

Issue 1 第一期 1st of August 2004 2004年八月一日 F1 Grand Pri Shanghai International Circuit opens its gates 上海国际赛车场正式启动 Latest developments in Shanghai's Automobile City 上海国际汽车城局新动态

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Words of the National Chairman 中国瑞士商会主席致辞



Dear Readers,

China (Incl. Hong Kong) is doubt-lessly the most important trading and business partner of Switzerland in Asia. Being one of the biggest direct investors in China, Switzerland entrepreneurs are demonstrating visionary leadership and trust in China's future.

SwissCham China with its regional chambers in Belling and Shanghal is the only officially recognized association of Swiss business interests in China. Together with our sister organizations in Switzerland and Hong Kong the SwissCham network gathers deep and extensive experience in doing business in China and is the natural lobbying partner of the Chinese government for enterprises established in China.

We are proud to present you the launching issue of "THE BRIDGE" - our much needed new official communication tool.

The magazines name is an obvious and good choice: it stands for linking and overcoming gaps of different cultures and value sets, it serves as a transportation media of news and information and it might also symbolize China's ambition to stand on "The Bridge" of the world economy. That bridges do bear also an esthetical message and appeal can be easily verified on the following pages.

I would like to thank SwissCham Shanghai's Executive Director Claire Chen for the Initiative and the whole team including Frank Kalser (Board member) as general support, Florian Lüthi as layout support, Joe Guo as translator and Martin Regnet as Project Manager for the outstanding work in making this and future issues of THE BRIDGE happen.

May the selection of the Cover story "Formula One" standing for a fast-speed success of the magazine!

SwissCham China Christian Gürtler Chairman 亲爱的读者.

毋庸置疑,中国(包括香港特别行政区)已 经成为瑞士在亚洲地区最重要的贸易与商务合 作伙伴。瑞士作为中国最大的直接投资国之一, 瑞士企业家们对于中国的未来报以前所未有的信 心,以及在这个巨大市场上占据领先地位的雄 心。

中国瑞士商会,作为唯一官方认可的代表中 国地区瑞士商业者利益的机构,分别在北京与 上海设有分会。包括设在瑞士以及香港地区的 分会组织在内,瑞士商会的网络不仅拥有在中 国地区进行各种商业活动的成功经验,更是协 助瑞士企业联系中国政府的最佳合作者。

在此,我们热诚向您推荐'桥'杂志创刊号—— 一个我们切实需要的大众传播沟通工具。

"桥"的命名,寓意深邈。她维系着中瑞两国文化和价值观的沟通与交流,不仅作为传播资讯的一种载体,更象征着中国登上世界经济之"桥"的雄心,在下面的篇幅中,我们希望能将这座希望之"桥"所承载的内容、魅力、与影响力传达给所有读者。

我还要特别感谢本杂志的创意者陈剑蓉小姐 一中国瑞士商会上海地区的执行总监,以及制作团队的所有成员,包括法兰克(商会董事会成员),卢丰,过晴小姐以及任天翔,感谢他们诸位为杂志的成功出版而做出的努力及出色表现。

最后,祝愿本杂忠能如同其封面故事"一级 方程式赛事"那样,取得风速般的成功|

中国瑞士商会 哥特乐 主席

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姜秋生先生(上海书法家协会会员)的书法作品一"桥"

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Interview with the Shanghai Chapter President 与中国瑞士商会上海分会主席的访谈

Dr. Zhanbing Ren graduated from Tianjin University in 1982 and obtained the Ph D degree in 1990 from Swiss Institute of Technology in Lausanne. He is working now as the General Manager of a Swiss Company, the Bobst Shanghai Ltd.. He was elected as the President of Swisscham Shanghai in March 2004.

任占并先生于1982年毕业于天津大学,1990年获得瑞士洛桑理工学院博士学位。 现任一瑞士企业,博斯特(上海)有限公司总经理。于2004年3月当选为中国瑞士 商会-上海分会主席。

THE BRIDGE: What are the main THE BRIDGE: Do you see potential for targets/goals that the chamber wants to reach this year?

Ren Zhanbing: Our objectives focus on emphasizing Sino-Swiss Invested business partnerships and stakeholders, as well as supporting the growth of Sino-Swiss trade, investments and economic relations. We promote our members' business interests by providing value added services, an extensive network and a platform with great public exposure for mutual benefits. For the year 2004, we are developing SwissCham Shanghal Into the leading platform for Swiss business in Shanghai as well as other cities in the south of China.

THE BRIDGE: What are the major forthcoming events this year?

Ren Zhanbing: We plan and organize a lot of high-quality events to develop networks between Swiss and domestic interest groups as well as other foreign communities. Our past events achieved excellent attendance and received very positive feedback. Creating contacts with the local government is one of our most important missions. We plan to hold two joint chamber events in August and October in cooperation with other foreign chambers of commerce. This will provide an excellent opportunity for direct communication between the highest level of Shanghai's municipal government and western communities in Shanghai.

THE BRIDGE: Do you know Switzerland very well?

Ren Zhanbing: I spent more than 10 years in Switzerland and I had a wonderful experience studying, working and living in that beautiful and welldeveloped country. Its prosperity is sustained by the hard-working, diligent and well-educated Swiss people.

further exchange between China and Switzerland?

Ren Zhanbing: In particular, many Swiss SMEs (Small and Medium Size Enterprises) or family businesses possess a lot of the special expertise necessary for developing business opportunities in China. This expertise has made a great contribution to the Swiss economy, so it is likely they would be successful in China as well. But still, most Swiss do not know so much about China's markets or its culture. This is why our chamber has been so active in attempting to build "THE BRIDGE" which links the two different worlds.

THE BRIDGE: What role does Shanghai play in the perception of a Swiss investor?

Ren Zhanbing: The most spectacular impression of people watching Shanghai is its rapid and amazing development over the past10 years. If you do not visit the city for 3 months, you will be surprised at the changes around almost every Not only the developed infrastructure, but also the industrial and commercial environment, the human resources, the logistic facilities and the cultural environment are attracting Swiss investors to Shanghai.

THE BRIDGE: Mr. Ren, we thank you very much for this interview.

桥:中国瑞士商会今年的主要目标什

任占并: 商会的目标是始终关注和支持那 些投资瑞中两国商业的合作者和经营者, 促进瑞中贸易往来及投资增长,使双方的 经济联系与合作更加紧密。商会通过为会 员提供各种增值服务和广泛的社会沟通平



台来促成他们商业利益的实现及公共关系的 拓展。 在2004年,我们希望能够把中国瑞士 商会上海分会发展成为在上海及周边地区的 瑞士商业机构的最重要的交流平台。

桥: 今年是否有举办大型活动的计划?

任占并: 我们计划组织许多高水准的活动, 以建立瑞士与相关本地组织和外国机构的交流 网络。我们过去组织的活动反响热烈、颇受欢 迎。例如,加强与本地政府部门的联络和沟通 要的活动,届时将邀请上海市政府高级官员与 会员进行直接的面对面的交流。

桥: 您本人对瑞士这个国家是否很了解呢?

任占并: 我曾经在瑞士生活过10多年, 对那 边的学习环境和工作环境都有很深的体验。 总的来说,瑞士是一个非常美丽、发达的国 家。这个国家今天的美好与成功并不是顷刻 间而来的, 而是所有有着良好教育背景的瑞 士人长期共同努力奋斗的硕果。

桥:从瑞士与中国的合作情况来看,您认 为是否还有很大的发展空间?

任占井: 事实上, 在瑞士的很多中小型企业 和家族企业里有许多可以在中国发展的专项 技术和产品。这些技术和产品对瑞士的经济 曾有极大的贡献,同时也一定能在中国取得 成功。问题是许多瑞士人仍然缺乏对中国市 场以及本土文化的了解,这使我们更有理由 积极地把中国瑞士商会建设成连接这两个不 同的国家的桥梁。

桥: 瑞士投资者是如何看待今日上海的?

任占并: 所有人都不得不对上海近十年的飞 速发展表示由衷的感慨。如果你有三个月没 到上海,你将想象不到三个月内这个城市的 角角落落已经发生的转变与进步。这种进步 不仅表现在城市基础设施方面,而且表现在 整个生产和商业环境、人才资源、物流设施 及文化环境等方面全方位的改善。这些已经 为瑞士投资者在上海的成功创造了很好的条

桥:最后,非常感谢任先生接受我们的专访。

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Swiss Chinese Chamber of Commerce—Beijing Events Review 北京地区活动之回顾



June 30, 2003

Foreign National Chambers
Supporting the Beijing Mayor and Beijing
Government

外国国家商会

支持北京市长与北京政府

Theme: "A memory of victory" -- Banquet Dinner

主题: "回首胜利" ——自助晚餐

2003年6月30日



April 6, 2004

SwissCham Beijing Business Talk by Nestlé (China) Ltd. 瑞士商会北京分会举办的省巢(中国)商务论坛

"Nestlé in the Greater China Region!"

"雀巢在大中华地区的发展"

April 6, 2004 in Beljing

于2004年4月6日,北京

(Picture: Josef Mueller, Head of Nestlé in the Greater China Region (right) and Cyrill Eltschinger, President SwissCham Beijing)

(图片: 省巢大中华地区总裁穆勒先生(右)与中国瑞士商会北京分会主席埃尔钦汗先生)

Sony Business Talk with SwissCham Beijing:

瑞士商会北京分会举行的索尼商务论坛

"New Business Model in New Era!"

