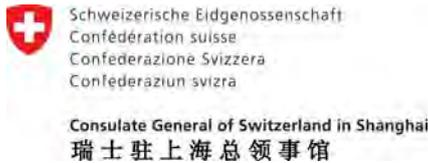


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N° 2  
July 2018

## Grüezi Shanghai



### From the Desk of the Consul General



Consul General Alexander Hoffet with his wife Katerina ©DFDA

Dear Swiss friends and friends of Switzerland,

Summer has arrived in Shanghai, and many of you have already escaped the sweltering heat of the city to spend holidays in regions blessed with a more benign climate. Nonetheless, urban life here continues at its usual pace. As you will see in the present newsletter,

many interesting activities have taken place in recent weeks or are scheduled in the near future.

In late May, I headed a delegation of several representatives of Swiss companies and economic organizations for a two-day visit to Wuxi, the “Pearl of Taihu Lake”, thus continuing the tradition of **the Joint Economic Missions** of the Consulate general and SwissCham Shanghai in the consular jurisdiction of Shanghai. The diverse and intense program allowed for fruitful exchanges between delegation members, authorities and local companies.

Swiss investment in the Yangtze-Delta Region has continued its robust momentum in the first half of the year, reflected by **two recent openings of Swiss company subsidiaries**. In the manufacturing sector, BOBST group opened a new factory in Changzhou, whereas VirtaMed, a provider of training

solutions for medical devices, is launching its market entry in China with a new office in Shanghai.

In the field of art and culture, it is noteworthy that the Swiss-Mongolian Movie **‘Out of Paradise’** has won the Golden Goblet Award at 21st Shanghai International Film Festival. Moreover, I would highly recommend you to visit the exhibition **“Charlie Chaplin – A vision”**, proposed by the Musée de l’Elysée Lausanne and co-produced with the Yuz Museum Shanghai where it will be shown until the beginning of October 2018. Last but not least, don’t forget to save the date for the celebrations for the **Swiss National Day** which this year will be held on July 28.

In conclusion, I would like to seize this opportunity to say goodbye to the readers of the Grüezi Shanghai Newsletter and wish you all the best for your personal and professional future. The time has come for me and my family to leave Shanghai after four exciting years in China. My successor Mr. Olivier Zehnder will take up his position in late August 2018.

Alexander Hoffet  
Consul General

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## Economic Section

### Economic Mission to Wuxi



The Consulate General in Shanghai



Delegation at the official meeting with the vice mayor of Wuxi ©FDFA

organized, supported by SwissCham, this year's **first economic mission to Wuxi** in Jiangsu province from May 28-29. Located at the shores of Taihu Lake, Wuxi has a thriving economy and is, similar to Switzerland, known for its well performing small and middle

sized companies. Led by **Consul General Alexander Hoffet**, the delegation consisted of **25 members representing 19 Swiss companies** and organizations. The program of the mission included official meetings with municipal leaders, a matchmaking event with local firms and visits to selected companies and institutions. The broad spectrum of expertise of the delegation brought about a fruitful exchange between the delegation members, authorities and local companies.

## Company Openings

Consul General Alexander Hoffet attended the opening ceremony of **BOBST Changzhou Co. Ltd.** on May 16. BOBST Group opened a new facility in Changzhou China for the production of web-fed equipment for printing and converting flexible materials.



Opening ceremony BOBST Changzhou Co. Ltd. ©FDFA

On the June 25, **VirtaMed**, a previous ETH start-up, celebrated the establishment of an office in Shanghai and invited the Consul General for a speech. From now on, they will provide operation simulators for doctors also in China.

## Cultural Section

### Swiss Film 'Out of Paradise' Wins Grand Prize



'**Out of Paradise**', a co-production



Film director Batbayar Chogsom and actresses Enerel Tumen and Erdenetsetseg Tsend-Ayush celebrate their success ©FDFA

between Switzerland and Mongolia, received the **Golden Goblet Award** in the **main category 'Best Feature Film'** on June 24, 2018 at the 21st Shanghai International Film Festival.

The film by **Swiss-Mongolian director Batbayar Chogsom** is a heartwarming road movie about an innocent nomadic couple embarking on an arduous journey to the metropolis of Ulaanbaatar, where

their trust and love for each other is put to the ultimate test... The jury panel praised the film as "simple, sincere and poetic." Film director Chogsom said that he could not find the words to describe his feelings while accepting the award at the Shanghai Grand Theater.

