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THE 橋 BRIDGE

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Gearing Up 蓄势待发

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of Basel, which will be inaugurated this September, are among the achievements of the past six years. Furthermore, Basel serves as an attractive residential and working location with excellent labour conditions and a very high quality of life, which are also enjoyed by the highly qualified Chinese residents who live and work in the city.

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Dear Members and Readers,

In this edition of **The Bridge** magazine our cover story comprises a number of articles focused on the Sino-Swiss Free Trade Agreement. When it was signed back in June 2013, it was the first such agreement Beijing undertook with a major global economy, and also the first with a nation in continental Europe.

In this series of articles, **The Bridge** reviews the early days of this Agreement: the key elements it contains and in what ways it is similar - or different - to other agreements that have been subsequently signed between China and other countries. There is also a detailed analysis of the Agreement contributed by a law firm that will help to explain the fundamentals.

Most importantly, we examine how one of the most ambitious trade deals signed by both countries to date has changed the way business is conducted between China and Switzerland. Has the Agreement already had the intended positive impact on trade? Have its objectives and embedded ambitions been achieved? Exactly what does the Agreement mean for specific industries, and how are they affected? To help answer these questions, we have provided snapshots of the impact of the Agreement on the food processing, watch-making and the financial services industries. Our intention is to provide a broad understanding of how this Agreement can be used gainfully by Swiss companies operating in China, and, in particular, what new opportunities it may bring. We trust you find our initial assessment interesting reading.

On a more “internal matter”: It has been 10 years since **The Bridge** magazine was launched. Having been around for a decade is not a bad showing in an environment that is characterised by rapid change. In this issue, we have talked to some people who were involved with the magazine at the beginning, and have asked them whether it has developed as they intended. We also look back at some of the more interesting articles and issues that have been produced in the past. Enjoy the blast from the past!

Peter Spirig

President SwissCham Hong Kong

亲爱的会员和读者朋友们：

在这些文章中，《桥》回顾了协议的达成过程、它所包含的主要内容以及与中国后续和其他国家签署的协定有哪些相似和不同之处。此外，还有一篇由律所提供的文章对协定进行了详细分析，帮助人们理解其基本条款。

在这些文章中，《桥》回顾了协定签署的初期，它所包含的主要内容，以及后续中国和其他国家签署的协定有哪些相似和不同之处。此外，还有一篇由律所提供的对协定的详细分析，帮助人们理解其基本条款。

最重要的是，我们还检测了这一由双方签订的迄今为止最为雄心勃勃的贸易协定如何改变了中国和瑞士的商业往来？它的目标和内含的野心是否实现了？协定对具体的产业来说意味着什么，会带来哪些影响？为了解答这些问题，我们在往期杂志中曾简单报道过协定对食品加工、制表和金融服务业的影响。我们的目的是使瑞士在华运营企业对如何利用协定获益——尤其是它将带来的新机会——有一个广泛的理解。我们相信您将发现我们的初步评价是有趣和可读的。

在“内部事务”方面，《桥》杂志自推出以来已经有十年的时间了。在这样一个迅速变化的环境里，十年的成功经营和策划是十分不俗的表现。在本期杂志中，我们与自杂志创始以来就参与其中的同仁交流，询问他们《桥》是否按照他们预想的那样发展。此外，我们还回顾了往期杂志和其中许多有趣的文章。希望您喜欢本期策划！

Peter Spirig

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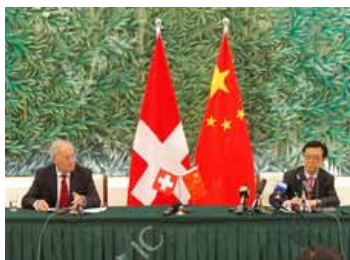
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Swiss-China Business News

瑞中商业新闻

A round up of the main recent China business stories involving or affecting Swiss companies.

近期包含或影响瑞士企业的主要中国商业新闻综述

Credit Suisse helps Ping An sell 625.9m shares in Hong Kong

The China Securities Regulatory Commission approved Ping An Insurance Group's plan for a private placement in Hong Kong that may amount to as much as USD5bn, Bloomberg reported. The share sale by Ping An, the country's second-largest insurer, could become Hong Kong's biggest in almost two years. Ping An is offering as many as 625.9m new common shares to overseas investors. The Chinese insurer is working with Credit Suisse Group AG and Goldman Sachs Group Inc on the share sale, Bloomberg reported.

10 November 2014



瑞信帮助平安在香港发售 6.259 亿股

据彭博社报道，中国证监会批准了平安保险集团在香港定增 50 亿美元的募集计划。作为中国第二大保险公司，平安的交易有可能成为两年来香港最大的股票销售交易。据彭博社报道，平安与瑞信集团和高盛集团合作，共向海外投资者发售 6.259 亿新普通股。

2014 年 11 月 10 日

Roche eyes new China plant with USD465m investment

Swiss drug manufacturer Roche announced that it will invest up to USD465m to build a manufacturing plant in Suzhou China. The facility, which is expected to be completed in 2018, will manufacture immunochemistry and clinical chemistry tests. The plant is also expected to create up to 600 jobs. Roche Diagnostics COO Roland Diggelmann said the plant will allow the company to further increase its market responsiveness. Roche has a 20-year manufacturing partnership in China and produces 15 products in the country.

7 November 2014

罗氏投资 4.65 亿美元在华投资工厂

瑞士制药企业罗氏宣布将投资 4.65 亿美元在中国苏州建设生产工厂。工厂预计将于 2018 年建设完工，将主要生产免疫化学和临床化学试验产品，并将雇佣逾 600 名员工。罗氏诊断设备部门主管 Roland Diggelmann 表示新工厂将有助于进一步提高公司对市场的反应速度。罗氏在华拥有 20 年的生产伙伴关系，共生产 15 种产品。

2014 年 11 月 7 日

Chinese and Japanese firms rank lowest in transparency

Transparency International (TI) has released a report that showed more than 80 per cent of the world's largest multinationals are not transparent enough to report their finances and have not shown enough efforts to weed out corruption. China's Bank of Communications, Japanese manufacturer Honda and Bank of China were named as the bottom three companies among the world's largest multinationals. Other companies mentioned in the TI report were Apple, Samsung, Google, Shell, Gazprom, Philip Morris, Coca-Cola, and Nestle. Italian oil company Eni, Britain's Vodafone and Norway's state-run oil firm Statoil were the top three most transparent multinationals, the TI report showed.