"新世纪中的新商务模式"

on October 14, 2003 in Beijing

(with Mr. Hiroshi Shoda, Chairman of Sony (China) Ltd. 于2003年10月14日,由索尼(中国)董事长正田纮先生在北京演讲)

October 14, 2003





SwissCham Beijing unveiled in Year 2003 the SwissCham acrylic stand containing SwissCham promotional pamphlets and registration details. 中国瑞士商会北京分会于2003年制作的瑞士商会宣传用有机玻璃立座,可插入各种宣传手册和会员注册资料。(From left: Hans Jekob Roth, Consul General Shenghei, end Cyrill Eltschinger, Prasident SwissCham Beijing)

左起: 洪含雅先生,瑞士驻沪总领事和中国瑞士商会北京分会主席埃尔钦汗





November 7, 2003

Breakfast Briefing with UN Special Advisor on Sport for Development and Peace and former President of Switzerland, Mr. Adolf Ogi

2003年11月7日,商会与Adolf Oqi先生的早餐会议, Adolf 先生是前任瑞士联邦主席,现任联合国竞技运动和 平发展问题的特别顾问。

(Here with Mr. Fabian Furrer, Executive Director of SwissCham Beijing)

(图为Adolf先生与中国瑞士商会北京分会总经理费斌先生)



November 20 to 25, 2003 瑞士总统访问中国之行 2003年11月20日至11月25日

中国瑞士商会北京分会董事会向瑞士联邦主席P.Couchepin阁下。 以及瑞士驻中国大使D.Dreyer博士展示商会执行框架,并赠送贵 宾级会员卡纪念品。

(自左起依次为:瑞士商会执行总监Fabian Furrer先生;董事会 副主席张虎先生; 董事Johnson Li 先生; Dominique Dreyer大 使阁下;瑞士联邦总统Pascal Couchepin阁下;瑞士商会董事 会主席 Cyrill Eltschinger 先生;瑞士商会财务官Alexandre Sudan先生; 董事Guillaume Boudin先生)

(图片: 2003年11月21日, 摄于北京嘉里中心酒店。)

Swiss Presidential Visit to China November 20 to 25, 2003

The Board of SwissCham Beijing presenting the Chamber's Executive Frames and VIP Membership Cards souvenirs to H.E. P.Couchepin, President of the Swiss Confederation and to Dr. D.Dreyer, Ambassador of Switzerland in China.

(From left: Fabian Furrer, SwissCham Executive Director; Zhang Hu, Vice President; Johnson Li, Director; H.E. Ambassador Dominique Dreyer; Swiss President Pascal Couchepin; Cyrill Eltschinger, President; Alexandre Sudan, Treasurer: Guillaume Boudin. Director.

Photo: Taken at the Bijing Kerry Centre Hotel, November 21, 2003.)



All pictures by SwissCham Beijing

Breakfast Briefing with the President of the Confederation Mr. Pascal Couchepin at the Diaoyutai State Guest House. 与瑞士联邦主席Pascal Couchepin先生在钓鱼台国宾馆的早餐会议 (With members of the official delegation and SwissCham members) (图为主席先生与政府官员代表,及中国瑞士商会成员) 于2003年11月21日

November 21, 2003



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Swiss Chinese Chamber of Commerce-Shanghai Events Review

上海地区活动之回顾



June 26,2004

Visit the Waigacqiac Container Terminal 2004年6月26日 访问上海外高桥集装箱港

April 23, 2004



Dinner Seminar with the Shanghai Foreign Economic Relations & Trade Commission:

"Shanghal Development Trends by 2010: Current status and short-term development of the Foreign Investment & Trade" 2004年4月23日

与上海外经贸委员会举办的联合商会研讨会

"上海2010年发展趋势以及至2005年外商投资及贸易的转变"



Mar 9,2004

Join Chamber event: "Intercultural Communication"

2004年3月9日

联合商会活动: "跨文化的沟通"



Dec 10,2003

2003 Election of the Switzerland Federal Council 2003年12月10日

卫星转播2003年度瑞士联邦委员会的选举活动

Mar 12,2004

2004 General Assembly of the SwissCham Shanghal 2004 National General Assembly (NAGA) of SwissCham China 2004年3月12日

2003年度中国瑞士商会上海分会会员大会 2003年度中国瑞士商会全国会员大会





Feb 5,2004

Mr. Hans Roth, the Swiss Consul General in Shanghal:

Presentation about "Success Criteria for the Management of a Foreign Company in China". 2004年2月5日

瑞士驻上海总领事馆总领事洪含雅先生关于"衡量外国企业在中国的成功标准"作演讲



May 15,2003

in cooperation with the Consulate: General SARS Briefing 2003年5月15日 与瑞士驻上海总领事馆共同举办 以"SARS"为主题的会员活动

July 18,2003

Visit to Transrapid Facilities 2003年7月18日 参观上海磁悬浮列车设施

November 24,2003

2003年11月24日 Swiss Center Shanghai Opening Ceremony 上海瑞士中心开幕典礼





Oct 31,2003

Dinner Event with Mr. Christoph Blocher -- winner of the National Elections just held in Switzerland 与在瑞士联邦议院选举中胜出的Christoph Blocher先生的晚宴活动

Nov 12,2003

Joint event with CCBC Shanghai Chapter: Luncheon with Mr. Rupert Hoogewerf - "China's Entrepreneurs - Ready to take on the world"

2003年11月12日

与加拿大商会联合活动: Rupert Hoogewerf先生以"中国企业参与世界竞争"为题作演讲

Oct 29,2003

Roundtable Meeting: "Your Business Environment Two Years after China's WTO Accession" 2003年10月29日

题为"中国加入世贸组织两年之际中国商务环境之现状"的会议

Oct 15,2003

SwissCham dinner event

Presentation I: 2003 Shanghai Compensation and Benefits survey

Presentation II: Identifying and retaining top performer 2003年10月15日

中国上海瑞士商会晚餐活动

题为 "2003年上海薪酬补贴与福利调查"以及题为"如何 发现和始终留住优秀员工"的演讲

Aug 28,2003

Joint-event with the Canada-China Chamber of Commerce and Austrian Consulate General Commercial Office:

"The Emergence of China (Part II): Impact on Western enterprises and Shanghai's role"

2003年8月28日

与加拿大商会和奥地利驻上海总领事馆商务部的联合活动,主题为:

"中国的崛起(II):对西方企业的影响和上海在其中的意义与作用"

April 23,2003

Joint-event with the Canada-China Business Forum: "Support your strategies in China with outside expert views"

2003年4月23日

与加拿大商会的联合商务论坛: "以专家的观点审视您在中国地区的战略"

Mar 20,2003

Dinner Events: "Trends in the Shanghai property market" 2003年3月20日

主题为"上海房地产市场的发展趋势"的晚餐活动

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Most "Suisse romande" cantons sponsor Swiss Center in Shanghai

瑞士各州郡纷纷出资 共同赞助上海瑞士中心

he value that the Swiss Center Shanghai (SCS) - opened by Swiss President Pascal Couchepin last November - brings to the Swiss Economy is constantly being recognized, following achievements in supporting Swiss companies in tapping opportunities. It was evidenced in the last six months by the confirmed sponsorship of four additional cantons. obtained via the recommendation of their Chambers of Commerce. They support the SCS with up to SFr. 50.000 each.

Financial support to the SCS has now been provided by the cantons of Fribourg, Neuchatel, Vaud, Jura and Valais in addition to the Federal Confederation. Furthermore there are discussions well underway with Geneva, so the Foundation Swiss Centers in Fribourg can now concentrate its fund raising efforts on the Swiss-German part of Switzerland. Indeed, most of the companies served by the SCS come from the Swiss-German part of Switzerland.

Supporting the expansion of Swiss companies into overseas arenas is as important as promoting the inflow of overseas competition into Switzerland, has motivated the cantons to contribute financially to the development of the SCS.

At the moment, the SCS hosts a pool of 9 small and medium enterprises (SMEs) by providing start-up workshops as well as instant desks and office space. In total, the SCS has gathered 31 members, each contributing at least USD 10.000.

The additional funds will be used for the development of the planned "SCS phase 2". If everything turns out well, it will accommodate about 20 more industrial start-ups and factories and another 20 additional desks and small offices. "Once the initial set-up was completed, it proved that the concept, though unique, was right and had generated considerable demand. We want to satisfy Swiss SMEs needs and to establish their business in China", says the SCS' Managing Director Nicolas Musy.

Other Swiss Center Shanghai members

include: Sefar. Sarna. Zurich Insurance. Syngenta and the Bank of Shanghai. As a private non-profit organization, the SCS cooperates closely with Sofi, Osec Business Network Switzerland and the Swiss Chinese Chamber of Commerce.The Center provides instant office and workshop space for companies to set-up, government visibility and access to finance. In addition the SCS is offering a privileged network of China experts, with long experience in supporting SMEs to enter China successfully. They offer all for services necessary concept development and management of implantations. In addition they also offer support in operations with part time management, financial reporting and IT services.

The SCS' primary mission objective is to create a strategic competitive economic advantage for SMEs and the Swiss economy, by significantly facilitating their access to the Chinese market.

