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N° 2
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Consulate General of Switzerland in Shanghai
瑞士驻上海总领事馆

Grüezi Shanghai



From the Desk of the Consul General



Residence of the Consul General of
Switzerland ©FDFA

As we are moving towards the hottest season of the year in Shanghai, I am delighted to bring you the latest news from our Consulate and Swiss partners in this special year of the **Sino-Swiss Year of Tourism** – hoping that you can enjoy reading this letter in an air-conditioned place!

After a busy, yet very successful spring period with the visit of **Federal Councillor Ueli Maurer** in April and a joint Economic Mission with SwissCham to Jiaxing in June,

our economic section is already brainstorming for the **upcoming Economic Mission in autumn** – open to all SwissCham members!

Our cultural department is working hard on many **events taking place after the summer break**. Find out below what's in planning, along with a few words from Switzerland Tourism in regards to their special year.

From our chancery's side, we would like to inform you about the process for **legalization of school diplomas**. Please scroll down to find detailed information. Feel free to contact us, should you have any questions

concerning this news.

Last but not least: please mark **Saturday, July 29th** in your calendar, as we will celebrate the **Swiss National Day** together. Please check the event announcement with registration link in this edition.

During the summer break, my family and I will be spending most of the next two months out of the country. After this rather long stay away from Shanghai, I already look forward to seeing you again in late summer and wish you a great season!

Alexander Hoffet
Consul General

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Swiss National Day Celebration!



The **Swissclub Shanghai** is pleased to announce this years **National Day Event**:

Date: 29 July 2017, 5pm

Time: The Park Tavern, 840 Hengshan Road, Xuhui

As a tradition, the Swiss community in Shanghai and

Flyer Swiss
National Day
Celebration
©Swiss Club
Shanghai

surrounding area gathers at this casual event to celebrate our National Day. Do not miss the chance to enjoy a delicious BBQ, Raclette and wines from Swiss vineyards!
[Event flyer](#)

For **registration** please contact [Martin Ruetli](#) before July 27th 2017.

News from the Consulate General of Switzerland

Chancery News

Legalization of Swiss diplomas

Please note that this Consulate General is only allowed to legalize diplomas that are **pre-legalized** by the Swiss Federal Chancellery (Bundeskanzlei / Chancellerie Fédérale / Cancelleria Federale) and/or the Cantonal Chancellery (Staatskanzlei / Chancellerie d'Etat / Cancelleria di Stato).

Please **contact the competent Swiss authorities or your school in Switzerland**, that will be able to guide you through the procedure.

For more information about the procedure, and a complete address list of the chancelleries, please consult the following website: [Legalization](#)

Swiss criminal record excerpts

Please note that this Consulate General cannot order a Swiss criminal record extract for you. Please find all the information on **how to obtain the document** on the website of the Federal Office of Justice (FOJ): [Swiss criminal record excerpts](#)

Should you need to have this document legalized by this Consulate General, please note that it has to be **legalized by the Federal Chancellery first**, so it's important that you tick the appropriate box during your order. Digitally signed electronic criminal records extracts cannot be authenticated.

95th Congress of the Swiss Abroad



Flyer Congress 2017 © ASO

From 18. - 20. August, the 95th Congress of the Swiss Abroad will take place in Basel.

Visit the website for the detailed program and registration:

[Congress OSA](#)

Economic Section

Ambassador to lead the next Economic Mission



Consul General Alexander Hoffet, led the 8th Economic Mission to Jiaying 12-13 June 2017, with visits to Weidmann, Plaston, Lego, Zhejiang Silk and Wufangzhai. ©GK SHA

Following the successful conclusion of the [8th Economic Mission to Jiaying](#) organized by the Consulate General with the support of SwissCham Shanghai, we're excited to announce the next mission. It will be a joint mission co-organized with the Embassy, **led by the Ambassador**, in autumn this year.

In a bid to encourage further bilateral relations, the Economic Missions has since 2013 led to 8 cities in the region covering Nanjing,

Hefei, Hangzhou, Xuzhou, Wenzhou, Nantong, Changzhou and Jiaying.