6 November 2014

中国、日本企业财务透明度最低

透明国际 (TI) 的报告显示，世界最大的跨国企业中 80% 在报告财务状况方面不够透明，在清除腐败方面的努力不够。中国交通银行、日本汽车制造商本田和中国银行是世界最大的跨国企业中透明度最低的三家。TI 报告中提到的其他企业还包括苹果、三星、谷歌、壳牌、俄罗斯天然气公司、菲利普莫里斯、可口可乐和雀巢等。TI 报告显示，意大利石油公司埃尼石油、英国沃达丰以及挪威国营石油企业国家石油 (Statoil) 是透明度最高的三家全球跨国企业。

2014 年 11 月 6 日

UBS says China economic growth to further moderate in 2015 and 2016

UBS has predicted that the economic growth rate of mainland China will further moderate in 2015 and 2016 when local demand weakens due to a property downturn. Wang Tao, UBS top China economist, said China's GDP growth will fall to 6.8 per cent next year and 6.5 per cent the year after that. The property downturn is expected to drag down domestic demand through fewer construction projects and weaker heavy-industry production plus investment, Wang added.

5 November 2014

Switzerland and China top expat destination list

At least 29 per cent of expatriates who earn more than USD250,000 a year are working in China, the **Expat Explorer** survey commissioned by HSBC showed. The survey, conducted by market research firm YouGov, showed that mainland China now holds the biggest share of high-earning expats in the world. The survey covered nearly 9,300 expats in ten countries. China ranks third in the list of world's favourite destinations among expats. Switzerland was the top destination globally because of its trusted economy, good quality of life and high salaries, with Singapore ranked second. The fourth to tenth spots are taken by, in order, Germany, Bahrain, New Zealand, Thailand, Taiwan, India and Hong Kong.

23 October 2014

UBS eyes China's wealth management market and opens sub-branch in Beijing

UBS AG, the largest bank in Switzerland, is tapping China's wealth management market by opening a ground-floor sub-branch in Beijing. It is the first sub-branch of the Swiss bank in the mainland. UBS China President Karen Chen said the sub-branch in Beijing shows UBS's vision to become a leading global wealth manager in the country. The sub-branch is located in China Central Place, a commercial hub in eastern Beijing's Central Business District.

16 October 2014



瑞银在北京开设支行，进军中国财富管理市场

瑞士最大的银行瑞银在北京开设支行，进军中国财富管理市场。这是瑞银在中国内地设立的首个支行。瑞士中国总裁 Karen Chen 表示北京支行的设立表明了瑞银成为中国领先的全球财富管理者的愿景。支行位于北京东部中央商务区的商业中心华贸中心。

2014年10月16日

Glencore to seek Chinese approval in merger with Rio Tinto

CEO Ivan Glasenberg of Switzerland's mining giant Glencore Plc is likely to ask for approval from the Chinese government regarding plans to merge Glencore with the Anglo-Australian Rio Tinto Group to create the largest mining firm in the world. Glencore is likely to ask Rio's largest shareholder, state-owned Aluminum Corp of China or Chinalco, to approve its merger.

8 October 2014

China forecast to grow 7.4% in 2015 by IMF and 6.8% by UBS

The International Monetary Fund (IMF) said that China's economic growth in 2015 will likely hit well above seven per cent. The fund forecasts a 7.4 per cent growth for China this year. IMF Director of Asia and Pacific Department Changyong Rhee, however, said the official growth forecast for China will be released in October. IMF's statement came on the same day that a UBS AG economist said China's economic growth may fall to 6.8 per cent in 2015 due to a continuous recession in the property market. The Chinese economy expanded by 7.4 per cent in H1. The government has set this year's growth target at 7.5 per cent.

24 September 2014

瑞银表示中国经济增速将在2015、2016年进一步趋缓

由于房地产市场低迷带来的本土需求减弱，瑞银预计中国内地经济增速将在2015年和2016年进一步趋缓。瑞银中国首席经济学家汪涛表示，中国GDP增速将在2015年降至6.8%，在2016年降至6.5%。房地产低迷带来的建设项目减少和重工业生产与投资降低将进一步拖累国内需求，汪涛表示。

2014年11月5日

瑞士和中国成为移民首选目的地

汇丰银行公布的移民调查报告显示，年薪在25万美元以上的外国人中29%都在中国工作。奥观调查网受雇汇丰银行开展该项调查，结果显示中国是高收入外国人占比最高的国家。调查对象为10个国家的近9,300名外国人。不过，在外国人最喜爱的移居地排名中，中国仅排第三名。瑞士以其可信任的经济、高生活的质量以及适宜的收入水平而被列为最受欢迎的移居目的地。新加坡排名第二，第四至第十名分别是：德国、巴林、新西兰、泰国、台湾、印度和香港。

2014年10月23日

嘉能可并购力拓寻求中国批准

瑞士采矿巨头嘉能可集团首席执行官 Ivan Glasenberg 可能将就并购澳大利亚力拓集团创建全球最大的采矿企业事宜征求中国政府的同意。针对并购计划，嘉能可将征求力拓最大的股东、中国国有企业中国铝业公司的同意。

2014年10月8日

国际货币基金组织预计2015年中国经济增速将保持在7%以上

国际货币基金组织 (IMF) 预计2015年中国经济增速将保持在7%以上，预计今年中国经济增速为7.4%。不过，IMF 亚太区主管李昌镛表示将于10月份正式公布中国的增速预测。IMF 的预测与瑞银经济学家认为2015年房地产市场的不断萎缩将使中国经济增速下滑至6.8%的预测同日发布。2014年上半年中国经济增速为7.4%，政府今年设定的经济增长目标为7.5%。

2014年9月24日

China has the most billionaires in Asia

With 190 billionaires, China is home to Asia's largest contingent of billionaires, the Wealth-X and UBS **Billionaire Census 2014** showed. So far this year, 33 of Asia's 52 new billionaires come from China. India trails China with 100 billionaires, the report showed. The number of billionaires in the region grew by 10 per cent to 560, with the total wealth up 19 per cent to USD1.4tr. Globally, billionaire population grew to a record of 2,325, up by seven per cent from a year ago, with wealth increasing by 12 per cent to USD7.3tr as of June 2014.

23 September 2014

Biggest DFS store in the world launched in Sanya

The biggest duty-free shop in the world was launched on 1 September in the Chinese city of Sanya in Hainan Province. The Haitang Bay duty-free shopping centre at present has about 300 international brands. The DFS store has an area of 72,000 sq. m., replacing an a much smaller DFS store. The China International Travel Service Group has put in RMB5bn (USD814m) into the DFS that the China Duty Free Group manages.

2 September 2014



9月1日,世界最大的免税店在中国海南省三亚市正式营业。目前海棠湾免税店共有包括阿玛尼、普拉达和劳力士在内的约300个国际品牌。免税店面积达7.2万平方米,原址免税店的规模只有现有规模的七分之一。免税店由中国免税品(集团)有限责任公司经营,中国国旅集团有限公司出资达50

Establishment of three new private banks gets green light

The China Banking Regulatory Commission has given the green light for the establishment of three private banks in the country as part of a move to further open the country's banking sector. The three new firms, including Tencent's WeBank, are among the new private banks that will be opened under a government pilot scheme approved on 11 March last year. Tencent's Assistant General Manager of the Strategy Development Department Tang Ling believes WeBank has the capability to better accommodate micro businesses and consumers by leveraging Tencent's already massive customer base.

