

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



I hope that you all enjoyed a pleasant Spring Festival and had a good start into the year of the monkey – Happy New Year / xīn nián kuài lè!

In terms of Swiss presence in Shanghai, 2016 has already started successfully with the first joint Economic Mission of a delegation of the Consulate General and members of SwissCham Shanghai to Nantong. On February 25 and 26, a delegation headed by Federal Councillor Ueli Maurer and Chairman of the Swiss National Bank Thomas Jordan attended the G20 Conference of Ministers of Finance and Central Bank Governors and met with Swiss business representatives in Shanghai.

The year 2016 will bring many more interesting encounters and in particular a lot of cultural events, such as the fête de la francophonie which will take part in March. Also in this newsletter issue, you will find information about a new visa policy for short-term travelers to certain cities in China, including Shanghai and about the initiative to open a Swiss school in Shanghai. I encourage you to participate in the survey.

Let me seize this opportunity to announce a personnel change at your Consulate: Ms. Tanya Schneiter has left the Consulate and I would like to thank her for her great contribution over the last years. I would also like to welcome our new colleague Ms. Celina Eisenring who took over the post of the Assistant to Consul General in January 2016. I am pleased to also warmly welcome Ms Jo Liu, who will support the growing team of Swiss Business Hub as the New Investment Promotion Officer.

I wish you a successful restart of your professional and personal activities after the holidays. I am looking forward to seeing you in great numbers on the occasion of the upcoming Swiss events - in particular the Swiss Ball in April!

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Economic Section

Economic Mission to Nantong



On January 14 - 15, 2016, a delegation led by Consul General Alexander Hoffet visited the City of Nantong in Jiangsu Province, as the 1st Economic Mission of this year. These regular joint economic missions organized by the Consulate in cooperation with SwissCham aim at bringing Swiss entrepreneurs and institutions together with Chinese companies and local authorities. Nantong was selected for its strong economic performance and potential for future growth, its proximity to Shanghai, its well-established infrastructure and favorable business environment.

Apart from an official meeting with the city's mayor Ms. Han Liming, the delegation participated in the Switzerland – Nantong Economic Exchange Symposium where they exchanged information and established contacts with selected local enterprises. On the following day, the members had the chance to visit two Swiss companies present in the NETDA, Givaudan and Siegfried where interesting insights about their recent expansion to Nantong could be gained. We are already looking forward to the next Economic Mission later this year.

swissnex China

Good bye sheep, hello monkey!



With the 3rd edition of "Escalade de Genève" another year full of interesting encounters, new projects, fruitful collaborations and numerous great events came to an end. About 150 guests participated in the Escalade where they ran the 1km race or helped to break the Marmite (chocolate pot with marzipan pieces inside). Especially for this year, our interns even rehearsed a play about the "Escalade de Genève", which took the audience back in time.



With full speed and enthusiasm we welcomed the Year of the Monkey and kicked off 2016 with our annual Chinese New Year gathering. Newly arrived Swiss were introduced to traditional Chinese culture by showcasing sugar drawings, calligraphy and paper cutting. For our Chinese (and Swiss) guests we had yet another highlight: The presentation of one of the most traditional Swiss songs, "Le Vieux Chalet", written back in 1929. Let's see if this is the start for a "swissnex China Choir" ;-)

The experience of a “Neuchâteloise” at swissnex



My name is Melanie Girard and I am the first intern in partnership with Neuchatel and swissnex China. After my studies at the business high school “Lycée Jean-Piaget” in Neuchatel and three months of language school in Australia, I decided to tackle this amazing opportunity in order to gain working experience in an international environment abroad.

At swissnex China, I had the chance to learn and execute highly diversified tasks and to support the team during the implementation of their projects and events. For example I helped to organize the Escalade 2015, the All Swiss Schools and Universities Alumni and the annual Chinese New Year gathering. I also had the opportunity to take part in the visit of the Venture Leaders and to follow their program in Shenzhen. Furthermore I work on the “Neuchatel Academic Program 2016”, introducing new project ideas.

My aim was to further develop my skills and knowledge and to discover a new country with a different culture. China and swissnex gave me more than this! I am glad that I took this unique opportunity and I'll leave without any regrets. This experience allowed me to open my mind, to discover a new culture and to become more independent.

A few months ago, I was excited about the idea to come to China, but also a little afraid about living in such a megalopolis. Today, it is the opposite! I am a bit afraid to get bored in Switzerland, in my little town Neuchatel. China offers you so many possibilities, a broad selection of activities, opportunities and choices which I will miss. But I know that I will leave full of great memories and I warmly recommend everyone to gain the experience.

