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Schweizerische Eidgenossenschaft  
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N°3  
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## Grüezi Shanghai

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



### Word from the Consul General



Consul General Mr.  
Olivier Zehnder at the  
opening of a Swiss  
company © FDFA

Dear Swiss Friends, dear Friends of Switzerland,

Three months after taking office as Consul General of Switzerland in Shanghai, I am pleased to reach out to the readers of Grüezi Shanghai newsletter. Although we arrived in Shanghai recently, my family and I are already touched by the warm welcome of its inhabitants and the Swiss community. Moreover, we are impressed by the stimulating atmosphere and the exceptional dynamism of the Yangtze-Delta Region.

These first three months got off to a flying start with important events which exemplify the excellent Sino-Swiss relationships. In early September, Federal Councilor Mr. Johann Schneider-Amman, our Minister for Economic Affairs, Education and Research, visited Shanghai with a delegation of almost fifty representatives from Swiss business, academia and science. More recently, we welcomed State Secretary Ms. Marie-Gabrielle Ineichen-Fleisch for the opening ceremony of the China International Import Expo. In addition, having participated to the opening of several Swiss companies, I am delighted to encourage the intensification of our economic activities. These are inextricably linked to the strong bilateral ties between the two countries.

Shanghai boasts a vibrant cultural scene with countless artistic events. The city also attracts Swiss artists and, in this regard, we had the great pleasure of welcoming two renowned Swiss orchestras: the Lucerne Festival Orchestra and the Tonhalle from Zurich.

With this dynamism in mind, I look forward to furthering my knowledge of the multiple

facets of this city and the Yangtze-Delta Region and explore the different opportunities available. I encourage all of you to reach out to the Consulate General and I remain at your disposal for any questions you may have.

As this is this year's last issue of the "Grüezi Shanghai", I would like to seize this opportunity to wish all of you and your family a Merry Christmas and a Happy New Year!

Olivier Zehnder  
Consul General

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## Economic Section

### Ever Tightening Economic Ties



Federal Councillor J. Schneider-Ammann, Ambassador J.-J. de Dardel and Consul General O. Zehnder © FDFA

The Shanghai led Yangtze-delta region received again numerous delegations from Switzerland in the 2nd half of 2018, among them the highlight visit of Swiss Federal Councillor Johann N. Schneider-Ammann and State Secretary Marie-Gabrielle Ineichen-Fleisch.

Accompanied by almost 50 high-level representatives of the Swiss industry, Federal Councillor Schneider-Ammann's visit to Shanghai in September covered several new development areas in Shanghai. The intense program included an official meeting with the Executive Vice-Mayor, a Swiss Drone Night organized on the occasion of the 10th anniversary of swissnex, a forum of "Digital Development of Shanghai Automotive Industry" and a visit to JD Logistic Center.

At the first ever China International Import Expo in November, State Secretary

Ineichen-Fleisch and Swiss Ambassador de Dardel opened the Swiss National Pavilion, which showcased Switzerland's global leadership in innovation, culture and tourism.

The Consul General, Olivier Zehnder, also started his initial visits to the Yangtze Delta Region with the participation of local Swiss companies. The first visit was made to Changzhou together with SwissCham, Swiss Center and 9 representatives of 5 Swiss companies with presence in Changzhou. During the two-day visit, delegation members visited several Swiss companies, including Agie Charmille, Rieter and Buehler. The visit of the Consul General was combined with the opening of the China-Swiss (Changzhou) International Industrial Park.

## Company Openings



Buss Opening © FDFA

Swiss investment keeps a positive momentum with intensive openings and anniversaries in the second half of the year.

### Buss Opening on Oct. 26th 2018

The new site of Buss Group has been officially opened on Oct. 26th 2018 in Songjiang District, Shanghai. As the world's leading manufacturer of compounders, Buss AG is dedicated to improve its reciprocating compounding technology over the past 70 years. The presence of Buss Songjiang Plant will play an important role in serving the high-end customers with better-localized service package in China and the Asia-Pacific market.

### Autoneum Opening on Sept. 12th 2018

Consul General Mr. Olivier Zehnder attended the opening ceremony of Autoneum in Pinghu, Jiaxing Municipality. Founded in 1901 in Switzerland, Autoneum is the globally leading producer of vehicle acoustics and thermal management system. Besides Pinghu plant, Autoneum has a solid presence in China with plants in Chongqing, Taicang and Shenyang, as well as two Joint Ventures in Guangzhou and Tianjin.