28 August 2014

China growth still on track

UBS chief China Economist Wang Tao said that the country's economic recovery simply had a temporary pause in the month of July due to a weakening investment demand, but remains on the right track to getting stronger. Wang added that even though China's industrial production growth is at 9.0 per cent year-on-year, growth momentum moderated slightly compared to June and was lower than expected.

25 August 2014

Partners acquires China-focussed Savera

Investment-manager Partners Group Holding AG of Switzerland will buy out the majority of China-centered elevator guide-rail manufacturer Savera Group for RMB2bn (USD325m). It will be Partners' first acquisition in mainland China and will allow it to control Spain-based Savera, which generates 80 per cent of its revenues in China. Savera tasked financial-adviser Business Development Asia to sell a 75 per cent stake in the company. Savera's founders will keep the remaining 25 per cent.

19 August 2014 ○

中国拥有亚洲最多的亿万富翁

根据 Wealth-X 与瑞银的《亿万富翁普查》报告,中国共有 190 位亿万富翁,在亚洲所有国家中数量最多。今年迄今为止,亚洲 52 位新出现的亿万富翁中 33 位来自中国。亚洲的亿万富翁人数增长 10%,达到 560 人,财富总额增长 19%,达到 1.4 万亿美元。全球亿万富翁人数同比增长 7%,达到 2,325 人,截至 2014 年 6 月,财富总额增长达 12%,达到 7.3 万亿美元。

2014 年 9 月 23 日

三亚推出最大免税店

9月1日,世界最大的免税店在中国海南省三亚市正式营业。目前海棠湾免税店共有包括阿玛尼、普拉达和劳力士在内的约300个国际品牌。免税店面积达7.2万平方米,原址免税店的规模只有现有规模的七分之一。免税店由中国免税品(集团)有限责任公司经营,中国国旅集团有限公司出资达50

亿元人民币(8.14 亿美元)。

2014 年 9 月 2 日

银监会批准设立三家私营银行

作为进一步开放中国银行业的一部分,中国银监会批准设立三家私营银行。按照去年 3 月 11 日审批通过的政府试点计划,中国银监会批准了包括腾讯的前海微众银行在内的三家新企业的设立。腾讯战略发展部助理总经理 Tang Ling 认为前海微众银行有能力利用腾讯现有的巨大客户群更好的适应微型企业和消费者的需求。

2014 年 8 月 28 日

中国经济保持正常增长

瑞银中国首席经济学家汪涛表示,由于投资需求减弱,7 月份中国的经济反弹势头暂缓,不过经济增长仍按预期进行。汪涛认为虽然中国的工业生产同比增幅达 9.0%,但同比势头略低于 6 月,也逊于市场预期。

2014 年 8 月 25 日

合众集团并购赛维拉

瑞士短期资本经营者合众集团将以 20 亿元人民币(3.25 亿美元)收购针对中国市场的电梯轨道系统公司赛维拉集团的大部分股权。这将是合众在中国内地的首个并购项目,并使其控制 80% 的收入来自于中国的西班牙赛维拉公司。赛维拉委托毕德投资销售其 75% 的股权,赛维拉创立者将持有剩下 25% 的股权。

2014 年 8 月 19 日 ○

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The Sino-Swiss Free Trade Agreement: Mission Accomplished?

中瑞自由贸易协定：使命完成？



The Sino-Swiss Free Trade Agreement has had to face some initial challenges, but its overall effect has been an increase in revenues and a general improvement in bilateral relations.

by **Alun John**

尽管中瑞自由贸易协定在初期执行中遇到一些问题和挑战，但却带来了收益提升和双边关系总体改善的整体效果。

作者：**Alun John**

China is currently going through a phase of signing numerous free trade agreements. At present, it has twenty such agreements in progress: twelve of these have already been signed and are in the process of being implemented, including agreements between China and New Zealand, the Association of South East Asian Nations, Pakistan, and Iceland. However, the Sino-Swiss Free Trade Agreement (FTA), which was signed last year and formally implemented this July, stands out from the general crowd, in part because Switzerland is the second-largest country by GDP of those with whom China has signed agreements. As the only free trade agreement between China and a country in the top twenty globally by GDP, other leading economies will have been watching the agreement's first three months with some interest.

The Sino-Swiss FTA also stands out as it is the first and indeed so far the only free trade agreement China has signed with a continental European nation. "The FTA is Switzerland putting its faith in China," says Andrea Nessi, Managing Partner at the Shanghai based consulting firm UNITOUCH Services. "It's an important part of showing China that Switzerland is a friend," he adds.

A positive start

Of course, the agreement is more than a symbolic gesture. The hope is to boost trade between the nations. New Zealand, whose agreement with China entered into force in October 2008, saw total trade with China increase from USD3.7bn to USD9.7bn between 2007 and 2012, a more significant increase than might have been expected for the same period. Switzerland itself is of course very familiar with free trade agreements. Research conducted by the Swiss State Secretariat of Economic Affairs, on the economic implications of FTAs signed by Switzerland between 1998 and 2008, showed that trade volume between the respective parties grew by an average of 10.5 per cent annually in the first four years.

With such precedents, hopes for the Sino-Swiss FTA are high, and so far it seems that the agreement is living up to expectations. In the three months that it has been in force, trade between China and Switzerland has increased by over 10 per cent. Simeon Probst, Director at PwC Switzerland and leader of its Customs & Trade Consulting practice, states that "It is too early to reliably say whether this is due to the FTA or not," but the initial signs seem positive.

Nessi is more confident that this increase in trade between China and Switzerland can be attributed to the FTA. "Even though the Agreement

中国正处于签署自由贸易协定的高峰期。目前，正在谈判的自由贸易协定共有 20 个；其中 12 个已经签署完成，正在执行的过程中，包括中国分别与新西兰、东盟、巴基斯坦和冰岛间的自由贸易协定。不过，在众多的自由贸易协定中，去年签署、今年 7 月开始执行的中瑞自由贸易协定最为突出，一方面因为瑞士是与中国达成自由贸易协定的国家中 GDP 第二大的国家。由于这是中国与唯一一个世界 GDP 排名前 20 的国家签署的自由贸易协定，因此在协定执行的前三个月里受到了其他主要世界经济体的关注。

中瑞自由贸易协定之所以重要的另一个原因是：它是中国迄今为止与欧洲国家签署的首个和唯一一个自由贸易协定。“自由贸易协定的签署表明瑞士对中国充满信心，”上海尤彤驰 (UNITOUCH Services) 投资咨询有限公司经营合伙人 Andrea Nessi 说，“它是瑞士向中国表示友好的重要部分。”

积极的开端

当然，自由贸易协定不仅仅是一种象征性的姿态，其目的是加强双方的贸易往来。自 2008 年 10 月新西兰开始执行与中国的自由贸易协定后，其与中国的总贸易额从 2007 年的 37 亿美元提高到了 2012 年的 97 亿美元，增幅远高于预期。瑞士本身对自由贸易协定十分熟稔，瑞士联邦政府经济事务司针对自 1998 年至 2008 年瑞士签署的自由贸易协定所带来的经济利益的研究表明，在协定签署后的四年里为协定双方带来的年均贸易量增长可达 10.5%。

