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"Crucial Months Lie Ahead of Us"

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Hungry For More – Nestlé China Chairman Roland Decorvet:

"Our Market is 1.3 Billion Stomachs"

我们的市场是 13亿个胃口

NESCAFE

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in Shanghai are among the achievements of the past five years. In 2010, the two cities renewed their commitment and agreed on a fresh set of challenging goals for 2011–2013.

The highlight of the five-year anniversary festivities in Basel will be the Mid-Autumn Festival on the Münsterplatz on 30 September 2012. Other events include an exhibition on the city partnership and the inauguration of the sculpture "ZHOU" presented to Basel by the City of Shanghai.

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Dear Members and Readers

The economic roller coaster continues. Every week, another market is in the focus of analysts and newspapers around the globe, sharing the latest news in bold letters with their readers, calling for attention.

The current forecasts for China look to be less positive than a few months ago, and its economic growth might be a few points lower than it was in the beginning of the year.

Despite well established newspapers in Europe publishing critical articles about today's Chinese economy and the risks of expanding the business to China, the vast majority of our SwissCham members are operating in a successful and profitable way; while others are building up. Today, it's not as easy anymore as it was in economic boom times. It's important to understand the market, its sensitivities and particularities. Local adaptation will have become more important than ever before.

This counts in particular for the food industry - the northern parts of China might require a different flavour to be successful than in the southern parts. When I came to China the first time, I was amazed about the huge variety of flavours and cooking styles available. While exploring those styles, I realized the importance of food for the Chinese culture, as well as related troubles and scandals around food safety. In the current edition, we further explore and enlighten our readers on food related topics in more detail.

One of the highlights in mid-July was the first official visit to China of our Swiss Minister of Economic Affairs, Federal Councilor Johann N. Schneider-Ammann. With an economic delegation, he met China's Trade Minister, Mr. Chen Deming, visited selected cities, Swiss enterprises and organizations.

Andreas Luchsinger President SwissCham Shanghai

亲爱的会员和读者朋友们:

世界经济发展持续跌宕起伏。每周都有一个新的市场进入人们的视线,关于这些市场的最新报道充斥着全球所 有的媒体,吸引着人们的注意力。

近期对中国市场的预期不如几个月前乐观,预计今年的经济增长将比年初的预期稍低几个百分点。虽然许多欧洲知名传媒对当前中国的经济发展和在中国扩大业务的风险持谨慎态度,我们瑞士商会的大部分会员在中国的运营还都十分成功,并保持着相对利润。虽然目前的市场环境不如经济繁荣时期,但对于企业来说最重要的是了解市场,尤其是它的敏感性和独特性。适应本土环境已经变得比以往任何时候都更重要。

对于食品行业尤其如此——中国北方消费者的口味与南方不同,因此不能一概而论。我第一次到中国时就惊奇于中国众多不同的口味和烹饪方式。在进行进一步的考察后,我发现中国饮食文化的重要性,以及关于食品安全的相关问题和丑闻。在本期杂志中,我们将进一步详细的探索和研究与食品相关的话题。

七月中旬的一大亮点就是联邦委员、瑞士经济事务部部长 Johann N. Schneider-Ammann 首次访华。联邦委员以 及随同代表团与中国商务部长陈德铭会面,并访问了中国城市、瑞士企业和组织。

Andreas Luchsinger
President SwissCham Shanghai
中国瑞士商会上海分会总裁



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Written by **Fabian Gull**, Shanghai 访谈 **方必安**. 上海

The company - or more so - many of its products are world famous. Nestlé, the world's biggest food company, provides food solutions for every stage of life - from baby food to clinical nutrition on deathbeds. The Bridge met up with country CEO Roland Decorvet, who is leading the 48,800 Nestlé employees in China. He explains how the Swiss food giant is taking localization to new heights, and how 60% of the company's China sales comes from products not even having a Nestlé logo on it.

D Which Nestlé product do you personally consume the most?

Roland Decorvet: A cup of Nescafe, about three times a day.

BHow much of a Swiss company is Nestlé actually still?

Our roots are Swiss. And roots are important. Even though many senior managers are not Swiss, but they stand for, and live Swiss values. To understand Nestlé, one has to understand three things about Switzerland. Switzerland is a decentralized country, we strongly believe in a consensus, and going through the ranks, as for example in the Swiss army, is part of our culture.

☑ Most Swiss companies in the food industry in China are emphasizing and trying to capitalize on their "Swissness". Nestlé is taking a completely different route.

Yes. Allow me to elaborate a bit. Our business in China consists of four pillars. The first pillar is Nestlé branded products. These are the products you probably know in the fields of infant nutrition, dairy, coffee, ice cream, water, breakfast cereals, etc. Nestlé branded products account for about a third of our business in China.

The three other pillars are three large joint ventures Nestlé concluded in recent years, and in all of which, we are the majority shareholder. We possess a wide portfolio of strong local brands. Today, already 60% of the company's China sales come from our joint ventures and from Chinese products where we don't even put our name (Nestlé) on the package.

© Consumers don't know that they are buying Nestlé products? Normally not.

☑ Why do you willingly give up the advantage of having a globally known and trusted brand on your products?

Because we want to keep developing local Chinese brands and keep their identity. Our JVs shall clearly not be Nestlé clones. They are not independent, but strongly autonomous. This was a significant strategic move for us. Nestlé is keen to meet the local Chinese taste. The solution is food products tailor-made for Chinese palates.



Like what, for example?

Like congee (rice porridge) or peanut milk products.

🖪 If there is one thing totally different in China - it is food.

True. Unlike some of our competitors, who sell the same products across the globe, we believe that food is local, particularly in China.

BHow big were the acquisitions of joint ventures?

We are talking about a multi-billion Swiss Franc investment. In the next two to three years, we plan to invest around RMB 3.5B (CHF 500 million) a year. Globally, Nestlé invested around RMB 35B (CHF 5 billion) last year.

Our Market is 1.3 Billion Stomachs.

我们在中国的市场是13亿个胃口。

B And in terms of headcount?

We went up from 14'000 to 48'800. Two thirds of our people come from our JVs.

How many foreigners does Nestlé employ in China?

Around 60, not including Hong Kong and Taiwan. Usually in technical and management positions, training and finance. Out of 31 factory managers, 30 are Chinese.

B Any more appetite for shopping?

Not at the moment. First we have to digest these monsters (laughing).

☐ Is Nestlé shifting production from expensive coastal areas to the inland?

Nestlé has 31 factories in China, which are mostly located in coastal areas and in the South. Yes, we are moving towards Central and Western China, but not due to increasing cost. And we are not closing down or relocating any factory. We are shifting inland simply because our existing facilities are too small and because we want to be closer to our consumers.

🔁 Globally, Nestlé spends RMB 14B (CHF 2B) per year on its 29 R&D centers...

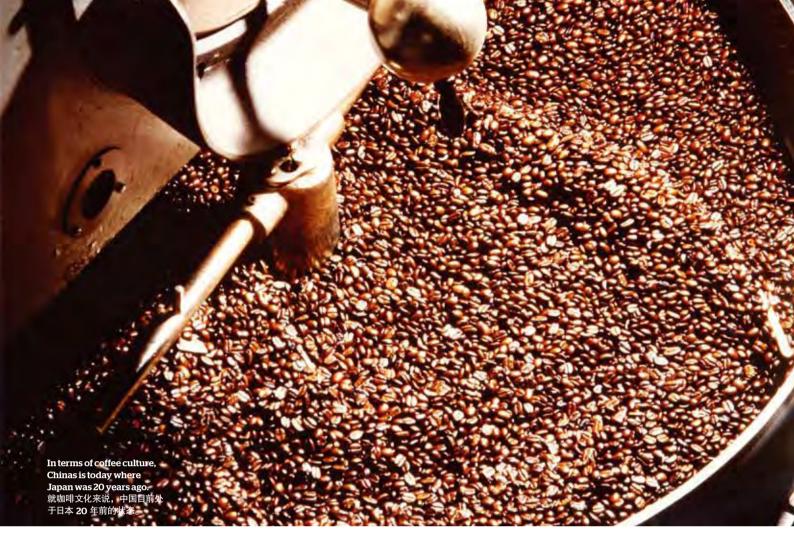
...and we have two R&D sites in China. One in Shanghai, with around 50 people focusing on culinary and ice cream, and another 100 people in Beijing researching in the fields of nutrition, dairy, beverage, pet food and cereals. They research and develop for the domestic and for the global market to equal parts.

BWhat are the key parameters you are looking at?

Inflation, F&B index, salary increases and urbanization rate.

☑ Food price inflation is a tinderbox in emerging markets. Your contribution?

We try to avoid price increases as much as possible. Not only because it is politically sensitive, but also because it has a negative impact on our growth.



E How about Nestlé's business confidence in China for 2012, on a scale from 1 to 10?

Nine. As we hardly export anything out of China, we are not affected by the Euro crisis or the appreciating Renminbi. Our business is purely domestic demand driven. The government's plan to strengthen domestic consumption will further help us. Also, the mega trend of urbanization is going in Nestlé's favor, as city dwellers are much less self-sufficient in terms of food supply. Higher wages, although increasing our cost, lead to an increasing purchasing power – particularly of lower income classes – and go hand in hand with a higher demand for quality food.

How much do Chinese spend for food?

On average, around 30% of their income. And 20% in urban areas. In Switzerland, to give you an idea, this percentage is at 8%, 15% in France, and around 10% in Germany.

How about the mid term outlook?

We strongly believe that the next five years will be golden years. I am less optimistic for the next 10-20 years, as growth rates in the food industry naturally come down the more mature a market is.

B What concerns you?

Talent availability and talent retention. Understanding the Chinese consumer. And the fact that I don't do enough sports (laughing).

🖪 We have to talk about food safety in China.

Certainly. Food safety is the biggest issue for any player in the food industry. We clearly welcome the tougher regulations, as there are

indeed cheaters out there, although not all local. And let me be clear on one thing: China has no regulatory issue with food. In contrary, I dare to say its food safety regulations are the toughest in the world. China is, after all, the only country I am aware of, where people are sentenced to death for fooling around with food safety. You can't get any tougher than that. But it is an enforcement issue. Also, a single violation simply affects more people in China due to its size. This is partly unfair, when talking about food safety in China. There are a few cowboys out there who negatively impact the entire industry's image. But the government is trying its best.

☑ Since your products are considered safe, do you even benefit from food safety issues?

Nobody really benefits from such issues which can be tragic. But consumers tend to buy brands they trust.

☑ Nestlé's global turnover grew 7% last year, reaching RMB 580B (CHF 83B). How about China?

We grow above 20% per year and are targeting the RMB 35B (CHF 5B) threshold this year. Most of our competitors are Chinese, and they are satisfied with lower margins - as in single digit, if not lower single digit EBIT (earnings before interest and taxes) figures. We are expected to deliver more than that.

How many Chinese have ever consumed any Nestlé product?

I don't know. But our market is 1.3 billion stomachs. We can do all kind of products, from very affordable to super premium. Per day, we sell 40 million units. Our widest distributed product is peanut milk, which is available in more than a million stores.



B How independent are you in China?

One of our strengths is being decentralized. Country units enjoy a lot of autonomy and benefit form support when needed. To me, this is a perfect combination.



In coffee, the average consumer in Hong Kong drinks about 150 cups per year, compared to 30 in Shanghai, and to only three cups in Mainland China. The largest part is instant coffee.

∃ Food patterns in China are changing: More meat, more fat, more sugar. Are you just following the changing habits or are you actively shaping the Chinese taste?

A bit of both (smiling).

Where are you a shaper and mover?

We brought coffee to China. Similar to Japan, coffee is not part of their culture. But today Japan is one of the biggest coffee markets in the world. Now what is the difference between China and Japan? It is only a few decades.

Roland Decorvet (47)

Since March 2011, Roland Decorvet leads the 48,800 Nestlé employees in Greater China as Chairman and CEO. It is a region the son of a Swiss pastor is culturally attuned to - after having held major posts in Nestlé's operations in mainland China, Hong Kong and Taiwan for over 12 years. He also worked four years as Market Head of Nestlé in Pakistan and then another three years as Market Head of Switzerland. The Swiss citizen holds a masters degree in Business and Economics from the University of Lausanne and is a graduate of the I.M.D. Program for Executive Development (Lausanne). He joined Nestlé in 1991 and stayed with the food giant since. Being a foodie himself ("as an expert taster, not as cook"), his favorite cuisine is Sichuan food. Decorvet is married, lives in Beijing, and has four children, aged 7,5, and twins of 3.

自2011年3月以来,雀巢大中国区主席和首席执行官Roland Decorvet一直管理着公司48,800名员工。Decorvet曾在雀巢中国内地、香港和台湾地区工作了12年多,并担任重要职位。他还曾在雀巢巴基斯坦分公司工作了4年,担任市场总监职务,后又继续担任了三年瑞士总部的市场总监。他持有洛桑大学商业与经济专业硕士学位,还曾就读于IMD.高管发展项目(洛桑)。他1991年加入雀巢,并一直工作至今。他热爱食物,尤其是四川菜。Decorvet已婚,目前他们夫妇和四个孩子(一个7岁,一个5岁,还有一对双胞胎分别3岁)居住在北京。



雀巢中国董事长兼首席执行官狄可为表示:"未来五年将是黄金年代"。

雀巢公司的许多产品都全球闻名。雀巢是世界最大的食品企业,满足从婴儿食品到老年人临床营养品等各个不同年龄段的人们对食品的需求。《桥》会面负责 48,800 名雀巢中国首席执行官狄可为,听他揭秘雀巢是如何将本土化提升到新的高度,以及公司 60% 的销售收入是来自于没有雀巢标志的产品。

B你个人消费最多的是雀巢的哪种产品?

Roland Decorvet: 是雀巢咖啡,我每天要喝三次。

③雀巢在多大程度上还算是一家瑞士企业呢?

我们的根在瑞士,根对于企业十分重要。虽然中国区许多高管都不是瑞士人,但他们代表着瑞士价值。要了解雀巢,就必须了解瑞士的三个特点。瑞士是一个非集权化的国家,我们坚信全体共识,以及像瑞士军队一样通过不同阶层是我们文化的一部分。

②在中国食品领域的大部分瑞士企业总是强调其"瑞士特征", 雀巢却不断深化本土化。

是的。我想解释的一点是,我们在中国的业务由四大支柱组成。第一大支柱是拥有雀巢商标的产品,比如人们所熟悉的婴幼儿营养品、奶制品、咖啡、冰激淋、饮用水、早餐谷物圈等。印有雀巢商标的产品可以占到我们中国业务的三分之一。

另外三大支柱是雀巢近年来达成的三大合资企业,雀巢是这些合资企业的大股东。我们的本土品牌涉及业务广泛且实力雄厚。目前,中国区 60% 的销售来自于合资企业以及许多包装上根本没有雀巢标识的中国产品。

日也就是说消费者不知道他们购买的是雀巢公司的产品?

基本上是这样的。

③雀巢这个品牌全球闻名,并受到了消费者的广泛信赖,你们为什么 不在中国的产品上印雀巢的标识呢?

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B能举个例子吗?

像八宝粥和花生牛奶等。

③如果中国有什么与瑞士完全不同的地方的话,那一定是食物。

是的。与我们的某些竞争对手不同,我们认为食物应该是本土化的, 而不是在全球销售同样的产品,在中国尤其如此。

B你们的投资规模有多大?

高达几十亿瑞士法郎的投资。在未来 2 - 3 年,我们打算每年投入 35 亿元人民币 (5 亿瑞士法郎)。去年雀巢在全球范围内的投资为 350 亿元人民币 (50 亿瑞士法郎)。

①在员工人数上呢?

我们的员工人数从 14,000 人增加到了 48,800 人,其中三分之二属于我们的合资企业。



B雀巢在中国雇佣了多少外国人呢?

将香港和台湾地区除外,大概 60 人。他们一般任职于技术、管理、培训和财务领域。我们 31 家工厂的经理中,只有一个是外国人。

B你们计划兼并更多的企业吗?