Mélanie Girard
Intern @swissnex China / 07.09.2015 – 29.02.2016

Outlook

The year is still young but we have various events and projects lined up:



- CHIC / CHIP was a great success and will continue this year. The students working on the selected projects will come to the south of China this summer, for the 2016 Edition of China Hardware Innovation Camp.
- During the Swiss Week Shanghai, an All Swiss University Alumni Gathering will be organized, so save the evening of May 19, 2016
- The Venture Leaders will be back in China later this year, and so will the Lift Conference.
- Throughout the year we will welcome numerous delegations, for example from ETH Zurich, Insight China FHNW, HEC Lausanne, EPFL, Fribourg School of Management, Canton Vaud, SUPSI, ZHAW, University of Applied Sciences Bern, University of Zurich etc. If you are interested in meeting them, or/and to get in touch with them, please let us know!

We're looking forward to welcoming you to our events this year!!

Get in touch with us, find out more, and follow us on <http://www.swissnexchina.org/en/> (EN/CN) and social media platforms!

Best wishes for a prosperous year of the monkey!

Team swissnex China

Pro Helvetia

Swiss Graphic Design exhibition at Design Shanghai Expo



Supported by Pro Helvetia Shanghai, the Swiss Graphic Design Exhibition, curated by Erich Brechbühl, Noël Leu and Anna-Viktoria Eschbach, is shown at the 6th edition of Shanghai Art & Design from January to March 2016. Since the 1950s, Swiss graphic design has taken the world by storm with its extraordinary quality. This exhibition displays a total of 121 contemporary design works by 77 Swiss designers from different eras. It allows a glance at the entire spectrum of the vivid Swiss graphic design scene over the last 5 years. The collection of different motives and influences offers a fascinating insight in the pursuit of perfection and craftsmanship that goes into creating visionary new designs.

Exhibition period: Jan.10- Mar. 15, 2016

Venue: Shanghai Westbund Art Centre (No.2555 Longteng Avenue)



SwissCham Shanghai

Upcoming Chamber Events



LAGA and NAGA – March 18, 2016 in Shanghai

At the **Regional Annual General Assembly (LAGA)**, SwissCham Shanghai welcomes all members to join us for the yearly meeting. Our Board will give you an overview of the achievements in 2015 and the outlook for 2016. Members will be asked to vote for the seven Board members standing for re-election and three new Board members.

This year, SwissCham Shanghai is also hosting the **National Annual General Assembly (NAGA)**, in which the National Board will provide you the national report of all three Chapters: Beijing, Shanghai and Guangzhou.

Swiss Ball 2016- Havana Night

Save the Date and join us for another great Swiss Ball:

Theme: Havana Night
Date: April 16, 2016
Venue: Shangri-La, Pudong
Music by: Studio 88

We are excited to see you there and spend an unforgettable evening together with you!
For more information, please click [here](#).

The Bridge Journal of SwissCham China

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

Time Traveller

Carson Chan, Head of Mission Greater China for the *Fondation de la Haute Horlogerie*, tells the Bridge about the factors shaping China's high-end watch industry and the future for Swiss watches in China. The cover story section addresses the current hot topic of risks caused by external forces within a company's supply chain. At the example of the explosions in Tianjin, the article 'containing catastrophe' sheds light on the challenges companies can face in their upstream supply chains in China and how to manage the risk under the 'new normal'.

Swiss Business Hub

Music China 2015 (14-17 October, 2015)



Initiated in 2002, [Music China](#) has become the largest leading trade fair for musical instruments in Asia. Today China is the largest manufacturer, consumer, and exporter of musical instruments in the world. Initiated in 2002, Music China has become the largest leading trade fair for musical instruments in Asia. Today China is the largest manufacturer, consumer, and exporter of musical instruments in the world. On the other hand, the market for imported foreign musical instruments has also experienced strong growth in recent years, which is reflected by a healthy expansion of Swiss musical instruments exports to China (although the current volume is still small).

Representatives of the Swiss Business Hub paid a visit to the Music China to discuss with the handful of Swiss companies which were presenting their products at the trade show (such as the brass instruments manufacturer Inderbinnen pictured below). The general feedback from the exhibitors was quite positive, many expressed that they feel optimistic about the future growth potential in the region. In 2016, the Swiss Business Hub will continue to closely follow relevant market trends such as the booming leisure and entertainment sector and support Swiss companies to explore new business opportunities in China.

Cultural Highlights

Settimana della Lingua Italiana 2015: Film screening *Stella Ciao* – a documentary about exile, construction yards and karaoke



As one of Switzerland's four national languages, Italian is spoken by 8.3% of the country's population, so the Consulate General of Switzerland in Shanghai regularly contributes with a project to the Settimana della Lingua Italiana nel Mondo.