(Text: Swiss Center Shanghai)



推动瑞士经济所起的作用而言,上海瑞士中心的价值已经得到了越来越广泛的认可。这个去年11月由Pascal Couchepin总统宣布正式成立的组织,在过去的六个月中已经有了为瑞士企业涉足中国市场而服务的成功经验。同时,在各自州郡之商会的引荐下,瑞士中心还成功获得了来自另外四个瑞士州郡的支持与赞助,每个州郡的资金数额均达到50,000瑞士法郎之上。

迄今为止,除了来自瑞士联邦政府的大力支持,上海瑞士中心已经陆续接到了弗里堡州(Fribourg),纳沙泰尔州(Neuchatel),沃州(Vaud),汝拉州(Jura)和瓦莱州(Valais)政府的资金赞助。另外,与日内瓦州(Geneva)

就资金支持意向的讨论也进展顺利,人们有理由相信,设于弗里堡州(Fribourg)的瑞士中心基地已经可以将筹措资金的重点集中在瑞士大陆的德语地区。事实上,上海瑞士中心所服务的大部分公司均来自于这些德语区。

同时,由于日益认识到支持本国企业 的国际化拓展的重要性,甚至是与吸引外 国企业进入瑞士发展同等重要的意义,已 经使得越来越多的瑞士州郡政府们将支持 与投资的目光与资金投向上海瑞士中心的 建设与发展。

目前,上海瑞士中心正着力为9家中小型瑞士企业提供在中国大陆发展的必要服务,包括提供初期的工作室,办公桌席位以及小型办公室等。从总体上看,上海瑞士中心已经集合了38名企业成员,每位成员均提供了至少10,000美元的资援。

其中,多余的资金将全部用于规划中的"上海瑞士中心二期工程"的建设需要。若一切进展顺利,瑞士中心二期将容纳20余个工业厂区及厂房,增加近20个办公桌席位和小型办公室。上海瑞士中心的管理总监Nicolas Musy 先生这样评价: "建设的雏形已经形成,这个独特的组织概念也被证明是非常正确的,同时也创造了很大数量的市场需求。我们想要做的是始终服务于瑞士中小型企业的需要,始终协助他们在中国大陆的拓展事业。"

另外,上海瑞士中心众多的服务对象 还包括: Sefar, Sama, 苏黎世保险 (Zurich Insurance), 先正达(Syngenta)和上海 银行等。奉行作为一家私有非营利性组 织的责任, 上海瑞士中心时刻与瑞士投 资促进局(Sofi),瑞士贸易促进中心商 贸网(Osec **Business** Network Switzerland) 和中国瑞士商会等组织紧 密合作, 为其成员提供初期投入必需的 场所需要, 政府部分联络, 以及融资渠 道。在此基础上,中心还拥有特别的中 国地区专家咨询网络,集合了长期为中 小型企业成功进入中国市场而服务的各 方面精英人力资源。他们可提供的服务 范围涵盖概念科学概念发展, 基地建设 管理, 及时运营支持管理, 财务报表及 报告,以及信息技术服务等各个方面。

(文:上海瑞士中心)

Bad news for the young workforce in China

Lower salary for graduates

Chinese University graduates currently face tough times when finding a job as their starting salary dropped to nearly one third compared to last year.

In 2003, the average monthly salary for Chinese university graduates was RMB 1.550, according to a survey of Beijing University. China Newsweek reports that the drop in salary even made some graduates in Chongqing and Sichuan issue an online call for a salary alliance. They suggested all former students to refuse any offer with a starting monthly salary lower than RMB 2.500 (about SFr. 400), China Daily wrote.

According to a ChinaHR.com survey, most university graduates hoped to get a monthly salary between RMB 2.000 and 3.000 in 2003. This year, most graduates lowered their expectations to a starting salary between RMB 1.000 and 2.000.

Even the now white-collar job-holders saw their salary drop by 14.7 percent last year, especially those in the IT industry, reported China Newsweek recently, referring to another survey by ChinaHR.com.

With the falling salary trend, China is witnessing a growing number of university students seeking jobs, hence a tougher employment situation. According to the Ministry of Education, the country will see 2.8 million college graduates hit the job market during this summer, which is an increase of 680.000 over the same time last year; and by 2005 the number is expected to reach 3.4 million. (Text: Swiss Center Shanghai)

中国新一代劳动力前景不利 毕业生面临更低薪

薪酬较去年减少将近三成中国大学毕业生面临找 寻工作的困境.

北京大学有关调查显示, 2003年中国大学毕业生的平均月 薪为1550元人民币.据中国新闻周刊杂志报道,薪酬的普遍下降 甚至致使重庆和四川的一些毕业生在线筹办了"薪酬联盟" 的组织,据中国日报载,这些组织不断呼吁所有的学生联合起 来,拒绝接受任何月薪少于2500元人民币的工作邀约.

ChinaHR.com网站的调查得出,2003年中,大部分大学毕业 生对月薪的预期在2000至3000人民币之间,而今年,大家的期 望普遍下调,至1000至2000人民币每月.

中国新闻周刊杂志近来发表相关报道,摘录了ChinaHR.com的 调查报告,其中指出就连在业的白领工作者们的平均薪酬都在 去年下降了14.7个百分点,这种下降趋势在IT产业尤其显著.

现今的中国,正面临着不断增长的毕业生人数,不断降低薪 酬的趋势,以及越来越严峻的就业状况.来自教育部的数据称, 今年夏天,将有近2,800,000名毕业生相继进入就业市场,相比 较去年同期增长了680,000名,同时预期,在2005年,该数目将 达到3,400,000名.

(文:上海瑞士中心)

CH-ina wishes The Bridge a great start!





Preparation: Strategies & Concepts

- Research, Concepts & Scenarios, Business & Action Plans
- Executive Visits: meet representative stakeholders for a direct feel and hands-on research
- Financing & Funding Solutions



Implementation: Project Management

- Due Diligence, Partner Audits, Document Preparation and Legal Incorporation
- Human Resources Search, Assessment & Selection, Employment Contracts Technology Transfer, IP Protection and Key Staff Training
- Sales, Marketing & Distribution, Network Structure: search & selection
- Budgeting, Accounting, Reporting, Controlling & IT systems set-up Factory and Office Installation: equipment selection, purchasing, interior design



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- Strategic Management & Board Membership

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- Team of 20 project managers and consultants led by one Chinese and two Swiss partners combining 30 years of experience in starting and running businesses in China
- More than 45 Swiss companies successfully served in 3 years, including 9 complete factory set-ups and 30 local managers hired

Integrated China Entry Solutions and Operations

"Swiss China Survey 2004" on the China activities of Swiss companies launched 瑞士公司的中国业绩 - 2004年度瑞中专题调查

Participate and get the results for free

敬请参加并获取免费资料

is. What are Swiss companies' activities in China? What are the key factors for successful operations in China? How do Swiss companies see China's future trends in different industries? - Participate in the big survey about activities of Swiss companies in China and use the results to increase the competitiveness of your company.

In order to collect, analyze and understand the experiences, needs and expectations of Swiss companies active or interested in China; the Swiss Center Shanghai, the Swiss Chinese chamber of Commerce in Shanghai and Zurich, the OSEC Business Network and the Swiss Governmental SECO has joined forces to conduct a unique online survey.

Until Wednesday, August 20, 2004, interested Swiss companies in China are invited to participate through http://swisscham.concepto.ch/survey/. The survey addresses the decision makers of Swiss companies in Switzerland and China according to the different industries and different activities (production, sales, purchasing). Results will be published in October 2004 and are free of charge for participating companies. Answering the questionnaire will take around 40 minutes.

Based on the results of the survey, an internet based model will be developed to support Swiss companies with their strategy for the Chinese market by providing the most suitable contacts in China and offering reference cases of companies which successfully handle their China business

If you want to become a sponsor or place and ad in the final report or on the website, or if you need further information, kindly contact the project management via email entrytool@CHina.com or telephone +86 21 6266 0844 ext 223.

The survey is provided by Swiss Chinese Chamber of Commerce - www.sccc.ch Swiss Center Shanghai - www.swisscenters.org OSEC - www.osec.ch State Secretariat for Economic Affairs - www.seco.admin.ch SwissCham - www.swisscham.org

The survey is supported by SOFI - www.sofi.ch CH-ina - www.ch-ina.com ETH Zurich - www.ethz.ch Wenger Vieli Belser - www.wengerlaw.ch

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SwissMem - www.swissmem.ch Swiss Firms - www.swissfirms.ch IHK Industrie & Handelskammer St.Gallen-Appenzell Consulate General of Switzerland Hong Kong -(www.eda.admin.ch/hongkong_cg/e/home.html Council in Hong Kong - www.swiss-biz.org SinOptic - www.sinoptic.ch

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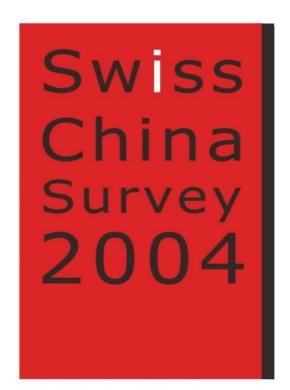
贵公司在中国进行何种业务? 你们在中国业务的成功主要归 功于什么原因?瑞士公司对于中国各行业未来发展有什么看 法?--请参加瑞士公司在中国进行的大型调查活动,并运用 这一结果来增强贵公司的竞争力。

上海瑞士中心,中国瑞士商会,苏黎世OSEC 商业网及关于经济事宜的 瑞士政府秘书处(SECO)将通力合作进行一次网上调查,旨在收集并系统 分析瑞士企业在中国的经历,以及了解他们的需求期望和感兴趣的领域。

我们将邀请在中国的瑞士公司于2004年8月20日之前通过 http://swisscham.concepto.ch/survey/参加此次调查活动。 该调查将向瑞士公司和在中国子公司的决策者们公布调查结果。调查结果将于2004年10月 免费向所有参与的企业公布。此次调查问卷将用时40分钟。

根据调查结果,将发展起来一个以网络为基础的模型,它将帮助进入中 国市场的瑞士企业,为他们提供在中国最为合适的联系人及方法,并提供 -系列相似情况的成功案例作为参考。

如果你想在最终报告上或网站上成为一个赞助商或刊登广告,或者想知道 更为详尽的信息,请通过邮件entrytool@CH-ing.cam或者电话021-62660844 转223 与项目经理联系



http://swisscham.concepto.ch/survey/



saic. Three years ago the municipal government of Shanghai had a dream to develop an international Automobile City in Shanghai as one of four key industrial bases in the city.

