

**Dear fellow Citizens,  
Dear Friends of Switzerland,**



This issue will hopefully still reach you before the summer break, when families escape from the heat of Shanghai, in quest of cooler temperatures (which this year do not prevail in Switzerland so far...).

After having set off from Nanjing on 30th May and stayed in Nagoya, Japan, for more than one month, Solar Impulse 2 with the Swiss pilot André Borschberg in the cockpit finally achieved the longest exploration leg of the Solar Impulse's mission. On 3rd July, after a non-stop 120 hours and 7'212 km flight, he landed safely in Hawaii, setting a new record. The next destination for the Solar Impulse 2 team will be Phoenix on the US west coast and we wish them the right winds to accomplish their Round-The-World mission!

In celebration of the 65th anniversary of Sino-Swiss diplomatic relations, a special Swiss evening in the presence of the Swiss Ambassador marked the opening of the Swiss Week Shanghai on 12th May. A large number of Chinese officials and VIP guests followed the invitation and the lovely spring weather contributed to a successful event. You will find more about the 3rd Swiss Week Shanghai in this issue.

We are glad to announce that the 2nd booklet with an update of the activities taking place in 2015 to celebrate the 65th anniversary of Switzerland's bilateral relations with China is in print. It will be available for free at the Consulate General of Switzerland later this month. Please visit the website of the 65th anniversary for more events and celebrations: [www.switzerland65china.com](http://www.switzerland65china.com).

From 'air' to 'water': The next major event comes up in August with the 'Race for Water Odyssey' (R4WO). This project, initiated by the Race for Water Foundation in Lausanne, highlights the race against time to protect oceans from plastic pollution. The R4WO started in Bordeaux, France, on 15th March this year with the objective to conduct the first global assessment of plastic pollution in oceans by visiting island beaches situated in the five trash

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vortexes.

Last but not least, I would like to announce a few personnel changes at your Consulate: Ruth Bichsel has already succeeded Beatrix Hagmann as Head of the Visa Section. We are glad that Ms Hagmann has accepted another position within the Consulate General for one more year. Doris Endriss, who will leave the Consulate after the regular 4-year term by the end of the month, will be replaced by Véronique Badan Akerele at the Chancery. Daniel Berset has completed his term in Shanghai and I would like to thank him for his contribution to the smooth working of the visa section.

Together with the entire staff of the Consulate, I wish you all an excellent summer. For those who will stay in Shanghai in August, I hope to see many of you at our traditional National Day celebration on Saturday, 1st August.

**Alexander Hoffet**  
**Consul General**

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## Economic Mission to Hangzhou

### 5th Economic Mission, 8th - 29th May 2015



*Presentation of silk at Wensli Group Ltd*

Led by Consul General Alexander Hoffet and in cooperation with SwissCham Shanghai, a delegation of 19 representatives from Swiss companies and government institutions visited Hangzhou, the capital of Zhejiang Province. This fifth edition of the Consulate's regular economic missions brought together again Swiss entrepreneurs and institutions with Chinese companies and local authorities, allowing both sides to explore future business opportunities and to connect personally.



*At the e-commerce giant Alibaba Group Ltd*

Hangzhou proved to be a particularly interesting destination as it features an exceptional economic performance and growth potential in developed manufacturing and services. The city's Mayor and provincial officials acknowledged the excellent economic and cultural relations with Switzerland. They expressed their hopes for intensified exchange namely on environmental protection and towards the establishment of more Swiss companies in the region. During visits to Wensli, China's leading silk manufacturer, and e-commerce giant Alibaba, Switzerland's advantages as a European base were highlighted by the delegation. A tour of office towers designed by Keller Technologies, a Swiss architecture firm developing highly energy-efficient buildings, concluded a successful mission.

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**swissnex China**

**swissnex China at the Swiss Week 2015**



In the framework of the Swiss Week, the creative minds of PIXO LABS invited guests to get a glimpse of Switzerland. They created an immersive 360° video, which allowed visitors to 'sit in' to sceneries of Switzerland, by sitting on a boat or standing in the middle of mountains.

The project is yet another example of a startup, which demonstrates the combination of Swiss higher education and the latest technology and innovation!



The weather was on our side and numerous Swiss University Alumni turned up at the Huaihai Park on 15th May. They enjoyed the stimulating atmosphere in the Swiss Village along with some raclette and Swiss wine.

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## Lift Conference 2015



Despite the stormy weather and the heavy rain on 17th June, we welcomed about 250 visitors to the Lift China conference and Swiss Innovation Night at the PowerStation of Art.

