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Consulate General of Switzerland in Shanghai
瑞士驻上海总领事馆

G R Ü E Z I S H A N G H A I 2 / 2 0 1 6

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



Summer break is just around the corner. Whether you plan on staying in Shanghai, exploring the world or spending some time back home in Switzerland: I wish you a great time ahead!

I am delighted to offer you a brief look-back of the past Swiss events during the **busy spring period - highlighted by the Swiss President's visit to China**. At the same time I am happy to present you the upcoming events of this summer. If you are in Shanghai on August 1st, don't miss the [Swiss National Day Celebration](#) organized by the Swiss Club.

There are **exceptionally many personnel changes at the Consulate** this summer as Deputy Consul General Mrs. Anna Mattei Russo, Head of Chancery Mrs. Beatrix Hagmann and Vice Consul Mr. Elmar Meyer will move to their new posts in Riyadh, Manila and Jakarta respectively. It has been a great pleasure to work with them. **Thank you Anna, Bea and Elmar!**

At the same time, I warmly welcome Anna's successor, **Deputy Consul General Mr. Erwin Lüthi**, who has already taken up his work at the Consulate in April. Currently with us is also our **intern Mr. Peter Freudenstein**, both fluent in Chinese and the tallest person in our team. Scroll down to find out more about them. **Hello Erwin and Peter!**

As for myself, I will be spending most of the summer in Europe for work but of course, I will also take some time off to relax with my family. Enjoy the second issue of this year's "Grüezi Shanghai" and see you again in early autumn!

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Economic Section

Swiss President Johann Schneider-Ammann visited China



Swiss President Johann Schneider-Ammann has paid a state visit to China on April 7th to 9th, 2016. **Mr. Schneider-Ammann and his Chinese counterpart President Xi Jinping have agreed on an innovative strategic partnership**, the aim of which is to give an added dimension and fresh impulse to the Sino-Swiss bilateral relations.



The delegation stayed in Shanghai on April 9th, where several business- and innovation-themed events have taken place. **Mr. Schneider-Ammann has officially opened the new offices of Swiss Center Shanghai (SCS)** and was taken on a tour to the Novartis Research Center. The state visit was concluded with an event at the China Europe International Business School (CEIBS), where Mr. Schneider-Ammann addressed business representatives and alumni on the subject of scientific cooperation and innovation.

swissnex China

Are you ready for Summer?

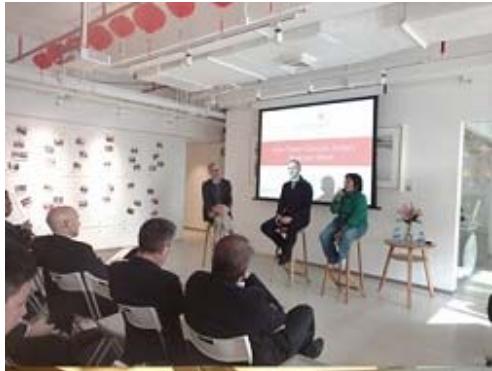


It looks like our events are “water proof”! Despite the rainy season, we welcomed many guests to interesting events, and had numerous delegations visiting us already early this year.

On the occasion of the **Swiss President Johann Schneider Ammann's visit to China**, we helped to organize a Business Breakfast and the Sino-Swiss Innovation Forum at CEIBS, where about 300 guests joined the high-level panel discussion and reception.

During an informal gathering, the EPFL Alumni had the opportunity to meet **Martin Vetterli, future President of EPFL**. Shortly afterwards we had the Executive Board of Swiss Post visiting us, aiming on getting the latest insights on China's Innovation landscape. We have successfully launched our event series on FinTech, with a lecture and a breakfast meeting.

During this year's Swiss Week, we organized the traditional evening for the Swiss University Alumni, and jointly organized an **event on E-Commerce with the**



Swiss Chamber of Commerce and the Swiss Center Shanghai. We welcomed Mme. Anne-Catherine Lyon, Head of the Department of Education, Head of the Department of Education, Youth and Culture, and State Councilor for the Canton of Vaud, and held a work shop on how to build Universities of Applied Sciences. swissnex China also contributed to the recent Swiss Friendship Day in Shenzhen.

These are a couple of highlights, and there is more to come!



We've been very active on our social media channels, and launched campaigns for Geneva Summer School and even got mandated from University of St. Gallen for their communication through Sina-Weibo and Wechat.