在以往先例的基础上，人们对中瑞自由贸易协定的期望很高，目前来看协定达到了人们的预期。在协定正式执行后的三个月里，中瑞间的贸易量增长了 10% 以上。普华永道瑞士总监、关税与贸易咨询实务部负责人 Simeon Probst 表示“要确定的说增长是否来自于自由贸易协定还为时尚早”，但初期显现出的迹象似乎很乐观。

Nessi 认为中瑞间这种贸易上的增长是由自由贸易协定推动的。“虽然迄今为止协定没有带来任何实际的利益，但营销效应却很明显，”他说。Nessi 指出近期有许多瑞士企业咨询协定是否会给他们带来机会。Probst 也提出了相同的看法，表示“当然，



Andrea Nessi, Managing Partner, UNITOUCH
尤彤驰经营合伙人 Andrea Nessi

has not provided any substantial benefits for most companies so far, the marketing effect has been quite significant,” he says. Nesi adds that he has seen a lot of interest from Swiss companies enquiring about whether the agreement will provide opportunities for their businesses. Probst makes a similar point, adding that “Certainly, the awareness amongst Swiss companies that the FTA is in place and what needs to be done has increased”.

The reason for the lack of “substantial benefits” is because the vast majority of duty reductions under the FTA for Swiss goods sold in China are subject to a transition period of between five and ten years -- and in a few sectors, these may last as long as 12 or 15 years. Once these reductions come into force they can be expected to provide a significant boost to trade. However, since they have not done so yet, the increase of trade between China and Switzerland that has been seen since July cannot be attributed to these.

Difficulties and challenges

This growth in trade is unexpected because many sectors have not yet been opened up fully. Even for those sectors that have seen reduced duties, companies have taken time to adapt to the new regulations. “In the beginning, Chinese businesses were not very aware of the specific rules, and we found that Swiss businesses had difficulties with obtaining the correct documentation,” Probst says.

Nesi also mentions the difficulties of preparing the correct paperwork. “To qualify for the tariff reductions, companies need to show that they are a qualified exporter, for which they need to be able to explain and document the history of all their products,” he says. “For some smaller companies this is a lot of effort, and I am aware of some who are starting to wonder whether this effort is worthwhile.”

To add to the difficulties of complying with the regulations appropriately, Switzerland has since signed a number of different free trade agreements with other countries around the world. “It has become difficult for Swiss companies to apply the rules of different agreements. For instance, the rules governing the preferential origin calculation and origin declaration differ amongst the individual free trade agreements,” says Probst. However, there is still time for most companies to adapt. “While it will take a few years to adapt to all the new requirements, since a lot of the regulations are not yet in force, businesses do have some time to get this organised,” says Nesi.

Unlike Swiss imports to China, there are no transitional arrangements for the reduction in tariffs for Chinese goods in Switzerland; since 1 July, all the agreed tariff reductions have been in force. However, again, the symbolic significance of these reductions may outweigh the practical benefits they provide. There were already a number of taxation and regulatory benefits that Chinese companies were able to enjoy in Switzerland prior to 1 July this year, when the FTA came into effect.

Since 1979, Switzerland has included China within its generalised system of preferences for developing countries, under which it fully or partially dismantled tariffs for certain goods originating in China. These goods included almost all industrial and other non-agricultural/farming/fishing products which originated in Mainland China except for textiles and footwear. The primary reduction in duty brought about by the FTA is therefore, as Probst



Simeon Probst, Director at PwC Switzerland and leader of its Customs & Trade Consulting practice
普华永道瑞士总监、关税与贸易咨询实务部负责人 Simeon Probst

瑞士企业增加了对已签署的自由贸易协定和其待做事项的认识”。

没有“实际利益”的原因是自由贸易协定对在华销售的瑞士商品的关税减免将在五到十年的过渡期内完成——某些领域的过渡期可能长达12或15年。一旦这些关税减免开始执行，必将带来贸易上的大幅增长。不过，由于过渡期尚未结束，因此中瑞间自7月以来的贸易增长不能归功于自由贸易协定。

困难和挑战

这种贸易增长出乎意料，因为许多领域还没有完全开放。而那些已经获得关税减免的领域的企业目前仍在熟悉新规范的过程中。“刚开始的时候，中国企业不太了解具体的规定，而瑞士企业在获取正确的文件方面也碰到了些困难，” Probst 说。

Nesi 也提到了在准备文件过程中的困难。“为了获得关税减让，企业必须提供表明他们符合相关条件的文件，他们需要解释并归档所有产品的历史，”他说，“小企业要花费很多精力来准备这些，我听说一些企业已经开始怀疑这样做是否值得。”

瑞士之后与世界其他国家签署的自由贸易协定增加了合理遵守规范的难度。“瑞士企业很难同时遵守不同协定的不同规范。比如说，不同的自由贸易协定对优惠原产地的计算和原产地证明的要求不同，” Probst 说。不过，大部分企业仍有时间进行调整。“虽然要适应所有的新要求需要几年的时间，但由于许多规范还没有正式执行，因此企业还有时间梳理出头绪，” Nesi 说。

与瑞士出口中国不同的是，中国商品出口瑞士的关税减让没有过渡期；自7月1日起，所有议定的关税减让都开始正式执行。但是，这些减让的象征意义也许大于实际利益，因为在今年7月1日自由贸易协定执行前，中国企业已经享受了许多税收和规范上的优惠。

自1979年起，瑞士已将中国包含在普通优

explains, owing to the two sectors of textiles and footwear, since the other sectors were already comparatively well-off.

The agreement under the FTA is significant, as China would soon have lost its favoured status since it no longer qualifies as a “developing country”. However, the change in duties is only really significant for textiles and footwear. While companies in these sectors have moved to take advantage of the new arrangements, they cannot have solely contributed to a 10 per cent increase in trade. The impact of the symbolic importance of the FTA still appears to be strong.

Swiss goods in China

The regulatory framework for Swiss companies looking to sell goods into China is also affected by existing regulations for all foreign goods in China, many of which have not been replaced by the FTA. Swiss luxury goods will still be subject to China's luxury taxes, for example, and so the reduction in duties will not have a huge influence on the final price of such goods, even if this reduction were to be passed on to the end consumer. Of course, as Nessi says, “The extent to which a 5 to 8 per cent reduction in the cost of a luxury Swiss watch will affect Chinese buyers is perhaps limited anyway.”

