



## Pharma companies win big for the 4<sup>th</sup> Sino-Swiss Business Awards

November 1<sup>st</sup>, Beijing - The biannual [Sino-Swiss Business Awards](#) announced this year's winners of eight categories at an exclusive gala evening attended by political and business dignitaries including Swiss Ambassador to China Bernardino Regazzoni and Zhai Qian from China's Ministry of Commerce at the Four Seasons Hotel Beijing on Friday.

Bringing home three awards, the pharmaceutical industry was the biggest winner of the night. **Shanghai Roche Pharmaceuticals** won the award of Outstanding Achievements of an MNC (multinational corporation); **Geistlich Pharma** obtained the Outstanding Achievements of an SME (small and medium-sized enterprises) while **Cellestia Biotech**, which focuses on anti-cancer drugs, received the Most Innovative Startup/Entrepreneur.

This year more than 80 Swiss and Chinese companies competed for awards in eight categories, including the Best Chinese Innovator/Investor, which went to **Sinoswiss Technopark**, an industrial park in Chongqing, and Business Award in the category of Innovation and Creative Industries 4.0, won by Swiss engineering giant **ABB – Gaoce**. The Nestlé award in the category of Sustainability, Diversity & Social Responsibility went to **Fraisa China**, the Swiss milling, drilling and cutting tools producer.

As Lausanne is hosting the 2020 Winter Youth Olympic Games in January and China is gearing for Beijing 2022, the awards incorporated Outstanding Contribution to Sports and China Nobleness Award in the category of Most China-ready Swiss Winter Destination, which went to **Shankai Sports** and **Jungfrau Ski Region** respectively.

The President of SwissCham Beijing Samuel Baumgartner opened the ceremony with a valuable reminder: "Should you not win tonight, may I remind you of Freddie Mercury's eternal words: And bad mistakes, I've made a few, I've had my share of sand kicked in my face, but I've come through, and we mean to go on, and on, and on."

"Tonight, we 'celebrate the Sino-Swiss Champions'," said Bernardino Regazzoni, Ambassador of Switzerland to China, "They strive for excellence and impact beyond their area of activity. Thanks to them, Sino-Swiss business relations are thriving - one year ahead of the 70<sup>th</sup> anniversary of the establishment of diplomatic relations between Switzerland and China."

"In recent years, under the guidance of Sino-Swiss Innovative Strategic Partnership, the scale of trade between the two countries has continued to expand, the two-way investment has



grown rapidly, and financial cooperation has become increasingly close, forming a new pattern of economic and trade cooperation with complementary advantages and mutual benefit,” said Zhai Qian, Director General of Department of European Affairs, Ministry of Commerce of China (MOFCOM), in his opening speech.

More than 400 distinguished guests including top political and business leaders from both Switzerland and China attended Friday evening’s event. Among the guests were Nicolas Bideau, Ambassador and Head of Presence Switzerland, and Rashid Qureshi, CEO of Nestlé Greater China Region.

The awards ceremony took place on the same occasion of the first Swiss Winter Festival, a series of activities at Beijing’s 798 Art District, organised by Switzerland Tourism, in promoting Swiss winter tourism. Simon Bosshart, Director China and Asia Pacific of Switzerland Tourism attended the event. The Swiss ski legend Bernhard Russi, a senior advisor for downhill course design of the Beijing 2022 Winter Olympics, also took part in the ceremony and presented award to winner.

The event was organised by the Swiss Chamber of Commerce (SwissCham) in China in collaboration with the Embassy of Switzerland in China, swissnex China and Switzerland Tourism. The awards honour companies that have made significant contribution to the Sino-Swiss business cooperation and the promotion of Switzerland in China. The awards also recognise companies and entrepreneurs who have achieved distinct results and demonstrated the uppermost commitment to the Sino-Swiss community. A ten-member independent jury thoroughly reviewed these companies and selected the winners.