目前没有。现在我们的首要任务是消化前一阶段的合资。

日雀巢有没有将生产中心从昂贵的沿海地区向内陆地区转移呢?

雀巢在中国有 31 家工厂,大部分都位于沿海地区和南方。目前我们已 经在向中部和西部转移,不过原因不是成本上升,我们也没有关闭或 是搬迁任何工厂。现有的工厂设施不足以满足消费者的需求,另外, 我们也想将工厂建在更靠近消费者的地区。

雀巢每年都会花费 140 亿元人民币(20 亿瑞士法郎)在全球 29 个研发中心上……

……其中两个在中国,一个在上海,由 50 名研究人员组成,主要负责烹饪和冰激淋的研发;另外一个在北京,由 100 人组成,主要负责营养品、奶制品、饮料、宠物食品和谷物食品的研发。他们不仅为国内市场研发,也为国际市场研发。

B你们看重的主要指标有哪些?

通涨、食品饮料指数、工资上涨幅度和城市化率。

③食品价格上扬总是给新兴市场带来危机,这跟你们有关系吗?

我们尽可能的避免价格上涨,不仅仅因为它会带来政治敏感性,主要 是因为它对于我们公司的健康成长不利。

②如果用1到10表示2012年雀巢在中国商业信心指数,你会选多少?

由于我们的产品几乎全部内销,因此欧元危机和人民币升值对我们的 影响微乎其微。我们的业务完全是由国内需求带动的,而政府加强内 需的政策也将使我们进一步受益。 此外,城市化大趋势也对雀巢的发展十分有利,主要因为城市居 民在食物供应上很难自给自足。虽然工资上涨增加了生产成本,但同 时也增强了人们购买力,尤其增加了低收入人群对高质量食品的需求。

B中国消费者在食品上的支出有多大呢?

食品支出平均占收入的 30% 左右,城镇的比例是 20%。瑞士的食品支出占收入的 8%,法国是 15%,德国是 10%。

B你怎么看公司中期的发展前景?

我们坚信未来五年对于雀巢将是黄金的五年。我对于未来 10-20 年的展望则相对低一些,因为随着市场的成熟,食品行业的增长率自然会随之放缓。

B对未来你有哪些担忧呢?

找到并留住人才和了解中国的消费者。对于我个人来言,那就是运动不够(笑)。

B我们来谈一谈中国的食品安全问题吧。

好的。食品安全是食品行业的所有企业面对的一个共同问题。我们希望有更严格的规范来管制行业内那些存在食品安全问题的企业,这里既有中国企业,也有外资企业。有一点我想说的是,中国在食品方面不存在法规方面的问题。相反,我敢说中国的食品安全法规是世界上最严格的。据我所知,目前中国是唯一一个对违反食品安全规范的人处以死刑的国家。没有比这更严格的了,问题在于执行力度。另外,由于中国人口众多,一次触犯就会影响到许多人。所以当谈到中国的食品安全问题时,人们往往没有想到这些。其实只是某些不法分子给整个行业的形象带来了不好的影响,政府方面已经竭尽所能了。

② 雀巢的产品被认为是十分安全的,那么你们有没有从食品安全问题中获益呢?

一般没有企业会从中获益,不过消费者会倾向于选择他们信赖的品牌。



回雀巢去年的全球交易额实现了 7% 的增长,达到了 5,800 亿元人民币(830 亿瑞士法郎)。在中国的情况如何呢?

每年我们都以 20% 以上的速度增长,今年我们计划突破 350 亿元人民币 (50 亿瑞士法郎)的大关。我们的大部分竞争对手是中国企业,他们满足于个位数或是较低的个位数的息税前利润,而我们希望获得更高的利润。

B中国有多少人消费过雀巢的产品呢?

这个我不知道。不过我们的市场是中国 13 亿个胃口,我们也可以为大众带来多样化和各个价格区间的产品。我们每天销售 4,000 万的产品,其中销售最广泛的产品是花生牛奶,在中国的 100 万家商店里都可以买到。

B你们中国区的业务有多大的独立性呢?

我们的一大优势是非集中化。每个国家的分公司都享有很高的自治权 和来自于总部的充分支持。对于我来说,这就是完美的组合了。

②能不能举一些关于香港消费者与上海消费者具有不同消费倾向的例子?

比如咖啡,香港平均每位消费者每年喝 150 杯咖啡,而上海是 30 杯,中国大陆地区是 3 杯。最大的不同就是速溶咖啡领域。

②中国的饮食方式在改变:吃更多的肉,更多的脂肪和更多糖。你们只是简单的跟随这种不断变化的习惯还是积极的参与到中国消费者口味的形成过程中?

你说的两方面都有一点(笑)。

围你们在哪些方面参与了消费者口味的形成呢?

我们把咖啡带到了中国。跟日本一样,咖啡不是中国文化的一部分。 不过现在日本已经成为世界上最大的咖啡市场之一。中国和日本有哪 些不同呢?只是几十年的问题。

Nestlé

Nestlé is the world's foremost nutrition, health and wellness. company with sales of CHF 83.6 billion in 2011. The company was one of the first multinational companies to enter the Chinese market. Already in 1990, Nestlé started its local production by establishing its first factory in Heilongiang Province. Today, Nestlé operates 31 state-of-the-art factories in the Greater China Region and employs 48,800 people. 90% of Nestlé products sold in China are locally manufactured. In China, Nestlé is targeting to reach the CHF 5B threshold this year, up from CHF 2.5B in 2011. The main reasons for this sharp increase are two Chinese brands the Swiss company was setting up joint ventures with: Hsu Fu Chi International (a maker of chocolate, candies and pastries popular in China), and Yinlu Foods Group (which makes ready-to-drink peanut milk and ready-to-eat canned rice porridge). In both these joint ventures, Nestlé holds a stake of 60%. Next year, Nestlé China is aiming to become the group's number two global market after the U.S., and before France, Brazil, Germany and Mexico.

雀巢是世界最大的营养品、健康和保健品生产商,2011年的销售额是836亿瑞士法郎。作为第一批进入中国的跨国企业,早在1990年雀巢就在黑龙江省建立了工厂。目前,雀巢在大中国区共有31家工厂,48,800名员工。雀巢在中国销售的90%的产品都是在中国本地生产的。公司计划今年在中国的销售额突破50亿瑞士法郎,2011年中国区的销售额是25亿瑞士法郎。中国区的销售增长主要来自于雀巢成立的两家合资企业,它们分别是巧克力、糖果和饼干生产商徐福记,花生牛奶和八宝粥生产商银鹭。雀巢分别持有这两家企业60%的股份。明年,雀巢中国将成为雀巢集团的世界第二大市场,位居美国之后,法国、巴西、德国和墨西哥之前。

"Big Potential for Authentic Swiss Products"

"瑞士食品企业的大机遇"

Kilian Widmer, Deputy Head of the OSEC Swiss Business Hub in China, on the right approach for Swiss foodstuff exporters to succeed in China.



☑ OSEC just recently published the study "The Chinese Food Market - Opportunities for the Swiss SME". What insights can readers expect?

Kilian Widmer: The study provides a general overview of China's food industry, and highlights the chances and trends for Swiss foodstuff producers. The study focuses on the market entry process, specific industries, different distribution channels and the preferences of the Chinese consumer.

The study shall provide a basis for SMEs, helping them to evaluate whether China could be a market for their specific products and services. However, the geographic differences, which naturally are huge in a vast country like China, are less of a focus. Generally speaking, the Chinese food market is not an easy one. Competition in segments like chocolate, water, coffee or alcoholic beverages is extremely fierce. But nevertheless, China offers interesting niches.

B Such as?

We see opportunities in what we call "Horeca" market, so in hotels, restaurants and catering. This is where you can reach out to affluent Chinese consumers, usually business people. And China has, in absolute terms, the most millionaires, right after the U.S.

B Where do you see the best chances for the Swiss SME?

The "where" firstly has to refer to a geographical location. One cannot just "deliver to China". Swiss products are usually positioned in the premium high-end segment. Thus, it makes sense to start in the first tier cities of Beijing, Shanghai and Shenzhen/Guangzhou. The average income in these cities is significantly higher than in other parts of the country, allowing to address larger consumer groups. A certain "Swissness" of the product you want to market certainly helps, as Swiss products enjoy a high reputation in China. Outstanding quality is expected, and in return, consumers are willing to pay more.

B Are you thinking of any particular food items?

Processed food like chocolate. Though interestingly here in China, chocolate is more commonly associated with Belgium rather than Switzerland. We see potential for products that are closely connected to Switzerland and are perceived as authentic by the Chinese. For example, a local Swiss liquor specialty.

How about Swiss vodka?

Not so much. The Chinese strongly relate specific categories to certain countries, and then prefer those suppliers. Vodka is associated with Russia, good wine with France, etc. It is difficult to change such consumer behaviour.

☑ Let's talk about coffee. Espresso must be very popular because of the prevalent lactose intolerance in China.

Yes, it is. Although, in general, strong coffee doesn't suit the Chinese palates so well. Cappuccino is widely popular, though. Bear in mind that "only" 20-30% are affected by lactose intolerance and substitutes like soya milk are available.

☑ What are your market entry recommendations for China first timers? What difficulties are to be expected?

It is of utmost importance to carefully analyze and observe the market beforehand. It is mandatory to travel to China consecutive times to feel the pulse. Setting the right incentives for your partner or distributor is crucial. Otherwise, they are not focused on your product, but distracted with other offers they get. So you need to be in a position where you have something to offer to your partners.

For example, if a product is classified as "health food" by the government, the product has to undergo a mandatory registration process upon importation. Such things need prior discussion with your local partner. The requirements differ depending on the food item.

BLabeling is of utmost importance in China...

True. Labels that are incomplete, incorrect or do not meet Chinese labeling laws will be refused entry into China. Chinese labels should be made in accordance with the "General Standard for Labeling of Pre-Packaged Foods for Special Dietary Use" and the "General Standard for the Labeling of Pre-Packaged Foods" issued by China's Quality Supervision, Inspection and Quarantine Authority and the National Standardization Administration Committee. Labels should contain the following information: trademark, food name, list of ingredients, net content, name and address of manufacturer and distributor, indication of production and expiry date, country of origin. All content must be in Chinese characters, except for the trademarks.

How to find the right partner?

We from Osec can help, for instance. We can find partners on your behalf, or take a closer look at partners you may have found on your own. Our experience shows: You can have the most wonderful product, but if marketing and distribution don't work, it's all pointless.

☑ The changing and sometimes unpredictable regulatory framework in China is constantly a hot topic. What are the implications for SMEs?
Direct interventions are less of an issue in the foodstuffs industry as

opposed to, let's say, the pharmaceutical industry. But you need to take a close look at protectionist measures like taxes, customs duties and fees. Depending on the product and the number of domestic competitors, they can add up to 60% to your price. For wine, in example, three different taxes are levied: An import tax rate of 14% for bottled wine (bulk wine 20%), a consumption tax of 10% and a 17% VAT, which in total amounts to a taxation of 48.2%.

☑ What else is important when exporting consumable goods?

Many underestimate the size of the country. Temperatures can vary from minus 30 degrees in winter to plus 40 degrees in summer. The whole supply chain needs to be properly cooled, otherwise merchandise can quickly get damaged. The supply chains with international logistic companies to first tier and coastal cities is well established and not an issue. However, the transport within the country to remote second and third tier cities can be more complicated. Customs and labeling processes can be challenging and intransparent. Therefore, try to use local importers with the required licenses that are familiar with the customs authorities of the port that you will be shipping to. Before the physical arrival of the goods in China, for each product shipment the according documents should be sent to the local China Entry-Exit Inspection and Quarantine Bureau (CIQ) authorities. This can save time and money.

E Food price inflation in China has been high in recent years. Did wages also go up? How is the purchasing power of consumers affected?

This is not a big concern for most Swiss food exporters. Price increases of commodities and ingredients have less of an impact in the premium segment. Plus, the high-end consumer segment continues to grow. But inflation, particularly food price inflation, is indeed a big issue for poorer people who make CHF 5000 a year spending up to 50% of their salary on food. They are not potential consumers of Swiss food products.



Kilian WidmerDeputy Head of the OSEC Swiss Business
Hub in China

瑞士驻上海领事馆商务代表

Swiss Business Hub in China

The Business Hub helps Swiss and Liechtenstein companies in evaluating the above issues. Osec works in close cooperation with a network of experts (www.poolofexperts.ch) in order to be able to give the most professional but also pragmatic information, tailored to the needs of the companies.

For more information on the OSEC food study please visit: http://www.osec.ch/de/industry/Food%20and%20Kindred%20Products

OSEC will be organizing a fact finding mission to China in November: www.osec.ch/en/node/41813

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www.osec.ch

中国快速增长的经济也为食品业创造了商机。瑞士驻上海领事馆商务代表 Kilian Widmer 指出瑞士食品出口商在中国的成功之路。

BOSEC 近期发表了"中国食品市场——瑞士中小企业的机遇"的研究,这份研究主要讲了些什么呢?

Kilian Widmer: 研究介绍了中国食品行业的整体情况,并强调了瑞士食品生产商所面对的机遇和趋势。研究包括市场准入程序、行业细分、各种分销渠道以及中国消费者的偏好等。

该研究可以作为瑞士中小企业判断其产品和服务是否符合中国市场的依据。不过,研究并没有过度关注地区差异问题,尤其是在像中国这样的大国。总的来说,中国的食品市场十分复杂。巧克力、水、咖啡和酒类饮料等行业的竞争已十分激烈。但在许多细分市场仍存在机遇。

B有哪些细分市场?

在我们称为"HORECA"的市场仍有机遇,也就是酒店、饭店和咖啡厅。这些市场的消费者以较富裕的中国消费者为主,大多数是商业人士。 而且在总量上来看,中国的百万富翁人数很多,居于美国之后。

Try to use importers that are familiar with the local customs authorities of the respective

port. 跟那些对各个港口的海关当局较熟悉的进口商合作。

B瑞士中小企业的最佳机遇在哪里?

首先应该谈一谈区位问题。把产品运到中国的办法不太可行,瑞士产品的定位以高端为主,因此,从北京、上海、广州、深圳等一线城市开始是明智的做法。这些城市的平均收入比中国其他地区高出很多,因此客户群就比较大。推出"瑞士品质"的产品是很好的选择,因为瑞士产品在中国享有较高的声誉。消费者期望获得高质量商品,自然也愿意付出高价钱。

③具体到某一种食品呢?

比如巧克力,在中国人们谈到巧克力就会想到比利时的巧克力最好而不是瑞士。在与瑞士密切相关、并被中国消费者认为是正品的食品领域有着巨大的潜力,比如瑞士本地的酒等。

B瑞士伏特加呢?

也不是很有名。中国消费者会把具体的食品跟国家联系起来,从而喜欢来自这些国家的某些食品,如俄罗斯的伏特加、法国的红酒等。要改变这种消费者行为很难。

回咖啡呢?浓缩咖啡 Espresso 应该很受欢迎吧,因为很多中国人都有乳糖不耐症。

是的。不过总的来说,浓咖啡并不适合中国人的口味,反而卡布奇诺更受欢迎一些。我们应该注意的是只有 20% - 30% 的人有乳糖不耐症,而且比起咖啡,豆奶更受欢迎。

日对于初入中国的企业您有什么建议? 他们会面对哪些问题?

进入中国前对市场进行仔细的分析和观察是极为重要的,还要经常到中国进行考察,实地感觉市场的变化。另外,给合作伙伴和分销商正确的激励政策也很重要,不然,他们在销售过程中就会以其他提供更好激励政策的商品为主。因此,企业必须准备好为合作伙伴提供他们想要的东西作为激励。

举个例子,如果政府将某个产品区分为"健康食品",那么在进口的时候政府会对该产品进行强制性登记,遇到这种问题时需要事先与当地合作伙伴商量好,因为根据食品种类的不同,具体的要求也不同。

B商品标签是一个大问题……

是的,如果标签不完整、不正确或是没有打到中国法律的要求,那么商品是进不了中国的。中文标签应该按照国家质量监督检验检疫总局和国家标准化委员会发布的《预包装特殊膳食食品标签通则》和《预包装食品标签通用标准》的相关要求制作。标签应包括以下信息:商标、食品名称、配料、净含量、生产商名称与地址、经销商、生产日期与保质期以及原产地等。除商标外,所有的信息都必须是中文。

B怎么找合作伙伴呢?