During his short stay in Shanghai, Batbayar Chogsom held a master class on screen writing at the Shanghai Theater Academy, which was initiated by the cultural section of the Consulate General. Furthermore, a **reception** was held by **Consul General Alexander Hoffet** for the celebration of the nomination for the Golden Goblet Award on June 21, 2018.

## Opening of the Exhibition 'Charlie Chaplin. A Vision'



Guests of honour at the Yuz Museum ©FDFA

'**Charlie Chaplin. A Vision**' is an exhibition proposed by the **Musée de l'Elysée Lausanne** and co-produced by the **Yuz Museum Shanghai**. Presented in chronological order, the exhibition explores the reasons for Chaplin's success, those that brought about and nourished his critical fortunes, and measures the role that the photographic image played in the

prosperity of the legend.

Charlie Chaplin spent the **last 25 years of his life** on the sunny plateau above Vevey, Switzerland. After being denied reentry to the USA, he decided to settle there, along with his wife and children, four of whom were born in Switzerland. "A friend suggested Switzerland," he wrote in his 1964 memoir.

Consul General Alexander Hoffet invited both museums and guests for a **reception** at the residence, before joining the **opening ceremony** at the Yuz Museum for holding a speech. As a guest of honor Eugene Chaplin, the son of Chaplin, was invited from Switzerland.

## International Piano Competition Fribourg



Four young pianists at the International Piano Competition Fribourg ©FDFA

In early June 2018, **three young Chinese pianists**, Xia Duoduo (14-year old), Zhu Hanyuan (14-year old) and Yu Yuewen (17-year old) - all students at the Middle School affiliated to Shanghai Conservatory of Music - were invited by the Association Jeune Musique (AJM) to play at the opening concert of the 9th International Piano Competition in Fribourg.

Since 2002, the AJM organizes the **biannual 'International Piano Competition of Fribourg'**, which is open to young pianists up to the age of 18 and proposes a program exclusively dedicated to the 20th and 21st century's music. Moreover, the imposed pieces for the competition are chosen among Swiss composers.

In June 2016, Mrs. Yang Yunlin, senior piano teacher from the Middle School affiliated to **Shanghai Conservatory of Music** was invited to Fribourg as one of the judges for the competition. Last year in May, three Swiss students, accompanied by Mr. Michel Runtz, president of AJM and founder of the competition visited Shanghai, gave performances at the "Shanghai Spring" International Music Festival.

## Upcoming Events

### Congress of the Swiss Abroad

Once a year in August, the **Organisation of the Swiss Abroad**



**(OSA)** organises a congress for Swiss citizen living all around the world. The event has become a popular opportunity to meet and network for all those, who are interested in the international mobility of the "Fifth Switzerland".



Visp, Valais ©Visp Tourism

The varying themes are picked to match the interests and expectations of this audience.

Every year a different region of Switzerland hosts the congress. During the event up to 400 participants meet compatriots from around the world, listen to exciting speeches, inform themselves about the current news in Switzerland, talk about their own experiences and get to know interesting personalities from Swiss economy and politics.

Thanks to a varied social program including sightseeing and excursions across the host region, the participation in this event promises a unique experience.

The **96th Congress of the Swiss Abroad** will be hold from **August 10–12, 2018** in **Visp**.

#### **Cultural Newsletter of the Consulate General of Switzerland in Shanghai**

Please subscribe [here](#) and tick 'interested in culture' if you would like to receive our monthly update about Swiss events in Shanghai, Anhui, Jiangsu and Zhejiang.

#### **Swiss Business Hub**

### **Swiss Pavilion @CHINAPLAS 2018**

CHINAPLAS 2018, the **32nd International Exhibition on Plastics and Rubber Industries** was held from April 24 to April 27 in the National Exhibition and Convention Centre Shanghai.



For the sixth time, **S-GE (Switzerland Global Enterprise)** organized the Swiss pavilion at this trade fair. The pavilion covered 252 square meters and included 14 Swiss exhibitors. In addition, 23 individual Swiss exhibitors were present outside the pavilion.