By the way, we currently have **5 Chinese and 5 Swiss interns**. Even though they are only here for a short time, they bring in their inputs and creative ideas, and support the core team. They are active writers as well, so check out the short reports on our blog, and get a glimpse on our activities. <http://www.blog.swissnexchina.org/>

Outlook



- **CHIC / CHIP is about to start!** The selected students will come to the south of China in July. They will dive into the local maker-scene and work on their projects, creating prototypes.
- **INNOKICK Summer Academy**, a 2 week interdisciplinary program in China of HES-SO Master students (engineer/designer/business) from canton de Vaud. 1 week workshop with startups at Hong Kong Science & Technology Parks and 1 week dedicated to Business Model Innovation with CN students from ShanghaiTech University.
- We'll have more delegations stopping by! For example from HEC Lausanne, EPFL, University of St. Gallen, SUPSI, ZHAW and University of Zurich etc. **If you are interested in meeting them, please let us know!**

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

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

Team swissnex China

Pro Helvetia Shanghai

Lars Müller Books Analogue Reality



Photo courtesy of Power Station of Art, Shanghai

"Lars Müller BOOKS Analogue Reality", supported by Pro Helvetia Shanghai, features **100 books all published by the internationally renowned Swiss publisher and designer, Lars Müller**. Since 1983, he has been presenting books on architecture, design, typography, photography, and social issues.

Müller's words: "For me, a book is special when I've succeeded in harmonizing its content with its design, and both are good. **Nothing is worse than weak content concealed by good design,**" clearly shows his attitude towards book design and book publishing. Also, he has a strong conviction that "there is no digital replacement in sight for the book and its comforting physicality, its formal variety, and the sensuality of its perception."

This exhibition brings the audiences a world of books, each created carefully by this book-specialist designer/publisher, pondering how the book fits into our world today, and which way it is trying to face towards the future.

Lars Müller was born in Oslo in 1955, and although a Norwegian citizen, has been based in Switzerland since 1963.

Exhibition period: June 24 - August 7, 2016

Venue: Power Station of Art, Shanghai

Swiss Business Hub

Successful Swiss Presence at Chinaplas 2016



Chinaplas 2016, the 30th International Exhibition on Plastics and Rubber Industries, was held from April 25 to April 28 in SNEC - Shanghai New International Expo Centre. Chinaplas is **Asia's largest and the world's second largest Plastics & Rubber Trade Fair**.

This year, S-GE (Switzerland Global Enterprise) organized a **Swiss pavilion once again, hosting 11 Swiss exhibitors**. In addition, there were 17 individual Swiss exhibitors present outside the pavilion. The Deputy Consul General, Ms. Anna Mattei Russo visited the Swiss pavilion on April 26 and engaged in in-depth discussions with the Swiss exhibitors.

In the evening, the Deputy Consul General also attended the **side event organized by the Swiss Business Hub China**, where she welcomed more than 20 Swiss guests together with the director of the Swiss Business Hub's Shanghai Office, Mr. Fabio Müller. In a relaxed atmosphere, two experts shared their assessment of the prospects of the Chinese plastics industry and gave some valuable **advice about key legal aspect to consider when doing business in China**.

SwissCham Shanghai

SwissCham Committees



SwissCham Shanghai has committees in five domains: Finance / Tax, HR, Legal, SME / Industrial and Hospitality. The committees lead themed events throughout the year.

This **recent event** was led by the Hospitality Committee:

On May 26, SwissCham Shanghai welcomed its members and friends to the "**Hospitality Roundtable: Market Cultivation in Third-Tier Cities in China**" in Grand Kempinski Hotel Shanghai. The event was organized by the Chair of the Hospitality Committee, Dr. Sacha Stocklin, and Vice-Chair, Charles He. It was well-received among the audience with a key note speech and panel discussion. After the event, a summary of clear reflection was shared with the participants.

WeChat public account



Follow us on WeChat!

SwissCham Shanghai updates its WeChat public account on a regular basis, informing readers of **upcoming events, latest business news and stories** and practical introduction on member benefits.

Besides, the account provides a reader-friendly menu packed with useful information, such as articles from the quarterly Chamber magazine and **various promotion opportunities**.

To discover more about SwissCham Shanghai or to give us your feedback, please scan the QR code on the left!

SwissCham has moved to People's Square! Here's the new address:

Carlton Building, Room 1133, 11th Floor, No. 21
Huanghe Road, Huangpu District, Shanghai, 200003
中国上海市黄河路21号鸿祥大厦1133室, 邮编:200003

Tel: 021 - 5368 1236

The Bridge - Journal of SwissCham China



The June issue of The Bridge magazine is available [here](#) and features the following story:

First Mover Advantage

China's economy changes from manufacturing for export to one more focused on domestic consumption and its logistics sector is being profoundly impacted. In the article "Market Mover" in the latest issue, **Patrick Scheibli, Managing Director of Fracht (Shanghai)**, shares his experience on how the Swiss logistics company has adapted to the changing face of the Chinese market in its 20-year history of being active in China, and **what he believes the future holds for the company**.

Swiss Centers China

What is Swiss Centers China?



Delegate of the board of the Swiss Centers China, Nicolas Musy, at the Award Ceremony of the Sino-Swiss Business Award 2015

Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Centers China is **by far the largest cluster of Swiss enterprises in Asia**.

With five locations strategically located on the dynamic East coast of China (Shanghai, Beijing and Tianjin), Swiss Centers does not only **offer virtual and instant office space** as well as ready-to-use workshops and showrooms, but also supports member companies **with government relations, technology transfer** and a broad network of experts.