可以通过 Osec,我们可以代表企业寻找合作伙伴或对企业已经找到的伙伴进行考察。我们的经验是:也许你的产品是最棒的,可是如果营销和分销不得力,那么一切都毫无意义。

B 中国不断变化和难以预测的规范制度是许多企业关注的热点,在这方面中小企业应该注意什么?

与像医药这样的行业相比,食品行业所受的政府干预较少。不过像税收、关税和各种费用等形式的保护措施也应该引起注意。根据产品和国内相关企业数的不同,这些税费可能给你的产品加价 60%。比如说根据酒精含量和包装等的不同,瓶装红酒的进口关税可达 14% (桶装葡萄酒的进口关税是 20%), 另外还要征收 10% 的奢侈品消费税和 17%的增值税,也就是说税收可达 48.2%。

①在出口食品方面还有哪些要注意的重要事项呢?

许多企业低估了中国的规模,夏天中国的温度可达 40 度以上,冬天可低至零下 30 度。 因此整个供应链应该采取适当的制冷措施,不然你的商品很快就会坏掉。一二线城市的供应链已经很成熟了,不过在农村地区,这还是一个大问题。一二线城市的供应链已经很成熟了,不过在农村地区,这还是一个大问题。海关和标签的程序比较复杂而且不够透明,因此,应该选择跟那些对各个港口的海关当局较熟悉的进口商合作。在商品抵达中国前,关于每件商品的相关文件应提前送至中国出入境检验检疫局。这样不但省时,而且可以节省不必要的花费。

③ 今年中国食品通涨率很高,工资也相应提高了吗?消费者的购买力有哪些变化?

这是瑞士食品出口商需要重视的一个大问题。在高端市场,商品和材料价格的增长影响不大,而且高端消费者正不断增加。但通货膨胀,尤其是食品价格上涨引起的通货膨胀对于那些年收入在 5000 瑞士法郎以下、50% 的收入都花费在食品上的人来说影响很大。他们不能作为瑞士食品的主要潜在消费者。

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Chances for Swiss Food Exporters in China:

Two Way Approach Needed

成功需要两套方案

A commentary by Peter Troesch



Peter Troesch, President Peach International 平嘉实国际咨询公司总裁 Peter Troesch

ood safety is one of the big topics according to the 12th 5-year plan of the Chinese government. While Chinese retail customers and Chinese government are concerned about food safety of strategic food items like milk and milk powder areas where Switzerland has an excellent reputation and impressive market share - foodservice channels might be offering even bigger opportunities for Swiss food companies of all sizes.

Purchasing decision makers (or decision influencers) in B2B foodservice channels are often European or even Swiss. Purchasing decisions in hotels and other foodservice operations are made by the often foreign executive chef or the food and beverage director. These professionals will ask for imported products, often from Switzerland. Successful ordering depends then on their internal decision power over the local purchasing department, which is directly controlled by the Chinese owner of the hotel or food service outlet. Building up or relying on close relations (guanxi) to both groups of decision makers is important, and a two way approach – Swiss and Chinese – is required.

For Swiss food exporters, it might be a wise decision to not focus on costly end consumer marketing but on B2B foodservice channels such as hotels, restaurants or catering (Horeca). To enter the China market, having a suitable local or Swiss partner with a deep understanding of the other culture is crucial in order to find the right distributor with connections and reach in a specific channel, city or region. There are no China-wide foodservice distributors which have achieved any leadership position in all important cities. Focus on one city, or selected areas first, do not attempt to cover all of China from beginning.

B2B channels depend more on professional expertise and networking than on big spending in sales and marketing. For Swiss companies, such a business to business approach is often easier, less costly and more prone to success. Products sold in foodservice channels are often not seen as obvious threats to local competition, as the final product sold to the customer does not

mention its ingredients. For a professional chef, the ingredients can make the whole difference, though. A pastry chef working with one brand of couverture (chocolate), for example, will never want to shift to another brand as he is very familiar with how his product reacts under different conditions – which is not the case with an unfamiliar, but maybe even superior brand.

Another important point about foodservice channels is "Quantity". Often, one customer will buy enough quantities to justify a steady export from Switzerland to China. In retail, achieving sizable quantities will take longer and will be more costly. Industrial food production entities can be high-potential customers, too. Selling chocolate to an industrial bakery could be one option, providing milk-powder to education catering companies which produce food for thousands of students at universities across the country meal by meal, could be another option.

For Swiss food exporters, it does not always have to be the fancy retail channel where the products shine in the limelight - often for much longer than the exporters like (until they have to be sold off as near expiry products). It can very well be the more secluded and secretive business-to-business channel of foodservices where the professionals are speaking the same language as in Europe - even in China.

Distribution channels like hotels, restaurants and catering depend more on professional expertise and networking than on big spending in sales and marketing. 进入酒店、饭店和餐饮业等分销渠道的关键更多的取决于专业技能和社交能力,而非在销售和市场上的大量投入。

平嘉实国际咨询公司总裁 Peter Troesch 谈食品企业如何进入中国市场

品安全是中国政府十二五规划中的一个重要课题。目前中国 消费者和政府都对牛奶和奶粉等食品安全问题充满担忧,而 瑞士在全球食品安全领域享有很高的声誉并占有相当的市场 份额,因此,对于各种规模的瑞士食品企业来说,中国的食品服务渠 道将带来更广泛的商业机遇。

食品服务渠道的采购者(或影响采购决策者)大多是欧洲人和瑞士人,而酒店和其他餐饮运营企业的采购往往由外籍主厨和食品、饮料总监决定。这些专业人士在选材上倾向于进口产品,且以来自瑞士的产品为主。不过是否能够顺利下单往往取决于他们在当地采购部门的决策权力,这往往直接由酒店或餐饮店的中国老板决定。因此,建立并保持与这两者密切的关系是十分关键的,从而就需要企业拿出应对瑞士人和中国人的两套方案。

对于瑞士食品出口企业来说,比较明智的做法是从像酒店、饭店和咖啡厅这样的食品服务渠道进入市场,而非花大代价在市场营销上。另外,在中国找到一个了解本土文化的瑞士合作伙伴,并由他们来寻找恰当的分销商进入某些城市或区域也很关键。中国没有在所有重要城市都占有领先地位的全国性餐饮分销商,因此,企业应该首先集中力量在某一个或某些特定的区域,不要一开始就想进入整个中国市场。

进入这些渠道的关键更多的取决于专业技能和社交能力,而非在销售和市场上的大量投入。这种商对商的模式对于瑞士企业来说很容易做到,它不仅成本低,而且更容易成功。进入食品服务渠道往往不会给当地企业带来明显的威胁,因为卖给消费者的最终产品往往不会涉及到原材料的来源。而对于专业的厨师来说,原材料往往决定了菜肴的口味。举个例子说,一般来说糕点师往往会长期选用同一个品牌的巧克力,因为选择其他品牌可能会改变口味。

关于食品服务渠道的另一个重要特点是"量"。为了从瑞士到中国稳定的出口,客户往往会采购足够量的产品。在零售业,要在量上达到相当规模需要较长的时间和较高的成本。另外,产业食品生产实体也可以是潜在客户。因此,企业可以选择把巧克力卖给糕点业,也可以选择把奶粉提供给那些为成千上万的大学生供应食物的教育性餐饮企业。

对于食品出口商来说,产品不一定非得通过光鲜的零售渠道进行销售——因为大多时候销售这些产品需要很长的时间(最后不得已只能以快到期的食品进行销售)。那些商对商的食品服务渠道是更好的选择,这些渠道具有一定的隐密性,而且渠道里的专业人士讲的是我们熟悉的语言。

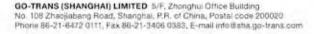




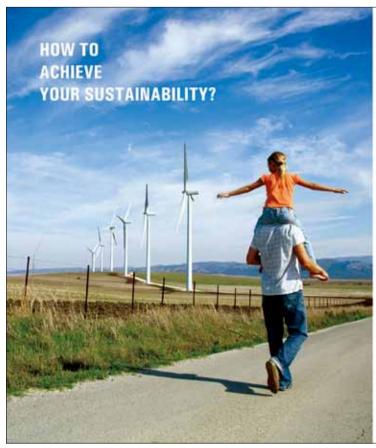
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The Swiss Minister of Economic Affairs remains confident, looking at the upcoming hot, and possibly last phase of FTA negotiations with China.



Bilateral Relation

The Bridge: Federal Councilor Schneider-Ammann, this is your first official visit to China as Minister of Economic Affairs. What is the target of this trip?

Johann N. Schneider-Ammann: Generally speaking, I am here to reinforce the good relations the two countries enjoy. And more particularly, to release an additional impulse, to deepen certain aspects, and to speed up the ongoing negotiations, which will hopefully conclude with a Free Trade Agreement by the end of 2012. Crucial months lie ahead of us. And our timetable is very ambitious.

How were you received by your Chinese counterpart - Minister Chen Deming?

We've known each other for a couple of years. I was received with open arms and in cordial terms.

☑ You are an "animal politique" (elderly, sly, experienced politician). What does your gut feel tell you? Are we well underway?

Don't count your chickens before they've hatched. But yes, I remain confident that mutually acceptable compromises will be found. The Chinese market is of tremendous importance to Switzerland's economy - in real terms today, and even more so when looking at its potential. Improved conditions for Swiss companies in China will ultimately help keep and create new jobs in Switzerland.

∃ The tonality - at least in the media - has tightened significantly in recent weeks. A wrong impression?

No, your impression is correct. But this is only natural. We are now entering what could possibly be the last phase of the initially planned negotiation period of two years. Discussions get more intense and also more difficult in the areas where compromises need to be found. At the same time, certain things are still in the open for Swiss and Chinese citizens, interest groups, and even for us as negotiators. This naturally creates uncertainty and some more pronounced reactions.

It is ultimately the Swiss consumer who decides what he wants on his plate.

最终还是由瑞士消费者来决定他们会 选择哪些食品。■

② New demands are on the table. A self-confident Chinese side newly calls for free access to the Swiss labour market for its doctors in the field of Traditional Chinese Medicine. A migration-related demand is brought into and mixed up with trade talks. What lies ahead of us?

You rightly point out that we are negotiating a trade, and not a migration agreement. Ultimately, both sides will have to focus on the essence of the agreement, which is all about commerce.

BHave you ever done acupuncture yourself?

No, not yet (laughing).

B Where is the shoe pinching the Swiss economy in China?

The most pressing issues we are tackling are: a lowering of customs duties for industrial goods, the formalization of intellectual property issues to augment legal security and lower non-tariff barriers - which, in essence, means less administration.

Pressure on Swiss farmers is mounting. China wants a reduction or elimination of import tariffs and easier market access for its agricultural products in Switzerland. Farmer lobbyists already announced their opposition. Will the farmers be willing to give in?

Voluntarily, nobody is willing to give something away. Be it manufacturers, service providers or farmers. Hence, I don't expect them to just drop their demands.

My job will be to point out new opportunities to Swiss farmers. Reaching out to affluent consumers in China's mega cities with high quality Swiss products can be a very valid business strategy. Not just for industrial goods and services, but also for agricultural products. Reducing anguish will be important, too. There is one thing I want to place emphasis on: We are not talking about a complete agro free trade with no boundaries! But we are looking at each segment separately.

The Chinese and Swiss agriculture are complementary in many ways, as there are food products that Swiss farmers don't produce. Here we can be more generous...

B...you are not talking about pork form China now.

No, I am not. Here, it will be more difficult to do a deferral. Where our interests are affected, we aim to be more restrictive. For products that are of strategic importance to both sides, it will be difficult to find agreements. We will discuss each product and try to find compromises. One more sentence: It is ultimately the Swiss consumer who decides what he wants on his plate. Pricier Swiss quality, or foreign products, including Chinese ones...

EMr Federal Councilor, you are a former industrialist yourself. Will you allow, that the powerful Swiss agriculture lobby (representing a highly protected and subsidized sector contributing a marginal 1.1% to the Swiss GDP) could potentially overthrow and inhibit an FTA with the world's second largest economy? This, notably, at the cost of a highly productive Swiss export industry?

One has to be careful not to play parties against each other. In the coming months, I will exert efforts to intensively seek a dialogue and try to convince the agro-lobby of the benefits of an FTA. I will not ask for more than what is just and reasonable. Value creation in agriculture is relatively modest. But don't forget its 170,000 employees. I am a defender of maintaining independence and the degree of food self sufficiency which is currently at 60%.

12 You can expect nothing else than fundamental opposition...

This is possible. It is all about being reasonable, transparent and respectful with each other. They know that the market opens anyway. Think of the strong Swiss Franc leading to food importation from across the border.



☑ Contradicting positions regarding agriculture were a main reason why the FTA with America failed back in 2006. Can this happen again?

Everything is possible! Look, my job is to integrate Switzerland into the global markets in order to secure and create new jobs at home. It is a realistic scenario that the situation in Europe will get worse. We might have to spread risks and shift our focus to markets in Asia even further. Improved conditions in China can be a big step in the right direction.

Trade with China is flourishing. This, notably, without an FTA. Don't you overrate its importance?

The economic relations are good, and trade with China is rapidly growing. Today, China is already the third most important export market for Switzerland after the EU and the US. We want to have this agreement with China as the first European country, in order to create a timely head start and competitive advantage for Swiss companies, as compared to competitors from Europe. Chances are intact, as the European Union is currently not negotiating.

Swiss Media reports about China are often critical and negative. How is this perceived in China? Does it make the negotiations more difficult?

It clearly has not affected the negotiations so far. The Chinese are well aware of the differences of our systems, and do not put too much weight on the occasional unfavourable commentaries. On this trip, the Chinese side repeatedly expressed its interest to cooperate tightly with us. China is interested in our technology and in having a reliable partner.

∃ The differences between the two negotiation partners couldn't be bigger. Huge vs. a small country and domestic market, mass

production vs. high end and luxury goods. It seems like Switzerland has much more to gain. Or to lose, in case of a failure.

I understand this impression. But it is not just about quantity, but also about quality. China is interested in us, as we are amongst the most innovative and competitive nations in the world. And because of our size, we are not viewed that much as a "threat". China concluded FTAs with a number of smaller economies like Peru, New Zealand, Chile and Costa Rica.

B What are the next steps?

There is another round of negotiations in September. At one point, the Swiss parliament would have to decide on it.

\blacksquare Or, in case of a referendum, the Swiss people will have their say.

 $Yes, this \,possibility\,is\,foreseen\,in\,our\,system.$

It would be a first to vote on a bilateral FTA.

Yes, but in case of acceptance, highly legitimated. After preliminary consultations with the respective parliamentary groups (representing the parliament), we are well aware of their expectations, too. Trade is important to create additional wealth. But trade is also a tool to sharpen sensitivity. I am convinced that between tightly linked partners, more sensitive social or ecological issues can be discussed more freely, leading to more prolific results.

☑ China made it a preliminary condition (for FTA talks) to be accepted as a market economy. Did Berne carelessly give away the joker in the negotiations?

Not at all. The contrary is true. The acceptance was out of persuasion. If you want to do business, mutual trust is needed.



瑞士经济部长对即将到来的中瑞自由贸易协定(FTA) 最后阶段的激烈谈判仍充满信心。

🖪 Schneider-Ammann 委员, 这是您第一次以经济部长的身份对中 国进行正式访问,这次访问的目的是什么?

Johann N. Schneider-Ammann: 总的来说, 我此次访问的主要目的 是为了加强中瑞两国间的关系。具体来说,就是深化并且推动中瑞自 由贸易谈判的进展,希望我们能在2012年的年底结束谈判。所以说, 接下来几个月的谈判是十分关键的,相应的,我们的时间安排也非常 紧凑。

③陈德铭部长对您进行了怎样的招待呢?

我们彼此相识多年, 陈部长热诚而亲切的招待了我。

The tonality has tightened recently. But this is only natural. 媒体报道的基调绷紧,这也正常。

13作为一位老练的政治家,您觉得谈判的进展如何?