The program offered a broad variety of keynote sessions, a master class, lectures and interactive workshops. In addition visitors had the chance to explore various media projects and prototypes to play with in the joint exhibition.



*Lift Conference Shanghai 2015*

The day after, Lift China transferred to Shenzhen and participated with a booth at the Maker Faire to show some of their work amongst other amazing exhibitors. Together with SEED Studio, the team got to present the international initiative Data Canvas 'Sense Your City'. The Data Art Challenge aims to raise sensitivity towards the environment. During four months, in seven cities over three continents, 98 citizens assembled and deployed sensors on their homes or work places. The conducted information puts on display the data of pollution, dust, light, sound, temperature, and humidity in an interactive map. Find out more about [Data Canvas](#).

Both events in Shanghai and Shenzhen were a great success and we look forward to bringing together even more innovators and makers in the future.

Come and get the latest scoop of what we do and follow us! [www.swissnexchina.org/](http://www.swissnexchina.org/) (EN/CN) and social media platforms. Contact us, come by and meet us!

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## Swiss Business Hub

**China International Medical Equipment Fair (CMEF), 15th – 18th May**



Consul General Alexander Hoffet (2nd from left),  
visiting the Swiss Pavilion at the CMEF 2015

After 30 years of continuous innovation and self-improvement, CMEF has become the largest exhibition of medical equipment, related products and services in the Asia-Pacific region. In 2015, the trade show was moved from Shenzhen to Shanghai and combined for the first time China's three top medical equipment and pharmaceutical exhibitions CMEF, PHARMCHINA and API China into one mega healthcare event, covering the entire value chain for the health industry. A Swiss Pavilion was organized for this occasion by Switzerland Global Enterprise (S-GE) with the support of the local Swiss Business Hub and in close cooperation with the Medical Cluster. Eight Swiss companies participated in the Pavilion and displayed their products to Chinese distributors and potential partners.

On the first day of the show, a small delegation led by Consul General Alexander Hoffet visited the Swiss Pavilion. The group engaged in discussions about the challenges and opportunities in China's medical equipment market as well as what kind of support official Switzerland can offer to Swiss companies. In the evening, the exhibitors were welcomed by Mr Hoffet and his wife at a reception at their Residence.

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## SwissCham Shanghai

### SwissCham announces launch of three new Committees – Legal/HR, Finance/Tax, SME/Industrial



The mission of the Committees is to develop content-specific discussions and insights, to offer closed-door roundtables and public presentations on a regular basis, and to create a platform to share relevant information among SwissCham members. Members of the SwissCham Board will favor the establishment and development of the Committees with the goal to open the Committees to the SwissCham member companies and their leading executives.

If you consider the opportunity of having your company represented in one of these Committees and for additional information, please contact our Executive Director Peter Bachmann by email: [p.bachmann@sha.swisscham.org](mailto:p.bachmann@sha.swisscham.org) or by phone (021) 6149 8208.

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### The Bridge Journal of SwissCham China



The latest issue of *The Bridge* magazine is available [here](#) and features the following stories:

#### Swiss Innovation in China

Switzerland's reputation and passion for new, unique ideas allow Swiss companies to compete all around the world. *The Bridge* reveals reasons of Switzerland's steady and undisputed performance in the INSEAD Global Innovation Index during the past years and puts focus on Swiss innovation in China. With a closer look at the Swiss Stand of Sustainability, the cover story outlines the strong position of Swiss firms as front players in the field of environmental

sustainability and how they lead the drive towards more sustainable practices in China.



#### **Nestlé stimulates new era for Chinese farmers**

*The Bridge* talked to Christian Schmid, EVP Technical at Nestlé Greater China Region, about the current transition of agribusiness from small farms to an increasing number of 'mega-farms'. Schmid amplifies the mission of the recently inaugurated Nestlé Dairy Farming Institute (DFI) in Heilongjiang Province to be an educational facility and R&D centre with the vision to be recognized as China's leading centre of competence for modern dairy farming: "We welcome the increased focus on quality, and we want to reassure the customer that local ingredients can be of high quality and meet worldwide standards".

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## Swiss Club Shanghai

### **Invitation Swiss National Day 2015**

**SCHWEIZER NATIONALFEIERTAG  
FETE NATIONALE SUISSE  
FESTA NAZIONALE SVIZZERA  
FESTA NAZIUNALA SVIZRA**

The Swiss Club Shanghai is cordially inviting all Members, Swiss Citizens and Friends of Switzerland to our National Day Party 2015 on

**Saturday, 1st August 2015 starting at 14:00 hrs**

Venue: Garden Pavilion @ Millennium HongQiao Hotel Shanghai  
2588 Yan An Xi Road, Shanghai 201103

Don't miss this event and come over to the Millennium Hotel, enjoy good company, great food, live entertainment and a lot of fun. Please register with Thomas Kuhn ([thomas.kuhn@fracht-shanghai.com](mailto:thomas.kuhn@fracht-shanghai.com)) not later than 30th July 2015.

