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EMBASSY OF SWITZERLAND IN CHINA



## Media release

Beijing 3 July 2018

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# Inaugural edition of Swiss Innovation Week: at the heart of digitalization

**The Embassy of Switzerland in China is dedicating for the very first time a full week to Swiss innovation from 2<sup>nd</sup> to 6<sup>th</sup> of July. With digitalization as its main topic, the Swiss Innovation Week (SIW) 2018 features a number of interactive events and activities to showcase Switzerland's outstanding technology-driven creation process, its innovative prowess and related mechanisms, especially the bottom-up model. With the aim to reinforce Switzerland's leading position as a location for innovation, the SIW will also demonstrate the achievements and potentials of bilateral collaboration in this domain between Switzerland and China.**

The unprecedented Swiss Innovation Week at the embassy features concrete projects at full spectrum and covers topics in a wide range of areas that are key in the Sino-Swiss bilateral relations, including finance, science, art, research, education, sustainability, as well as humanitarian efforts. The events to be held during the week draw special attention to the latest advancements in the field of digitalization, virtual reality and artificial intelligence. A multitude of formats such as product presentations, interactive display, panel discussions and artistic performances will make the topic of digitalization easily accessible to visitors.

Swiss institutions participating in the SIW include swissnex China, Switzerland Innovation, the International Committee of the Red Cross, as well as companies like Nestlé, Mercuria, Caran d'Ache, ABB, Wyeth, Adecco, SIGG and Kingnature.

The SIW also works as a platform for the launch of new collaborations and events that are the outcome of increasing Sino-Swiss collaboration, such as the Sino-Swiss AI conference 2018, the ABB 2018 University Innovation Contest, the Mountain Futures book, an outcome of the "Mountain Futures" initiative undertaken by Kunming Institute of Botany.

As a two-way exchange between Switzerland and China, beyond the premises of the Swiss Embassy, an economic delegation from Geneva, composed of the highest political authorities of the canton and around 30 entrepreneurs, representing the Geneva economic sectors, visits China from 30 June to 9 July. Their visits to Shenzhen, Hangzhou and Shanghai will allow

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Geneva entrepreneurs to observe Chinese innovation strategies, analyse trends and anticipate the groundswells.

A grand reception to close the week will be held on 6<sup>th</sup> of July in the evening. Swiss artists Pascal Yerly and Corinne Sutter will fascinate 2,000 guests with a dazzling lighting show and extraordinary speed-painting performances.

“Speaking of technology and innovation, many Chinese people have the feeling that they are being laid on the shelf. In Switzerland, innovation is everywhere and easily accessible, in cars, watches, fashion, textile, and IT equipment. It is a key driver of Swiss economy,” says Swiss Ambassador to China Dr. Jean-Jacques de Dardel. “Swiss people have their own perception of innovation. It is not only a spark of the mind or creativity, but also about products. It has to be translated into new products that have a market. This we call ‘practical innovation.’”

The first edition of Swiss Innovation Week is an extension of the Sino-Swiss Innovative Strategic Partnership the two countries established in 2016. Working with more than 20 partners and sponsors and hosting as many as 35 various events, we are confident that the innovation week will effectively shed light onto Switzerland’s innovation system, encourage more joint innovative solutions and more transnational collaboration between Switzerland and China, says Ambassador de Dardel.

*For more information about SIW, please refer to the Q and A with Ambassador de Dardel.*

*For details, please refer to the [Minisite for Swiss Innovation Week](#)*

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**Embassy of Switzerland in China official website:** [www.eda.admin.ch/beijing](http://www.eda.admin.ch/beijing)

**Embassy of Switzerland in China Weibo:** [@瑞士驻华大使馆](#)

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