Autoneum Opening © FDFA



Roche Diagnostics Opening © FDFA

### Roche Diagnostics on Oct. 29th 2018

The Roche Diagnostics Manufacturing site in China was officially opened in Suzhou in late October. The registered capital for this project amounted USD 100 Million. With a land area of 75'000 m2, full manufacturing value chain, warehouse and logistics will be covered. The Group CEO of Roche Dr. Severin Schwan and Consul General Mr. Zehnder witnessed the grand opening.

## 10th Anniversary of CEDES on Nov. 16th 2018

CEDES has been developing innovative solutions since 1986 for safety and information systems, automation, monitoring, industrial computers and controls. CEDES is one of the success stories of SMEs in China with facilities in Shanghai and Changshu. CG Zehnder congratulated the success of the company at the 10 years Anniversary.



CEDES Opening ©  
FDFA

## Cultural Section

### Two Famous Swiss Orchestras performed in Shanghai



Lucerne Festival  
Orchestra, Michael  
Haefliger, Olivier  
Zehnder, Distinguished  
Guests © FDFA

October 2018 marked [Lucerne Festival Orchestra](#)'s successful first Shanghai Residency conducted by its music director Riccardo Chailly.

The unique ensemble that brings together internationally acclaimed soloists performed four concerts in the Shanghai Symphony Hall and one open-air in Gongqing forest park. The orchestra will come back in Shanghai in 2019 for its second Residency.

The [Tonhalle Orchestra Zurich](#) celebrated its 150th Anniversary in 2018 with an Asia tour conducted by its designated Chief Conductor Paavo Järvi. Shanghai music lovers had the pleasure to enjoy their presence for two performances.

On both occasions, a reception was held by Consul General Olivier Zehnder which brought together people from the musical fields and other distinguished guests. The orchestras were also scheduled in the program of the 20th China Shanghai International Arts Festival.



Tonhalle Orchestra  
Zurich, Paavo Järvi,  
Ilona Schmiel, Olivier  
Zehnder © FDFA

## Consular Affairs and Visa Section

### Consular Affairs

Make your stay in China easier and check out our [Welcome Leaflet](#) !

You will find many useful links to Swiss associations as well as information on our services like how to order a passport, register a marriage or vote in Switzerland. You will also find useful documents and links directly on our [Website](#).

Reminder regarding fees for consular services: please be informed that we currently only accept cash payments (no WeChat, Alipay, debit or credit cards). Thank you for your understanding.



### Federal elections 2019 – your vote matters!

Your vote matters! Parliamentary elections will be held in Switzerland on 20 October 2019. As a Swiss national living abroad, who is included in the Register of the Swiss Abroad, you are allowed to vote in elections as well as stand as a candidate for election to Parliament.

For more information on the 2019 elections for Swiss nationals living abroad, please click [here](#).

## News from the Visa Section

Since September 2018, Swiss representations in China are working with VFS Global as External Service Provider (ESP) to submit Schengen-visa applications. Please be assured that the team at VFS Global will continue to grant the same professional service you enjoyed with our previous ESP.

For further information, please consult the website of [VFS Global](#).

## Swiss Business Hub

### Swiss National Pavilion at China International Import Expo (CIIE) 2018



Swiss Pavilion at CIIE ©  
Swiss Business Hub

On behalf of the Swiss Confederation, the Swiss Business Hub China (SBH) and Switzerland Global Enterprise (S-GE) managed the Swiss National Pavilion at the first edition of China International Import Expo (CIIE) from 5-10 November 2018 in Shanghai.

Covering a wide range of fields from cleantech to pharmaceuticals, finance, watches and logistics and represented by 23 Swiss companies and institutional partners, the Swiss National Pavilion at the China International Import Expo (CIIE) demonstrated Switzerland's



global leadership in innovation, culture and tourism in a highly sensory way and allowed visitors to get closer to Switzerland with virtual reality.

