

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



I hope that you all enjoyed a pleasant Mid-Autumn Festival and Chinese National Holiday season and are ready to face the challenges of the last term of this year with new energy and motivation.

In terms of Swiss presence in Shanghai, this year's usually rather uneventful summer period has been marked by quite a few highlights. In particular, I would like to mention the stopover of the Race for Water Odyssey (R4WO) in Shanghai in August in the context of their campaign to protect oceans from plastic pollution. Later that month, the visit of a high-level Swiss banking delegation led by Mr. Patrick Odier, President of the Swiss Bankers Association (SBA) marked another milestone of Sino-Swiss relations in the field of finance and banking. You will find articles covering both visits in this issue.

The last quarter of this year will bring many more interesting encounters and in particular a firework of cultural events in October and November. Many of them take place in the framework of the ongoing celebrations of the 65th anniversary of Switzerland's bilateral relations with China. On this occasion I would like to note that the 2nd booklet with updated activities taking place in 2015 is now available at the Consulate. For more events please visit [www.Switzerland65China.com](http://www.Switzerland65China.com)

Let me seize this opportunity to announce a few personnel changes at your Consulate: Mr. Sacha Steiner has been posted to San Francisco, and Ms. Beatrix Hagmann has taken over the position of Head of Chancery. I would like to thank Sacha Steiner for his great contribution to the smooth functioning Consulate over the last three years. I would also like to welcome our new colleague Ms. Véronique Badan Akerele at the Chancery, Mr. Leo PENG at the Swiss Business Hub, as well as our intern Ms. Sara Frei in the Cultural section.

Let me conclude by wishing you a successful restart of your professional and personal activities after the holidays. I am looking

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forward to seeing you in great numbers on the occasion of the upcoming Swiss events!

**Alexander Hoffet**  
Consul General

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## Economic Section

### Swiss Bankers Association and SIX Group Visit in Shanghai



From 30th – 31st August, a high-level delegation of the Swiss Bankers Association (SBA) and the SIX Group led by Mr. Patrick Odier, President of the SBA, visited Shanghai.

A dinner at the Consul General's Residence with representatives of Swiss financial institutions in Shanghai initiated a successful and interesting programme. Together with a delegation of the Consulate General, the SBA and SIX delegation visited the Swiss Center, met with the Chairman of the Bank of Communication, the General Manager of the Shanghai Stock Exchange as well as local authorities, allowing both sides to establish contacts and explore future cooperation opportunities.

Shanghai is a particularly interesting destination as it is China's leading financial center. Local government officials acknowledged the excellent economic relations with Switzerland and the benefits of a further developed renminbi hub in Switzerland. The SBA and SIX delegation was pleased to hear about the developments in the Shanghai Pilot Free Trade Zone and the financial innovation it entails.

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## swissnex China

### CHIC – China Hardware Innovation Camp 2015



For the first time the China Hardware Innovation Camp in cooperation with EPFL, ECAL and UNIL was held in Shenzhen and Hong Kong in July.

The participants gained first-hand experience on how to develop a sense for new approaches to engineering and innovation by further developing their products in a local environment and by exchanging knowledge with players and "makers" on site.

The program aimed at showing the students how to lead projects at all levels and how to use the region's given factors (manufacturing, brain power, scale) to their advantage. In addition the camp gave them the opportunity to grasp the importance and complexity of working in interdisciplinary and intercultural teams.

With a package full of new experiences the group went back to Switzerland to further develop their products and projects. We look forward to seeing more CHIC success stories in the future!

[www.chi.camp/about](http://www.chi.camp/about)

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## Young Swiss Entrepreneurs in China: They are successful!



Is starting a business in China a big challenge especially for young entrepreneurs without a tech background? swissnex China interviewed seven young entrepreneurs, who successfully launched their non-tech business trying to learn more about the process they went through. Networking and getting connected to the right people is crucial and highly important in the beginning. The exchange with other entrepreneurs familiar with the local environment is of much help to better understand the needs of their future customers. The knowledge they gained helped them to further develop their products and to adapt to the market. And with the right marketing and promotion, they achieved more visibility in the Chinese market.

By organizing events in the format of an open exchange, swissnex China aims to create opportunities for young Swiss entrepreneurs to support them in getting in touch with local experts to gain additional insights and feedback on how to do business in China.

Find out more soon and check out the videos on our social media platforms.