“In the three months since the FTA has been in force, Sino-Swiss trade was up 10 per cent

在协定正式执行后的三个月里，中瑞间的贸易量增长了 10% 以上”

惠制内，对来自中国的某些商品给予全部或部分关税减让。这些商品包括几乎所有源自中国内地的工业和其他非农业 / 畜牧业 / 渔业商品，纺织品和鞋类除外。正如 Probst 所说的，自由贸易协定带来的主要关税减让主要在纺织品和鞋类两个领域，因为其他行业已经享受了较优惠的政策。

自由贸易协定下的协议十分重要，因为中国不久将失去“发展中国家”的资格。但是，关税上的改变确实只在纺织品和鞋类两个领域显现了出来。虽然这些领域的

企业已经采取了行动来享受这些优惠，但它们不可能带来 10% 的贸易增长。因此，自由贸易协定的象征意义的影响似乎很大。

在华瑞士商品

在规范框架上，准备出口到中国的瑞士企业仍受现有在华外国商品规范的影响，许多规范还没有被自由贸易协定替代。比如说瑞士奢侈品仍适用于中国的奢侈品税，因此关税减让对商品的最终价格并没有很大的影响，虽然这些减让本应传导给最终消费者。当然，正如 Nessi 所说，“瑞士奢侈手表 5%-8% 的成本减让对中国购买者的



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This is not to say that the agreement will not have an effect once fully in force. Nessi believes that in the medium to long term, the effect on Swiss companies will be significant, especially those who sell high-end manufactured goods or precision machinery in China. “For these cost-intensive industries, the reduction in tariffs under the FTA may lead to a 10 to 15 per cent difference in margin between products made in the US or the EU that are sold in China, and those from Switzerland,” he says. “That then becomes a real competitive advantage for Swiss companies.”

Indeed, Nessi even wonders whether the FTA may attract manufacturing to Switzerland from elsewhere in Europe. “I could imagine a scenario where an Italian company, for example, would choose to manufacture its products in Switzerland so it could take advantage of selling to China at a lower cost,” he says. “Even the significant costs of setting up production in Switzerland could be outweighed by the FTA.”

Another implication of the FTA that remains to be seen is the extent to which it will impact trade between China and those countries with whom Switzerland has a free trade agreement, but which China does not -- most significantly the EU. The same may also apply in reverse to Swiss companies looking to take advantage of China's free trade agreement with the ASEAN nations. Nessi says that the rules of origin in the agreement mean that this should not be possible, but adds that “There are a number Chinese firms setting up in Switzerland, without any clear strategy, but who seem to be looking towards the EU”. Quite how this will work remains unclear. Probst states that “When carefully planning the delivery structure, businesses could also benefit from the duty reductions under the Sino-Swiss FTA and also from other free trade agreements that both China and Switzerland have signed with other countries,” he says.

Long-term benefits

In the longer term, however, the benefits of the FTA should be primarily noteworthy for Swiss and Chinese companies. “In the coming years, the annual duty reduction on many tariff lines for imports into China will primarily foster bilateral trade,” says Probst. Free trade agreements that Switzerland and China have both signed with other countries have seen such increases, and there is no reason why this should be different. The initial signs certainly seem positive, especially as trade has begun increasing before most of the reforms have come into effect.

Nonetheless, the symbol of the free trade agreement is already having an effect, on both trade and on mutual awareness of Switzerland and China among each other's citizens. “Last year, because of the FTA, five out of the seven Swiss Federal councilors came to China,” says Nessi. “This further reinforced Chinese people's positive attitude to Switzerland. Meanwhile, back in Switzerland, many people, and certainly the business community, view China in a generally favourable light,” he adds. The growing trade between the two countries brought about by the FTA seems likely to reinforce these attitudes, and the implications of the agreement for Switzerland, the first of the world's larger economies to sign such a deal with China, are likely to be felt for many years to come. ○

“Even the significant costs of setting up production in Switzerland could be outweighed by the FTA

自由贸易协定带来的利益完全可以弥补在瑞士设立工厂的成本增长”

影响程度也许十分有限”。

并不是说自由贸易协定完全执行后不会带来影响。Nessi 认为自由贸易协定中长期对瑞士企业的影响很大，尤其是那些向中国出口高端制品和精密设备的企业。“自由贸易协定对这些成本密集型产业的关税减让将使在中国销售的瑞士商品比美国或欧盟的商品便宜 10%-15%,” 他说, “这对于瑞士企业来说将是绝对的竞争优势。”

确实, Nessi 甚至还认为也许欧洲其他国家的企业会因为自由贸易协定而将生产转移到瑞士。“我可以想象这种情况: 一家意大利企业选择在瑞士生产以享受低成本向中国销售的优势,” 他说, “自由贸易协定带来的利益完全可以弥补在瑞士设立工厂的成本增长。”

自由贸易协定有待观察的另一面是它将如何影响中国与那些非自由贸易伙伴中瑞士的自由贸易伙伴——尤为重要的是欧盟间的贸易往来。同样的, 瑞士企业也希望利用中国与东盟的自由贸易协定来享受优惠。Nessi 认为协定中的原产地规则意味着这种情况不太可能发生, 但同时也表示 “许多中国企业在瑞士设立了公司, 虽然没有明确的战略, 但他们的目的应该是欧盟”, 未来如何操作不得而知。Probst 认为 “如果仔细的安排交付结构的话, 企业可以同时享受中瑞贸易协定的关税减让和中瑞双方分别与其他国家签署的自由贸易协定中的优惠”。

长期利益

尽管如此, 长期来看, 自由贸易协定的首要受益者仍将是瑞士企业和中国企业。“未来几年里, 每年对向中国出口商品的许多关税减让项目将是促进双边贸易的首要因素,” Probst 说。以往瑞士和中国分别与其他国家签署的自由贸易协定都带动了类似的增长, 此次的中瑞自由贸易协定没有理由成为例外。初期的迹象看来十分积极, 尤其是在大多数改革开始执行前贸易量已经开始增长。

不过, 自由贸易协定的象征意义已经对贸易和促进瑞中两国人们相互了解产生了影响。“由于自由贸易协定, 七位瑞士联邦委员中的五位在去年访问了中国,” Nessi 说, “这进一步强化了中国人民对瑞士的友好态度。目前, 瑞士人民和商业团体也都十分重视中国。”自由贸易协定带来的两国贸易上的增长将加强这种态度, 瑞士作为第一个世界较大经济体与中国签署自由贸易协定的意义在多年后仍将为人们称道。○

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The Sino-Swiss Free Trade Agreement: Serving to Swiss Strengths

中瑞自由贸易协定： 助力瑞士强势产业发展

Since the ambitious free trade agreement signed between Switzerland and China came into force, confusion and uncertainty remain as to its benefits.

The Bridge examines three sectors of special significance to Swiss businesses: luxury goods, financial services and food products.

by **Kaci Peringer**

虽然中瑞双方于 2013 年签署了具有开创性和雄心勃勃的自由贸易协定，但协定对某些行业的规定仍较混乱和含糊。

《桥》在本文中针对以下三个对瑞士企业具有特殊意义的领域进行了深入的分析：奢侈品、金融服务和食品。

作者：**Kaci Peringer**

The Sino-Swiss free trade agreement (FTA) ensures that 84.2 per cent of Swiss exports to China are exempt from tariffs. The agreement is product-specific, and has different applications depending on the industry, but has a strong emphasis on Switzerland's world-renowned industries of luxury watches, banking and food products. Here, we take a look at how the FTA is impacting these fields, and what may be the next steps in China for each.