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#### **Winners of 2019 Sino-Swiss Business Awards:**

##### **1. SWISSNEX AWARD FOR THE MOST INNOVATIVE START-UP/ ENTREPRENEUR.**

###### Cellestia Biotech AG

Cellestia is a clinical stage biotech company located in Basel, developing innovative first-in-class cancer drugs. The Cellestia management brings a unique blend of research, pharma drug development and business expertise. Through its innovative discovery platform, Cellestia has targeted a previously considered-undruggable protein complex. Cellestia’s novel anti-cancer drug is being tested in cancer patients in Europe, with planned expansion into China and the USA. Our lead drug has shown exceptional safety in humans.



Due to its potential social and health benefit to cancer patients worldwide, Cellestia is a strong contender for this years' Business Award for most innovative Start-Up/Entrepreneur.

## **2. BUSINESS AWARD FOR INNOVATION AND CREATIVE INDUSTRIES 4.0.**

### ABB - Gaoce

Established in 2006, Qingdao Gaoce Technology Co., Ltd. is a high-tech enterprise renowned at home and abroad relying on the core technologies in automatic detection and control, mechanical designing and high hardness brittle material cutting. ABB is a technology leader that is driving the digital transformation of industries with four globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform. Joining hands with ABB, Gaoce has successfully applied AI algorithms and models to its monocrystal silicon cutting process, using machine learning to predict equipment failures. ABB and Gaoce started a new strategic cooperation for collaborative innovation on a broader scale.

## **3. NESTLE AWARD FOR OUTSTANDING ACHIEVEMENTS OF AN SME.**

### Geistlich Pharma AG

Geistlich Pharma is a Swiss family-owned company existing since 1851. Today Geistlich Pharma is specialized in biomaterials for the regeneration of bone, cartilage and tissue with the goal of giving patients a better quality of life. The products are marketed worldwide. China represents the company's largest market in terms of Sales and growth. The company has decisively shaped the market for regenerative biomaterials for decades. Geistlich Pharma is participating in the 2019 SSBA to serve as an example how a Swiss SME can become a dominant player in a niche-market in China through quality, highly innovative products and the pioneering spirit to achieve great things. The success story should serve as a motivation for other companies to venture for a similar journey.

## **4. BUSINESS AWARD FOR OUTSTANDING ACHIEVEMENTS OF AN MNC.**

### Shanghai Roche Pharmaceuticals Ltd.

Roche is a global pioneer in pharmaceuticals and diagnostics focused on advancing science to improve people's lives. As a multinational pharmaceutical company, Roche took the lead in building a complete pharmaceutical value chain, providing Chinese patients with breakthrough medicines in many key therapeutic areas. As the first multinational pharmaceutical company to set up operations in Zhangjiang, Roche currently has covered eight therapeutic areas with 20 products in China. Meanwhile, Roche constantly strengthens its investments in China, especially in R&D innovation, with RMB 863 million investment toward the development of a new world-class innovation centre in Shanghai, which will innovatively bring differentiated value to Chinese patients.



## **5. CHINA NOBLENESS AWARD FOR THE MOST CHINA-READY SWISS WINTER DESTINATION.**

### Jungfrau Ski Region (JSR)

Jungfrau Ski Region (JSR) is one of the largest Winter destinations in the alps and is embedded at the very heart of Switzerland: The Bernese Oberland. With its two valleys and three Skiing areas (Grindelwald-First, Grindelwald-Wengen and Schilthorn) it offers a wide variety of slopes for skiers of all levels in front of the most impressive Swiss skyline: Eiger, Mönch and Jungfrau. JSR combines 100 years of experience in winter tourism with a once-in-a-century investment, achieving shorter travel times and more comfort for all visitors: The V-Project opening in 2020. The initial spark for our innovation flew thanks to JSR's extensive network of tourism partners in China and – most importantly – the readiness to embrace and satisfy our Chinese guests in every way.