虽然我不会过于乐观,但对双方达成彼此都能接受的一致仍充满信心。 中国市场对于瑞士的经济发展十分重要,不仅是现在,对于未来更加 具有十分深远的意义。改善在华瑞士企业的现状将最终保证并为瑞士 国内创造更多的就业机会。

③最近几周媒体绷紧了对谈判报道的基调,事实是这样吗?

你的感觉是对的, 但这也很正常。我们现在已经进入到原定计划两年 谈判期的最后阶段,各方面的讨论日益激烈,有许多方面需要双方妥 协。与此同时,关于瑞士公民和中国公民、相关利益集团以及谈判代 表本身仍有许多悬而未决的问题。这当然会带来不确定性和各方面的 明显反应。

[]中方新提出一个关于中医自由进入瑞士劳动力市场的新要求,也就 是说在贸易谈判中加入了对移民的要求,这会带来什么结果呢?

你说的很对,我们在讲行的是贸易协定谈判,而不是移民谈判。最终, 双方将必须集中精力回归到协议的本质, 也就是商业谈判上。

B您有没有接受过针灸治疗?

没有(笑)。

B对干瑞士来说亟须解决的问题有哪些?

我们亟待解决的一个问题就是降低工业品关税, 使知识产权问题正式 化,加强法律安全和减少非关税壁垒,本质上说就是减少管制。

B 谈判对瑞士农民的压力不断增加、因为中国要求减少或免除农产品 进入瑞士市场的进口关税。对此,农民说客已经表示反对,您认为农 民会就此问题妥协吗?

没有人会自愿妥协,不管是生产商、服务商还是农民。因此,我们也

We are negotiating a trade, and not a migration agreement.

我们在进行的是贸易协定谈判,而不 是移民谈判。

不希望他们就此放弃要求。我的任务是给农民指出新机遇,将优质瑞士产品推广到许多中国超大城市是一个十分有效的商业战略,这其中不仅包括工业品和服务,也包括农产品。

降低农民的压力很重要,我想强调的一点是:我们在谈的并不是一个没有止境的完全自由的农业贸易!不过我们在对各个方面进行了解,其实中国农业和瑞士农业在很多方面是互补的,有许多农产品瑞士不生产,在这些方面我们可以做出让步……

B……你所指的不是来自中国的猪肉吧。

不是。在我们的利益受到影响的方面,我们会坚持。而对于双方都具有战略重要性的产品,要达成一致将很困难。我们会针对每一种商品进行协商,并试着找到协同点。还有一点:最终还是由瑞士消费者来决定他们会选择哪些食品,优质价高的瑞士食品,或是外国食品,包括中国食品在内……

取邦委员先生,您以前也是一名工业家,你会允许强大的农业说客他们代表着为瑞士 GDP 贡献 1.1%、受到高度保护和补贴的产业影响并妨碍与世界第二大经济体达成自由贸易协定吗?

在未来几个月里,我将积极与农业说客寻求对话,并尽力向他们解释自由贸易协定所带来的利益。我会保证公平合理,虽然农业创造的价值相对不高,但却有170,000人从事这个行业。我认为保持独立性和目前60%的食品自给自足率很重要。

B也许农民还是会反对……

有可能是这样。重要的是彼此之间的合理、透明和尊重。他们也知道市场最终会开放,其实坚挺的瑞士法郎已经使许多外国食品进入了国内市场。

② 2006 年与美国的自由贸易谈判最终也因农业问题失败,这种情况还会再次发生吗?

什么都可能发生! 我的工作是尽力实现充分就业,并使瑞士与国际市场接轨。随着欧洲局势不断恶化,我们需要分散风险,进一步将我们的注意力集中在亚洲市场,与中国间贸易条件的改善将是朝这方面努力的一大步。

③ 在没有达成自由贸易协定的情况下,瑞士与中国间的贸易已经十分频繁,这是否表示您高估了贸易协定的重要性呢?

两国间的经济关系良好,且与中国的贸易增长迅速。目前,中国已是 除欧盟和美国外,瑞士的第三大出口市场,而且未来潜力巨大。为了 比其它欧洲国家获得先机,使瑞士企业更具竞争优势,我们希望成为 第一个与中国达成该协定的欧洲国家。目前欧盟尚未与中国进行谈判, 因此现在的时机最佳。

③瑞士媒体对中国的报道总是很苛刻,很消极,中国方面是怎么看这一点的?这是否增加了谈判的难度?

目前还没有对谈判产生影响,中方十分了解两国之间体系的不同,也

不会对偶尔的批评言论反应过激。在此次访问中,中方再次表示与瑞士更紧密合作的兴趣,还对我国在科技方面取得的成就很感兴趣,也希望与我国结成可靠的伙伴关系。

②谈判双方之间的差别很大,一个是泱泱大国,一个是欧洲小国,一个是产量大国,一个以奢侈品著称。似乎在谈判中瑞士将获益更大,如果谈判失败的话,也将损失更大。

我可以理解你的这种看法,不过重要的并不只是数量,还有质量。中国对我们有兴趣,是因为我们是世界最具创新性和竞争力的国家之一。 在规模方面,我们不能与中国匹敌,但中国也与如秘鲁、新西兰、智利和哥斯达黎加等许多小经济体达成了自由贸易协定。

PI谈判的下一步安排是什么?

九月份会进行下一轮谈判,期间瑞士国会将对此做出定论。

B或者,在全民投票中,瑞士公民会表达自己的想法。

是的,在我们的体系中这种情况也有可能出现。

冈如果举行全民投票,那将是第一次在双边自由贸易谈判上的投票。

是的,结果也会被合法的接受。在与相关国会性团体(代表国会)进行前期讨论后,我们也十分了解他们的希望。贸易对于创造额外财富十分重要,不过贸易也将增加敏感度。我相信在密切联系的合作伙伴间,更加敏感的社会和生态问题都将可以自由的探讨,并达成最富成效的结果。

③中国进行自由贸易协定谈判的前提是承认其市场经济地位,伯尔尼方面已承认了中国市场经济地位,这是否使得瑞士失去了一张王牌?

不是这样的,承认中国的市场经济地位是出于信任。要想做成生意, 双方必须彼此信任。



12

An Exclusive Evening Event - Gathering with Federal Councilor Johann N. Schneider-Ammann

Venue: Swatch Art Peace Hotel

Speaker: Johann N. Schneider-Ammann, Minister of Economic Affairs

Organizers: SwissCham and Swiss Consulate General



















Regus Business Centre 雷格斯商务中心

15 Business Centres in Shanghai 60 locations in Greater China 上海15个商务中心,大中华区共60个





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Diplomatic Traffic: Recent Events and Visits

外交往来: 近期活动

Information provided by the Embassy of Switzerland in Beijing 信息由瑞士大使馆提供

Past Events

Visit of Federal Councilor Doris Leuthard

From February 12th to February 14th, 2012, Federal Councilor Mrs. Doris Leuthard, Head of the Federal Department of Environment, Transport, Energy and Communications (DETEC) paid a two-days visit to Beijing. She was received by Vice-Premier Mr. Zhang Dejiang, by Minister of Transport Mr. Li Shenglin, by Minister for Water Resources Mr. Chen Lei, by Minister of Environmental Protection Mr. Zhou Shengxian as well as by the Head of the National Energy Administration Mr. Liu Tienan. This visit allowed to deepen the cooperation in the fields of transportation and environment. Mrs.Leuthard also participated in the launching ceremony for the inaugural direct flight between Zürich and Beijing operated by Swiss International Airlines. She was accompanied by a small business delegation.

2nd Round of DTA Negotiations

From March 5th to 7th, a second round of negotiations for a new agreement on the avoidance of double taxation was held in Beijing.

Visit of State Secretary Marie-Gabrielle Ineichen-Fleisch

State Secretary and Director of the State Secretariat of Economic Affairs (SECO), Mrs. Marie-Gabrielle Ineichen-Fleisch, paid an official visit to China where she spent five days (from March 26th to 30th), namely in Beijing, Shenzhen and Shanghai. She was received in Beijing by Vice-Minister Zhong Shan of the Ministry of Commerce, in charge of European Affairs, as well as by Vice-Minister PuChangcheng of AQSIQ. In Shenzhen, she met with Vice-Mayor Chen Gaihu and in Shanghai with Vice-Mayor Ai Baojun. During her trip, she also, among others, held a speech at Beijing Normal University as well as at the training center of the communist party (CTCSPMO), visited a few companies and had meetings in the three cities with the Swiss business community.

Visit of State Secretary Mr. Mauro Dell'Ambrogio

State Secretary for Education and Research, Mr. Mauro Dell'Ambrogio paid a visit to Beijing on the 3rd of May. During his stay in the capital he signed a Joint Document on Space Cooperation for Peaceful Purposes with Mr. Chen Qiufa, Administrator of the China National Space Administration. The joint document seeks to strengthen the already existing cooperation in the field of Space Science, emphasizes the need to establish a structured dialogue and underlines the mutual interest in a deepened scientific cooperation in this domain.

5th Round of FTA Negotiations

After a successful 4th round in Beijing, the fifth round of negotiations for a Free Trade Agreement was held in China from May 8th to 10th 2012.

3rd St. Gallen Symposium Beijing Reception

On April 3rd 2012, the 3rd St. Gallen Symposium Beijing reception was held at the residence of the Swiss Embassy in Beijing. Thought leaders from business and academia met "leaders of tomorrow" from Beijing's top universities to discuss the sustainability and emerging risks of China's economic growth model. The panellists of this year's reception were Dr. SUN Yongfu, Ministry of Commerce of the People's Republic of China, Dr. MENG Zhaoyi, Taiping Reinsurance Co, Ms. HUNG Huang, China Interactive Media Group and Ms. GE Yang, Leader of Tomorrow at the 42nd St. Gallen Symposium and Editor & Director, umiwi.com.

Living With Natural Hazards

The Sino-Swiss Workshop on Flood Control and Disaster Reduction was held from 11th to 12th April 2012 in Hangzhou, Mr. CHEN Lei, Chinese Minister of Water Resources, Mr. Andreas Götz, Vice Director, Swiss Federal Office for the Environment (FOEN), Mr. Walter Steinmann, Director, Swiss Federal Office for Energy (SFOE), along with other senior officials, researchers, and private sector representatives from both China and Switzerland participated in the workshop. The event is another milestone, along the successful path of cooperation between China and Switzerland, with the intention to jointly tackle floods and natural hazards. Both countries presented their respective progress on the three bilateral cooperation projects in this sector (Dam Safety Enhancement, Integrated Flood Risk Management and Glacier Lake Outburst Floods monitoring and early warning). The workshop served as an effective vehicle leading to the signatory of cooperation agreement on Dam Safety Enhancement Project between Switzerland and China.

21st Sino-Swiss Joint Economic Commission

The 21st annual meeting of the Joint Economic Commission took place in China, in the first week of July. This meeting allowed both countries to review and discuss pending economic issues.

Visit of Federal Councilor Johann Schneider-Ammann

Federal Councilor Mr. Johann Schneider-Ammann, Head of the Federal Department of Economic Affairs, paid an official visit to China in the week of July 9th. On that occasion, a Sino-Swiss Economic Forum was organized on July 10th, 2012.

活动回顾

联邦委员 Doris Leuthard 访华

联邦委员兼环境、交通、能源和交流部(DETEC)负责人 Doris Leuthard 女士于 2012 年 2 月 12 日至 2 月 14 日期间对中国进行了为期两天的访问。中国国务院副总理张德江、交通部部长李盛霖、水利部部长陈雷、环境部长周生贤以及能源局局长刘铁男亲切的接见了 Leuthard 女士。此次访问进一步加深了双方在交通和环境领域的合作。Doris Leuthard 女士还参加了瑞士国际航空公司新增加的苏黎世和北京间直飞航线的开通仪式。陪同 Doris Leuthard 女士的还有一个小型的商业代表团。

第二轮避免双重征税协定(DTA)谈判

3月5日至7日,中瑞双方在北京就避免双重征税协定进行了第二轮谈判。

国务秘书 Marie-Gabrielle Ineichen-Fleisch 访华

瑞士国务秘书和瑞士联邦政府经济事务司(SECO)主管 Marie-Gabrielle Ineichen-Fleisch于3月26日至30日对中国进行了为期五天的国事访问。期间,她分别访问了北京、深圳和上海三地。在北京访问期间,她会见了商务部副部长钟山和国家质检总局副局长蒲长城。在深圳和上海她分别会见了深圳市副市长陈改户和上海市副市长艾宝俊。此外,她还在北京师范大学和中组部培训中心(CTCSPMO)发表了演讲,并访问了瑞士在北京、深圳和上海三地的商业团体和企业单位。

国务秘书 Mauro Dell' Ambrogio 访华

瑞士教育与科研国务秘书 Mauro Dell'Ambrogio 先生于 5 月 3 日访问了北京。访问期间,他与中国国家航天局局长陈求发就以和平为目的的航天合作签订了联合文件。联合文件进一步加强了双方在航天科学领域的现有合作,强调结构性对话的必要性,双方表达了加深该领域科学合作的共同兴趣。

第五轮自由贸易协定谈判

在第四轮成功的谈判后,双方又于 2012 年 5 月 8 日至 10 日进行了第 五轮自由贸易协定谈判。

第三届 圣加仑研讨会北京招待会

2012 年 4 月 3 日,第三届圣加仑研讨会北京招待会在瑞士驻北京大使馆举行。来自商界和学术界的领军人物与北京各大名校"未来的领导者"聚在一起就中国经济增长模式的可持续性和不断出现的风险展开了讨论。商务部欧洲司司长孙永福、太平再保险有限公司董事长孟昭亿、中国互动传媒首席执行官洪晃、第 42 届圣加仑研讨会未来领袖和优米网总编 & 总监戈扬等出席了今年的招待会。

与自然灾害共生

中瑞防洪减灾研讨会于 2012 年 4 月 11 日至 12 日在杭州召开。中国水利部部长陈雷、瑞士联邦环境办公室(FOEN)副主任 Andreas Götz 先生、瑞士联邦能源办公室(SFOE)主任 Walter Steinmann 先生以及来自双方的其他高级官员、研究员和私有部门代表等参加了讨论会。此次活动是中瑞长久以来在共同对付洪水和自然灾害领域成功合作的又一座里程碑。双方展示了各自在该领域的三个合作项目上(提高大坝安全性、洪水风险管理和冰湖溃决洪水的监控和预警)取得的进展,还达成了提高大坝安全性项目的合作协议。

第 21 届中瑞联合经济委员会

第 21 届年度联合经济委员会于七月的第一个星期在中国召开,双方就 待议的经济问题进行了回顾和讨论。

联邦委员 Johann Schneider-Ammann 访华

联邦委员和经济部长 Johann Schneider-Ammann 于 7 月 8 日至 15 日 正式访问了中国。中瑞经济论坛也于 2012 年 7 月 10 日举行。





Basel and Shanghai Celebrate 5 Years of Prosperous City Partnership

庆祝巴塞尔与上海建立城市伙伴关系五周年

S ince 2007, Basel and Shanghai have been engaged in an active and productive city partnership. Medical cooperation between Basel's university hospital and Shanghai's Fudan, Tongji and Jiaotong Universities, Basel's presence at the World Expo 2010 and a Manager Exchange Programme for young leaders with work stays in Switzerland and China are only some of the achievements of the past five years. Sabine Horvath, Head of External Affairs and Marketing of the Canton of Basel-Stadt, reflects on five years of prosperous partnership.

Basel is a small city in landlocked Switzerland, Shanghai a pulsating metropolis and seaport. Do the two cities have anything in common?

Sabine Horvath: It's true there is a great difference in size. But when you look closely, Basel and Shanghai share many similarities. They both have a pronounced international focus, Shanghai as a port city and centre for global business and trade, Basel as a border city and host of several world-renowned trade fairs. Both are among the world's leading locations for life sciences, have tremendous economic power and are internationally significant cultural cities.

2012 marks the five-year anniversary of the partnership. What projects have emerged from the city partnership during the past five years?