Luxury goods

The Swiss luxury market in China is currently already well-established, with China being the third-largest market for Swiss timepieces, according to the Federation of the Swiss Watch Industry (FH). The market, though already large, continues to grow. Growing consumerism in China from an increasingly affluent middle class has pushed the value of Swiss watch exports to China from CHF45m (USD47.4m) in 2000 to CHF1.45bn (USD1.52bn) in 2013. Jean-Daniel Pasche, President of the FH, points to the main advantages of the FTA deal being a reduction in Chinese import tariffs and greater protection for intellectual property.

The reduction in tariffs is the main focus of the FTA. The effect of the tariffs on Swiss watches coming into China will not be immediate. Industries vary under the Agreement, from having tariffs immediately removed to having them slowly reduced. For the watch industry, tariffs on automatic watches and quartz watches with non-digital displays -- which account for 90 per cent of Swiss watch exports by value -- will drop from between 11 per cent and 12.5 per cent to between 4.4 per cent and 5 per cent over ten years, according to a recent **Financial Times** report. Tariffs on other products from within the Swiss watch industry in China will also be cut by varying amounts. This is a positive move for the Swiss luxury export market in China, but due to other, non-FTA related tariffs and taxes imposed on these goods, the impact felt from these reductions is limited.

Swiss watches sold in China are often significantly more expensive than if they were bought elsewhere. The price difference is accentuated with watches that cost more than RMB10,000 (USD1,636) as these are subject to a 20 per cent luxury tax on top of import duties. The FTA does not affect the imposition of the luxury tax, so the actual change in price due to the tariff reduction is minimal. Therefore, the impact felt by the market is limited. Andrea Nessi, Managing Partner of UNITOUCH Services, states that "Even if the reduction in duties affects the cost of the final product, a small reduction in price isn't really going to make Chinese consumers more or less likely to buy a luxury watch". However, Pasche adds that although the current luxury tax inhibits the growth of the Swiss luxury market in China, the signing of the FTA established a working group to discuss additional bilateral agreements between the Swiss and Chinese watch industries. Hence, there is the potential for change in the future.

Another important aspect of the FTA for the luxury sector, in addition to the reduction of tariffs, is the rigorous protection of intellectual property rights and patents. Protection of intellectual property is an important issue for European countries forging

中瑞自由贸易协定 (FTA) 确保 84.2% 的从瑞士出口到中国的商品享受关税豁免。协定针对具体商品, 对不同的行业有不同的方案, 尤其在世界闻名的瑞士奢侈手表业和银行业方面都有详细的优惠方案。我们在本文中对自由贸易协定给这两个行业带来的影响以及其下一步在中国的发展进行了分析。

奢侈品

目前瑞士奢侈品在华发展已经打下了良好的基础。瑞士钟表业联合会 (FH) 的数据显示, 中国是瑞士手表的第三大消费市场。这个市场已经有了一定规模, 目前仍在不断增长。中国不断增长的、富裕的中产阶级所带动的消费使瑞士对华手表出口从 2000 年的 4,500 万瑞士法郎 (4,740 万美元) 增长到了 2013 年的 14.5 亿瑞士法郎 (15.2 亿美元)。瑞士钟表业联合会总裁 Jean-

Daniel Pasche 指出, 自由贸易协定将带来对华出口的关税减让和更好的知识产权保护。

自由贸易协定的主要目的是关税减让, 不过瑞士手表出口中国的关税减让方案不会立刻执行。按照协定的规定, 有些行业可以立刻享受关税减免, 有些行业则是在一定期限内逐步实现关



Swiss watches sold in China are often significantly more expensive than if they were bought elsewhere. 在中国销售的瑞士手表价格常常比其他国家或地区高很多。

税减让。对于手表行业, 占瑞士手表出口总值达 90%、非数字显示的自动手表和石英表的关税将在 10 年里从 11%-12.5% 降至 4.4%-5%。瑞士手表业内的其他商品在华的关税也将有不同程度的减让。这对于瑞士对华奢侈手表出口来说是十分积极的优惠, 但针对这些商品征收的其他与自由贸易协定无关的税目将不会有大的减让。

在中国销售的瑞士手表价格往往比其他国家和地区贵很多, 价格在 1 万元 (1,636 美元) 以上的手表的价差更大, 因为中国在关税的基础上还会加征 20% 的消费税。自由贸易协定对消费税的征收没有影响, 所以由关税减让带来的实际价格变化也有限, 从而市场感受到的变化也有限。尤彤驰公司 (UNITOUCH Services) 经营合伙人 Andrea Nessi 表示 "即便关税减让影响了最终商品的价格, 较小幅度的降价不会对中国消费者对奢侈手表的购买行为产生影响"。然而, Pasche 认为虽然目前的奢侈品税阻碍了瑞士手表市场在中国的增长, 但自由贸易协定的签署创建了一个探讨瑞士和中国手表行业其它双边合作的工作小组。因此, 未来还是有变化的可能性。

除了关税减让之外, 自由贸易协定对于奢侈品行业的另外一个重要影响方面是对知识产权和

relationships with China, due to very high levels of Chinese infringements of these rights. The lack of protection of these rights continues to be a big concern in trade partnerships. The hope is that the FTA will strengthen protection against copyright infringement in order to encourage the growth of the Swiss luxury market in China. Patents registered in Switzerland will automatically be recognised in China, confirming commitment to Swiss intellectual property in particular. However, it is recognised that this will not solve the issues at hand immediately, but starts communication and provides a framework for dealing with intellectual property infringement. The deal provides greater protection of the 'Swiss-made' label, strengthening faith in markets for authentic Swiss products in China.

Financial services

In a similar vein to the impact of the reduction of tariffs for luxury Swiss exports to China, the immediate effect of the FTA on the banking industry is limited. The Swiss banking industry in China will have to be patient to feel a significant effect from the Agreement. Under the FTA, both countries will see a mutual opening of their financial markets and reciprocal investments, but the extent to which this is happening is small. Switzerland is aiming to become a financial hub for international renminbi transactions in the future, and is also developing a currency-swap agreement. Under the FTA, banks and other financial service providers are not restricted when it comes to foreign currency business in China, but they may only serve enterprises with regard to local currency business. Cross-border supply is not allowed, except for the limited transfer of financial data and certain advisory services.

The General Agreement on Trade in Services is a treaty of the World Trade Organisation (WTO) and affects the multilateral trading system in the service sector between member states. The Sino-Swiss FTA is inconsistent with this Agreement, despite the fact that both China and Switzerland are member states of the WTO. This means that the effect of the FTA on financial services is somewhat confused, due to the application of both of these treaties. The result is that many of the rules applicable to Swiss banks operating in China are not clear yet, though the Chinese government has already promised major liberalisation for institutions operating in the Shanghai Free Trade Zone (FTZ). It is likely that for the foreseeable future Swiss banks operating in the Shanghai FTZ will have significantly more options open to them than those operating outside of the FTZ but under the Sino-Swiss FTA.