The national pavilion, with the unique concept of a "LiveMap" especially designed for the CIIE, was revealed to the media at a press conference on Tuesday, November 6th at the National Exhibition and Convention Center Shanghai. Mrs. Marie-Gabrielle Ineichen-Fleisch, Secretary of State for Economic Affairs (SECO), and Swiss Ambassador to China Dr. Jean-Jacques de Dardel attended the media event.

The unique concept and design of the Swiss National Pavilion was of 2-storeys high and 136m<sup>2</sup> (ground floor) and comprises three parts. Its distinctive features and the walkable aerial "LiveMap" offered visitors the opportunity to visit Switzerland in virtual reality and physical space. Visitors could not only enjoy basic geographic icons, tourist destinations, cultural and traditional symbols and commercial innovation features but could also experience Swiss culinary specialties while using the map.

Besides, other Swiss companies and partners at the pavilion were demonstrating their latest products and services with a number of interactive events and designs.

In addition to the national pavilion, almost 50 other Swiss exhibitors were showcasing their products, services and innovation prowess at their individual booths within the commercial area of the CIIE.

## swissnex China

### 10 Years of Connecting the Dots!



swissnex China 10th Anniversary 'Homes of Drones' event © swissnex China

As the new year steadily approaches and we wrap up our 10th anniversary celebrations, let us take a moment to look back on the past couple of months filled with exciting events and fruitful exchanges.

In September we had the immense honour of marking our historic milestone with Swiss Federal Councillor Johann Schneider-Amman and a large high-level academic and business delegation, while with our [Venture Leaders China](#) program we brought 10 high-tech startups from Switzerland to connect with China over a 10-day pitching roadshow across 5 cities. In October we organized the 4th successful edition of our [Future on Money events on Blockchain](#), and in November we were proud to contribute towards the [Swiss National Pavilion](#) (organized by Swiss Business Hub China) at CIIE, the world's largest trade expo. This December we have organized the [swissnexDay'18](#) in Zurich and we have hosted [a talk with Basile Verhulst](#) in collaboration with ETHZ / EPFL Alumni Chapters Shanghai.

We are also recruiting new team members to join our dynamic and supportive team in Shanghai! Please check out our [Careers page](#) for the open vacancies.

Stay tuned for more exciting events and activities: follow us on LinkedIn, WeChat (swissnex), Weibo, Twitter, Facebook, or sign up to our [monthly Highlights Newsletter](#) and our [bi-monthly Science-Switzerland newsletter](#) for the latest news and trends in innovation, education and art-science!

## SwissCham Shanghai

### Swiss Ball 2019

It is with great pleasure that SwissCham would like to announce the biggest event of the Swiss community in China:

#### Swiss Ball 2019

Theme: Hollywood – Be the Movie Star You Want to Be

Saturday, April 13, 2019

Pudong Shangri-La Hotel, Shanghai

Rundown:

Cocktail 6.30pm - 7.30pm

Dinner from 7.30pm onwards

Dance, Entertainment & Fun until sunrise



Swiss Ball 2019  
© SwissCham

The yearly Swiss Ball has developed into a must-go-to event in Shanghai and we are inviting everyone to join us to make this Ball another memorable edition. Get exposure! Before, during & after: Ballroom, Invitations, Bags, Magazine, Website, WeChat! Get mentioned by the MC, go on stage and be part of the largest Swiss event in China! Impress your clients and friends with a centrally positioned named table!

Contact: SwissCham Shanghai

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Please visit our website [here](#) for more details.

### The Bridge - Journal of SwissCham China

Issue 51 of The Bridge magazine is available [here](#):

In this issue of The Bridge, we explored the trend of the resurgence in Chinese Luxury Market after a period of sluggish growth. This issue's highlight is an exclusive interview with Rosy Gao, who spearheads the China operations of one of the world's most iconic and sought-after watch brands - Patek Philippe and insights shared by three other business leaders from three Swiss luxury brand:



The Bridge  
Magazine ©





Helvetia Shanghai and  
McaM Shanghai

During the temporary residence of the artist, the museum becomes a space of resistance devoid of hierarchy. Two self-evolving “shelters” are placed in this precarious ruin landscape and invite each participant to use the materials provided to create their own sculptures. It is free and opened to all visitors to engage in the discussions raised by the exhibition, organizing and inventing their own meetings and events.

