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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



Mr. and Mrs. Hoffet in Nanjing November
2017 ©FDFA

I hope you all survived the tropical summer and found some time to enjoy the beautiful autumn days in Shanghai. In this busy city, time flies by in high-speed and the year of the rooster draws to an end - however there is still a lot to come! Enjoy reading through the news and recent events below.

But first, it's my pleasure to take you on a quick journey back to what has happened during summer and autumn - one of the highlights was certainly our **first Joint Economic Mission with the Embassy in Beijing to Wuhan**, at the end of October. Another outstanding event was the Ambassador's briefing delivered by Dr. Jean-Jacques de Dardel, two weeks ago.

Furthermore in this newsletter, you can **meet our new team members** Ms. Meret Reifler and Mr. Gabriel Ruggli. Meret Reifler is the successor of Fabio Müller, Trade Promotion Director Swiss Business Hub China and Head of the

Shanghai Office. Gabriel Ruggli is our new academic intern. While both of them met challenges to adapt to local peculiarities, they instantly became part of our well-working team.

Since this is the last issue of “Grüezi Shanghai” of this year, **I hereby already like to wish you a wonderful Christmas season and a good start into the New Year.** I look forward to seeing you in 2018.

Have an enjoyable read!

Alexander Hoffet
Consul General

CONTENTS

News from the Consulate General of Switzerland

Economic Section

Cultural Highlights - Save the dates!

Pro Helvetia Shanghai

Swiss Business Hub

swissnex China

SwissCham Shanghai

Swiss Centers China

News from the Consulate General of Switzerland

Winter offers 2017 / 2018 OSA youth



Please find all programs, registration and information here:

swisscommunity.org/youth

Gabriel Ruggli, Academic Intern



Portrait Gabriel Ruggli ©RUG

Gabriel was born and raised in Zurich and Winterthur. After having touched China firstly through a self-opened Smartphone repair shop, he soon decided to focus on this country in his studies, which he started in 2014 in Zurich. He obtained his Bachelor's degree in Political Science, Law and Sinology from the University of Zurich in summer 2017.

Gabriel gained first experiences in China in an exchange semester in 2015 at the East China Normal University (ECNU) in Shanghai. There he took classes in Chinese and fell for the energetic and vigorous side of China. In his free time he enjoys playing basketball and badminton.

Economic Section

Economic Mission to Wuhan



Consul General Alexander Hoffet accompanied the first joint Economic Mission with the Swiss Embassy between

On October 30 – November 1, 2017, the Swiss Embassy in Beijing and the Consulate in Shanghai organized with the support of SwissCham the first joint **Economic Mission** to Wuhan.

Led by the Swiss Ambassador, the delegation consisted of 26 members representing 19 Swiss companies and organizations. Their program consisted of meetings with

30 October – 1 November 2017, here at a visit of the FiberHome Company ©GK SHA

municipal and provincial leaders as well as matchmaking events and visits with the local industry.

Next to the **good feedback** of the delegation members and their strong wish to participate in possible next missions, concrete fruits of the delegation are within reach: Several companies had follow-up meetings with their potential clients/partners and signed a MoU concerning a local cooperation on November 13.

Read the full report about the Economic Mission to Wuhan [here](#).

Cultural Highlights - Save the dates!

Sunday, April 1, 2018 - Shanghai Oriental Art Center

Verbier Festival Chamber Orchestra comes to Shanghai

In Spring 2018, the world-famous Verbier Festival Chamber Orchestra (VFCO) will pass Shanghai on its Asia tour and enters the stage at Shanghai Oriental Art Centre for one dazzling performance on Sunday, 1st April 2018. Additionally to the orchestra's performance, the VFCO's violin and piano soloists Daniel Lozakovitj and George Li will give a separate recital in the morning. The tour has been recently announced so more details will follow soon: verbierfestival.com

Friday, June 8 - Sunday, October 7, 2018 - Yuz Museum

Charlie Chaplin. A Vision - Chaplin Exhibition launches in Shanghai in June

In 2011, the Charles Chaplin Archive was entrusted to the Musée de l'Elysée in Lausanne. The collection consists of 20,000 negatives, prints and original albums covering 60 years of the professional and private life of the filmmaker. Conceived of as a major international project, the exhibition of the Musée de l'Elysée *Charlie Chaplin. A Vision* will be presented at the Yuz Museum in Shanghai from June 8 to October 7, 2018

Pro Helvetia Shanghai

New media art exhibition

unREAL. The Algorithmic Present

What is real? Art has always been a testbed of this notion. The exhibition [unReal. The Algorithmic Present](#) is a coproduction realized by [Chronus Art Center](#) (CAC Shanghai) and [House of Electronic Arts](#) (HeK Basel), under the auspices of Pro Helvetia Shanghai.

Installation view at House of Electronic Arts Basel. Photographer: Gina Folly. Courtesy of the artists. Provided by Chronus Art Center and Pro Helvetia Shanghai, Swiss Arts Council.

It premiered at HeK from June to August earlier this year, before its

presentation at CAC from **November 11, 2017 to January 21, 2018**.

This exhibition shows the audience how to confront their daily digital reality of bits and bytes through 23 works by international artists. Several works on display are specifically realized for this exhibition, such as new creations by Swiss artists **Cod.Act**, **Pe Lang** and **Zahra Poonawala**.

By presenting poetic installations and immersive projections, this exhibition reveals a new reality that situates itself in the materiality of media informed by data fluxes. Such is exactly the core of our contemporary experience.

Find out more at: prohelvetia.cn

Swiss Business Hub

Swiss Business Hub presented at Low Carbon Expo 2017



On Sep. 26th, 2017, Yves Morath, Head of Swiss Business Hub China, had the honor to participate at the Plenary Forum of the Zhenjiang International Low Carbon Expo 2017 on behalf of the Embassy of Switzerland in China.