### Outlook

Interesting swissnex China events coming up:

24.10.2015 All Swiss University Alumni Gathering, the annual gathering for all Alumni Chapters from Swiss Universities, and Universities of Applied Sciences

26.10.2015 Pitch-Fest with the Venture Leaders, who are back in town on their 2nd China tour

10.12.2015 Escalade de Genève

Find out more and follow us on [www.swissnexchina.org](http://www.swissnexchina.org) (EN/CN) and social media platforms. Contact us, come by and meet us!

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## Pro Helvetia

### The Most Beautiful Swiss Books and Swiss Poster Exhibition



In the month of December 'The Most Beautiful Swiss Books & Swiss Poster Exhibition' stops at Shanghai Hengshan Fang after its presentation at the Beijing Design Week, which just closed its doors on 7th October. The exhibition features the original awarded works of the competition's editions in 2013 and 2014, including the jury comments as well as the originals of the exclusively made Swiss design poster printings.

Swiss design books are recognized to be among the most beautiful books worldwide and the exhibition gives the opportunity to draw attention to the latest trends and influences of the 'Swiss style' in the global design industry.

At first organized by the Swiss Publishers Association and later by the Swiss Federal Office of Culture in 1998, 'The Most Beautiful Swiss Books' competition has a long tradition. A jury of international design experts evaluates the design level of the participating works. It assesses the

general concept of the book, its originality, the editorial design and the front layout, as well as the printing, packaging and the materials.

This is the first time that the exposition supported by Pro Helvetia is in China. Please find more information using the link [www.prohelvetia.cn](http://www.prohelvetia.cn)

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## SwissCham Shanghai

### SwissCham Announces Updated Member Benefit Program



SwissCham Shanghai is happy to announce an updated version of the [Member Benefit Program](#), which offers SwissCham members great discounts and preferential rates in over 80 different businesses in Shanghai, such as restaurants, bars, hotels, language schools and sport centers. Enjoy access to financial market information and other publications and get free cocktails, discounts on groceries, online purchases, air tickets and car rentals. Furthermore we announce the launch of the **new Member Benefit Booklet** this coming fall. However, as a member you are already now eligible for all the benefits within the program. Discover our updated online version [here](#) and start to get more for less today!

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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 SMEs in China - 'Small but Strong'

Swiss SMEs operate in a wide variety of sectors right across greater China for a number of years - the new *Bridge* magazine focuses in its cover story on SMEs. A particular highlight is the interview with Alexandre Tunik (founder/CEO of Transpacific Far East), who is running a SME based in Hong Kong for over 22 years. He shares his story of success, his experience of what he has learnt from a practical inside perspective. Next to a quantum of luck he emphasizes that "when it comes to working with people in China, it is obviously very important to understand the culture, which, as is often said, is all about building long-term relationships."



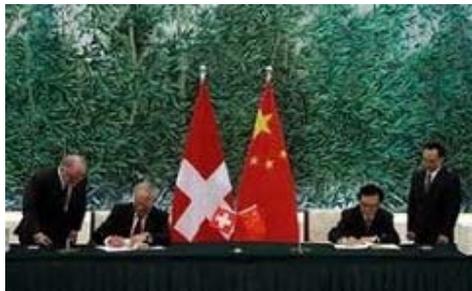
#### Business Outlook in China – A Question of Confidence

*The Bridge* presents the results of the Swiss Business Confidence Survey in comparison with those of the European Chamber of Commerce in China, and AmCham Shanghai. While similar challenges are faced, companies doing business in China still remain quite optimistic, and the majority plan to continue to invest in the future, however, that optimism has been steadily declining. It lies in the eye of the beholder if the question of confidence is answered whether the China glass is interpreted as half full or half empty.

*How optimistic are you about growth in the next two years? (European Chamber)*

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## Participate in Our Sino-Swiss FTA Survey



SwissCham has set up a survey to find out how well the agreement works for Swiss companies based in China. Please participate by clicking on this [link](#)

Thank you for your time. We value your inputs!

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## Swiss Club Shanghai

### Brändi@Dog – Swiss game kicked-off in Shanghai



*Fun and full concentration on the game*

**Fun, action, strategy and teamwork!** The participants of the first Brändi@Dog game evening organized by the Swiss Club Shanghai had a great time on 22nd September. Warmly welcomed by the team of the restaurant Hunkeler Swiss, the players were well treated to charge their batteries for the game.

After a short introduction everyone was excited to get started. The teams quickly found out how to move the marbles on the wooden board so to challenge the opposite party. Fighting, winning, losing, laughing and a lot of excitement... A little bit of luck by the playing cards but also smart strategies and flexible re-planning, taking risks, misfortune or success - everybody was fully concentrated on the game. The world outside shifted away for a couple of hours of intense playing.

