Helvetia and swissnex China offer you an attractive job opportunity as well as a valuable experience for an international career. Our team includes Swiss and Chinese staff and is working in a modern, innovative and dynamic environment.

If you have a strong affinity for financially related tasks and numbers, and if you are a dutiful and reliable team player, who would like to work in a multicultural environment, then we are looking forward to receiving your complete application (motivation letter, curriculum vitae, and certificates of employments including indication of references) until November 8<sup>th</sup>, 2012.

If you have any questions please do not hesitate to contact us!

#### Contact

Ms. Yun FU (Cathy)

[cfu@prohelvetia.cn](mailto:cfu@prohelvetia.cn)

Tel.: +86 21 6235 1889 ext. 301

#### Pro Helvetia c/o swissnex China

22F, Building A,  
Far East International Plaza  
319 XianXia Road  
Shanghai 200051  
P.R. China



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Switzerland Tourism is looking for a Swiss lady to promote Switzerland as “Heidi” at the China International Travel Fair in Shanghai on 15<sup>th</sup> and 16<sup>th</sup> of November 2012



Heidi is the best known person of Switzerland, right after Roger Federer. She is an ambassador of sympathy and is well recognized all over the world. Heidi is a pretty, young Swiss citizen who gets in contact with potential guests and welcomes them at the Swiss booth. She kindly asks about personal experiences or knowledge about Switzerland and enjoys small talk with her guests. This conversation includes Heidi's favorite restaurant, her favorite ski resort, where she likes to hike or bike, where she enjoys the nicest views etc. She personally connects people with the destinations represented at the Swiss booth. Heidi also takes care of any other animations.

### Working Hours

15<sup>th</sup> and 16<sup>th</sup> November (2 days) from 09:00 - 16:00 (including 1 hour lunch break)

### Profile Heidi

- ❖ is a Swiss lady
- ❖ has a Swiss accent
- ❖ if possible speaks the language of the country where the fair is located
- ❖ wears size S or M
- ❖ has long hair arranged to plaits
- ❖ has no visible tattoos or piercings

### Conditions

- ❖ salary CHF 150 per day
- ❖ meals are included to the salary
- ❖ tickets and Heidi costume is organized by Switzerland Tourism in Shanghai

Interested to promote Switzerland?

Please contact Switzerland Tourism directly:

Ms Cindy YU, Project Manager China  
[Cindy.yu@switzerland.com](mailto:Cindy.yu@switzerland.com)  
Tel. +86 21 6218 57 88



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Weddings

Congratulations to the newlyweds!

---

**Weiting ZHUANG & Emmanuel FAVRE**

got married on the 4<sup>th</sup> of August 2012 in Shanghai.

---



**Joyce RAO & Wei PHUNG**

got married on the 30<sup>th</sup> of September 2012 in Shanghai.

---



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

## Births

Congratulations to the proud parents!

---



### Siyuan MA

was born on the 24<sup>th</sup> of November 2011 in Suzhou.

The happy parents are Qiyuan XU and Jun MA.

---



### Zoey ZHU

was born on the 21<sup>st</sup> of June 2012 in Shanghai.

The happy parents are Julia ZHU and Yong PANG.

---





### Dominique JIN

was born on the 16<sup>th</sup> of July 2012 in Shanghai.

The happy parents are Cheng LI and Minghua JIN.

---

### Samuel NAYLOR

was born on the 19<sup>th</sup> of September 2012 in Shanghai.

The happy parents are Jenny MA and Philippe NAYLOR.

---



## 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.

## Contact

Consulate General of Switzerland  
22F, Bldg. A, Far East Intl. Plaza  
Shanghai 200051  
P.R. China

Phone 0086 21 6270 0519  
Fax 0086 21 6270 0522

E-Mail [sha.vertretung@eda.admin.ch](mailto:sha.vertretung@eda.admin.ch)

Internet [www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

## Partners

3 Issue 2012

**swisscham.org**



SWISSnex  
China  
swiss arts council  
**prohelvetia**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.