

sim (selective international management)

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sim (selective international management) Co. Ltd. established its European headquarters in Switzerland, Rapperswil this Fall 2011.

The new headquarters in Switzerland will serve two major functions.

The first one aims to being closer to our customers, and partners located in Switzerland and Europe. Always proactively working on matching their expectations and needs, we strongly believe that such proximity will help us to improve our communication with our partners and help us define even better our service offers.

The second function is to fully act and perform as a platform for Chinese investors reaching for projects in Switzerland or other places in Europe. As the gateway between Chinese/Asian investors and Swiss/European project owners, we must be close to all the parties involved.

As the Partners of sim, Philippe ZWAHLEN and Michael LEHMANN say: "Proximity is an essential factor to success for a service company like ours. Good understanding and knowledge of our customers' needs and interests as well as trust will influence how the projects exceed expectations and are key-factors to achieve the goals."

"In this regards, we actually did exactly the opposite of what most foreign companies coming to China do: we started our business in China itself in order to be at the center of the projects. After leading to success important projects in China for more than 5 years, and gaining crucial knowledge through experience, we feel it is the right time to further enforce our relationships with our existing and potential customers, so it is only a logical step – as it would be for a successful Chinese company – to establish ourselves in Europe."

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About sim (selective international management)

sim (selective international management) Co. Ltd. is a Swiss consulting company based in Shanghai (China) and Rapperswil (Switzerland), providing support to foreign and domestic companies primarily doing business in or with China.

Our strength lies in managing local operations and projects; we **initiate**, **implement** and **operate** ventures successfully with and for our clients.

Additionally, we act as a gateway between Chinese investors and Western projects, covering a range of diverse industries including luxury goods, education, F&B and healthcare, among others.

sim further exclusively serves European companies looking for representations in China and arranges top-level tailor-made trips to Switzerland and to Europe.