There already is one or the other person, who got the Brändi@Dog virus, and who is looking forward to the next session on Tuesday, **20th October 2015**.

Also interested? Register your e-mail address at [mailto:dog8\\_shanghai@hotmail.com](mailto:dog8_shanghai@hotmail.com) get the invitation for the monthly Brändi@Dog game evening at the restaurant Hunkeler Swiss.

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## Cultural Highlights

### Race for Water Odyssey (R4WO) - A Journey against Plastic Waste



The 'Race for Water Odyssey' is a unique expedition with the aim to draw up the first global assessment of plastic pollution in the ocean by visiting islands situated in the five big plastic trash vortexes. A crew of six people is sailing around the world aboard a trimaran to raise awareness of plastic waste in the world's oceans and its consequences on environment and population.

After having travelled 25'528 miles across the Atlantic and Pacific Oceans, the R4WO made a stopover in Shanghai from 4th to 14th August. The Consulate General of Switzerland and swissnex China held various events for the public to promote the project's concept as well as the spirit of the crew, including a press conference, a public event and a scientific workshop.

During its only stop in China, the R4WO drew a lot of media attention nation-wide, generating coverage on TV, radio, newspaper and social media. The crew also got the chance to meet with local experts and NGOs and share experiences and solutions in plastic pollution.

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### "Swiss you up" at the Shanghai Tourism Festival



At this year's Shanghai Tourism Festival, two amazing and distinctive Swiss music groups represented Switzerland at the Festival's opening ceremony and paraded on Huaihai Road in the evening of 12th September.

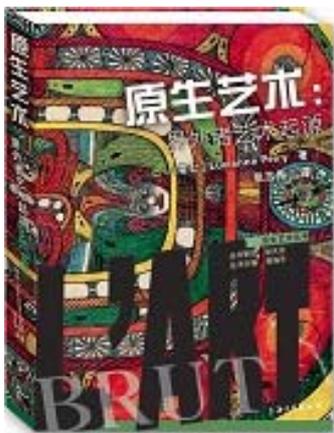
*"Les Compagnons Sonneurs"* is a typical Swiss traditional music formation from the countryside of the Canton of Fribourg. A 35-strong troupe, they can easily be identified by their big and characteristic bells they ring when parading the streets.

Although playing a different style of music, *"Les Toétché"*, too, is not exactly a quiet music group. As a carnival music formation and communal association from a small village in the Canton of Jura, they have already cheered up several carnivals with their music, colourful costumes and joyful spirit in both Switzerland and neighbouring European countries.

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## sinoptic - "L'Art Brut"

### The Launching of "L'Art Brut" in Chinese in Shanghai



On 21st September 2015 the Chinese version of the book *"L'Art Brut"* 《原生艺术: 界外者艺术起源》 was presented at the Shanghai Book Mall. Under the aegis of the Shanghai University Press, as the publisher, and the Shanghai People's Association for Friendship with Foreign Countries (SPAFFC), the launch of this book is part of the celebrations marking the 65th anniversary of the establishment of diplomatic relations between Switzerland and China.

Mr Jean-Jacques de Dardel, Swiss Ambassador to China, Mr LI Shan, leading figure in the field of contemporary art in Shanghai, Mr GUO Chunsheng, President of Shanghai University Press, Mr YU Jianhao, Vice-President of the SPAFFC, and Ms Lucienne Peiry, author of the work and former Director of the Collection de L'Art Brut in Lausanne, honoured the event with their presence.

On 22nd and 23rd September, Ms Peiry participated in a book signing

at Zhongshuge in Songjiang, met with artists, art critics and publishers in Kunshan, and gave lectures at the Shanghai Theatre Academy as well as the Art School of Fudan University. All of these activities met a strong interest in “Art Brut.”

Lucienne Peiry's PhD thesis on Outsider Art and the history of the Jean Dubuffet's collection was published by Flammarion (Paris) in French, English, and German. It has just been released by the Shanghai University Press in September: [www.weibo.com/shupress](http://www.weibo.com/shupress)

For more information about “Art Brut”, please visit the following webpages:

Mrs Peiry: [www.notesartbrut.ch](http://www.notesartbrut.ch) and Collection de l'Art Brut in Lausanne: [www.artbrut.ch](http://www.artbrut.ch).

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## sim - Swiss SME Association China

### sim Represents the SKV in China to Support Small and Medium Enterprises (SME)



SMEs in Europe, and especially in Switzerland, are one of the main pillars of the local economies. Founded in 2008, the Swiss SME Association (SKV, [www.kmuverband.ch](http://www.kmuverband.ch)) has approximately 11'000 members and keeps increasing. As non-EU members, the small and medium-sized enterprises in Switzerland face challenges to make business with neighbours because of different laws, forms, taxes and terms. Hence the SKV actively supports its members by providing services in business planning, legal advice, funding and other areas.