Basel's presence at the World Expo 2010 in Shanghai was certainly a highlight. It was on this occasion that Basel and Shanghai renewed their partnership and signed a Memorandum of Understanding that stretches until 2013. Basel's theme at the Expo was sustainable water management. In a joint pavilion with Geneva and Zurich, Basel presented itself to millions of Expo visitors as a city of ecology, education, and culture with an exceptional quality of life.

The Manager Exchange Programme is another important achievement. The pilot programme in 2009 and 2010 was very successful. The young managers from both China and Switzerland appreciated the professional knowledge they acquired as well as the experience of cultural differences. The programme is now being continued as part of the Memorandum of Understanding 2011-2013.

There is also a lot going on in the health care field. The University Hospital Basel is an important partner for us. Scientists from the University Hospital are cooperating with Tongji University Shanghai in the fields of lung cancer and tumour markers, for example. Also, the University Children's Hospital (UKBB) and the Shanghai Children's Medical Centre have recently entered a partnership agreement. A delegation from Shanghai came to Basel for the opening of the new building of the Children's Hospital in January 2011.

What is the outlook for the next five years?

Many of the projects I just mentioned are to be further developed and intensified. Another important focus is the relationship with the Chinese Community in Basel. We wish to strengthen the ties and unlock the potential that lies in intercultural exchange. In addition, Basel and Shanghai hope to establish a cultural centre in Basel that will help to cultivate the exchange between China and Switzerland. We are very excited about the results that have been achieved so far, and look forward to many more years of successful cooperation with our partner city Shanghai.

Further information

www.shanghai.basel.ch Partner City of 18
www.facebook.com/chinaworldbasel 5th Anniversary





5 YEARS BASEL-SHANGHAI:

SPECIAL EVENTS IN BASEL 2012

Several events are planned in Basel this year to celebrate the city partnership's five-year anniversary. The highlight will be the celebration of the Mid-Autumn Festival on the Münsterplatz on Sunday, 30th of September. Everyone is invited to join the festivities and enjoy good food, music and moon cakes while waiting for the full moon to appear! Leading up to the Mid-Autumn Festival, an exhibition in the main hall of the UBS building will provide information about past, present and future of Basel's partnership with Shanghai. Finally, Basel will receive a beautiful gift from the City of Shanghai: a four-meter long stone sculpture

of a boat by the artist Shen Lieyi (沈烈毅). The citizens of Basel will be able to admire it in a perfect spot close to the banks of the Rhine starting from October.

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巴塞尔——上海五周年:

2012年巴塞尔特别活动

为了庆祝巴塞尔与上海建立伙伴关系五周年,巴塞尔今年将举行一系列相关活动。最受关注的是9月30日星期日在Münsterplatz举行的庆中秋活动。我们诚邀各位共同庆祝中秋佳节,在圆月下品尝美食和月饼,欣赏美妙的音乐。中秋前夕,我们还将在UBS大楼举办以两座城市间合作关系的过去、现在和未来为主题的展览。最后,巴塞尔还将迎接来自上海的礼物:由艺术家沈烈毅雕刻的四米长的石船。从十月份开始,巴塞尔市民将可以在莱茵河畔欣赏这一艺术品。

City Partnership Update

2007年以来,巴塞尔与上海建立了活跃而卓有成效的城市伙伴关系。在过去五年里,两座城市间进行了频繁的交流,其中以巴塞尔大学医院与上海复旦大学、同济大学、交通大学在医药领域的合作、巴塞尔参展 2010 年上海世博会、中瑞年轻经理人交流项目等最为突出。巴塞尔城市州对外关系和公关部主任 Sabine Horvath 女士对五年来两座城市间成功的伙伴关系进行了回顾。

巴塞尔是内陆国家瑞士的一座小城,而上海则是一座瞬息万变的大都市和港口城市,这两座城市间有什么相似之处吗?

Sabine Horvath: 两者在城市规模上的差距的确很大,不过如果仔细了解就会发现,巴塞尔和上海之间有许多相似之处。它们都是国际贸易的中心,作为一个港口城市,上海是全球性商业与贸易的中心;作为一个边界城市,巴塞尔是几大全球性贸易展的主办城市。两者在生命科学领域都居于世界领先地位,都具有很强的经济实力,也都是重要的国际性文化城市。

2012 年是两座城市建立伙伴关系五周年,在过去五年里双方在哪些项目上进行了合作呢?

有很多。巴塞尔参展 2010 年上海世博会是其中之一,世博会期间双方重新缔结伙伴关系,并签署了直至 2013 年的谅解备忘录。巴塞尔的世博会主题是可持续性水资源管理,在与日内瓦和苏黎世联合建立的展馆中,巴塞尔向上百万游客展示了这座生态、教育和文化城市以及其非凡的生活质量。

经理人交流项目是两座城市间的另外一项重要合作。2009 年和2010 年举办的试点项目取得了很大的成功,来自两座城市的年轻人都十分珍惜这次获得专业知识并经历不同文化的机会。因此,2011 - 2013 年的谅解备忘录保留并将延续了这一项目。

此外,双方在医疗保健领域也进行了多方面的合作。巴塞尔大学医院是重要的合作方,来自大学医院的科学家与上海同济大学在肺癌和肿瘤标志物等领域都有合作。另外,大学儿童医院(UKBB)

与上海儿童医疗中心也达成了伙伴协议,来自上海的代表团还赴巴塞尔参加了儿童医院 2011年1月落成的新大楼的启用仪式。

未来五年双方的合作将如何发展呢?

我刚才提到的许多项目都将得到进一步的发展和强化。另外一个重点是与巴塞尔的中国社区间的关系,我们希望通过加强联系,打开双方跨文化交流之门。此外,巴塞尔和上海还准备在巴塞尔建立一个促进双方交流的文化中心。对于目前双方所取得成就我们都十分满意,希望未来与我们的伙伴城市上海一起开展更多成功的合作。

了解更多信息,请登陆: www.shanghai.basel.ch www.facebook.com/chinaworldbasel

Health Care Destination Switzerland

The Flying Patient

瑞士医疗保健游

乘着飞机去看病



Due to Switzerland's enormous popularity as a tourism destination, a newer trend - less fun, though - tends to be buried in oblivion: Switzerland's growing popularity as a health care and wellness destination. Can Switzerland also lure affluent Chinese into its hospitals? A study reveals that there is potential for Swiss clinics to become a health care destination of choice for Chinese patients.

Written by **Peter Bachmann**,GM,CBC Marketing & Communications 撰写 **Peter Bachmann**.总经理, 佳泓商务咨询(上海)有限公司

In 2010, more than 30,000 foreign patients from all parts the world were seeking some sort of medical treatment in Switzerland, generating values worth more than CHF 850 million (RMB 5.5bn). However, the Association of Swiss Hospitals, which represents 370 public and private health institutions, estimates that currently less than 2% of all patients come from outside Switzerland. The share of patients from China is marginal. The number of foreign patients in Switzerland could further increase due to high demand coming from Asia, and predominantly from China. While Singapore has established itself as a premier market for heath tourism years ago (see box), affluent Chinese are just starting to become a main customer group of Swiss health care service providers.

Switzerland and Swiss brands in general enjoy an excellent reputation for quality and reliability in China. As China's population is becoming richer and aging more (over 9% of the 1.3 billion inhabitants are over 65 years of age), the demand for outstanding health care services is on the rise.

Of crucial importance is the rising number of people who could possibly afford medical treatment in Switzerland. Let's take a look at the numbers. China now has 1300 billionaires and more than one million millionaires, and is only second to the United States in this ranking. This shows that there is a (large enough) target group who could afford medical treatment in Switzerland for themselves or for relatives.

Stiff Asian competition

China's main health problems are mostly stemming from the resource intensive industrialization process and pollution, but also from excessive tobacco consumption, and increasing obesity. Thus, it does not come as a surprise that non-communicable diseases account for about 80% of leading-to-death causes among the Chinese population.

So far, Chinese predominantly go to South Korea, Taiwan, Japan or Singapore for receiving medical treatment or wellness services. The distance to Switzerland is an obvious disadvantage that Swiss health centers have to deal with compared to its Asian competitors. However, the advantage is that Switzerland has the reputation of belonging to the leading medical expert countries when it comes to complex medical cases and surgeries. Also, Switzerland offers a state-of-the-art infrastructure for premium quality medical care and counts among the best for second opinions and health checks.

The study suggests that, given all the above mentioned favorable circumstances, the Swiss (private) hospitals and health centers need to coordinate their activities in the Chinese market. Organizations such as Swiss Leading Hospitals, Swiss Health or Lucerne Health would need to actively promote their services towards their Chinese target groups. This not only includes the end consumer (the patients), but also doctors, industry media and publications, as well as cooperation partners with strong ties to the Chinese government.

The study "Health tourism destination Switzerland – a study on the potential of the Chinese patient market and its impact on Switzerland as a health tourism destination", by Sarah Baumgartner, supported by CBC Marketing Research, can be obtained via: thebridge@sha.swisscham.org

Singapore Eyes Chinese Market

Singapore is a top destination for Chinese patients. More than 40,000 mainland Chinese citizens traveled to the city state in 2011 to receive medical treatment. Most demanded services included classic plastic surgery, eye surgery, heart and cancer treatment. According to the Singaporean government, these services generated revenue in the amount of RMB 4 billion last year. For Chinese citizens seeking treatment, the Singaporean government allows Chinese to apply for a special visa, which is easier to obtain than normal visas.

Business & Economy

作为旅游圣地,瑞士正出现一种新的、不为多数人所知的潮流:医疗保健游。瑞士在医学界的盛誉能否将中国富人吸引过来呢?研究发现瑞士诊所很可能会成为中国病患治疗疾病的圣地。

2010年,来自世界各个国家的3万多名病患来到瑞士寻求医治的方法,为瑞士创造了85亿瑞士法郎的收入。不过,拥有370家公立与私立医疗机构的瑞士医疗协会估计目前只有2%的病人来自海外,来自中国的病患更是微乎其微。

来自亚洲尤其是中国病患的需求将使瑞士的海外病患进一步增加。新加坡在多年前就奠定了其作为高端医疗市场的地位,而中国富人正成为瑞士医疗服务机构的主要顾客群。

瑞士和瑞士品牌在中国享有很高的质量和可靠性声誉。随着中国富人的增加及人口老龄化——目前13亿人口中超过9%是65岁以上的老人——人们对高质量的医疗保健服务的需求正不断提高。

最重要的是能够支付在瑞士治疗的病患人数越来越多。目前中国有 1,300 人资产超过十亿,100 多万人资产超过百万,在富豪排名上仅次于美国。这意味着有大量的目标人群能够支付得起他们自己或亲人前往瑞士治疗的费用。

亚洲市场竞争激烈

中国人的主要健康问题主要由过快的工业化进程、污染以及过量的烟草消费、越来越多的超重人群和肥胖症引起。因此,非传染性疾病导致的死亡案例占总体死亡案例的 80% 也就不足为奇了。

迄今为止,中国人接受海外治疗或保健的主要目的地是韩国、台湾、日本和新加坡。与亚洲国家相比,距离是瑞士医疗中心在病患选择中处于不利地位的最主要因素。不过,瑞士在复杂医疗案例和手术方面居于世界领先地位。此外,瑞士拥有最顶级的设备为病患提供高质量的医疗保健服务,是病患进行二次诊断和健康检查的最佳去处。

研究表明,虽然瑞士在医疗领域有以上优势,私立医院和保健中心仍须在中国市场调整其相关活动。像瑞士优质医疗联盟、瑞士康健中心和琉森保健等机构也须针对中国目标群体积极宣传其服务。这不仅仅包括目标消费者(病患),也包括医生、媒体和出版物、合作伙伴等。

"瑞士医疗保健游——关于中国病患市场及其对作为医疗目的地的瑞士的影响的研究",作者:Sarah Baumgartner,由佳瑞咨询有限公司支持,读者可通过以下联系方式获得研究全文:

thebridge@sha.swisscham.org

新加坡看准中国市场

新加坡是中国病患进行海外治疗的首选目的地。2011年,有4万名中国内地患者前往新加坡接受包括整形手术、眼睛手术、心脏和癌症治疗等在内的治疗。新加坡政府称,这些服务带来了约40亿元人民币的收入。对于寻求治疗的中国病患来说,他们可获得新加坡政府特批的签证,申请程序比普通签证更为便捷简单。

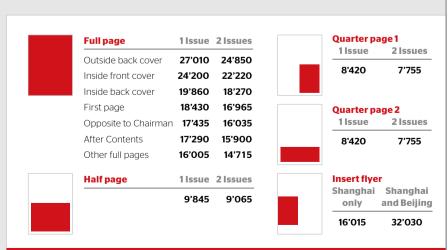


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Health Care Tourism:

"Promoting Swiss Health Care in China"

医疗保健游: "在中国推广瑞士医疗保健"





Switzerland has one of the world's best health care systems, but sadly, does not yet market and capitalize on this asset internationally, believes **Peter Kappert**, CEO of Swiss Leading Hospitals. To date, amongst the 24 private clinics he represents, only 3.6% of the annual number of patients are foreign residents, mostly from Russia and the Middle East, but increasingly also from China.

瑞士优质医院联盟CEO Peter Kappert认为 瑞士拥有世界最好的医疗保健体系,却没 有真正在国际市场上对这一财产进行推广 和资本化。至今,在他所代表的24家私人 诊所中,外国病患仅占所有病患数的3.6%, 他们主要来自于俄罗斯和中东,不过来自 中国病患的人数正不断增加。 Written by **Fabian Gull**, Shanghai 访谈 **方必安** 上海

Peter Kappert, you want to lure affluent Chinese patients into Swiss hospitals. Switzerland is a twelve hour flight away from China and very expensive. Mission impossible?

Peter Kappert: For the health care industry in general, the factor price is not as decisive as in other industries. Also, the clientele we are targeting is less price sensitive. But you are right, in terms of cost only, Switzerland clearly cannot compete with many other destinations in the booming industry of international health care

tourism. Salaries are high in Switzerland, and HR cost account for 70% of the total health care cost. However, compared to Singapore, just to name one example, we are at level playing field. And in terms of cost, Swiss private clinics can easily compete with top notch American or English hospitals.

First class clinics in Shanghai or Hong Kong aren't exactly cheap.

Absolutely. A stay can be as pricey, or even pricier than in Swiss hospitals. But this is rather because of exorbitant real estate prices or results form a strategy strongly focusing on shareholder value. From both, patients don't really benefit directly. Also, the duration of treatment is often longer than in Switzerland.

B Are Chinese patients coming to Switzerland today?

Yes. They are predominantly seeking treatments in the fields of plastic surgery, anti-aging, rejuvenation and wellness. Second opinions are on the rise, too.

Sounds like most of your "patients" aren't really ill.

They are mostly quite healthy - but still feeling much better after the treatment (laughing). Joking aside, Switzerland enjoys a world class reputation for its state-of-the-art medical research, treatments, rehabilitation and facilities. The country has arguably one of the best health care systems in the world. Alas, we don't market this asset that well yet globally, and in China in particular! In the field of "serious" medicine, Switzerland has even more on offer. So we push towards promoting Swiss cardiology, orthopaedics, gynecology and other disciplines in China, and in other parts of the world.

DYou are facing stiff competition from Asia.

Singapore, with massive governmental support, and Thailand are well established medical tourism destinations. Hong Kong, especially its maternity hospitals, is highly popular with mainland Chinese. India offers competitive rates, a high quality, and enjoys great popularity with Britons, less with Chinese, though. I shall also mention the Philippines.

E Can you quantify the potential of Chinese patients in Switzerland?

This is difficult to say. We target to reach 1000 patients annually within five years.

How do you cater to special requirements for Chinese regarding language, cultural differences and food preferences?

Our member clinics in Geneva, Zurich or Berne are all operating in an international environment, and have a traditionally well developed intercultural sensitivity and infrastructure to satisfy an international clientele.

BHow do you target affluent Chinese?