This event is organized with the support of the Consulate General of Switzerland and Fracht (Shanghai) Ltd.

Your Committee  
Swiss Club Shanghai



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## Swiss Week Shanghai

**Swiss Week Shanghai 2015 3rd Edition, 13th – 17th May 2015**



*Banners show the way to the Swiss Week Shanghai 2015*

This year's 3rd edition of Swiss Week Shanghai (SWS) attracted a large number of visitors discovering the variety of Switzerland, true to SWS' slogan 'more than chocolate'. Perfect spring weather allowed making the most out of the location at the Huaihai Park square, which became a little Swiss oasis in the middle of the city's hectic daily life.

15 Swiss companies presented their products in the 'Swiss village', ranging from well-known products like chocolate and cheese to less-known but equally high-end kitchen and IT equipment. To complete the Swiss experience, the Swiss café served typical dishes such as the always popular raclette. The young 'Hackbrett' player Joshua Broger from Appenzell amazed visitors with his musical talent during the Swiss Week.

Major events included the opening ceremony dedicated to the 65th Anniversary of Sino-Swiss diplomatic relations in presence of the Ambassador of Switzerland to China, Mr Jean-Jacques de Dardel, an alumni event organized by swissnex China, as well as a Q&A session for Chinese students hosted by the Consulate General of Switzerland in Shanghai.

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## Cultural Highlights

### **The Erkonauts at MIDI Festival, 1st May 2015**



Swiss band The Erkonauts rocked Suzhou's MIDI festival and relevant music clubs in Shanghai and Nanjing. Playing part hard rock, part metal, this progressive and evolving band has since its creation in 2002 inspired both fans and newcomers to the hard rock/metal scene with their wild and enchanting rhythms. After several successful tours in Asia, The Erkonauts are now again in the Far East with their 'Asian Invasion Tour'.

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### **Swiss film 'The Circle' at ShanghaiPRIDE Film Festival, 16th June 2015**



In the framework of this year's ShanghaiPRIDE, the Consulate General of Switzerland screened the award-winning Swiss docudrama 'The Circle' (2014). The movie depicts the social network that revolved around The Circle, a gay publication in Zurich in the 1940s and 1950s, which was scapegoated for the murders of several gay men in the city. It thus perfectly matched ShanghaiPRIDE's goal of raising the visibility of the LGBT community in China, thereby increasing acceptance and tolerance.

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### **Juliane Rickenmann 4tet, 22nd - 23rd June 2015**



Swiss saxophonist and composer Juliane Rickenmann was 18 years old when she began her international career. Starting with playing in the streets and jazz clubs of Melbourne, her musical journey brought her to Japan and New York, where she met and cooperated with numerous international artists. After a first stay from 2000 to 2002 as a saxophonist in Chengdu, Juliane Rickenmann came back to China in June this year, bringing along her '4tet' band and her new album Emei. Named after Mount Emei, one of the four sacred Buddhist Mountains in China, the album invites listeners to discover various kinds of music, which inspired Juliane Rickenmann during her stay in China.

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## New employee at the Consulate

### Ruth Bichsel, new Head of Visa section



Ruth Bichsel likes China very much! In her 30 years career at the Swiss Ministry of Foreign Affairs, this is her second posting to the country. From 1990 to 1995 she was Assistant in the Economic and Trade Section at the Embassy in Beijing. Fascinated by Asia – another milestone in her career was her posting to Singapore, where she assisted the Ambassador and managed cultural projects from 2000 to 2003 - Ruth is glad to be back in this part of the continent. In Shanghai since 22nd June, she assumes the position of Head of the Visa Section, succeeding Beatrix Hagmann.

Prior to this, Ruth was the Deputy Head of the Swiss Regional Consular Center in Vienna. The Consular Center was in charge of Austria as well as six East European nations. She much enjoyed the various field trips to these countries to coordinate consular issues.

Ruth has a big interest in different cultures, practices Yoga and Tai Chi, and has a flair for languages. She speaks a little Chinese and is planning to re-start lessons in Shanghai. In Vienna, Ruth was member of an international A Cappella Choir singing as an alto. Maybe she will even find a new choir for her alto voice in Shanghai!

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