The upcoming **joint Economic Mission** will for the first time reach out **to the central China region** and be combined with **the first official visit of the Ambassador** to the province.

So please stay tuned! The destination and dates of the mission will be announced after the summer break!

Cultural Highlights

Swiss marching bands at 2017 Shanghai Tourism Festival



Swiss marching band at Shanghai Tourism Festival ©ZHU

One of the highlights of the Shanghai cultural agenda is the **yearly Shanghai Tourism Festival** from mid-September until after the Chinese National Holiday. The city celebrates its 28th edition this year.

Performers from all over the world will descend on Shanghai to entertain locals and tourists alike

with activities reflecting cultures and customs from their home countries. As usual, the festival launch starts with the grand opening at Huaihai Road (close to the Shanghai Times Square). **Two Swiss troupes will represent Switzerland in the parade.** The Swiss musicians will perform during the whole festival at different venues in Shanghai. More information will be posted in the cultural newsletter later on.

Switzerland Tourism Summer Campaign: "Back to Nature"



Summer Campaign "Back to Nature" ©Switzerland Tourism

Recently Switzerland Tourism has announced the theme of 2017 summer campaign "Back to nature".

A series of market researches show that **Switzerland's "nature" is a key factor attracting global tourists to the country.** People who live amid the hustle and bustle of cities have a growing need for nature. Fresh air and water,

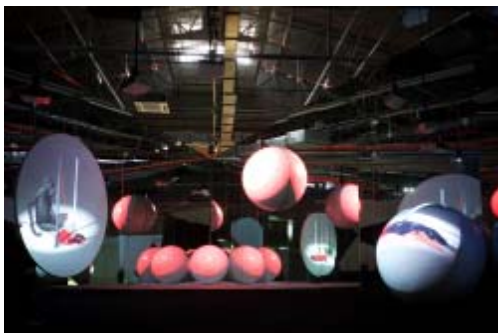
flourishing flora and fauna, and exotic landscapes bring immense benefits to people's physical and mental wellness. Thanks to its diverse tourist resources, Switzerland offers visitors different types of natural experience. **The theme of**

"Back to nature" encourages visitors to **dive into nature**, taste local food and attend featured events, experience and stay in an alpine hut, and observe wildlife in a breath-taking environment, thus enjoying the best way of immersing themselves in picturesque nature.

2017 also marks the **100th anniversary of Switzerland Tourism**. According to Mr. Simon Bosshart, Director for Asia Pacific of Switzerland Tourism, cantons of Switzerland combined their tourism resources and officially founded Switzerland Tourism in 1917. Over the past 100 years, Switzerland Tourism has developed from an information and ticketing office into a key promotional agency which is committed to advertising Swiss tourist destinations and promoting the tourism industry.

Pro Helvetia Shanghai

Refurnishing Thoughts, Yves Netzhammer Solo Exhibition



Yves Netzhammer, Multichannel installation with mirrors and projections, 2016. Commissioned by 3rd Shenzhen Independent Animation Biennale, Supported by Pro Helvetia Shanghai, Swiss Arts Council © Image provided by Pro Helvetia

Yves Netzhammer will hold a solo exhibition "Refurnishing Thoughts" at The Bund Financial Center (BFC) of Fosun Foundation from **August 13 - October 7, 2017**, under the auspices of Pro Helvetia Shanghai, Swiss Arts Council.

This will be an immediate **follow-up project of his artist residency in Shanghai**. As an internationally well-known artist, Yves Netzhammer is famous for his animation videos and imaginative drawings.

This exhibition will include animation videos, installation, and wall drawings, manifesting his signature style. Built like a **virtual house**, the well-designed exhibition space will contain simple black-and-white lines and colored blocks, which easily stimulate the viewers' thoughts and imagination deep from their subconscious.

Part of his videos will be projected on **one of the world's largest LED screen**

upon Lujiazui's Citibank building. Yves has represented Switzerland at the Venice Biennale and exhibited at the Documenta in Kassel 2007.

[Pro Helvetia Shanghai](#)

Swiss Business Hub

Mini SWISS Pavilion @ ISPO Shanghai 2017



ISPO Beijing 2016 ©PEI

The **ISPO SHANGHAI 2017** trade show will be held from **July 6-8, 2017** at SNIEC - Shanghai New International Expo Centre.