As a small organisation in such a vast country like China, we have to spend our money wisely. We give speeches, cooperate with Chinese tour operators and Switzerland Tourism, do advertising, participate at congresses, do road shows and invite Chinese journalists. We also benefit from the exposure we get via Swiss Embassies and Consulate Generals. Our long term vision is the establishment of our own diagnostics centre as a drop-in place for preliminary examinations in Shanghai. Today, such examinations all take place in Switzerland.

③ 你希望把中国的富翁病患吸引到瑞士医院,可是瑞士距离中国遥远,即使乘飞机也要12个小时,而且费用高昂,你认为你的希望现实吗?

Peter Kappert: 总的来说,在医疗保健领域这些费用并不能决定病患是否会前往瑞士治疗,而且我们针对的客户对价格的敏感度不高。不过你说的很对,单就成本来说,瑞士显然很难与许多其他国际医疗保健游较发达的地区相比。瑞士的人力成本高,占到整个医疗保健成本的70%。但是,举个例子来说,与新加坡相比,我们的收费适中。在成本方面,瑞士私人诊所比美国或英国的一流医院要低。

日上海和香港的一流诊所都不便宜。

是的。即使它们收费不比瑞士医院高,也差不了多少。这是由昂贵的 房地产价格和高度针对股东价值的战略引起的高收费。不管哪一种, 病患都没有得到直接好处。另外,它们治疗的周期也更长。

B现在有没有中国病患到瑞士治疗?

有。他们主要是进行整形手术、抗衰老、复颜和保健等方面的治疗。 其他方面的治疗需求也在不断增加。

B听起来似乎你们的"病患"并不是真的有病。

他们大部分人都很健康——不过治疗过后他们在感觉上比治疗前好很多(笑),开个玩笑。瑞士在艺术医疗研究、治疗、恢复和设施上享有世界一流的声誉,这里的医疗保健体系无疑是世界最好的,可惜我们在全球市场所作的推广不够,尤其是在中国!瑞士在重症医药领域的选择也更齐全。因此,我们正在中国和世界其他国家推广瑞士在心脏病学、整形术、妇科医学以及其他学科诊疗上的能力。

The Swiss health care system is arguably of the best. Alas, we don't market this asset that well yet! 瑞士 医疗保健体系无疑是世界最好的,可惜我们的市场推广工作做的还不够。

B你们面对着来自亚洲的激烈竞争。

新加坡医疗体系拥有政府的大力支持,泰国也是很好的医疗保健游目的地。香港成熟的医院体系吸引了大量的中国内地病患。印度的价格低廉、质量上乘,吸引了许多英国病患,不过中国病患不多。菲律宾在医疗保健领域也很发达。

¹ ¹ 日瑞士能够吸引多少中国潜在病患呢?

很难说。我们的目标是5年内达到每年1000名病患。

P在语言、文化差异和饮食偏好等方面,如何迎合中国病患的特殊要求?

我们在日内瓦、苏黎世和伯尔尼的会员诊所都是在国际化的环境下运营的,它们拥有良好的跨文化敏感度和满足国际病患需要的基础设施。

B您将如何吸引中国富翁病患呢?

作为在像中国这样一个大国中的一个小组织,我们必须精打细算。我们在业内会议上演讲、与中国旅游运营商和瑞士旅游业合作、打广告、参加会议、组织路演和邀请中国记者等。另外,通过瑞士大使馆和领事馆我们也增加了曝光度。我们的长期目标是在上海建立进行初步检查的诊断中心,目前这些检查都要在瑞士进行。



Shanghai International Science & Art Exhibition

Where Art Meets Science

2012上海国际科学与艺术展——当艺术遇见科学

his year's Shanghai International Science & Art Exhibition (SAST Festival) hosted by the Shanghai Association of Science and Technology together with Shanghai Federation of Literary and Art Circles took place from May 17 to 20. The exhibition aims at bringing together Art and Science and at showing how well the two fields complement each other. Swissnex China has been participating at the exhibition since 2008, and this year, presented three booths.

The first booth of swissnex China showed a project called Urban Body, a result of a collaboration between the Art and Design Academy of Tsinghua University in Beijing and the School of Architecture, Civil and Environmental Engineering of the Ecole Polytechnique Fédérale de Lausanne (EPFL). The project's goal was developing its own, sustainable construction techniques and prototypes based on local traditions while satisfying the needs for a more sustainable development in ecological, economical and social terms.

The second booth showed a piece of the Geneva based artist

Alexandre Joly, called the "Flying Wood". The artist experimented with the arrangement of different materials and sound to show the shifting of state and the transformation of material.

Software and mathematical formulas

Last but not least, swissnex China had the great pleasure to receive Mr. Pablo Ventura, a Zurich based choreographer who showed an interactive installation from the dance piece "2047". He developed this installation together with Mr. Daniel Bisig, a researcher at the Artificial Intelligence Laboratory of the University of Zurich and at the Institute for Computer Music and Sound Technology at the University of the Arts, Zurich. "We can no longer separate science and design from art", stated in the lecture he gave on his work.

By using software and mathematical formulas and collaborating with scientists, he uses technology to reinvent dance, to create new forms of choreography, and above all, to reflect today's technology driven societies. During this process, he worked with video, sound, software and even with robots. Dance and technology for him is an ideal combination because "the precision of technology is also

Sino Swiss Science Update







 $inherent\ in\ dancers"-every\ dancer\ needs\ to\ repeat\ a\ movement\ in$ exactly the same way, over and over again.

Another important emphasis he places, is on the use of rhythms, lights and video to enlarge the space. A special feature of his work is the use of technology to modify sound and video depending on the movement of the dancer. The dancers create in this way their own music and light. A visibly surprised and interested audience, profited to talk directly to the artist on place. "This collaboration between scientists and art, and the complexity of Pablo's work was something I could never have imagined," commented a visitor capturing (in a way) the overall impression.

"A different access to science and art"

Also, this years SAST Festival was a great success and brought science, technology and art closer to the exhibition visitors. "It really helps people to discover a different access to science and art", remarked a volunteer student after a while working at the site. "The possible combinations between art and science are incredible". Architecture and design, choreography and the experimentation

with sound and material marked this year's SAST program of swissnex China. "This new forms of combinations between science, design, technology and art is truly able to create a full picture, maybe a new picture" says Pablo Ventura. And indeed, the SAST festival proved again that those combinations are not mutually exclusive and there is a lot of room to explore and create new ways of usage and expression.

For the fourth time in a row swissnex China was awarded for its participation at the SAST Festival with the Science and Art Innovation Award and the Science and Art Excellent Artwork Award. The projects Urban Body and 2047 persuaded the transdisciplinary jury. swissnex China and its projects partners were very delighted for this acknowledgment of their common work.

www.swissnexchina.org







Above: "Flying Wood" from the Geneva based artist Alexandre Joly invited the visitors to listen carefully to the sound of the art piece. 参观者驻足聆听瑞士日内瓦艺术家 Alexandre Joly 的作品"飞木"。Left: The Urban Body art work with its very special wood construction.
独特木质构造的城市体。

届上海国际科学与艺术展由上海市科学技术协会与上海市文学艺术界联合会共同主办,于 2012 年 5 月 17 日至 20 日在上海展览中心展出。此次展览旨在展示科学与艺术这两个领域如何相互补充并完美融合。自 2008 年开始参展的瑞士科技文化中心,今年也为观众呈现了三个极富创意的中瑞合作项目:

"城市体"项目是由清华大学环境艺术设计系和洛桑高等联邦理工学院建筑系 Alice 工作室及地理信息系统实验室(LaSIG)合作完成的生态城市样板设计。该项目旨在通过合作,发展本国的可持续的建筑技术和当地的文化传统为基础而结合的原型,同时满足在生态,经济和社会方面更可持续发展的需要。

"飞木"是来自瑞士日内瓦的艺术家 Alexandre Joly 的作品,它用不同的材料和声音述说着状态的漂移和物质的转换。

软件和数学公式并用

瑞士科技文化中心很荣幸地邀请了 Pablo Ventura 先生,来演示瑞士驻实验室艺术家项目之苏黎世大学人工智能实验室项目——"2047"。这是一项改编自同名舞蹈的人机交互装置,由 Pablo Ventura 和苏黎世大学艺术学院 Daniel Bisig 共同设计。Pablo Ventura 在演讲中说,"我们已经不能再将科学、设计与艺术分开了"。在该项目的设计中,他通过软件和数学公式的使用,以及与其他科学家的技术合作来重塑舞蹈,创新舞蹈形式,创作中还运用了视频、音频、软件,甚至机器人,借此展示驱动当今社会革新的技术力量。对 Pablo Ventura 来说,舞蹈和技术是一对完美组合,因为"舞蹈本身极具技术成分"——每一个舞者需要以相同的方式重复舞蹈动作。在他的作品中,另一个强调的重点是通过节奏、灯光、视频的使用来扩大空间,并通过计算机技术让舞者互动地控制视频、音频及形象的产生,从而

让舞者创造出属于自己的音乐与灯光。在现场,一个对该设计颇感兴趣的观众对艺术家说:"我简直不敢想象科学和艺术能有这样的融合,Pablo 先生的作品设计该有多么复杂啊!"

探索科学与艺术之不同角度

本届上海国际科学与艺术展成功地向参观者展示了科学、技术与 艺术共舞的完美组合。现场的学生志愿者说道,"将科学与艺术组合 的创意简直令人难以置信,而这样的展览也实实在在地帮助了广大市 民从不同的角度发现科学与艺术之美。"

建筑与设计,舞蹈与声音、材料的创造性结合是瑞士科技文化中心本届参展作品的核心要素。艺术家 Pablo Ventura 说,"这种将科学、设计、技术和艺术融合的新形式,能够真正得创造出一个完整而全新的画面"。本届上海国际科学与艺术展的成功举办也再次证明科学与艺术的组合不仅不会相互排斥,而且为探索一种全新的表达形式创造了更大的空间。

瑞士科技文化中心的参展作品已经连续四年在上海国际科学与艺术展上获得科学与艺术创新奖和科学与艺术优秀作品奖。我中心很高兴能与项目设计者的在参赛作品上取得共识,今年的作品"城市体"和"2047"在艺术、科学和设计中的跨领域合作也得到了评委的一致认可。

www.swissnexchina.org





尊客风范 由我铸就

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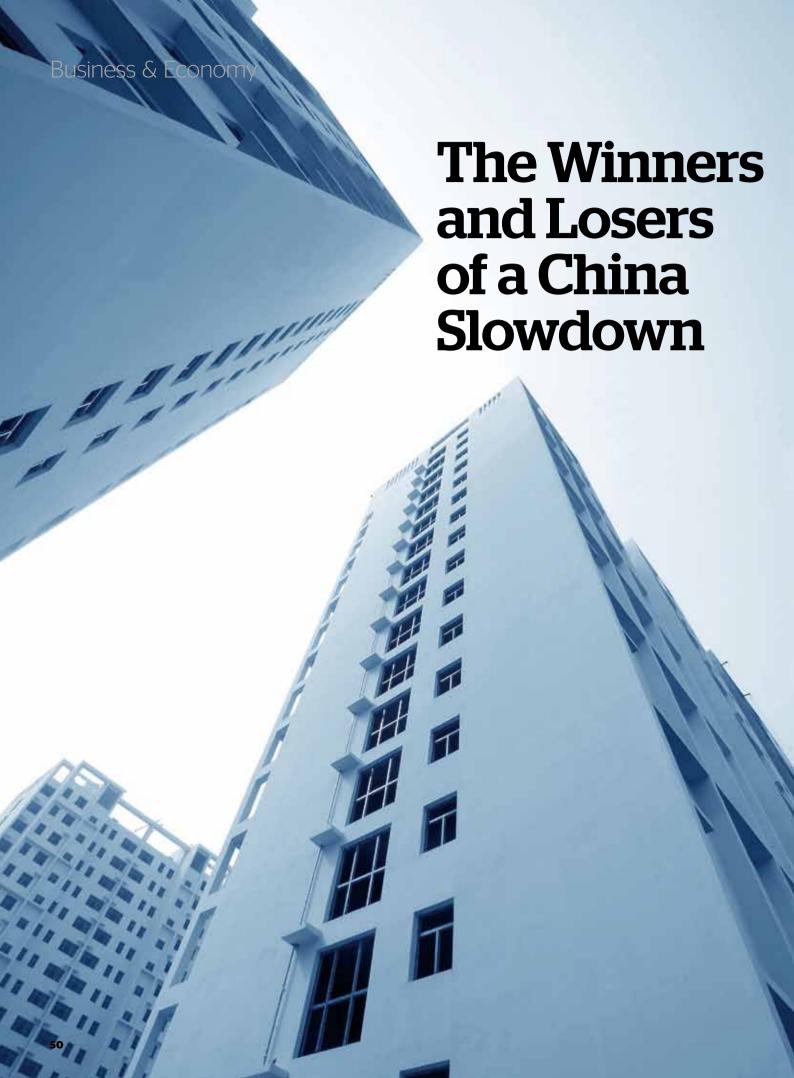
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Economic Update

Depending on the main driver of the slowdown, some sectors and countries might do better than others. Wang Tao of UBS takes a look at two scenarios.

若中国经济放缓则没有赢家

Written by **Wang Tao**, Head of China Economic Research, UBS 撰写 **汪涛**, 中国经济研究负责人, UBS

hina's economic growth has continued to slow in recent quarters. Government policy has turned more supportive of growth and UBS expects a modest recovery in the second half of 2012 to bring this year's average GDP growth to about 8.2%. What if the government's policy support was not sufficient and China's economic growth slowed further? How might different sectors and countries be affected?

Given the size of China's economy and its contribution to global growth in recent years, almost everyone will be affected by the slowdown and there cannot be many winners. Nevertheless, depending on the main driver of the slowdown, some sectors and countries might do better than others in such a scenario.

An export-led slowdown:

If a sharp deterioration in exports was the main driver for further economic slowdown, the manufacturing sector (especially light manufacturing) and smaller, private sector companies in China would suffer more compared with heavy industrial firms. Wage and employment growth for migrant workers would slow relatively strongly, which should lead to weaker consumption growth of staples and low-end discretionary products.

In an environment of weak global demand, Chinese companies would have even less pricing power and suffer from a margin squeeze. China's trade surplus would drop and FX accumulation would slow, increasing the need for the central bank to inject more liquidity, including by cutting RRRs (reserve ratio requirements) further.

Since China is likely to respond to a big external shock with more policy support for domestic demand, we expect that investment (helped by infrastructure, but also possibly property) would recover first. Property developers could also benefit from more monetary policy easing in such a scenario. Such domestic policy support could provide some support, after the initial downward pressure, for the heavy industry and material sectors.

Outside of China, economies in East and Southeast Asia that are highly export-oriented, either directly to global markets or indirectly through China as part of the regional supply chain,

would also likely see their economic growth slowing further. Whether these countries fare better or worse than China depends on their openness to trade, the scope they have for expansionary policy and the strength of balance sheets.

On the other hand, countries that mainly export commodities to China should do relatively better than those that mainly export manufacturing products. Their currencies and fixed income products should also do relatively better. Countries that are exportoriented but are also large net importers of commodities could suffer the most as the strength of China's domestic demand would keep commodity prices from falling more.

A domestic investment-led slowdown:

If a further deterioration in the property sector and/or a drop in public infrastructure investment were the main driver, heavy industry sectors, especially construction machinery and materials would likely be hurt the most. This would also affect the coal, power, transport and chemical sectors more. China's trade surplus could balloon as both import volume and prices could fall substantially. In the case of a larger property downturn, the higher-end discretionary products that are often associated with property wealth would also be hurt more than consumption in general. As the deep cyclical sectors suffer, banks would also come under more pressure in the market as concerns about asset quality and rising NPLs (non-performing loans) could increase more significantly.

Prices of hard commodities such as base metals and coal would likely drop further, adversely affecting commodity companies and commodity currencies. Countries such as Australia and Brazil would be the obvious losers in such a scenario, as would other commodity exporters in Latin America and Africa. Imports of other investment and intermediate goods, including chemicals and large equipment, would also weaken, affecting countries like South Korea and Japan. Countries in Southeast Asia that are net importers of commodities and competitors with China in exports, such as Thailand and the Philippines, should do relatively better as they would be less affected by China's domestic weakness and gain from lower commodity and energy prices. Countries like India and Eastern Europe should also benefit from lower commodity and energy prices.