There already exists a currency agreement between the Swiss National Bank and the People's Bank of China. This Agreement creates a swap line between the Swiss franc and renminbi, ensures liquidity, and provides strong signals to current and prospective clients in China, Switzerland and the rest of the world. This corresponds to Switzerland's desire to be a renminbi trading hub, and also helps to confirm the renminbi as the currency of choice for invoicing and settling trade, as well as a store of value, thereby fostering its role as a global reserve currency. The confirmation of the renminbi as an important currency within the prestigious Swiss banking sector through the FTA helps promote Chinese currency interests abroad and furthers the internationalisation of the Swiss banking sector.

The FTA highlights Switzerland's desire to be an important

China is currently the third-largest market for Swiss timepieces

中国是瑞士手表的第三大消费市场

专利权更为严格的保护。由于中国较严重的盗版问题，知识产权保护是欧洲国家与中国建立关系中的一个重要问题，缺乏知识产权保护仍是贸易伙伴关系中的一大顾虑。我们希望自由贸易协定可以加强对版权不受盗版侵犯的保护，从而推动瑞士奢侈品市场在中国的发展。中国认可在瑞士注册的专利权，确保努力保护瑞士知识产权。不过，人们也意识到这并不能立刻解决眼前的问题，只是为打击知识产权盗版开启对话和提供框架。协定将给予“瑞士制造”标识更大的保护，提高人们对在中国市场上销售的正版瑞士产品的信任。

金融服务业

与对华出口的瑞士奢侈品关税减让的影响类似，自由贸易协定对银行业的短期影响也十分有限。瑞士在华银行业仍要耐心的等待协定带来较大影响的时机到来。根据自由贸易协定的规定，双方将共同开发金融市场，并相互投资，但目前进展较慢。瑞士旨在建成未来的人民币交易国际金融中心，也在开展货币互换协商。自由贸易协定规定银行和其他金融服务的提供者在中国开展外汇业务方面不受限制，但是只能服务于那些开展本土货币业务的企业。另外，不允许提供跨境服务，金融数据传输和某些顾问业务除外。

服务贸易总协定是在 WTO 下的协定，影响成员国间的多边服务贸易体系。尽管中瑞双方都是 WTO 的成员国，但中瑞自由贸易协定的规定与服务贸易总协定并不一致。这表示自由贸易协定为金融服务业带来了混乱，因为两个协定同时适应。结果就是许多适用于在华运营的瑞士银行的条款并不明晰，尽管中国政府已经许诺在上海自贸区内运营的金融机构将获得很大的自由。目前来看，在不久的将来那些在上海自贸区内运营的瑞士银行相比那些在自贸区外享受中瑞自由贸易协定的银行将拥有更大的选择空间。

瑞士国家银行和中国人民银行已经签署了货币协议，划定了瑞士法郎与人民币间的换汇额度，保证流动性，向中国、瑞士和世界其他国家的现有和潜在客户发出了一个强烈的信号。这与瑞士希望建成人民币贸易中心的愿望相符，也有助于建立人民币作为开具发票和贸易结算货币的地位，以及作为储藏货币从而培养其作为全球储备货币的地位。通过自由贸易协定将人民币作为

financial trading partner with China. It aids this by increasing trust and dialogue in the banking industry, and by cementing Sino-Swiss relations through the increase in strength of trade and investment deals. As a result, the FTA continues to foster economic and political ties, providing intangible but important outcomes for both countries.

After the global financial crisis of 2008, increased trust and confirmation of economic relationships via agreements such as the FTA is necessary to rebuild economic networks throughout the world. China is seeking to establish these ties with key economies and thereby aid the internationalisation of the renminbi. Although the FTA has limited explicit and immediate impact for the banking industry, this is an important landmark that will help build confidence and strengthen ties between the two economies. Some restrictions to market access will persist due to existing regulations, but the FTA is expected to improve the business environment, which will aid securities trading and make business more transparent. Though the FTA provides for bi-annual review of service commitments, Premier Li Keqiang, who has publically welcomed closer financial cooperation between Switzerland and China, confirmed China's enthusiasm for the agreement at the World Economic Forum in Dalian in September 2013, and continued to support the Agreement in June 2014 in Bern.

Food products

Food quality is an issue that continues to plague China, particularly after the scandal of 2008 in which six infants were killed and 300,000 made ill by tainted baby milk. As a result of the media attention, the popularity and trust in foreign milk

享有声望的瑞士银行业内的重要货币有助于提升海外对人民币的兴趣，并进一步加强瑞士银行业的国际化。

自由贸易协定强调了瑞士成为中国重要的金融贸易伙伴的愿望，无论是加强针对银行业的信任和对话，还是通过贸易和投资力度的增加巩固中瑞关系都有助于实现这一愿望。所以，自由贸易协定将继续促进经济与政治联系，为两国带来重要的无形成果。

在2008年全球金融危机后，通过像自由贸易协定这样的协议增强信任和巩固经济联系对于重建全球经济网是必要的。中国正寻求与主要经济体建立这种联系，以促进人民币的国际化。虽然自由贸易协定为银行业带来的明确和短期的影响有限，它却是协助建立信心和加强两个经济体间联系的重要里程碑。受现有规范的影响，某些市场准入限制仍将继续存在，但自由贸易协定将改善经营环境，促进证券交易和业务开展的透明度。此外，自由贸易协定每年还会对服务领域的业务进行两次评估。曾经公开对瑞中间更为紧密的金融合作表示欢迎的李克强总理于2013年9月在大连召开的世界经济论坛上表达了中国对该协定的热忱，并于2014年6月在伯尔尼对协定表示支持。

食品业

食品安全仍是一个令中国头疼的问题，尤其是在2008年毒奶粉导致六名婴儿死亡、30万名婴儿患病后。由于媒体的曝光，人们对外国配方



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producers has increased significantly. Switzerland is one of the major foreign providers of baby milk to the Chinese market and has a very strong overall reputation regarding food. Demand for these products has grown considerably over the past few years, and the reduction in tariffs on these products, through the establishment of the Sino-Swiss FTA, has been a boost. However, like with many other areas under the FTA, the effects of the agreement still have limited reach.

The food industry is a major part of the Swiss economy, with multinational companies such as Nestle, Lindt (chocolates), Emmi (dairy products), Wander (Ovomaltine) and Hochdorf (baby food). Swiss products also have a reputation for being healthy and safe, which is craved by the Chinese consumer. Hence, Swiss brands have performed well in China. Under the FTA, food products are subject to different tariff exceptions. Imported Swiss chocolate immediately loses its 10 per cent tariff and becomes tariff-free, while milk products, currently at 15 per cent, will see a reduction in tariffs by 1.5 per cent each year. The existence of different rules for different goods corresponds to the general lack of clarity regarding many aspects of the Agreement. An interesting note is that 99.7 per cent of Chinese exports to Switzerland are exempt from custom duties.