Swiss pavillon at  
CHINAPLAS  
©FDFA

In the evening, the Swiss delegation was invited for a reception at the residence of **Deputy Consul General Erwin Lüthi**. Present as a speaker was Dr. Stefan Justl, an expert from S-GE. He shared a case study of a communication strategy for SME's at CHINAPLAS, as well as how to use WeChat to promote companies in China.

## swissnex China

### swissnex China @ Swiss Innovation Week



Swissnex Dome at Swiss Innovation Week  
July 2018 ©swissnex China

2018 has taken off to a flying start at swissnex China, as we celebrate our auspicious **10th Anniversary** with **countless exciting events and projects!**

In **June** we had the immense pleasure of hosting seven exceptional young startups at our

Swiss Startups Pavilion as part of CES Asia 2018, who demonstrated the extraordinary prowess of Swiss innovation by laying claim to four innovation awards from various fields. In the first week of **July** we are participating at the Swiss Innovation Week 2018 in Beijing, organized by the Embassy of Switzerland in China.

Our special events and features include the 3<sup>rd</sup> edition of the Future of Money series: Blockchain in FinTech, the swissnex Dome and Birdly® Virtual Reality Simulator. As always, we look forward to warmly welcoming the visiting delegations from Switzerland in the forthcoming months.

Stay tuned for more events and news! Follow us on our [website](#), WeChat (swissnex), Weibo (瑞士科技文化中心), [Twitter](#) (@swissnex China), [LinkedIn](#)

(swissnex China) and [Facebook \(swissnex China\)](#). Sign up for our monthly Highlights Newsletter [here](#) and our bi-monthly Science-Switzerland newsletter [here](#).

## SwissCham Shanghai

### Swisscham Events



Company visit to Alibaba Group  
©SwissCham

**SwissCham Shanghai** organizes more than 60 events every year. We are looking forward to meeting you at our events soon!

In May, we organized a successful **company visit to Alibaba Group** in Hangzhou. Neither the thunder storm in Shanghai nor the heat in Hangzhou could diminish people's enthusiasm. It was an exclusive opportunity for our guests to know

more about the Alibaba platform and direct import models. The presentations were followed by a fantastic campus tour. Interested in our events? Please click [here](#).

### Member Benefit Program

Join SwissCham and enjoy the following exclusive benefits: Be part of the Swiss business community gathering over 600 companies; benefit from our networking platform; reduced entry price to events; invitations to exclusive member only events; discount on members products and services



(Member benefits program).

Members of SwissCham Shanghai have the exclusive opportunity to receive discounts and preferential rates in over 100 different businesses in Shanghai.

Present your SwissCham member card on site or when booking and enjoy free cocktails, discounts on groceries, online purchase, air tickets and car rentals, special rates in language schools and sport centers, and get access to financial market information and other publications.

For more details, please contact Ariel Song by [Email](#) or by phone (021 5368 1236).



Members of the benefit program  
©SwissCham

## Swiss Centers China

### Swiss Centers China Open New Office in Hongqiao



Swiss Center in Hongqiao CBD @Swiss Centers China

The **Swiss Centers China** is honored to be one of the first organizations to join in a new “Overseas Trade Center” (OTC) at Hongqiao CBD. SCC will take up **500sqm space at OTC** and **extend its services** to support Swiss businesses setup or further development in China.

SCC shares the same vision as HQ CBD on gathering foreign businesses and building up a trade service cluster. With its ideal location at walking distance to the Hongqiao transportation hub and the National Convention Center, Hongqiao CBD is developing from upholding the **Hongqiao World Trade Summit** and **China International Import Exposition (CIIE)** of November 5-10, 2018 to an international industrial cluster and a world-class business area.

For more information [contact us](#).

## National Day Party 2018



Flyer National Day Party 2018 ©Swiss Club Shanghai

The **Swiss Club Shanghai** is pleased to announce this years National Day Event.

**When:** Saturday, July 28, starting as from 5pm

**Where:** The Qube Hotel Shanghai Hongqiao (Primus Hotel), 200 Lane, 1588 Zhuguang Rd, Xujing Town, Qingpu, Shanghai

As a tradition, the Swiss community in Shanghai and 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 the **registration**, please contact Martin Ruetti(martin.ruetti@wurth-international.com.cn) before July 20th 2018.

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