根据导致经济放缓的主要因素不同,部分行业和国家可能会表现的相对更好。瑞银首席经济学家汪涛对此进行了分析。

国经济增速在近几个季度持续放缓。目前政府已经将政策重心转向稳增长,而我们预计经济将在今年下半年小幅反弹,使令全年 GDP 增速达到 8.2% 左右。但是,如果政府的稳增长政策不奏效、中国经济进一步下滑,不同的行业和国家可能会受到怎样的影响呢?

考虑到中国经济规模及其近几年对世界经济增长的贡献,可能几乎所有国家都会受到中国经济下滑的影响,应该没有什么赢家。尽管如此,部分行业和国家可能会表现得相对更好,这要看导致中国经济放缓的主要因素是什么。

因为出口下滑导致的经济放缓

如果出口大幅恶化是导致经济进一步放缓的主要因素,中国的制造业(尤其是轻工制造业)和中小及民营企业可能会相对重工业即国有大企业受到更大的冲击。农民工的工资和就业增长都会出现较大幅度的下滑,并导致必需消费品和一些低端的非必需消费品增速下滑。

在全球需求疲弱的大环境下,中国企业将拥有更少的定价权,利 润率也会受到挤压。中国的贸易顺差将下降,外汇积累也将放缓,增 加了央行注入更多流动性(包括进一步降准) 的必要。

由于中国可能会出台更多保增长政策 支持国内需求以应对较大的外部冲击,我们 预计投资(尤其是基础设施但也可能包括房 地产)将会首先复苏。房地产开发商也会从 货币政策的进一步放松中受益。这种保增长 政策应该能为重工业和原材料行业在受到最 初的下行压力之后提供一些支撑。

在中国以外,那些高度出口导向型(要 么直接面对全球市场,要么间接通过中国作



MADE IN CHINA

为区域供给链的一环)的东南亚国家经济可能也会进一步下滑。这些国家的情况会比中国更好还是更差取决于它们的贸易开放程度、具备的政策应对空间以及资产负债表的情况。

另一方面,那些向中国出口大宗商品的国家应该会比向中国出口制造品的国家情况更好一些。这些国家的货币和固定收益产品表现应该也会相对较好。那些出口导向型同时也是大宗商品进口国的国家受到的冲击可能最大,因为中国较为坚挺的内需应该会阻止大宗商品价格下跌更多。

因为内需不足引致的经济下行

如果房地产显著恶化或者公共基建投资下滑是导致经济进一步放缓的主要因素,那么重工业,尤其是工程机械和原材料受到冲击的可能则是最大。煤炭、电力、交运和化工行业也会受到负面影响。由于进口量和进口价格都将显著下滑,中国的外贸顺差可能会大幅膨胀。若房地产大幅下滑,那些与房地产财富相关的高端消费品可能会较一般消费品受到的冲击更大。由于深度周期性行业受到冲击,投资者对银行业资产质量和不良贷款增加的担忧可能显著上升,从而使银行股受到下行压力。

硬商品(如基础金属和煤炭)的价格将进一步下跌,对大宗商品企业和大宗商品货币汇率产生负面影响。在此情景下,澳大利亚、巴西以及其他拉丁美洲和非洲的大宗商品出口国显然将成为输家。其他投资品和中间产品的进口,包括化工和大型设备等,也将走弱,对韩国和日本产生影响。那些东南亚大宗商品的净进口国同时也是中国出口的竞争国,如泰国和菲律宾,应该会表现较好,因为他们受中国内需走弱的影响较小,并能受益于较低的大宗商品和能源价格。印度、东欧等国也会受益于较低的大宗商品和能源价格。



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Keeping Traditions Alive:

Imperial Chinese Culinary Art 中国官菜艺术

The Bridge delves into the path of Imperial Cuisine in Beijing. The mission: Discovering the insights of a less known culinary tradition.

Written by_**Jeyanthy Geymeier**, Executive Director, SwissCham Beijing 撰写 **安羽**, 中国瑞士商会北京执行理事



riginally, "imperial cuisine" was intended uniquely to be enjoyed by people of the imperial court. Today, you can still find a few restaurants serving imperial food such as Lijiacai (厉家菜) - a family owned restaurant specialized in authentic imperial cuisine in Beijing - which The Bridge recently visited. The founder, Mr. Li, had passed away this year in January at the age of 92, so we were welcomed by his successor, Mr. Cong Chunsheng (丛春生), Mr. Li's son-in-law. The Li family's ancestors could be traced a few hundred years back to a ruling family of the ethnic Manchu minority. After Mr. Li retired, his son-in-law took over, fueled with his passion for authentic imperial food and vision to revive this fading tradition.

No flavor enhancers

The imperial diets included multiple nutrients, multiple flavors, and a vast number of dishes. So much variety could be found in one meal. A single meal could include both hot and cold dishes, meat and vegetable courses, sweet and salty pastries, soups - thick and milky, pickles, rice, wheat foods, desserts, and fruits. In Lijiacai, no flavor enhancers are used, the ingredients are of the best quality and must be very fresh in order for each of the dishes to reveal their own character. Food served at Lijiacai is very fine and develops very distinct but subtle flavors. To be able to work at this traditional

eatery, a cook has to possess a higher education and be a gourmet chef before even considering to apply. Once accepted, he would then have to undergo a further 3-5 years of training.

Mr. Li transmitted his know-how and recipes by word of mouth, as it was done during imperial times. As memory is imperfect, some things may get "lost" and the dishes change slightly over time, but the basics are still there. "Each cook has his own way of cooking which makes it impossible to have two cooks executing one dish in the same manner", says Mr. Cong.

Essence, form and substance

"The reason why the transmission of recipes was done orally (rather than in writing) was in order to prevent just anybody to access those recipes", explains the sinologist Romain Graziani from University of Geneva and Lyon. "There were written recipes too, but they would be done in an esoteric language, that wouldn't be understood by the common people", he says. The emperor's favorite dishes had to be standardized so the flavors and tastes did not change over time. The weights of dishes as well as the size, length, and height of the buns and other staple foods, were all controlled by strict rules. Increases or decreases were forbidden.

The people behind the scene who worked to feed the emperor were the peasants, herders, fishermen who provided the supply; there were craftsmen who made the kitchen utensils as well as the cooking staff who provided the service. Lastly, there were the civil officials who named the dishes, with protocol officials who drafted the dietary and culinary rules.

During the Qing Dynasty, the imperial food used the traditional diet of the Manchu ethnic group as its foundation. This was eventually assimilated to the Han cuisine, which developed the dietetic culture of the Qing Palace. To make sure the royalty had an abundant supply of fresh and dried fruits, all the local governments sent their specialties and freshest produce to the palace. These products included peanuts, dates, dried persimmons, and lotus seeds from Shandong; there were lily and preserved peaches from Henan, sweet scented Osmanthus blossoms and Hami melons from Shaanxi and Gansu. Choice oranges, lychees, tangerines, and round cardamom came from Guangdong and Guangxi, as well as fresh fruits from Hunan, Hubei, Sichuan and Guizhou's specially plums. Pears, hazelnuts, hawthorn berries, and grapes were brought in from Northeast China. Fresh vegetables were usually bought at the market, but the pickled and salted vegetables were tributes from different parts of the country.

A 120 course meal

Food is almost an obsession in China, knowing all the famines and hardships people have gone through. Some elderly people today will still greet you by asking whether you have already eaten or not. However, this custom is slowly fading away with China's recent development. In general, Chinese cuisine is not only known for

its vast variety of dishes but also for its strict efforts to minimize food wastage by using special techniques to make parts of animals edible that most Westerners think are notlike beef tendons or duck feet.

The Qing Dynasty emperors ate two formal meals a day: the first at breakfast after 6am, and the second meal after 12 or 2pm. Besides these two formal meals, there was a cocktail and snacks, usually after 4pm. "Each of the formal meals would be

composed of 100-120 different dishes, which would mean that for each dish, there would be one cook assigned to it", describes Mr. Cong. Of course, the Emperor would not eat all of these dishes; the rest would be distributed to the court's people. The imperial kitchen adjusted the emperors' diets along with the change of the seasons. The emperors ate lighter dishes in spring and summer to increase the body fluids; then the fattier, nutritious dishes were served to them in autumn to increase their vital energy.

Food as medicine

China's gastronomy is also closely related to health and the law of metabolism. One should only eat food according to the seasons the combination of each ingredient is different depending on the effect one wants it to have on the body (heating, reinvigorating, stimulating, cooling, etc.). "In this regard, Chinese people also consider food as a form of medicine", says Mr. Graziani.

"For example, the Chinese believe it is not advisable to eat ginger during the hot season, as ginger could have an inflammatory effect on the body. Ginger should be taken during the tempered season,

Life & Culture

as it stimulates one's inner energy", he explains. Indeed, in case of a health problem, Chinese would naturally tell you what to eat and what to avoid. "If you have too much heat in your body and develop strong acne, you shouldn't eat "heaty" fruits such as bananas and mangoes", advises Mr. Graziani.

One of the traditions with food that is still alive in today's China is the custom of eating from the same dish. Eating - being a social and convivial moment - has to be shared with others and done together as a group. The idea of having one's own dish doesn't make sense to most of the Chinese people. During banquets, the practice of making toasts is a way to cut this individualism and involve all the guests together. During such feasts, it is also important not to only order dishes one likes, but also expensive dishes to show that the hosts treat the guests well. It is also a 'must' to have an abundance of food (more quantity than what the guests can actually consume), as a certain debauchery to spoil the guests is part of the tradition.

Regrettably, says Mr. Cong, with the westernization of Chinese people's lives - and every aspect of everyday life just moving so much faster - the relationship to food has changed. Mr. Cong Chunsheng (丛春生) explains that nowadays Chinese people do not take the time to enjoy their meal anymore. This is why, when you come to his restaurant, you will need to set aside at least 2 hours to enjoy your food. This is one thing that he wants to preserve about the culture around the table, and have Chinese people appreciate again. Let them enjoy their food at a slower pace and really let themselves sink into the world of tastes.

《桥》此次对北京官菜的发展进行研究, 以深入了解这一少为人知的烹饪传统。

名思义,"官菜"是古代为官员特别烹饪的菜肴。现在,许多餐馆仍然供应官菜,比如我们最近拜访过的厉家菜,就是北京一家专门供应官菜的餐馆。餐馆的创始人厉先生已于今年1月份去世,享年92岁,招待我们的是他的继承人和女婿,丛春生先生。厉先生的祖先是几百年前的满清贵族,厉先生退休后,就把餐馆交给女婿打理。而丛先生对官菜十分热衷,决定重振这一传统。

不添加味精和增味剂

官菜营养丰富,口味多样,由很多道菜组成。仅一餐人们就可以品尝到各种菜肴,包括冷盘和热菜,荤菜和素菜,甜点和咸点,汤,酱菜,米饭,小麦制品,甜品和水果等。厉家菜在烹饪过程中不添加味精和增味剂,精选食材,以求每道菜都体现出食材原有的鲜香。厉家菜的食物精美,味道独特。在这里工作的厨师必须拥有较高的学历和相关厨师经验,还要经过3-5年的严格培训。

厉先生把清朝的官菜烹饪技巧和秘方口头传授了下来,不过由于记忆的偏差,有些东西"缺失"了,随着时间的推移,菜的口味也略有改变,不过精髓仍然不变。丛先生说:"每个厨师都有自己烹饪的方法,因此两个厨师不可能烹饪出完全一样的菜肴。"

精华、形式和材料

"口头而不是书面传授秘方是为了防止他人知道,"日内瓦大学和里昂大学汉学家 Romain Graziani 这样说道,"也有写下来的秘方,不过都是用一种不为常人所理解的深奥语言写成。"帝王喜爱的菜肴都进行标准化以保证味道和口感的一致性,菜肴的份量、馒头和其他主食的大小、长度和高度都有严格的标准来控制,超过或低于标准都是不允许的。

御厨所用的食材由农民、牧民和渔民提供;御膳房的餐具由工匠精心制作,帮厨手脚麻利。每道菜都由专门的文官命名,每道菜所要遵循的饮食和烹饪规则由礼部官员起草。

在清朝,官菜以满族的传统饮食为基础,最终与汉人饮食同化,形成当时的清宫饮食文化。为了保证新鲜水果和干果的充足供应,所有地方政府都要向宫廷进贡当地的特产,包括山东的花生、大枣、柿饼和莲子,河南的百合和桃脯,陕西的桂花,甘肃的哈密瓜,广东和广西的橙子、荔枝、金橘、豆蔻,湖南、湖北、四川和贵州的鲜果——尤其是李子,北方的梨子、榛子、山楂和葡萄等。新鲜蔬菜由当地市场供应,糖渍和盐渍蔬菜来自于全国不同地区。

120 道菜

中国人经历过多次饥荒和灾难,因此对饮食情有独钟,许多老人见面打招呼的第一句话仍然是吃了没。不过随着中国的发展,这一习俗已逐渐消失。总的来说,中国饮食不仅品种多样,而且为了不浪费,总会选用动物身上所有能够食用的部分作为食材,比如牛筋和鸭掌这些西方人认为不能吃的部位。

清朝帝王每日进食两顿正餐:早上6点以后的早膳和中午12点或2点的午膳。这两餐之外,下午4点以后还有糕点。"每吨正餐都有100-120道菜,也就是说每道菜都专门有一位厨师烹饪",丛先生

介绍说。帝王当然吃不了这么多道菜,剩下的会分给宫里的其他人吃。根据季节的不同,御膳房也会相应的为帝王改变口味,如春天清淡,夏天多汁,秋天则以补充体力的油腻和营养食物为主。

药膳

中国烹饪同时还与健康和身体的新陈代谢机制密切相关,倡导人们按季节饮食,根据人们所需的功效不同(驱寒、滋补、强身、去热等)而选用不同的食材组合。"这也就是人们所说的药膳", Graziani 说道。

他继续解释道:"例如,夏天不吃姜,因为姜会使人上火。而在温和的季节则鼓励吃姜,因为可以增强能量。"确实,在健康饮食方面,关于哪些可以吃哪些不能吃,中国人有许多讲究。"如果火气旺盛,就不能吃像香蕉和芒果这样的热带水果",Graziani 这样建议。

中国饮食文化中仍然存留的传统之一就是合食,即从同一个盘子夹菜。吃对于中国人来说是要与其他人一起分享的社交和欢聚的时刻,大多数中国人都不能接受分食这种做法。在宴会中,共同举杯往往可以把所有出席者包括在内,在点菜时不但要点喜爱吃的菜肴,还要点价格昂贵的菜肴,以示主人对客人的招待。当然,菜量一定会很大(中国人总是给客人夹很多菜),让客人尽情饮食也是传统的一部分。

丛先生很遗憾地表示,由于受西方影响,人们的生活节奏变快了, 丛先生说现在人们不愿花时间享受食物,为了保留这种传统文化,让 中国人重新感受用餐所带来的欢乐,慢慢享用食物,真正沉浸在味觉 世界里,因此,到厉家菜用餐的话必须要准备好花上至少两小时的时间。

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"Assessing Global Economic Risks - Appraising Possible Impacts on China"

Venue: China World Hotel

Speakers: Dr. Bart van Ark, The Conference Board







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'Mobile Marketing Strategy Seminar"

Venue: Beijing American Club

April 2012 Speakers: Malcolm Thorp, HDT Holdings;

Mark Teo, Google Mobile Ads

Panellists: Darren Chao, Vpon; Malcolm Thorp, HDT Holdings; Mark Teo, Google Mobile Ads; Samuel Xue, Adsit Media; David Zeng, mAPP Inc. and Gfan.com; Jing Zhou, Girls in Tech China



19 April 2012

"How to become an Effective Leader-Assertive Actions"

Venue: Radisson Blu Hotel

Speakers: Stephanie Tebow; Emily Roblin, LEAP







20 April 2012

"Swiss Technology for Water Management"

Venue: China Hall of Science and Technology **Speakers:** Claudio R. Boër, Swissnex Shanghai

Panellists: Claudio R. Boër, Swissnex Shanghai; Marco Rhyner, Cleantech Switzerland; WANG Fuming, Department of Environment and Water Conservancy in Henan University; XU Shilang, Zhejiang University; YUAN Runbao, Design Institute of Songhua River and Liao River Basin; WANG Minglong, Planning Design Research Center of China's Agriculture and Rural Water Supply Water Saving Technology Association; ZHENG Guiren, Power and Machinery Institute in Wuhan University

Following the success of the Swiss Technology for Water Management event in Nanjing on 7 March, a Beijing edition was held on 20 April, under the patronage of the Embassy of Switzerland in China. Meant to promote the Swiss know-how and cutting edge Swiss technology in water management, the event welcomed H.E. Blaise Godet, Ambassador

of Switzerland to PRC, DPRK and Mongolia and Mr. WU Wenxiang, Chairman of the Science and Technology Promotion Centre of the Ministry of Water Resources. This event took place within the 9th Promotion Conference on International Advanced Water Technology forum, organized by the Ministry of Water Resources. Eight booths of various Swiss

companies specialized in different aspects of the field such as water sourcing, treatment and purification were available for the attendees to visit after a panel discussion with experts. Given the high level of interest showed by the attendees and the satisfaction expressed by the experts and personalities, a possible additional edition could take place later this year.