Since 1st September 2015, sim (selective international management) is proud to be the official and exclusive representative and partner of the SKV. The company's goal is to be close to the local Swiss SMEs and to offer them services as prolonged fiduciary arm of SKV in China.

sim will organize a kick-off event on November 2nd to officially expand the SKV concept and platform in China through the SKV members. All Swiss SMEs present in China are cordially invited to participate and to start making use of this unique network.

For more information on sim SKV's China Representative please visit: [www.sim.biz](http://www.sim.biz)

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## Swiss Center Shanghai (SCS)

### SCS Receives First Award for Outstanding Achievements in the SME Category



*Nicolas Musy during his thank you speech at the gala evening receiving the award*

On 29th September, during the exclusive Sino-Swiss Business Award 2015 gala evening in presence of Federal Councillor Alain Berset in Beijing, **Swiss Center Shanghai (SCS) received the first Award for Outstanding Achievements in the SME category!**

“It is a great encouragement for the SCS, its members and its committed team to be recognized on the 65th anniversary of Sino-Swiss diplomatic relations” says Nicolas Musy, SCS Managing Director, “Looking back to our ground breaking ceremony in 2000 during the 50th anniversary of Sino-Swiss relations, we thank all those who made it possible for their great support, including the

Federal and cantonal governments and the Swiss representations in China!"

The SCS team would like to share this achievement with all our members, partners and friends. Your trust and support have been the main driving force to the SCS development.

Looking forward, the Swiss Center is glad to announce the opening of new facilities dedicated to Swiss companies in Tianjin and in Beijing. We are looking forward to further developing our services and contributing to your business needs, growth and success in China, as well as to the extended Sino-Swiss relations!

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## Auslandschweizer-Organisation

### ASO Jugendangebote / OSA Youth Offers



*New Year Winter camp in Sedrun*

Also this winter youths of Swiss living abroad may benefit from a wide range of recreation and education courses organized by the Auslandschweizer-Organisation (ASO).

Besides individual programmes the ASO offers two winter camps and a German language course.

You will find more information on the ASO new youth offers following the link [www.swisscommunity.org](http://www.swisscommunity.org) as well as <http://aso.ch/de/angebote>

The ASO looks forward to welcoming many participants from all over the world!

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## New employees at the Consulate and Swiss Business Hub

### Véronique Badan Akerele, Chancery



Having started her career with the Department of foreign affairs (DFA) in 1993, Véronique Badan Akerele was posted successively to Lagos, San Francisco and Geneva as an Assistant to the Head of Mission. While in Geneva, she took a leave of absence and worked for 2 years as Personal Assistant to the Secretary General of the European Free Trade Association (EFTA). This allowed her to discover the member countries of EFTA since she was in charge, among other things, of the organisation of the yearly Minister's meeting held alternatively in each member's country.

She resumed her work with the DFA and was sent to Tokyo, Geneva and Berne, where she worked as Personal Assistant to the Federal Councilor and Head of the Department. In 2011, Véronique took the opportunity to change career internally and joined the Consular services. She was sent to Bangkok followed by Shanghai in July 2015 succeeding Doris Endriss, where she is your contact person in the chancery section.

Véronique is married to Tunde and together they have a 15-year old daughter Nicola. She likes travelling, studying languages and reading, especially crime fiction. While in China, she hopes to have the time to

explore as much as possible this great and ancient country.

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### **Mr PENG Ligang, (Leo PENG), Swiss Business Hub Shanghai Trade Officer**



Mr PENG Ligang (Leo) was born and raised along with his twin brother in the beautiful city of Hangzhou, the capital of Zhejiang Province in Eastern China. After graduating from high school, he moved to Shanghai where he completed his university studies and began his career working at international enterprises.

For the last six years, Leo has worked as Senior Trade and Investment Analyst for the Italian Trade Commission, Shanghai Office, the government agency under the Italian Ministry of Economic Development. He is well positioned to understand the challenges that European SMEs face in China. In addition, during the Shanghai World Expo 2010, he contributed to the promotion and success of the Italian Pavilion, and had the opportunity to gain unique working experience in events management and marketing campaigns.

He holds a Bachelor of Management Degree and is expecting his Masters of Tourism Administration from Fudan University in 2016.

In his spare time, Leo enjoys jogging, traveling, and experiencing different cultures such as art, and movies, as well as sharing his knowledge of China and Europe with others.