By today this dream has already been transformed into reality and will further develop in the next few years.

The Shanghai International Automobile City (SIAC) has far more to offer than "just" a Formula 1 Grand Prix.

In 2001, the municipal government of Shanghai determined to rebuild the metropolis' economic structure. Thus, there grows up four key industrial bases in Shanghai, known as

High-class Steel Production Base in the north, Shanghai Chemical Industry Park in the south, Micro-electronic Industrial Base in the east and Shanghai International Automobile City in the west.

In the hot spot of the west corner of Shanghai, Shanghai International Automobile City (SIAC), i.e. one of the four key industrial bases, is dynamically being undertaken with a total investment of 50 billion RMB.

City Industrial Park, which covers an area of further 40km2, emerges as the time demands, serving as the expansion of SIAC. Shanghai International Automobile City Industrial Park is a superior choice for competitors in Chinese market.

Over the last three years, the SIAC worked with international expertise at full steam in order not to leave anything to be desired. At present, SIAC has taken its initial shape.

Circuit District

On the morning of June 3rd 2004, Shanghai International Circuit (SIC) went through the inspection of FIA and got its final homologation. On June 6th and 27th, two legs of China Circuit Championship were staged at SIC. In September

2004, the roaring of F1 at SIC will excite over 200,000 audience on the spot.

Shanghai
International
Automotive City
will be the future
automotive center
for Asia and the world.

Trade District

The construction of four roads and one bridge has been completed, forming the basic network of transportation in this district. 21 auto showrooms are under construction alongside the pedestrian street. The construction of theme park, which is featured on auto

culture, golf course and SIAC tower has also been kicked off.

The functional districts within the planned area of 68km2 of SIAC are as following:

By 2010, an all-round international automobile industrial base, in integration with multifunction, such as manufacturing, trade, R&D, expo, sports and tourism etc. will come into existence. It is different from the existing auto cities as Detroit in America and Toyota in Japan. SIAC will be the future automotive center for Asia and the world.

Due to the booming domestic automobile market, the international manufacturing industry's shifting by leaps and bounds, a great deal of spare parts manufacturers, hi-tech enterprises and R&D centers converge here. This year, after the full planning in the earlier stage, Shanghai International Automobile

Education Park

The first phase of the automotive school of Tongji University, a leading school in auto technology, has come to the end. It will start enrollments in September, 2004. In 2005, the number of students will be 15,000. A wind-tunnel laboratory is included in the second phase construction.

R&D District

Shanghai Vehicle Inspection Center, an authorized state-level inspection institute, has settled in this district and the first phase of it has been finished. The center, equipped with the

(Continued on page 20)



上海汽车工业(集团)总公司报道。三年之前,上海市政府部门萌发了在上海创建一座国际汽车城的愿望与计划, 并把此列入上海城市建设四大支柱产业工程之一。

至今,三年前的愿望已经转变为现实,更将在今后几年得 到更先进更广泛的发展。

上海国际汽车城要带给我们的期待,绝不仅仅是一年一度的一级方程式赛事。

2001年上海市政府决定重塑现代大都市的经济构架,号称上海经济脊梁的"东南西北"四大产业基地开始崛起……位于上海西北隅的产业基地,是总投资达500亿元的上海国际汽车城,规划面积68平方公里,分为六大功能版块:

到2010年,一个不同于美国底特律、日本丰田城的,集汽车制造、贸易、研发、博览、运动、旅游等多功能于一体的综合性国际汽车产业基地,将展现在世人面前。这里将成为未来亚太及世界的重要汽车中心。

随着国内汽车市场产销两旺,国际产业转移突飞猛进,汽车零部件企业及其他高科技企业、研发中心,纷纷在汽车城寻找投资宝地。2003年,经过充分的前期策划,上海国际汽车城产业基地应运而生

,规划占地40平方公里,作为上海国际汽车城的延伸,这里正是 您挥墨中国市场的舞台。

创造——用智慧诞生现实

在过去的三年里上海国际汽车城与来自全球的专家携手倾力打造,唯求日臻完美。目前上海国际汽车城已初具规模: 赛车区

2004年6月3日,上海国际赛车场通过国际汽联验收。当月的6日和27日,全国汽车场地锦标赛上海站的两场比赛在此隆重开幕。同年9月,F1赛车的轰鸣声将给亲临现场的20多万观众带来极速震撼,您是否也正翘首以盼这场激动人心的赛事到来呢?

贸易区

四路一桥全线贯通,交通网络初步形成,21家汽车品牌展示店也

已入驻汇聚全球汽车品牌的步行街。以汽车文化为主题的汽车博览公园,汽车城内唯一能举办亚洲巡回赛的高尔夫球场以及智能化的综合性商务楼——汽车城大厦,均已破土动工。

教育区

集教育培训、科技研发、市场服务、国际交流等四大功能为一体的同济汽车学院的一期工程基本竣工,2004年9月将迎来首批学生入学,至2005年学生人数将达1.5万人。学院的二期工程包括风洞实验室的建设。

研发区

具有国家级认证资格的上海机动车检测中心已结束一期建设。中心具备国家47项汽车强制性检验项目的检测能力,拥有当今最先进的汽车碰撞实验室、汽车及发动机排放实验室、安全部件检测实验室、计量和理化实验中心。

上海国际汽车城,未来 亚洲乃至全世界的汽车 行业中心

新镇区

一期30万平方米独立、半独立式联体住宅已开盘销售。小镇依照德国典型的城市街区建造,集中了世界最先进的建筑技术。

制造区

目前,制造区内的知名企业有上海大 众、德尔福派克、科世达华阳、延锋伟世 通、天合汽车、小糸车灯、采埃孚转向机、 舉托立夫等。

机遇——您参与汽车城发展的机会

嘉定区三次产业结构以二产为主,城市发展明显处于工业化主导发展时期,第三产业不仅比例小而且水平低,未来的发展需要以第三产业作为主动力,尤其提供投融资的银行、基金与围绕汽车的服务是一大缺口。

中国城市三次产业结构:现代物流及仓储业

上海国际汽车城是中国经济最发达区域之———长江三角洲发展规划城市网络中的节点城镇,距离虹桥国际机场22公里,距离上海市中心、上海火车站、张华浜国际集装箱码头均在30公里以内。所有连接上海和南京、连云巷、宁波、北京、杭州的主要道路运输,如公路、铁路,都贯穿本地区。 (下转至20页)

(Continued from page 20)

latest technology, has the country's approval to commence testing on 47 auto components.

New Town and Manufacturing Districts

The first development phase of the house and townhouse area is situated on a 300,000 square meter site. Anting New Town is a German style residential community using the latest architecture technology.

A cluster of well-known enterprises have settled in, such as Shanghai Volkswagen, Delphi, Kostal, Visteon, TRW, Koito, ZF, Autoliv.

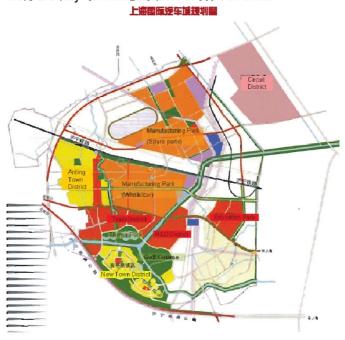
Future Investor Participation

The industry structure in Jiading is predominantly made up of secondary sector businesses. It is obvious that Jiading is still in the infancy stages of industrialization. The percentage and development of a tertiary industry sector of Jiading is at a low level. The development of tertiary industry will play a leading role in the future development of Jiading, especially banks and funds providing financing service and other auto related services.

SIAC is a nodal town in the urban network of the Yangtze Delta. an area with the most developed economy in China. It is 22km from downtown Shanghai, and within 30km from Hongqiao International Airport, Shanghai Railway Station and Zhanghuabang International Container Terminal. All major road transportation means such as highways, railways, connecting Shanghai with Nanjing, Lianyungang, Ningbo, Beijing and Hangzhou pass through the Jiading District.

The annual F1 event will attract at least over 200,000 domestic and overseas audiences. After the completion of the theme park, golf course and the only auto museum in China in SIAC, numerous merchants and tourists from across the world will be drawn to be a player in the market.