April 2012

"Ambassador's Briefing Luncheon"

Venue: Hotel Sofitel Wanda Beijing

Speaker: H.E. Blaise Godet









"Long Term Customer Relationships' a B2B Sales Seminar"

May 2012 Venue: Radisson Blu Hotel

Speaker: Guy Fraser, Miller Heiman Sales Management Development Services





Inter-Chamber Networking



"Beijing Air Quality, What is Done and What can you do to Protect Yourself?"

May 2012 Venue: Radisson Blu Hotel

Speaker: Zhou Rong, Greenpeace



"Brand Strategies for Becoming a Social Business"

Venue: Beijing American Club

May 2012 Speakers: Bill Zhou, ifindu.com; Roger Lu, renren.com Panellists: Bill Zhou, ifindu.com; Roger Lu, renren.com;

Yi Wen, analysys.com.cn; Jingshu Ji, CEBEX Group

"Young Professional Rooftop Mixer" Venue: Q Bar

June 2012

"VAT Pilot Program in Beijing"

Venue: Sofitel Wanda Beijing

June 2012 Speakers: Lachlan Wolfers, KPMG China; Martin Huckerby, King & Wood Mallesons

12

"Cyber Crime - Protecting Against a Growing Threat"

Venue: Westin Beijing Chaoyang

Speakers: Brian McGinley, PwC; Samuel Sinn, PwC

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Get Together with Insight China
Venue: Cotton's Shanghai

April 2012 Organizer: SwissCham Shanghai







May 2012

The Economist

"China Economic Outlook for 2015"

Venue: Royal Meridien

Speaker: Ms. Mary Boyd, Director, Economist

Corporate Network Shanghai.

Organizers: SwissCham Shanghai and BenCham







O3

Fast Growth Event
"Pedal to the Metal"

v 2012 **Venue:** Sofitel Hyland

Speakers: Senior Executives of

leading MNCs in China

Organizers: SwissCham Shanghai, BenCham, DCCC, MayCham, HayGroup, AHK and Camara







17 May 2012 **Legal Battles**

"The Ins and Outs of Litigation,

May 2012 Arbitration and Mediation in China"

Venue: Marriott City Center

Speaker: Mr. Maarten Roos, Managing

Partner of R&P China Lawyers

Organizers: SwissCham Shanghai,

MayCham, Camera di Commercio Italiana in Cina and Singapore Club Shanghai









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Ice Skating Show "Art On Ice"

Venue: The Mercedes-Benz Arena, Expo Area

May 2012 Artist: Sarah Meier

Organizers: SwissCham Shanghai

and Swiss Club Shanghai







13

Interchamber Summer Mixer

Venue: JW Marriott

June 2012 Organizer: 20 chambers of commerce

29 May 2012

Company Visit "ABB Factory Visit"

Venue: ABB Engineering Plant

Speaker: Dr Chun-yuan Gu, head of the ABB Robotics R&D Center in Shanghai

Organizer: SwissCham Shanghai











U4

M&A Event

"Industry Consolidation"

June 2012 Venue: Renaissance Yu Garden Hotel

Speakers: Mr Frank Kaiser, Director, InterChina, Mr Barry Chen, MD, InterChina,

Mr Alain Guttmann, Board of Director, Bobst Group. **Organizers:** SwissCham Shanghai and BenCham











O5June 2012

Risk Management

"How to Handle Labor Disputes in China?"

Venue: Sofitel Hyland

Speakers: Mr. John Macpherson, Director of Control Risks, and Mr. Alexander Fischer, Attorney at Law

Organizers: SwissCham Shanghai and Camera di Commercio Italiana in Cina









14June 2012

Consular Briefing

Venue: Napa Wine Bar and Kitchen **Speaker:** Swiss Consul General Mr. Heinrich Schellenberg

Organizers: SwissCham Shanghai and Swiss Club Shanghai

It was in a beautiful old Shanghai mansion where Swiss Consul General Heinrich Schellenberg provided an insightful "al fresco" speech on current economic relations with China on the occasion of this year's Consular Briefing. Despite the economic turmoil in parts of Europe and the U.S. and a strong Swiss Franc, Switzerland's economy proves to be surprisingly resilient, also thanks to flourishing trade with Asia and China in particular. Schellenberg didn't miss out on stressing some of Switzerland's key assets, such as a low level of sovereign debt, highly skilled labour force, low taxes, a liberal labour market or low rate of unemployment (3.2%). All resulting in consecutive top positions in global competitiveness and innovation reports.













20June 2017

Summer Joint HR Mixer Venue: Sofitel Hyland

June 2012 Organizers: SwissCham Shanghai,

European Union Chamber, the British, French, Italian and Spanish Chambers





21June 2012

Young Professional Event

Venue: Melange Oasis

Speaker: Mr. Ernst Roth, Head of ABB's Power Electronic and MV Drives China, former President of SwissCham Shanghai

Organizers: SwissCham Shanghai, BenCham, DCCC, FBCS and MayCham







Corporate Members

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作为世界五大独立能源贸易公司之一,摩科瑞能源集团有限公司 是一家广泛活跃于全球能源市场的国际集团公司,总部位于瑞士 日内瓦,主要从事原油及成品油、石油化工品、天然气、电力、 煤炭、生物柴油、植物油和二氧化碳减排指标等能源产品的实货 和衍生产品的交易。

在核心的能源贸易之外,集团还投资能源上游和下游的资产项目,包括阿根廷、加拿大、美国的油田项目,及欧洲和中国的石油仓储、码头项目,同时集团还在南非、印度尼西亚、哥伦比亚、俄罗斯大规模投资煤矿资产,并在德国和荷兰拥有生物能源的生产基地。

摩科瑞在国际能源市场上充分显示其充满活力、多元化及发展迅速的特色。集团在严格实施风险管控的前提下,根据客户的能源需求,通过灵活多变的定价公式和物流体系,为其设计个性化的解决方案。

目前,我们在中国设立了两家分公司——摩科瑞能源贸易(北京)有限公司和摩科瑞投资咨询(北京)有限公司,我们正在与中国的业务伙伴紧密合作,向中国供应能源产品,并共同投资包括仓储、码头在内的能源基础设施,从而为促进这一伟大国家的繁荣发展贡献力量。

Mercuria is a privately-owned international group of companies, with the headquarter in Geneva, Switzerland. Mercuria is active over a wide spectrum of global energy markets including crude oil and refined petroleum products, natural gas (including LNG), power, coal, biodiesel, vegetable oils and carbon emissions. It is one of the world's five largest independent energy traders and has a longstanding sector expertise.

In addition to its trading core, Mercuria has upstream and downstream assets ranging from oil reserves in Argentina, Canada and the US, to oil and products terminals in Europe and China, as well as substantial investment in the coal mining industry in South Africa, Indonesia, Colombia, and Russia, and bio fuels plants under construction in Germany and the Netherlands.

The company plays a dynamic, diversified and growing role in the global energy market. We provide our clients with customized solutions to their energy needs, using a creative flexible approach to pricing and logistics while maintaining strict risk management controls.

Our two Chinese-based subsidiary companies, Mercuria Energy Trading (Beijing) Co., Ltd and Mercuria Investment Consulting (Beijing) Co., Ltd work with important Chinese counterparts to bring oils to China and invest in logistic projects in energy sector including oil storage facilities and terminals to help this great nation grow and prosper.









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During the Annual General Meeting of SwissCham Hong Kong on 29 May 2012, the following board members were elected and confirmed for the 2012/2013 term:



Susanne SAHLI President

True Colours



Peter SPIRIG Vice President

Franke



Joseph LEUNG Treasurer

Ocean Park



Andreas BRECHBUHL Director

Kaba



Emily CHAW Director

Swiss International Airlines



Benjamin MUELLER-RAPPARD Director

(Young Professional Representative)



Alexandre TUNIK Director

Transpacific Far East



George VON BURG II Director

Swiss Chinese International Holdings Ltd



Pierre WIDMERDirector

UBS



Irene LO Secretary General

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05 / 03 / 07 April 2012 / May 2012 / June 2012

Monthly Casual Lunch / Cocktail initiated by Swiss Young Professionals

Venue: LUPA Restaurant / Delaney's / Stormies







Joint Chamber Luncheon on "Venture Philanthropy"

March 2012 Venue: Kee Club

Speaker: Wolfgang Hafenmayr

Inside Series: Genuine Swiss Chocolatier Tour Venue: Schoggi Meier

March 2012







April 2012

Joint Chamber Luncheon on "A financial outlook - Where is the world heading"

Venue: The Hong Kong Club **Speaker:** Pranay Gupta







Joint Chamber Luncheon on "Views on the news"

April 2012 Venue: Club Lusitano

Speaker: Jake van der Kamp

Monthly luncheon with the Swiss Association on "The insurance market May 2012 silly not the bank - what is it really"

> Venue: The Hong Kong Club Speaker: David Herratt









2nd Meet the Swiss Chamber Board Cocktail

Venue: Royal Hong Kong Yacht Club









29th Annual General Meeting / Cocktail

Venue: The Hong Kong Club

May 2012









Monthly luncheon with the Swiss **Association on "Swiss Financial Center**

June 2012 - Challenges and Opportunities"

Venue: The Hong Kong Club Speaker: Patrick Odier







....Hongkong.....

Regional News

Upcoming Events

Joint Monthly Luncheons with the Swiss Association of Hong Kong are usually held on the first Monday of each month.

For details of events, please contact Ms. Irene Lo at tel no. (852) 2524 0590, fax no. (852) 2522 6956; email: admin@swisschamhk.org

Monthly after-work cocktail initiated by Young Professional Members

Welcome to our monthly after-work cocktail initiated by Young Professional Members with good old friends and nice new faces! Members and their friends meet for a casual after-work cocktail every first Thursday of the month. If interested kindly contact Mr Benjamin Mueller-Rappard at benjamin.m-r@langhamhotels.com

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Gl*bal Citizen Think Global - Speak Local

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Young Professional Members

Cristina AVAGLIANO

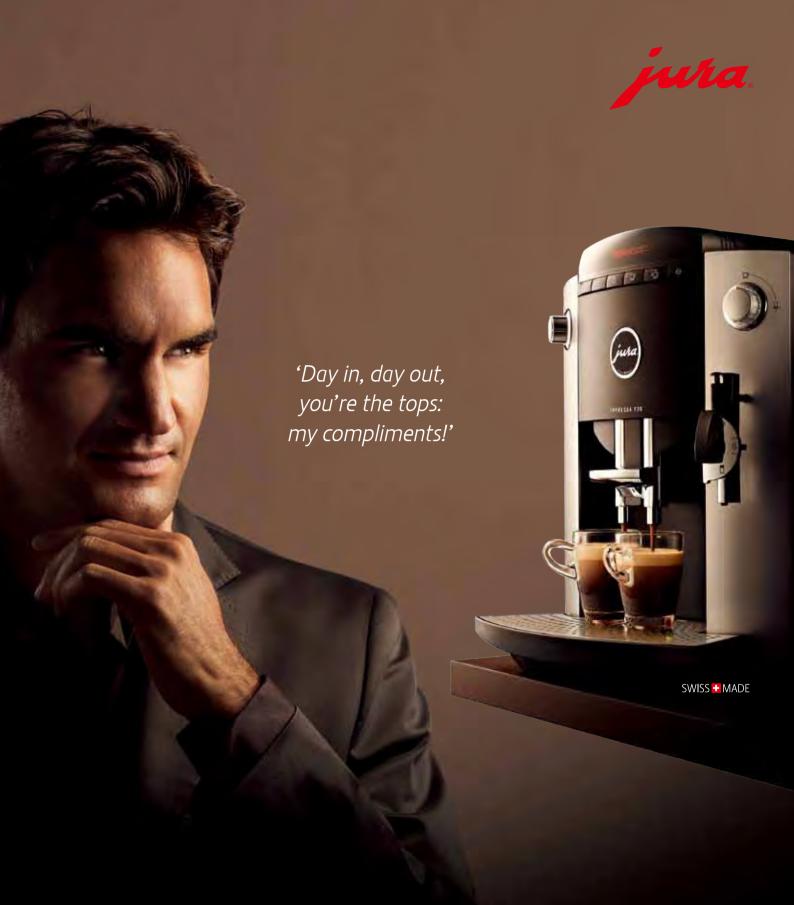
Florian HAAB

Stephanie HAAB

Fouad SAYEGH

Helene VAN MEERBEEK

Susan YANG



The IMPRESSA F50 has had a long and successful career and continues into the future as a guarantor of top quality performance. Four individually programmable buttons remember your personal coffee preferences, which are served for you, freshly-ground, courtesy of the intuitive rotary switch: whether it's an aromatic ristretto, a full-bodied latte macchiato or a creamy cappuccino. The other thing that Roger Federer particularly appreciates is the amber-coloured illumination that seems to celebrate the appearance of every delicious cup of coffee. JURA – If you love coffee.

Mainland China

Hong Kong

www.cn.jura.com

www.pacificcoffee.jura.com

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ABB Zhongshan Company Visit

Organizer: SwissCham Guangzhou

April 2012 ABB is a global leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering the environmental impact. Twenty visitors took the opportunity to visit the power and automation giant ABB and were very impressed to see how transformers up to 220 tons are made within as little as four weeks.





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Comedy Night in Shenzhen

Organizer: OBC Comedy Club

May 2012 Swisscham Guangzhou booked a table (10 seats) on behalf of its members who definitely had a good laugh and spent a memorable evening.

Night at the Races' in Hong Kong
 Organizer: Swiss Association Hong Kong, co-hosted
 June 2012 More than 100 attendants have enjoyed an exciting evening of thrilling horse racing.









Lonza Nansha Company Visit

Organizer: SwissCham Guangzhou

May 2012 Lonza Guangzhou Nansha Ltd was established in April 2003, expanding Lonza's global presence for chemical manufacturing and life science ingredients. The Nansha plant is one of the biggest global suppliers of vitamin B3, which is mainly exported to Europe, the American continent, Japan and Australia, but also sold in China's domestic market. The Chairman of Lonza China, Mr Alfred Lim, welcomed 25 SwissCham members and guests.





Upcoming Events

August 4th: Swiss National Day Party September 21st: GM Round table / Forum **November 10th:** 2nd Jass / Fondue in Zhongshan

December 8th: Samichlaus

New Members

Gehrig Max

EF Electrical (Shenzhen) Co., Ltd.

Obolensky Michael

Obolensky Asia HK Ltd

Graber Andreas

FEI Graber Ltd / Edelweiss Suisse Café

Schiess Michael

InterContinental Hotel Shenzhen

Hugentobler Paul

InterContinental Hotel Shenzhen

Kofler Marcel

Mandarin Oriental Guangzhou

Boer Claudio

Swissnex-China





masterpieces