The exhibition runs from November 24, 2018 to February 17, 2019 and is FREE to all public. Supported by Pro Helvetia Shanghai, Swiss Arts Council

Find out more at: [prohelvetia.cn](http://prohelvetia.cn)

## New employees

### Sophie Baumgartner, Assistant to the Consul General



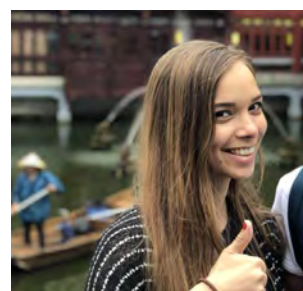
Born in Biel, canton of Bern, Sophie studied in Geneva, where she obtained a Bachelor degree in art history with a specialization in East-Asian art history. With an avid interest in the region of East Asia (China, Japan, Korean peninsula), she decided to further extend her knowledge of this part of the world by pursuing a Master degree in Asian studies at the Graduate Institute of International and Development Studies, followed by a specialized academic program in comparative studies at Keio University (Tokyo), Yonsei University (Seoul), and the University of Hong Kong. Sophie has completed internship programs in an art gallery in Hong Kong as well as at the Fine Arts department of Sotheby's auction house. Before settling in China for the long-term, Sophie has worked at SwissCham Shanghai as a Marketing and Events assistant. Now employed by the Consulate General of Switzerland in Shanghai, she succeeded Celina Eisenring as the assistant of the Consul General. Commencing 2019, Sophie will start supporting the visa section on a part-time basis as well as during the peak season. In her spare time, Sophie enjoys playing the guitar – for which she particularly likes the baroque and Renaissance repertoire, visiting museums, and traveling.

### Janaïne Perlstain, Academic Intern

Janaïne was born and raised in Monthey, Valais. After completing high school in St-Maurice, she moved to Lausanne to study criminal science. She obtained a Bachelor of Science degree in Forensic Science in 2016, followed by a Master of Science degree in Forensic Science in summer 2018.

She first experienced China in summer 2017 during a one month's summer school in Beijing. There, she learned the basics of the Mandarin language and fell in love with the culture. She came back in early 2018 for an exchange semester at the China University of Political Science and Law (CUPL). The complexity of international relations triggered her interest in diplomacy.

In her free time, she enjoys travelling, tasting new food, hiking and learning Chinese.



## Daisy Cao, Trade Officer at Swiss Business Hub Shanghai



Daisy was born in Nantong, Jiangsu Province. After finishing her post-graduate study in English at Shanghai International Studies University, Daisy joined Brussels Invest & Export at the Consulate General of Belgium in Shanghai. During her five years diligent work there, she helped Brussels companies do business in China and promoted Brussels as an ideal investment destination for Chinese investors. She then joined China Fortune Land Development Co., Ltd. as Business Director to help foreign companies to locate and relocate in China. This summer, Daisy started as Trade Officer at Swiss Business Hub China in Shanghai. She supports Swiss SMEs with market entry and business expansion locally. In her free time, Daisy enjoys travelling and exploring all kinds of food as “Miss Foodie” called by her friends.

## Lucy Lu, Head of Pro Helvetia Shanghai

Pro Helvetia Shanghai, Swiss Arts Council is glad to announce the appointment of Lucy Lu as the new head of its liaison office. She succeeded Sylvia Xu and assumed her position on August 1, 2018.



Lucy Lu has extensive management experience in international cultural exchange. From 2009 to 2014, she worked for British Council Beijing as Senior Arts Project manager, planning and managing events, publications and activities over a broad range of media, including British Film Week, London Guest City at Beijing Design Week and the Education Programme of the UK Now Festival. More recently, she has served as exhibition consultant for Gallagher & Associates, and on the board of YYZ Artists' Outlet in Toronto. She was also responsible for international exhibitions at Beijing World Art Museum from 2006-2009. Lucy holds degrees from Peking University (BA Archaeology), the University of Cambridge (MPhil Archaeology), and the University of Tokyo (MA Interdisciplinary Information Studies).

At Pro Helvetia Shanghai, she focuses on continually refreshing the artistic and cultural dialogue between China and Switzerland, establishing new partnerships and exploring new possibilities for the exchange of knowledge and skills between organizations from the two countries.

## Merry Christmas and Happy New Year!



The Consulate team wishes you a happy holiday season and a festive New Year!



Scan the QR and follow us on WeChat!

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