Retail sale financing, lease, service, maintenance, replacement of parts and rent, etc. have accounted for 57% of the total profit of the automobile industry in developed countries. However, there are very few manufacturers of scale in China.





Model above: Shanghai Vehicle Inspection Center below, left: Overview map of the Shanghai International Automobile City. (Images and photos: provided by Shanghai International Automobile City)

上图:上海车辆检验中心。

左下图:上海国际汽车城俯瞰图(图像与照片均由上海汽车城提供)

(上接自19页)

餐饮、旅游、酒店等娱乐服务业

每年一度的F1赛事,将吸引至少20余万中外观众。随着汽车主题 公园、高尔夫球场、汽车会展中心及国内唯一的汽车博物馆的竣工 落成,从全国乃至世界各地络绎而至的客商及旅游者构成了可以预 见的潜在巨大市场。其中,旅游培训,各类酒店建设、管理,以 及餐饮的发展空间最为可观。

赴上海国际汽车城旅游人数预测

引自《上海国际汽车城旅游业发展规划》

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零售融资、租赁、服务、维修、更换零件、及出租等这些业务, 在发达国家占汽车业总利润比例高达57%,但在中国,稍具规模 的厂商却寥寥无几。

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传直 联系人

F-mail: helena_he@newanting.com

www.siac-autopark.com (拟于2004年8月1日开通) 圆址:

Shanghai International Automobile City Industry Development Co., Ltd.

No. 768, North Jiasong Road, Jiading District, Shanghai 201806, China +88 021 5958 0564 / 59580531 Adress:

Tel: +86 021 5958 0533

Fax: Liaise with: Ms. Helena He

E-mail: helena he@newanting.com

www.siac-autopark.com (scheduled to be available from August 1st, 2004)

Trade District 商贸区	4.8km2
R&D District 研发区	2.63km2
Education Park 教学基地	1.4km2
Manufacturing Park 生产基地	14.2km2
Circuit District 赛车场	5.3km2
Anting New Town District 安亨新镇区	5.4km2



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New feature for Shanghai

International racing circuit

On the coast of East
China Sea, the biggest
Chinese character "上" in
the world proclaimed its
successful completion. A
racetrack has emerged in
the green field to the
northwest of Shanghai



thanks to the 18-month-long period of hard work of thousands of constructors. Finally, the aim of constructing a high-standard and high-quality world-class F1 racetrack on the soft soil has been achieved. The Shanghai International Circuit is the most advanced and challenging F1 track in the world. September 26th, 2004, this track will be host to the first ever F1 race in China.

The Shanghai International Circuit is located on northeast of Anting Township in the Jiading District of Shanghai, an old county neighboring the world famous Shanghai International Auto City. It is surrounded the high quality motorways of Jiajin (A5), Jiasong, and A30. Additionally, the planed mass transit line R3 will reach the racing field directly.

The grandstand of the racing field has 200 thousand seats and the architecture combines both modern design concepts and traditional Chinese culture. This racing field with its total distance of 5.4km, 9 straights and 14 curves will bring new energies to the vigorous Shanghai city. The longest straight line permits top speeds up to 327 km/h.

Through holding a world class F1 race, circuit organizers intend to strengthen domestic and international cultural and sports communications and exchanges, and thus making Shanghai a top sports city in Asia, providing numerous commercial opportunities to overseas and domestic investors. Additionally, the completion of this F1 racetrack of the SIC reflects the Chinese people's ability and wisdom to construct a world-class racetrack.

On June 6th, the "_L"- shaped F1 racetrack began to be in operation after it got the final inspection of Mr. Charles Whiting, competition director of FIA Formula One World Championship. Yang Xiaodu, vice mayor of Shanghai, Shi Tianshu, chairman of FASC, Jean Todt, team

boss of Ferrari, attended the ceremony. Vice mayor Yang Xiaodu declared the opening of 2004 China Circuit Championship.

At the opening ceremony, Ferrari had run a number of exciting events. 39 Ferrari racecars speeded around the circuit. The opening ceremony reached its climax when Gerhard Berger, former F1 driver, drove a F2003- GA Ferrari at a stunning speed. The roaring of the F1 racecar and its astonishing speed gave the audience the wonderfully entertaining experience, making the F1 Grand Prix of China in this September a much-anticipated day. We wish good luck for an unforgettable high-speed start into the global F1 racing circus and amazing races for the visitors! (Text:Shanghai international circuit)



又一个上海新景观

国际赛车场

随着世界上迄今最为巨大的中国文字"上"出现在中国东海之滨的土地上,随着数以千计建筑工作者历时18个月的辛勤与劳动进入尾声,一条完整的A级标准赛车道宣告正式落成在上海西北地区的绿地上,展现在世界人民的关注目光中。自此,在上海的软土地质结构上建成合乎世界标准的高质量一级方程式赛车道的梦想终于得以实现,这条现位于上海国际赛车场内的一级方程式比赛用车道也堪称是迄今为止技术最先进,最富有挑战的车道。今年9月26日,我们将有幸看到一级方程式比赛第一次在中国上演。

上海国际赛车场有限公司希望通过举办F1大奖赛等一系列世界一流的赛事,加强国际间文化体育交流,推动国内地区间经济交流和社会文化的发展,把上海建设成亚洲一流的体育中心城市,为国内外投资者提供无限商机更重要的,一级方程式赛道的建成也折射出中国自身承办世界标准建筑项目的能力,并为建设世界级赛车道提供了宝贵的经验与智慧。

赛车场看台设计规模约20万人,这些建筑均采用了现代 造型与中国传统文化融为一体的设计理念。建成的赛车道总 长5.4干米,拥有9个直道和14个弯道,最长一段直道的极 限速度可达每小时327干米。可以预见,即将在这里上演的 可看性极高的比赛定 会为上海这座充满活力的城市增添勃勃 生机。

上海国际赛车场位于上海市嘉定区境内,坐落在民风淳厚、 乡情浓郁的江南古镇——安亭镇东北,与驰名世界的上海国际 汽车城相邻。周围被嘉金(A5)、嘉淞、A30等高等级高速公路

所环绕,规划建设中的集体 运输轨道路线R3线届时更将 直达赛车场。今年6月6日 在历经赛事总监Charles 大奖赛赛事总监Charles Whiting先生的最终审查后,俯瞰下为"上"字形的市市赛副市上场晚渡,中国最大大路,中国市长场会主席石天曜,法位和亲市长级是和 Todt先生都副市区的晚渡正式宣布2004年。中国赛车大奖赛隆重开幕。



我们也在此祝贺中国进入F1大奖赛正式比赛的大舞台,祝愿F1比赛在中国能有一个令人难忘的、振奋人心的开始!

法拉利车队还为仪式的举行准备了精彩的助兴项目,39 名同属法拉利的赛车手进人跑道进行试车。当跑道上前F1 法拉利车队的赛车手Gerhard Berger驾驶着F2003-GA款法 拉利赛车驶出令人瞠目的速度时,整个仪式顿时到达了高 潮。赛车的轰鸣声,惊人的速度感,这一切都为现场的观 众带来了前所未有的体验和震撼,所有的人都更加期盼9月 的到来,F1大奖赛中国站比赛的绿灯亮起。

(文:上海国际赛车场)



Executive Management in the Chinese Automotive Sector Replacing the Foreign Managers with Local Workforce

中国汽车行业精英人才管理 本地人才取代外国经理人

Anting Automobile City reflects the Chinese desire to earn a world top position in the automobile industry. More and more international suppliers appear on this market. Not only do they produce here but they are also trying to establish a global-purchasing-center in order to take advantage of the favorable local conditions of low-cost and high profit on the world market.

These companies need extremely specialized human resources because the experience necessary for their key managerial positions requires not only sales, marketing, and project management know-how, but also certain technical skills.

This is where Wei Chen steps in: She is partner of Berger Executive Resources Ltd, an enterprise belonging to Roland Berger Strategy Consultants with more than ten years of experience as a human resource consultant in China. Some of her company's customers are ZF Group, Slemens Automotive, FAG and others. These are some of the businesses that supply European Automotive companies here in China.

The growing call for top managers with the above mentioned credentials and the few qualified people available on the market are prerequisites for a high demand of executive consulting.

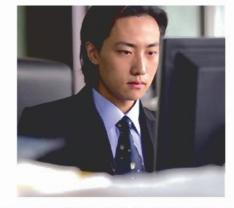
For the next five to ten years Chen is positive that the automobile industry will continue to grow at a rapid pace. According to her professional experience she says that the job profiles in the sector are changing though. Companies lately expect more local know-how from their management teams. So of the things that are becoming more important, one is a profound acquaintance with the Chinese market and culture.

Hence, even the foreign companies are slowly replacing the employees they brought along by Chinese. They have similar managerial qualifications and more experience treating with the local market conditions.

In general, one can say that to stay competitive in the struggle for qualified top managers, Chinese enterprises have to improve not only the quality of their recruiting processes and their salary and incentive systems, but also their promotion and training procedures.

Many foreign companies are still lacking the "Chinese component" to be able to succeed in the future Chinese market.