Swiss Centers **served more than 300 companies in China** – both SMEs and large enterprises. Among other, the Swiss Centers experts have established 20 production companies and more than 30 commercial offices for Swiss companies.

For more information, kindly visit:
<http://www.swisscenters.org/>



Supporting Swiss companies in the Far East: Swiss Center Shanghai opened the Machinery, Trade and Business Center in the China Pilot Free Trade Zone

Cultural Highlights

Swiss Week 2016 17th - 22nd May



Once again, Huahai Park served as the venue for the Swiss Week, attracting a great number of visitors to discover the diversity of Switzerland. **The little Swiss village in the middle of Shanghai** provided a calming contrast to the bustling streets of the city and gave us the opportunity to enjoy authentic Swiss food and beverages while listening to the sound of alphorns and cow bells.



20 Swiss companies presented their products to the Chinese public, ranging from the usual suspects such as chocolate and cheese to products like kitchen equipment and scooters. **Swiss paper cutting artist Sonia Züblin** showcased her art during the whole week and the Lamercier family was responsible for the musical entertainment throughout the Swiss Week.

Major events apart from the official opening ceremony in the presence of our Consul General, Alexander Hoffet, were an E-commerce event organized by Swisscham, a Swiss alumni night hosted by Swissnex and the annual assembly of the Swiss Club Shanghai.

Swiss booth highlighted the International Day on campus!



The International Day has become a **wonderful yearly tradition** in many of the international schools in Shanghai. Multi-cultural events and performances are presented by students from different countries. Each country booth is decorated most creatively by the students themselves.

On May 14th, at the Taihu International School in Wuxi (TIS) and on May 28th, at the Suzhou Singapore International School (SSIS), **Swiss families continued to make the booth of Switzerland among the most eye-catching ones**, using materials supported by the Consulate General.

The Swiss booth contributed to the great success of those two campus International Days.

Training in China

Become a host of the ICL CUP winners in 2017!



The winners of ICL CUP 2016

The ICL CUP awarded trainings to 4 Swiss apprentices and students in China in July and August 2016. It is essential to help Swiss youth to familiarise with the professional environment in China through internships in Sino-Swiss institutions and cultural immersion.

All costs related to the trainings are included in the awards so to give a chance to all Swiss, regardless their financial background.

For the 2017 edition of the ICL CUP, we strive to train 15 young Swiss (instead of 4 in 2016). It is the role of Swiss enterprises to encourage Swiss apprentices to internationalize. The ICL CUP is an easy way to help us achieve this goal. We are looking for financial support, and companies that could host the apprentices during their stay in China, or help with the communication of this relevant initiative.

Help us spread the word!

More information: Nicolas de Toledo
nicolas.de.toledo@integratechineselife.com

About ICL

Since its creation in 2013, ICL has facilitated and organized the stays in China of hundreds of young Swiss and foreigners. ICL's co-founders, Nicolas de Toledo and Bastien Dumont came to China at the age of 19. Their experience was so instructive and beneficial that they decided to help others do the same. Besides, ICL has been actively involved in the creation of the YSIC in 2014, which has already more than 200 members in Shanghai, as well as in the development of the Sino-Swiss relations among young people.

[Our partners](#)

[Ambassador Support](#)

New employees at the Consulate

Erwin Lüthi, Deputy Consul General



Mr. Erwin Lüthi started his Shanghai experience in early April 2016. Supporting the visa department during peak season but also familiarizing himself with the cultural scene and educational landscape of Shanghai for his future duties.

Erwin Lüthi joined the Swiss Foreign Service in 1979 and his career brought him to **Paris, Djeddah, New York, Ankara, London, Bern, Beijing, Pretoria, Hong Kong and now to Shanghai**. He is married with three grown up children, all currently living in Switzerland.

His predecessor Mrs. Anna Mattei, currently Deputy Consul General of Switzerland in Shanghai will soon assume her new function as deputy head of Mission at the Embassy of Switzerland in Riyadh, Kingdom of Saudi Arabia.

Peter Martin Freudenstein, Academic Intern at the Consulate



Peter was born and raised in Graubünden and he was lucky enough to constantly practice Chinese at home with his mother. He finished his **Bachelor degree in International Affairs** at the University of St. Gallen last summer.

During his studies, Peter volunteered in a NPO and **worked as a volleyball coach** at the university while also playing volleyball competitively. He also **spent 6 months abroad at Lancaster University**. Following this, he completed the rest of his duties in the Civilian Service before coming to Shanghai as the intern at the Consulate General.

In his free time, Peter enjoys doing all kinds of sport, cooking, eating and spending time with new friends he made here in Shanghai.

Contact:

Consulate General of Switzerland in Shanghai, 22F, Build. A, Far East International Plaza, 319 Xianxia Road, Shanghai
+86 21 6270 0519 , sha.newsletter@eda.admin.ch

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