Yves Morath, Head of Swiss Business Hub
China at the Zhenjiang International Low
Carbon Expo 2017 @GK SHA

Yves Morath's Forum Speech
emphasized not only on the
**significance of Cleantech in
Switzerland** but also on the fruitful

Sino-Swiss cooperation in this sector.

Switzerland and China are working together in many areas of environmental protection and climate change mitigation. The Sino-Swiss Low Carbon Cities (SSLCC) project and the Sino-Swiss Zhenjiang Ecological Industry Park are great examples for this good collaboration. **Our countries will continue the strong collaboration** and advance together into a low carbon future!

Ms. Meret Reifler, New Trade Promotion Director SBH China / Head of Shanghai Office



Portrait Meret Reifler ©RFE

Meret Reifler was born in Basel where she spent her childhood years before her family moved to Grellingen, Basel-Country. Later she studied International Relations at the Graduate Institute of International Studies in Geneva. Upon graduation she decided to move to China to make her own assessment of China's extremely fast economic development. In Beijing she learned Chinese at Tsinghua University and worked as a freelancer for a Swiss start-up. When she left China to join Swiss Re's emerging risk management team in Zürich in 2013, she was sure to come back. Mrs Reifler continued working in the insurance industry for the Baloise

Group and on her assignment at Öbu, an association for sustainable Business tailored to Swiss SMEs.

This September 2017 Mrs Reifler started as the Trade Promotion Director at the Swiss Business Hub China in Shanghai. She supports Swiss companies in their export endeavors. Together with her team she bridges the needs and interests between them and their local partners or experts. It is what she

deeply enjoys about her job – helping to build something new and overcoming hurdles.

swissnex China

New colleagues to the team



The Bund Shanghai ©ISG

With the last warming rays of sunlight, this beautiful autumn comes to an end. We gently prepare for the next year already.

Since the last “Grüezi” we welcomed new colleagues to the team. **Dr. Felix Moesner** joined the team as new CEO in August and settled with his family.

A couple of weeks later **Ms. Yuan JING**, Project Leader Academic Relations and **Ms. Jing QIN**, Project Leader Communication, joined the team. New faces in swissnex China’s Shanghai office and you will see and meet them on upcoming events for sure!

We shook about 600 visitor's hands



EMBA University of Zurich ©ISG

The hot summer did not prevent us from slowing things down. We shook about 600 visitor’s hands and shared insights on **how to do business in China**.

Depending on the requirements of the visiting groups, we prepared more tailored programs, which had been very well received. For example for this year’s **EMBA**

University of Zurich, we prepared a small work shop, where the students

gained insights from two local experts present. It gave them the opportunity to ask detailed questions, and to benefit from their experience in doing business in China.

For the agenda

Here's what's keeping us busy in the next weeks and months to come:



27. Nov. [CSEM Technology Workshop in Shanghai](#)

05. Dec. [Drug Discovery Event Shanghai](#)

If you would like to know more about these events, or meet up with us, do not hesitate to [get in touch with us](#) or drop by!!

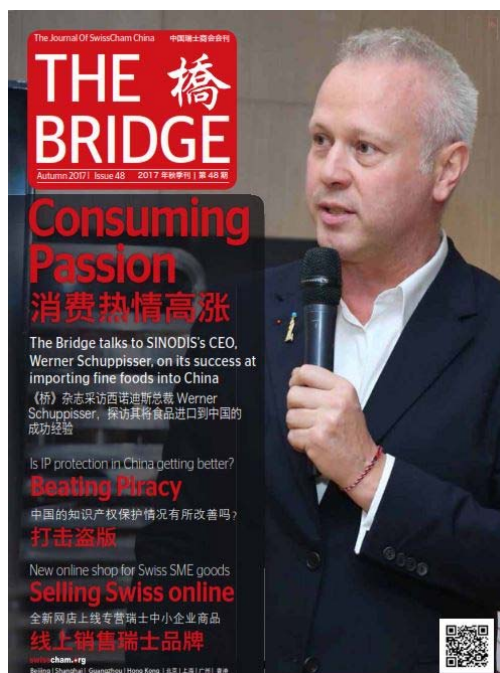
You find news on our [website](#), through our postings on wechat, [Facebook](#), [LinkedIn](#) and of course by signing up to our [newsletter](#)!

See you soon!

Team swissnex China

SwissCham Shanghai

The Bridge Magazine



In this issue of **The Bridge**, the topic of managing the problem of piracy is addressed, as well as what can be done in order to achieve the best results. As China is moving towards an innovation economy, the necessity for a stronger protection of IP rights is growing, which is why we explore this concern in this issue of **The Bridge**.

It is also our pleasure to present you with an interview with Sinodis' CEO



The Bridge Journal ©SwissCham

Werner Schuppisser. He shares his experiences as the head of a large food importer, which imports many leading Swiss brands to the Chinese market.

To access The Bridge, please follow this link:

[The Bridge Magazine](#)

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Swiss Centers China

Contribute to the Swiss China Business Survey



The Swiss Centers China kindly invite you to give your input by participating in the **2017/18 China Business Survey**, presented in collaboration with [CEIBS](#).

The survey collects by far the largest number of replies in China and the only one that includes the opinion of managers of Chinese



China



2017 Swiss Business in China Survey
©Swiss Centers China

companies and allows a comparative analysis of Chinese and foreign firms and SMEs in China.

To start the survey: [2017/18 China Business Survey](#)

Last year's CEIBS survey received replies from close to 1200 companies, among which there were over **100 decision makers from Swiss enterprises**. The survey takes 15 minutes to complete. All participants will receive the comparative analysis. For a look at last year's results, click [here](#). Your response will be kept completely confidential.

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