Text: Constanze Russ-Mohi
Email to Wel Chen: wel_chen@rolandberger.com



安亭汽车城的建立是中国希望在汽车行业确立世界顶 尖地位的标志。于是,越来越多的世界级供应商陆续出现 在中国市场。他们在这里设立工厂,更有许多公司利用当 地低成本高利润的优势在这里设立了全球采购中心。

现如今,这些公司迫切需要专有人才。因为对他们的管理起关键作用的不仅仅是销售、市场以及项目管理,还包括了针对不同环节的特定技能。

而这些便成了陈维女士的切入点。陈维女士是上海伯格人力资源有限公司的合伙人,这是一家有着十多年人力资源管理经验的公司,也是罗兰、贝格国际管理咨询有限公司的密切合作伙伴。在汽车领域,公司曾经服务过的客户包括有 ZF、Siemens automotive、FAG,而以上仅仅是为当地的欧洲汽车公司服务的部分业务。

日益增长的对高级经理的需求以及市场上此种高级人才的稀缺也成为了高级人才搜寻业务大力发展的先决条件。对接下来的五至十年,陈维女士对中国汽车行业的持续快速发展充满信心。基于她深厚的专业经历,她认为市场对这个领域的人才需求也在不停变化,如今的公司越来越期待用本地化的高级人才来充实他们的领导队伍,因此,对中国市场、文化的深度了解已经成为越来越重要的事情了。

随着国外企业正逐步实现着员工本地化,那些兼备管理能力和对本地市场熟知度的人才倍受青睐。

因此,中国企业若要在顶尖人才争夺战中保持一定的竞争力,不仅仅是要改进企业的招聘流程、薪资以及激励体系,同时还需不断优化企业的晋升和培训制度。而对许多国外公司来说。他们仍因缺乏"中国元繁"而无法在未来中国本地市场中立足。

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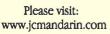
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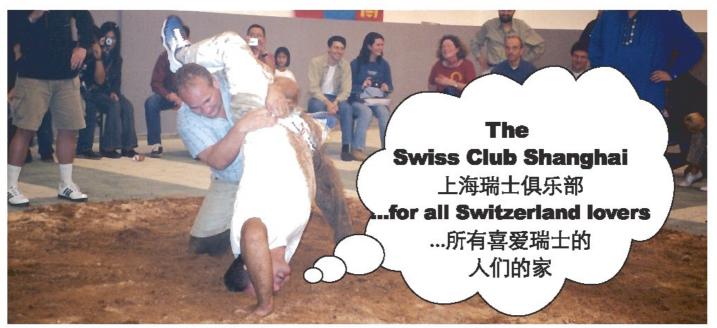
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Swiss Club Shanghai

Unique Swiss Wrestling action ("Schwingen") in Shanghal. (Photos: uniquown) 瑞士特有的摔跤运动(俗称为 "Schwingen")

The Swiss Club Shanghai was originally established in the early years of the last century. Although the exact date and year of its establishment cannot be accurately traced there are references to the "Swiss Club" and the "Swiss Rifle Association" dating back as far as 1904/1905. The Swiss Club Shanghai was founded out of these organizations making it more than 100 years old.

During the Cultural Revolution the Swiss, along with most other foreigners, left China and the Swiss Club was forgotten. With the opening up of China and the economical recovery in the 90's, more and more Swiss came back and the Swiss Club was reestablished in 1997.

In some ways the new Swiss Club is different from the one in old Shanghai, since we no longer have a Clubhouse or a rifle-shooting range. However, the main purpose behind the Swiss Club remains the same: to have an organization in which the Swiss as well as people with ties to Switzerland can meet on a regular basis to exchange news and enjoy each others company. Those who like Switzerland and its culture are highly welcome, too!

The Swiss Club is purely a social club. There are no ambitions in business nor in politics, however, we still want to be more than simply a "drinking and talking" club. We strive to offer interesting events for everybody especially for families. Our events include social events such as the celebration of the Swiss National Day, Easter or Christmas; cultural events such as visits of Swiss artists or concerts; sport events such as badminton, football or go-karting; traditional Swiss games such as the card-game JASS; and outings. Normally, at least one event per month is planned, however, on occasion two or more events take place.

The Swiss Club is headed by a committee of seven people although every member is actively encouraged to help out in all aspects of the club. The Swiss Club is a 100% non-profit organization whose sole purpose is to organize social events on a non-profit, voluntary basis.

Whether you enjoy the Swiss way of life or the different aspects of the Swiss culture, we would like to invite all Swiss and non-Swiss to take part in our events and to become members in our club. Information about the Swiss Club; upcoming events and member registration can be found on our web-site www.swissclubshanghai.com. Almost all events are open to members, as well as non-members.

Your Swiss Club Shanghai committee:

Jan Forelli (president), Patrick Scheibli (vice-president), Nicole Sillito (secretary), Peter Bucheli (treasurer), Stephan Buser (web-coordinator), Markus Benz (board member) and Chris Eckert (board member)

Text: Jan Forelli

上海瑞士俱乐部最初成立于上世纪初. 尽管对于其成立的确切时间与年份已经无从考证,种种关于"瑞士俱乐部"与"瑞士射击协会"的资料都显示,这两个组织的历史均可以追溯至1904年和1905年,而上海瑞士俱乐部正是由两个组织共同发展而成,由此可以说,上海瑞士俱乐部迄今已经有了100多年的历史.

中国文化大革命期间,如同其他在华外籍人士一样,瑞士人士纷纷离开上海,瑞士俱乐部也消失在当时人们的视线中,之后,随着中国开放时代的到来以及90年代开始的经济改革与复苏,越来越多的瑞士人选择再次来到中国。 而瑞士俱乐部也于1997年宣布再次成立.

在某些意义上,人们发现现在的瑞士俱乐部已经与过去有所不同,不再有属于俱乐部的俱乐部会所。也不再有专署的射击场.然而。俱乐部所秉持的宗旨与存在的意义却始终如一:作为瑞士在上海的社交组织、联系在华的瑞籍人士以及与瑞士关系紧密的人士们,使他们得以定期的聚在一起,交流生活,享受在异乡相聚的时光.另外,瑞士俱乐部当然也非常欢迎那些喜爱瑞士,希望了解瑞士文化的朋友们加入!

瑞士俱乐部作为一个社交性质的组织,从未涉及商业或者政治领域的活动,然而,这决不代表着我们仅仅作为"畅饮,畅谈"的俱乐部形式而存在, 我们可以做的更多,做的更好,我们为俱

乐部所有的成员提供各种有趣的活动,家庭成员更是可以在这里找寻到适合他们参与的乐事.我们所组织的活动有:庆祝瑞士国庆,分享圣诞欢乐的社交类活动;参加瑞士艺术展,欣赏音乐会的文化类活动;集体打羽毛球,踢足球,去卡丁赛车场的体育类活动;还有瑞士传统纸牌游戏JASS,或者出外郊游等种种多彩活动.通常我们会安排每月一次的活动,特别的,有些月份也可能有两次甚至更多次的活动邀请你的到来.

瑞士俱乐部的委员会由一个七人的小组组成,每个人都协调一致,参与俱乐部日常事务运作的每一环节.这也正代表了瑞士俱乐部的首要信念,作为完整意义上的一个非盈利性组织,在志愿的精神下组织每一次活动.

有兴趣,我们非常期待地邀请你来参加我们的下一次活动,也非常欢迎瑞士或者非瑞士籍的人们成为我们俱乐部的会员。任何有关瑞士俱乐部的其他讯息,活动预告以及会员申请详情,都请访问我们的网站:www.swissclubsshanghal.com,通常,所有的活动不仅对会员开放,也欢迎非会员们的加入.

上海瑞士俱乐部委员会成员:

Jan Forelli(主席),Patrick Scheibli(副主席),Nicole Sillito(秘书),Peter Bucheli(财务官), Stephan Buser(组织协调员),
Markus Benz(董事),Chris Eckert(董事).

Text (文): Jan Forelli

The Jace-events are amongst the most popular Swise happenings in the city. (Photos: unknown) 纸牌游戏Jass是上海最受人们喜爱的传统瑞士活动之一(图片来源不详)





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通过控股公司整合中国业务

控股公司和地区总部的实践掀开了新的一页。2004年3月13日 起施行的《关于外商投资举办投资性公司的规定》("规定")澄清 了较早版本中不甚清晰的问题,并试图将中国不同区域内地区 总部认定的实践统一起来。更多的跨国公司应考虑利用控股公司的结构以理顺其在中国的商业运作。

资格 为了符合控股公司的资格,申请人除必须拥有不少于3000万美元的注册资本外,作为申请人的外国投资者还必须符合以下两个条件之一: (1) 外国投资者的资产总额不低于4亿美元; 该外国投资者已经在中国设立了外商投资企业,并且实际缴付的注册资本额超过1000万美元; 有三个或三个以上拟投资项目。或(2) 外国投资者在中国境内已设立至少十个外商投资企业,并且其实际缴付的注册资本超过3000万美元。

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- 协助贷款融资及提供担保:
- 向其所投资的企业提供财务支持;
- 设立研发中心及提供技术服务;
- 提供与其投资相关的咨询服务:
- 为其外国母公司或关联公司提供外包采购服务;
- 作为中国股份有限公司的发起人或股东。

控股公司在设立并认缴了不低于3000万美元的注册资本之后, 还可以从事以下业务:

- 在国内外市场上经销产品;
- 提供运输、仓储等综合服务;
- 购买产品,进行系统集成后在国内外销售,采购系统集成 配套产品;
- 向国内经销商和代理商提供技术培训;
- 进口产品在国内试销;
- 提供机器和办公设备的经营性租赁服务,或设立经营性租赁公司 为其母公司生产的产品提供售后服务。

此外,如果控股公司被认定为地区总部,其还可以提供更多的服务。规定对地区总部的认定要求远高于北京和上海的当地要求。

优势 与一般的外<u>商投资企业相比,控股公司的结构主要有如</u>下优势:

- 对外借款额可达到其注册资本的四倍到六倍,而一般的外商 投资企业对外借款额不得超过注册资本与总投资额的差额;
- 可以将其全部注册资本用于对外投资,而一般的外商投资企业的对外投资不得超过其净资产的50%;
- 可以在中国的任何地方投资:
- 可以将外百在中国境内的合法人民币收入用作向控股公司的 出资:
- 如果持股比率达25%, 控股公司投资的企业可以享受外商投资企业的待遇和优惠;
- 可以作为外商投资股份有限公司的外围发起人和法人股股东;
- 有资格成为地区总部, 并享受更多的政策优惠和支持;
- 可以从事比一般的外商投资企业更多的服务和经营活动。而 后客通常局限于一个特定的领域从事某些经批准的经营活动。

提示 控股公司运作和地区总部认定的实践极为复杂、时有困扰。应积极寻求有经验的专业咨询。

[邹林林体师是浩英律师事务 所的合伙人,中国及美国纽约 州、加利福尼亚州注册律师。 如青县,可提供本文的完整 版。如有任何疑问、评论或 要求,请发电子邮件至 Devidiz@hendylewim.com或 linglingzou@yehoo.com.来电 至 +86 21 5879 6998 或 13611824497。]



PRC Corporate Structuring Through a Holding Company

The practice of a holding company and regional headquarter has a new turn. The revised Regulation on the Establishment of Foreign-invested Holding Companies ("Regulation"), which came into effect on March 13, 2004, has clarified some of the unclear issues from the previous versions and attempted to unify the regional headquarter certification practices in different parts of the country. More multinational corporations should consider using the holding company structure to streamline their China business operations.

Qualifications

In addition to a registered capital of not less than US\$30 million, either one of the following two conditions must be met to qualify as a holding company:

A: - the foreign investor has a total asset of not less than US\$400 million and the foreign investor has set up a foreigninvested enterprise ("FIE") with a paid up capital of more than US\$10 million; at least three investment projects are proposed to be made.

B: - the foreign investor has set up at least ten FIEs and the actual registered capital contributed exceeds US\$30 million.

Businesses & Services

A holding company can conduct the following business activities and provide the following services:

Making investment:

- Purchasing, selling, and providing after-sales service;
- balancing foreign exchanges among its investee companies;

Providing technical supports, trainings for employees, and

- intra-company personnel management; Assisting loan financing and providing guaranty;
- Providing financial supports to its investee companies;
- Setting up R&D centers and providing technical services;
- Providing consulting services relating to its investment;
- Providing outsourcing services for parent company and
- affiliates:

Acting as promoters and holding shares of PRC joint

stock companies.

A holding company can, after it is established and a registered capital of not less than US\$30 million has been contributed, conduct the following additional business:

- Distributing products in both domestic and foreign markets;
- Providing comprehensive services such as transportation and warehousing;
- Purchasing products and then selling at home and abroad after system integration; purchasing auxiliary products for system integration;

- Providing technical trainings to domestic distributors and agents:
- Importing for domestic trial sale;
- Providing operational leasing services of machines and office equipment or setting up operational leasing companies;
- Providing after-sales services for products manufactured by its parent company.

Furthermore, if a holding company is certified as a Regional Headquarter, it can provide additional services. The requirements for the certification of Regional Headquarter are much higher than the local regulations of Shanghai and Beijing.

Advantages

The advantages of a holding company structure as compared to an ordinary FIE are mainly as follows:

- Borrow up to four to six times its registered capital while an ordinary FIE can generally borrow only the amount equal to the difference between the registered capital and the total investment amount;
- Invest all its registered capital in other FIE's while an ordinary FIE's investment is limited to not more than 50% of its net assets;
- Invest anywhere in China;
- Investment to the holding company can be made in lawfully obtained RMB;
- Companies invested by a holding company can enjoy the status and benefits of an FIE if the foreign shareholding interest is at least 25%;
- Be the foreign promoter and owner of legal person shares of a foreign-invested joint stock company;
- Qualify as a Regional Headquarter and enjoy additional policy benefits or support;
- Engage in more services and business activities than an ordinary FIE, which is generally limited to certain approved business in a particular industry.

Caveat

The practice of holding company operation and regional headquarter certification is complex and sometimes puzzling. Seasoned professional advices are imperative.

David Lingling Zou is a partner with Hao Ying (H&Y) Law Firm. He is admitted to the PRC, New York, and California bar. A copy of the full text of this article is available upon request. Any question, comment or request should be addressed to Davidlz@handylawfirm.com or Linglingzou@yahoo.com or +86 21 5879 6998 or 136 1182 4497.



鸿鹄之志 打造"张江药谷"

The Great ambition How to make to a "Medicinal Valley"

上海浦东张江高科技园区内被人誉为"张江药谷"的国家上海生物医药科技产业基地, 在这几年来的迅速崛起,让人感到神秘和神往。笔者最近有幸造访了现任张江生物医 药基地总经理王兰忠先生。

Inside Shanghai Pudong Zhangjiang Hi-tech Park, the biomedicine production base of the Shanghai National Biological Medicine, as so-called "Medicinal Valley", has experienced a rapid development in the last few years. THE BRIDGE had the chance to interview the general manager of Zhangjiang Biological Medicine Base, Mr. Wang Lanzhong.

桥: 王兰忠先生,能请你介绍一下"张江药谷"吗?

王兰忠: 其实"张江药谷"是外界对我们基地的誉称。1999年8月, 上海制定了"聚焦张江"的战略决策,推动了张江国家生物医药产 业基地的快速发展。

一大批入驻园区从事研发创新工作的生物医药企业和研发机构的 实力逐步显现,形成了在全国领先的生物医药研发创新优势。目前, 园区内生物医药企业累计达到210家。

初步形成了产业群体、研究开发、孵化创新、教育培训、专业服务、 风险投资六个模块组成的良好的创新创业氛围和"人才培养--科学研究--技术开发--中试孵化--规模生产-营销物流"的现代生物医药创新体系。

桥: 能请你说说生物医药产业的看法吗?

王兰忠: 当今世界, 生物技术的迅速发展与广泛应用推动医药产业进入了一个前所未有的全新发展阶段, 其广阔的市场前景和巨大的增长潜力成了"朝阳产业", 中国作为发展中国家, 发展生物医药产业是势在必行的!

桥: 在中国大陆林林总总的"药谷"中,谁将代表中国在世界品牌中占一席之地? 你作为企业老总,有多少成功的把握?

王兰忠:中国《史记》有这样一个典故:燕雀难以理解鸿鹄的志向,鸿鹄不飞则已、一飞冲天。"张江药谷"正如同鸿鹄,展开高科技的羽翼在世界的天空中飞翔。或许它还没有飞得太高、或许它还难免有不足,然而鸿鹄的志向决定了它的潜力、它的未来、它的辉煌。上海是海纳百川的地方,罗氏等世界品牌企业在张江投资的成功就是最好的佐证。热忱欢迎各国有识之士前来投资创业。

THE BRIDGE:Mr Wang, will you please provide a briefing on the "Medicinal Valley"?

Mr. Wang: Actually, the name of "Medicinal Valley" is overpraised by the people. In August 1999, a strategy of "Focus on Zhangjiang" was worked out in Shanghai, thus initiated the rapid development of Zhangjiang National Biomedicine Production Base. A lot of biomedicine enterprises and R&D organizations which are engaged in research and development settled down in Zhangjiang High-tech Park. This gradually showed their promising strength and formed a creative superiority in advanced biomedical research and development.

Currently, there are up to 210 biomedicine enterprises in total and the six services: industrial colony, research and development, incubation and creation, education and training, professional service, risk investment have preliminarily taken shape and fabricated a positive atmosphere for the creation and innovation as well as a new creative system of "talent foster; scientific research; technical development; central testing; mass production; sales logistics" for the modern biomedicine.

THE BRIDGE: Will you please give comments on the biomedicine industry?

Mr. Wang: In the current world, we are now facing rapid development and wide utilization of biotechnology that promote the biomedicine industry to an unprecedented and newly developing stage. Its broad market perspective and huge developmentpotential makes it as "the sunrise industry".

China is a developing country and will definitely develop its biomedical industry.

THE BRIDGE: In China, there are many types of "Medicinal Valley", among them, who do you think will represent China to sit around with a number of internationally leading companies? As a general manager of an enterprise, how sure you will be for the success?

Mr. Wang: Shanghai is a place where all kinds of enterprises play their roles. The internationally famed brand "Roche" is a good example of investing in Zhangjiang. We welcome all the people and companies with good insights to invest and develop their enterprises on this land.



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Before the Ming and Qing Dynasties, the Wusong River was a river with no bridges, townspeople going back and forth between the north and south banks were entirely reliant on a boat crossing. Many crossing points "du" along the river have for this reason become place names, remaining for a long time in the geography of Shanghai, such as Cao Jia Du, Qiang Jia Du and so on.