In the framework of last years' Settimana, Swiss film director Vito Robbiani was invited to present his documentary *Stella Ciao* at the Aurora Museum. *Stella Ciao* is the portrait of the last 1 ½ years in the existence of a hotel and its inhabitants, a unique slice of life captured right before its destruction. The few remaining days depict the passing of life in a place of encounter for the stories and dreams of people coming from different places and cultures.

The film screening was followed by an interactive Q&A session with the director Vito Robbiani and the numerous audience.

Foto Exhibition *As it Disappears* – A glimpse of China as it once was



On October 31, Swiss photographer Matthias Messmer and Taiwanese researcher Hsin-Mei Chuang opened their exhibition *As it Disappears* at the Ray Art Center. Their photos with related background information offered the public a rare opportunity to catch a glimpse of China as it once was, and as it will soon no longer be. Following traces of old trade routes, once-flourishing marketplaces, abandoned country estates, and the sites of mystic rituals, the authors of the book *China's Vanishing Worlds* spent seven years exploring, photographing, and observing the vast interior of China, where the majority of Chinese people live in ways virtually unchanged for centuries.

Following the opening of *As it Disappears* several events with Swiss artists dealing with the topics of rural China, migrant workers and mass production were organized at the Ray Art Center.

Foundation of a Swiss School in China

Shanghai Swiss School Questionnaire

Ladies and Gentleman,

Our foundation is exploring the possibility of opening a Swiss School in Shanghai. We are pleased to have the support of both the Embassy of Switzerland in Beijing and the Consulate General of Switzerland in Shanghai.

In this questionnaire we are asking for your help in planning the school by telling us what you would like it to be for your children.

Unless you would like to be included in our list of interested parents/people by completing the address form at the end, your responses will be anonymous and cannot be linked to you personally. If there are any questions you do not feel comfortable answering, please skip them.

Please return completed [questionnaire](#) by e-mail to: swiss_school_sh@163.com

Returning the questionnaire **before 31st of March 2016** will be much appreciated.

Thank you for your support.

Association for the [Foundation of a Swiss School in China](#)

New Visa Policy

The Yangtze River Delta doubles the time for visa-free entry

BEIJING, Jan. 26 -- **Shanghai, Jiangsu and Zhejiang** is offering a 144-hour visa-free entry for international transit passengers since Jan. 30, in renewed efforts to boost business and tourism. The new policy covers travelers from 51 countries and regions, including Switzerland.

For more information please read on [here](#).

The Swiss Abroad Act

Rights and obligations of Swiss nationals living abroad

By the end of 2015 the Swiss Abroad Act entered into force and the Swiss Abroad Ordinance and the Ordinance on Fees of the FDFA were adopted. The Act contains in a single piece of legislation the most important provisions on Swiss nationals living abroad. The two ordinances contain provisions for its implementation.

The following ordinances are of particular importance for Swiss nationals living abroad:

- [GUICHET UNIQUE](#)
- [OBLIGATION TO REGISTER](#)
- [REGISTERING A CHANGE OF ADDRESS](#)
- [POLITICAL RIGHTS](#)

New employees at the Consulate and Swiss Business Hub

Celina Eisenring, Assistant to Consul General



After her first education as *kaufmännische Angestellte*, Celina Eisenring went for further studies and accomplished her bachelor's degree in Sinology at the University of Zurich in 2013. During her University enrollment, she spent 9 months in Taiwan as a part of the University program. Back in Switzerland, it was only after one year when Asia called her again – this time it was Ningbo (China), where she worked in a solely Chinese sheet metal factory as a Key Account Manager for 2 years. With her knowledge and experience gained in Asia, she continued her studies in Zurich and at the same time started her own business in Switzerland in the garment industry. After a busy time travelling to China once a month for factory inspections while completing her BA degree, she decided to go back to China permanently. Celina started her position at the Consulate General in Shanghai in January 2016, as the successor of Tanya Schneider.

In her free time, Celina likes sportive activities, joining with friends for cooking, eating, laughing, or – simply have a quiet evening to herself with a book that she can't put aside.

Ms. Liu Yingming (Jo Liu), Swiss Business Hub Shanghai Investment Promotion Officer



Born and grown up in Shanghai, Jo Liu graduated from Shanghai International Studies University, majoring in English Language. She used to work at UK Trade & Investment as a Senior Trade & Investment Officer, initially responsible for the sectors of ICT, Healthcare and Life Sciences, supporting UK companies entering and developing their business in East China. Later, she focused on the Life Sciences Sector both for the Trade & Investment sides, catalysing resources and opportunities to promote inward investment in the UK, and trade business with China. Before moving to UKTI, Jo worked as a Science & Innovation Officer at the British Consulate-General Shanghai, engaging with the local science and innovation community in support of UK policies of governments, industry and academia to stimulate strategic science collaborations to benefit the UK and deliver wider policy goals.

She is a big fan of Roger Federer.

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