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### **Sara Frei, Academic Intern at the Consulate**



Sara Frei joined the Consulate's team as an academic intern at the beginning of September after having accomplished her law studies with a master's degree at the University of Zurich in summer. During her studies Sara gained professional working experience as an Assistant in a law office in Zurich for three years and went for a semester abroad to study in Rome.

Sara's passion for travelling is rooted in her previous job when she worked as a Flight Attendant for Helvetic Airways and Belair Airlines. She enjoys outdoor activities and has been an active member of a soccer team for many years.

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## **Open Position at the Consulate General**

### **Offene Stelle beim Schweizerischen Generalkonsulat in Shanghai**

- Wollten Sie schon immer auf einer Schweizer Vertretung im Ausland arbeiten?
- Sind Sie bereit für eine neue Herausforderung?
- Lieben Sie das spannende interkulturelle Umfeld Schweiz – China?

Haben wir Ihr Interesse geweckt? Dann hätten wir noch folgende Fragen:

- Sind Sie Schweizer Bürger oder Bürgerin?
- Sprechen Sie Deutsch und/oder Französisch oder Italienisch und haben sehr gute Kenntnisse der englischen Sprache?

Wenn Sie an gewissenhaftes, selbständiges Arbeiten gewohnt sind und Kenntnisse in IT (MS Office) mitbringen sowie diskret, flexibel, belastbar, kontaktfreudig und teamfähig sind, dann sind Sie die richtige

Person für unsere freie Stelle als

## **Assistentin / Assistent für unseren Generalkonsul, Herrn Alexander Hoffet**

In dieser vielseitigen und anspruchsvollen Position unterstützen Sie mit viel Eigeninitiative und Selbständigkeit den Schweizerischen Generalkonsul in sämtlichen administrativen und organisatorischen Belangen. Idealerweise verfügen Sie über eine kaufmännische Grundausbildung und mehrjährige, praktische Berufserfahrung in einer ähnlichen Position.

Sie sind eine kontaktfreudige Persönlichkeit mit einem kundenorientierten Auftreten, guten kommunikativen Fähigkeiten sowie ausgeprägtem organisatorischen und planerischen Sinn, dann zögern Sie nicht und senden uns Ihre Bewerbungsunterlagen mit einem Motivationsschreiben und Kopien Ihrer Arbeitszeugnisse bis spätestens am 16. November 2015 an: [sha.vertretung@eda.admin.ch](mailto:sha.vertretung@eda.admin.ch)

Stellenantritt: per 04. Januar 2016 oder nach Vereinbarung

Befristung: 2 Jahre

Lokale Anstellungsbedingungen

Shanghai, Oktober 2015

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### **Poste à repourvoir auprès du Consulat général de Suisse à Shanghai**

- Est-ce que vous vouliez depuis toujours travailler auprès d'une représentation suisse à l'étranger ?
- Etes-vous prêt/e pour un nouveau défi ?
- Aimez-vous l'environnement captivant interculturel Suisse – Chine ?

Avons-nous éveillé votre intérêt ? Alors, nous aurions encore les requêtes suivantes :

- Etes-vous citoyen ou citoyenne suisse ?
- Parlez-vous l'allemand et/ou le français ou l'italien, et avez-vous de bonnes connaissances de la langue anglaise ?

Si vous savez travailler de façon consciencieuse et indépendante, disposez de connaissances en informatique (Word, Excel, Outlook etc.), êtes discret/e, flexible, résistant/e, sociable et avez l'esprit d'équipe, alors vous êtes la personne que nous cherchons pour notre poste comme

### **Assistant(e) pour notre Consul général, Monsieur Alexander Hoffet**

Dans le cadre de cette position variée et exigeante, vous apporterez votre soutien au Consul général de Suisse dans toutes les questions administratives et organisationnelles, grâce à votre sens de l'initiative et votre grande indépendance. Idéalement, vous disposez d'une formation commerciale de base ainsi que de plusieurs années d'expérience professionnelle dans un poste similaire.

Vous êtes à l'aise en communication et rédaction et orienté/e sur le service à la clientèle. Vous disposez en outre de solides compétences organisationnelles et de planification, alors n'hésitez pas et envoyez-nous votre curriculum vitae (avec copies de vos certificats de travail) accompagné d'une lettre de motivation au plus tard le 16 novembre 2015 à l'adresse suivante : <mailto:sha.vertretung@eda.admin.ch> .

Date d'entrée : à partir du 4 janvier 2016 ou selon entente

Durée : 2 ans

Termes de l'engagement : conditions d'emploi locales

Shanghai, octobre 2015

Contact:  
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