According to historical materials, in the Ming and Qing Dynasties there were two sluice bridges on Suzhou Creek, one was a sluice gate built in the Ming Dynasty called "Old Sluice", situated at what now is the Fujian Road bridge, one was a sluice bridge completed in during the reign of the Qing emperor Yongzheng (1723 - 1735), called the "New Sluice", near what today is the Datong Road Bridge.

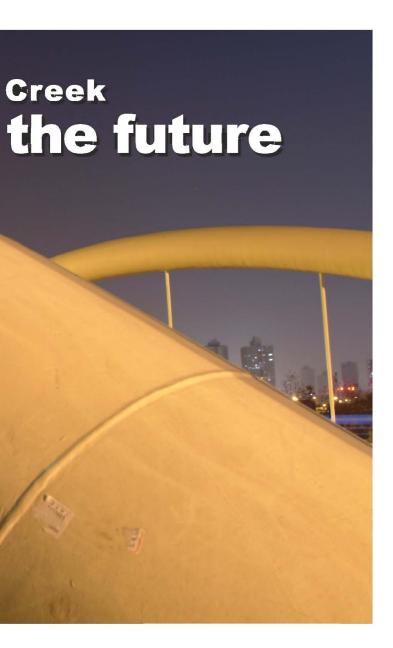
Ferry crossings became obsolete

With the advent of the industrial society, the existence of ferry crossings became incompatible with the demands of the time, and gradually started to become obsolete. So in 1856 there was a wooden bridge at the intersection of Suzhou Creek and the

Huangpu River. In the 100 and more years after, more bridges were built going west along the river. Their different historical styles record the history of the years in they were created, and gradually formed the unique Suzhou Creek river scenery.

The bridges that were built had an affect on the rise of the many businesses in the surrounding area, and joined together the north and south banks of Suzhou Creek, the history of the bridges is entwined with the history of the city, every bridge that lay from north to south across the river became a part of Suzhou Creek, and the sound of the sculling ferries that had been heard for hundreds of years gradually faded away, eventually becoming a lost art, the positions of the ferry crossings were replaced by bridges.

The building of Suzhou Creek's bridges in the true sense of the word was begun in the late 19th century, namely the Wales Bridge that linked the British and American concessions. Here originally had also relied on ferry crossings to cross the river, because the crossing was situated in the region of the river mouth it was called Waibaidu,"outer/foreigners ferry crossing". Wales Bridge built on



the location of Waibaidu had a wooden structure, and Chinese only were charged a "bridge tax" to cross, Shanghai citizens refused to pay the tax, added to that later a part of the bridge sank into Suzhou Creek, in August 1873 the Board of Works built a wooden bridge about 100 metres long and 12 metres wide approximately 10 metres west of Waibaidu Bridge, and defined it as "Garden Bridge"in reference to the adjacent Public Gardens on the Bund.

New iron bridges replaced the old wooden constructions

From then on, people did not have to pay to cross the bridge, so the bridge again became called Waibaidu, but whereas the old name meant "foreigners/outer ferry crossing bridge" the character bai was changed for a homophonic that altered the meaning to "outer free crossing bridge".

Not long after Wales Bridge was pulled down. In 1906, the Board of Works started to construct iron bridges, and the wooden Waibaidu Bridge was also demolished. Waibaidu Bridge continued as this lofty and imposing iron bridge. From the late 19th century to the first half of the 20th century, 18 large bridges were successively built

over the section of Suzhou Creek that runs through Shanghai city. The 19th century bridges that were mostly wooden were replaced with steel and concrete structures in the early 20th century.

Many of these bridges were built or rebuilt by offices of the concessions, so generally the bridges were concentrated around the east section of Suzhou Creek, and what's more most of them had a strong European city arched bridge style. Going west from Waibaidu, there is Zhapu Lu Bridge, Sichuan Lu Bridge, Henan Lu bridge, Fujian Lu Bridge (already demolished), Zhejiang Lu Bridge, Xizang Lu Bridge (under expansion)... the shape of the bridge arches, the ornamental features, the appearance of the bridge lights, some elegant and noble, some simple and rough, came to from an architectural landscape unique to Suzhou Creek.

New big bridge was built in 1900

The first bridge built across Suzhou Creek by modern Chinese people was the Xindaqiao (New Big Bridge) completed in 1900 in the area of today's Hengfeng Road', 'this bridge started the practice of native Chinese building bridges on Suzhou Creek'. Henceforth, a good many bridges on the west side of the settlement were erected, many bridges also underwent rebuilding and emerged in their present aspect.

Since the 1990s, Shanghai's urban construction has developed very rapidly, with the ceaseless advance of municipal engineering works, the bridges of Suzhou Creek have gone through maintenance, alterations and expansions, and have added many new looks. 'There are both majestic elevated bridges crossing the river, and magnificent light rail bridges, as well as graceful and innovative footbridges and sluice bridges that combine many functions into one....'

These bridges have all been through the hardships and uncertainties of history, and together with the successively completed large bridges that came after them, have turned into witnesses of the history of Suzhou Creek.

Article (originally written in Chinese, see next page) by(原文作者):

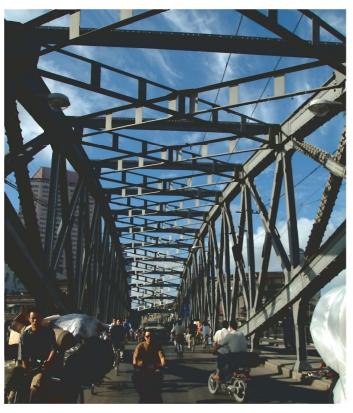


Han Yu Qi 韩好齐 Artist yq_han2004@sina.com



Zhang Song 张松 Architacture

纵览苏州河上的桥建筑 渡过历史 见证未来



Zhengjiang Lu Bridge built in 1908, renovated in 1975. 浙江路桥,1908年建成,1975年提高桥顶,拓宽桥面。

明清之前的吴淞江,是一条没有桥的河流,邑人往来南北两岸,全凭一舟横渡。沿河的许多渡口,也因此而成为一种地名,长留在上海的地理之中,如曹家渡、强家渡等。据史料记载,明清时期苏州河上曾有两座闸桥,一为明代建成的河闸,称为"老闸",位于现金福建路桥处;一为雍正年间竣工的闸桥,世称"新闸",在今大统路桥附近。当工业社会到来的时候,舟渡便成了不合时宜的存在,而逐渐处于被淘汰的地位。于是便有了1856年苏州河与黄浦江交汇处的那座木质的威尔斯桥。在后来的100多年里,向西的河面上架起了更多的桥梁。他们以各异的历史风格记录了自己所产生的那些年代的历史,而逐渐形成了一种苏州河的独特水上风景。

架起的桥梁牵动了周边百业的兴起,使苏州河南北融为一体, 桥的历史便与城市的

历史编织在一起,每一座横卧南北的桥梁都成了苏州河的一部分,而数百年来渡船的橹声却渐次消歇,终至绝响,渡口的位置 为桥梁所代替。

苏州河真正意义上的桥梁始建于19世纪末,即沟通当时英美租界的"威尔斯桥"。这里原来也靠摆渡过河,因为渡口位于

河口地区而被称为"外摆渡"。在外摆渡处建成的威尔斯桥为木结构,这座桥专门向中国人收"过桥税",上海市民抗税,加上后来部分桥体陷入苏州河内,1873年8月,工布局在外摆渡桥西约数十米处建造了一座长约100多米,宽约12米的木桥,定为"公园桥"(图4),与旁边的外滩公园呼应。从此,人们过桥不必付钱,所以又称"外白渡桥"("白"为不付钱之意)。不久韦尔斯桥被拆。

1906年,工布局开始建造铁桥,外白渡桥木桥被拆。"外白渡桥"延续给了这座巍峨高大的铁桥。19世纪末至20世纪上半叶,位于上海城区的苏州河段先后建成了18座大桥。19世纪所建多为木结构,20世纪初改为钢筋混凝土结构。这些桥中不少为租界工部局所建或改建,因此一般桥梁都集中于苏州河东段,且多带有浓郁的欧洲城市拱桥风格。自外白渡桥以西,分别由乍浦路桥、四川路桥、河南路桥、福建路桥(已拆除)、浙江路桥、西藏路桥(在拓宽中)……其桥拱的造型、桥面的装饰、桥灯的外观,或雍容大度,或朴实粗犷,成为苏州河上特有的建筑景观。近代中国人在苏州河上建起的第一座桥梁,为1900年落成的位于今恒丰路处的"新大桥","此桥开国人于苏州河上建桥之风"。此后,租界西侧的诸多桥梁逐次建成,很多桥梁也经过改建而呈现出现在的面貌。

20世纪90年代以来,上海城市建设飞速发展,随着市政工程的不断推进,苏州河的桥梁经过维修、改造和扩建,又增添了许多新的面貌。"既有雄伟的高架过河桥,又有华美的轻轨桥,以及轻盈别致的人行桥和集多种功能于一身的闸桥……"。

这些桥梁都经历了历史的风尘,和之后相继落成的大桥一起,成为了苏州河历史的见证。



View over the Zhapu Bridge towards the main post office building. (Photos: provided by Shanghai Guji) 邮政大楼前的乍浦路桥(所有图片由上海古籍出版社提供)

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