## **6. BUSINESS AWARD FOR OUTSTANDING CONTRIBUTION TO SPORTS.**

### Shankai Sports

Shankai Sports is the leading international sports management company in China, founded in 2009 by a team of Chinese and Swiss sports and business professionals. It provides sports business solutions to international sports organisations targeting the Chinese market, and to Chinese entities seeking to go global. Shankai's business covers the areas of sponsorship, sports travel, licensed merchandise, event operation and media management. Shankai acts as the bridge between China, a burgeoning sports market, and Switzerland, the home of international sports. Shankai has created high-profile, groundbreaking business opportunities that have benefitted both China and Switzerland. No company has done more to bring the two countries closer in the field of sport than Shankai.

## **7. NESTLE AWARD FOR SUSTAINABILITY, DIVERSITY & SOCIAL RESPONSIBILITY.**

### FRAISA (SHANGHAI) CO., LTD.

Long-standing commitment and sustainable development are values that shape FRAISA's corporate philosophy. In the financial year, 140000 francs was spent for supporting local community activities, and 7 jobs are created in China. 8% of profit was invested into R&D, automation and process optimization for sustainable development. Fraisa is also working together with other 20 Swiss companies to promote Sino-Swiss trade in the Metalworking industry. Fraisa produces state-of-the-art cutting tools for metalworking industry. The company was founded in 1934 and with its 547 employees. As a Swiss family business go for globalization, Fraisa started its activity in China since 2011 by establishing its Rep office. In 2018, with a capital injection, it transferred to WFOE.

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## 8. BUSINESS AWARD FOR THE BEST CHINESE INNOVATOR/ INVESTOR.

### SinoSwiss Technopark

The SinoSwiss Technopark (SSTP) is a private invested industrial park in Chongqing, with a physical presence in Switzerland. Besides being a self-contained physical hub, SSTP has established one of the most comprehensive Switzerland-China networks for generating sustainable partnerships between Swiss start-ups/SMEs and Chinese partners. SSTP is nominee at the SSBA 2019 in the category for the best Chinese Investor, because of its commitment to continuously work on facilitating the establishment of Swiss companies in China. A total investment sum of 200 million USD has been invested for the construction and operation of the park, and an additional 20 million USD has been prepared for the construction of a 6'000 m2 shared office and event facility in Switzerland.

### **The ten-member jury:**

#### **Alfonso Troisi**

President of SwissCham Shanghai  
Business Executive Officer Greater China at Nestlé Nespresso SA

#### **Cornelia Camenzind**

Consul General,  
Consulate General of Switzerland in Chengdu

#### **Felix Moesner**

Science Consul  
CEO swissnex China

#### **Felix Sutter**

President of the Swiss Chinese Chamber of Commerce (Switzerland)  
CEO SUCCEED AG

#### **René Forster**

National President of SwissCham China  
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#### **Samuel Baumgartner**

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**Simon Bosshart**

Director China, Director Asia Pacific  
Director Global Accounts Switzerland Tourism

**Theresa Ding**

Board Director of SwissCham Guangzhou  
CEO of Sino Swiss Shenzhen Hub

**Yves Morath**

Head of Swiss Business Hub China  
Federal Department of Foreign Affairs/ Switzerland Global Enterprise

**Yves Reymond**

Head of the Economic, Financial and Commercial Section  
Embassy of Switzerland in the People's Republic of China

For a complete list of Sino-Swiss Business Awards 2019 nominees in all categories, please visit [SSBA 2019](#).

SwissCham Beijing was proud to be able to gather so many outstanding companies from both China and Switzerland at this year's Sino-Swiss Business Awards. The event will definitely be an integral part of the event calendar of the Swiss-Business Community in China in the coming years.

**Many thanks to the sponsors and partners of the Sino-Swiss Business Awards 2019:**

**Diamond:** Nestlé

**Gold:** SWISS, China Nobleness

**Silver:** Shankai Sports

**Bronze:** Nespresso, Geistlich, Thaiwoo

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