

Gateway to Swiss excellence in China: the SCS opened its Machinery Center

Swiss Center Shanghai (SCS) provides 2'300 sqm additional workshop space adapted for the promotion of Swiss equipment – China increasingly important for Swiss machinery and metal industries – PIXY AG develops visualization systems for the Chinese railway market

Shanghai (21 April 2010) – China is getting more and more important for the Swiss machinery industry. While Swiss machinery exports to the EU25 decreased by 25% in the crisis year 2009, exports to China went down by only 10%. In the first two months of 2010, Swiss metal exports to China increased by an astonishing 42%, compared to 4% to the EU25. In March, China turned into a net importer for the first time in 6 years, with a trade deficit of over USD 7 Bio.

To make good on these opportunities, the Swiss Center Shanghai (SCS) has set-up its Machinery Center in Shanghai's Xinzhuang Industry Park. There, on 2'300sqm, Swiss companies have the chance to sell their quality and precision by demonstrating the capabilities of their equipment, offering pre-sales engineering and after-sales and parts services, training clients' staff, handling import and export and develop the features that will keep the products competitive in China. "The SCS Machinery Center provides mixed industrial space and commercial space close to China's newest and largest transportation hub, Hongqiao in Shanghai. It opens the door for Chinese potential clients to Swiss manufacturing excellence", states Nicolas Musy, Managing Director of SCS, by far the largest cluster of Swiss enterprises in China.

With China's growing needs, more and more machinery companies must be close to their clients in order to adapt to their needs and provide support locally. "The Chinese production situation generates different requirements from machinery producers. Those who adjust their products to the local requirements and provide local services will do best. To do so they need well-positioned commercial and industrial space to offer pre- and after sales services", adds Mr. Musy.

Railway technology

Three Swiss companies already started to use the SCS Machinery Center: Jansen AG from St. Gallen, Sécheron SA from Geneva and PIXY AG, who started operations in April. Like Sécheron, PIXY provides technology for railway projects. "Part of China's infrastructure development includes the construction of 42 new TGV lines and 13'000 km of high-speed tracks. Initially projected to be finished by 2020, the crisis has spurred the government into completing these lines by 2012. Opportunities generated by these huge investments should not be passed by Swiss companies", explains Musy.

Expansion plans

Once the "phase 1" of the Machinery Center is full, SCS will add new combined workshop-commercial space nearby to further develop this concept. "The feedback of Swiss businesses is very positive. We are integrating engineering partners to allow machinery companies to adjust for the Chinese needs. Besides, the support from the local government with which we have 8 years relations, provides important advantages to SCS companies", adds Mr. Musy.

About Swiss Center Shanghai (SCS): Founded in 2000, SCS gathers by far the largest cluster of Swiss enterprises in China and a network with a rich experience in operations set-up and China operations management. SCS offers instant workshop, office and desk space and supports Swiss companies with government relations and a broad network of experts. SCS served more than 100 companies in China – both SMEs and large enterprises. Among other, the SCS experts supported the set-up of 20 production companies and more than 30 offices and trading companies.

For more information, please visit: www.swisscenters.org.

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