ISPO is the leading multi-segment trade show for the **sports industry** in Asia with a focus on summer collections, where companies and brands present their products and services under the umbrella of three

main categories – Nature & Elements, Speed & Strength, and Urban & Lifestyle.

This year, **S-GE (Switzerland Global Enterprise) together with Switzerland Tourism** will organize a mini Swiss pavilion for the first time and present the Swiss brands **On Running, Wenger, and SIGG**. The Swiss Business Hub China will assist S-GE and the Swiss exhibitors to coordinate their participation in the trade show.

For more information, please visit the page of the Swiss pavilion at ISPO Shanghai:

[Swiss pavilion at ISPO](#)

swissnex China

Plum Rain Season can't stop us!



Binjiang Park in Pudong, China ©ISG

While you are reading this newsletter, we are hosting the [venture leaders China 2017](#) Delegation. They have a special program this year, which brings them to Beijing, Tianjin, and the WEF in Dalian, Shanghai, Shenzhen and Hong Kong. The visit is jointly organized with our [Beijing-Team](#), and it's packed with

workshops and events. It's a great opportunity for the young entrepreneurs to pitch their ideas and to connect with potential local investors and partners.

As soon as we say 再见 “Zàijiàn” to the venture leaders, we will say你好 „Nǐhǎo” to the next visitors. For example the visiting delegation of SUPSI (20 EMBA students), and the Summer School from Canton Vaud and MSE China Module (45 MAS students from various Universities of Applied Sciences in Switzerland). By the end of July we have welcomed about 1100 people (at swissnex China and to external venues).

Follow us and read more news on our [website](#), through our postings on wechat, [Facebook](#), LinkedIn and of course by [signing up to our newsletter!](#)

For the agenda

1. August 2017 - Swiss National Day, of course...

...and first day for our new CEO, [Dr. Felix Moesner!](#)



After spending 9 years in Japan as Head Science & Technology Office at the Swiss Embassy in Tokyo, followed by 5 years as CEO swissnex Boston, he will return to Asia with his family this summer.

We are looking forward to welcoming him and to introduce him to our environment, our partners and stakeholders here in Shanghai and beyond.

Until then, Isabel Goetz is leading swissnex China ad interim, so feel free to [contact](#) her if you have questions or requirements.

We wish you a great summer and hope to see you soon!

SwissCham Shanghai

The Bridge Magazine



The Bridge Journal ©SwissCham

In this issue of **The Bridge** we address the topic of **investing in China** and how dramatically fast this has changed since the opening to foreign investments.

Crucial to China's success as the global leader in world trade is the behind-the-scenes role played by banks in supporting the flow of

money and investments it requires. Eugene Qian, Chairman of **UBS** China Strategy Board, talks to The Bridge about the bank's success in China, its services, and the trade relationship between Switzerland and the mainland.

Directly selling to Chinese customers can be a big investment for Swiss companies, but it is getting easier. The Bridge speaks to Alfonso Troisi, Country Manager of **Nespresso**, about its experience of bringing premium coffee to Chinese consumers.

To access The Bridge, please follow this link:

[The Bridge Magazine](#)

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Swiss Center Shanghai

Roundtable on Sino-Swiss Free Trade Agreement



©Swiss Center Shanghai

Organized for the first time since the conclusion of the Sino-Swiss FTA in 2013, the [Roundtable on Sino-Swiss Free Trade Agreement](#) on May 19th facilitated constructive dialogue between the Swiss business community and Chinese government authorities in Shanghai. In total, 18 Swiss MNCs and SMEs spread across the machine tools,

chemicals, medical device, food and beverage, and logistics sectors were in attendance. The Swiss enterprises present received pertinent feedback on their FTA challenges from authorities including Shanghai Customs and CIQ.

The [2017 Swiss Business in China Survey](#) shows that Swiss managers in China are considerably more confident than a year ago. Now in its 10th year, the survey is the only study of its kind which collects responses from both Chinese and foreign companies in China. Order your copy [here](#).

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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