The impact of the reduction in tariffs on Swiss food products entering China is still yet to be felt strongly, and this is unlikely to change in the near future. For example, the removal of tariffs on Swiss chocolate being imported into China means a price reduction of RMB1 to RMB2 (USD0.16 to USD0.33) per bar, which does not make a significant difference to the consumer and hence does not drastically alter demand. Production of goods in Switzerland is comparatively more expensive than for many other countries in Europe due to high costs of labour and raw materials. In addition to this, Switzerland's geographical location as a landlocked nation means that logistical costs of getting products to China can be very high. Kilian Widmer, General Manager of Swissmooh, says that the cost of getting products from Switzerland to European ports can often cost more than transporting the goods from those ports to China. High prices of imported Swiss goods to China remain relatively unaffected by the change in tariffs provided by the FTA because the original cost of producing and transporting Swiss products to China is so high.

Widmer adds that the reduction of tariffs on Swiss food products through the FTA results in a welcome cushioning effect on high prices. He points to the difficulty in providing the necessary documentation to both Swiss and Chinese authorities to prove the Swiss-origin of goods, which has changed in light of legal agreements within the FTA. Nevertheless, he acknowledges that setting this up for the first shipment of goods under the FTA is a time-consuming task. Once the supply-chain of goods from Switzerland to China is established, and the respective appropriate paperwork is completed, companies operating under the agreement can benefit from some reductions in final prices. The effects will be small and slow, but will make goods from Switzerland more attractive to Chinese consumers than goods from other European countries. Hence, while the impact of the FTA on food is not yet particularly strong, it is still indeed welcome. ○

奶生产者的欢迎度和信任大幅提高。瑞士是为中国市场提供婴幼儿配方奶粉的主要国家之一，并在食品行业拥有很高的整体声誉。中国消费者对这些商品的需求在过去几年里大幅增加，中瑞自由贸易协定的签署对这些商品所带来的关税减让

也将大幅提高。不过，如同自由贸易协定下的诸多其他领域一样，目前协定的影响仍然有限。

食品业是瑞士经济十分重要的一部分，像雀巢和惠氏这样的跨国企业都来自瑞士。瑞士食品以健康和安全著称，广受中国消费者的喜爱。因此，瑞士品牌在中国的经营

都十分理想。根据自由贸易协定的规定，食品享受的关税减让也有所不同。进口瑞士巧克力即刻豁免 10% 的关税，目前关税为 15% 的奶产品的关税每年也可享受 1.5% 的关税递减。这种不同商品有不同的减让方案的现象与协定的许多方面仍欠明晰有关，不过，中国向瑞士出口的 99.7% 的食品都将享受关税豁免。

目前人们尚未感受到瑞士向中国出口的食品关税减让所带来的影响有多大，近期内应该也不会有太大变化。例如，瑞士向中国出口的巧克力的关税豁免意味着每块巧克力的价格较以前降低 1 元至 2 元 (0.16—0.33 美元)，这对于消费者来说意义不大，因此也不会对需求带来很大的影响。由于较高的人力和原材料成本，在瑞士加工的商品价格往往要高于欧洲其他国家。此外，瑞士作为内陆国家的地理位置意味着将商品运往中国的物流成本较高。瑞慕公司总经理 Kilian Widmer 指出，把商品从瑞士运往欧洲港口的成本常常高于把商品从欧洲港口运往中国的成本。自由贸易协定下的关税减让方案并没有改善瑞士向中国出口商品价格高的现状，因为商品的生产成本和从瑞士到中国的运输成本很高。

Widmer 认为自由贸易协定对瑞士食品业的关税减让方案将对高价格产生较好的缓冲效应。他指出准备瑞士和中国当局所需的证明商品的瑞士原产地材料时有些困难，因为自由贸易协定对这些材料的要求较以往有所变化。不管怎么说，他承认第一次按照自由贸易协定操作会很耗时间，一旦建立了商品从瑞士到中国的供应链，相应的文件准备齐全后，那么在协定下运作的企业将从最终价格的降低中获益。当然，初期效果会较小而且过程缓慢，但这会使瑞士商品相比其他欧洲国家的商品对中国消费者更有吸引力。因此，虽然自由贸易协定对食品业的影响并不很大，但仍会带来益处。○

“The Swiss banking industry in China will have to be patient to feel a significant effect from the FTA

瑞士在华银行业仍要耐心的等待协定带来较大影响的时机到来”

The Sino-Swiss Free Trade Agreement: What Does the Future Hold?

中瑞自由贸易协定：将来会怎样？

While the Sino-Swiss FTA remains a milestone agreement, it is necessary to look at its scope to see how much will actually change - and when.

by **Anh Huynh and Clement Jaton, Eiger**

The People's Republic of China and Switzerland signed a comprehensive bilateral Free Trade Agreement ("FTA") on 6 July 2013. The FTA entered into force on 1 July 2014.

It is China's first such agreement with a continental European country. China is the world's third-largest economy after the US and the EU, as well as Switzerland's first economic partner in Asia and its third in the world. Machines and instruments, watches, and chemical and pharmaceutical products are the main products exported by Switzerland to China. In addition to this, Switzerland also exports many services to China, as seen in the strong position of Swiss banks, insurances, logistics companies and consultancy firms on the mainland.

The scope of the FTA is extensive. It sets a favourable framework for commercial trade between the two countries. Here, we have a look at the customs tariff reductions and some aspects of liberalisation of market access from the perspective of a Swiss enterprise.

Scope of the FTA

Tariff reductions. The FTA provides for a reduction or abolishment of import customs tariffs for Swiss and Chinese products originating in one country and to be imported into the other country. It covers the Swiss customs territory, including the Principality of Liechtenstein, and the Chinese customs territory, excluding Hong Kong and Macau (Article 2.1 FTA; Circular No. 323.0.2.2014 issued by the Swiss Federal Customs Administration ("FCA"), Section 2.1.1).

While the customs tariff reduction and abolition for Chinese products to be imported into Switzerland is effective without any transitional period as of 1 July 2014 (Circular No. 323.0.2.2014 issued by the FCA, Section 3), only very few Swiss products can now be imported tariff-free into China. For almost all other

虽然中瑞自由贸易协定具有里程碑的意义，我们仍需研究一下它涵盖的范围来分析它将在何时会带来哪些真正的变化。

作者：艾格峰律所 Anh Huynh、Clement Jaton

中

华人民共和国与瑞士在 2013 年 7 月 6 日正式签署了全面的双边自由贸易协定 (FTA)，2014 年 7 月 1 日，协定正式实施。

这是中国与欧洲国家签署的首个自由贸易协定。中国是位居美国和欧盟之后的世界第三大经济体，也是瑞士最大的亚洲经济伙伴和第三大世界经济伙伴。瑞士主要向中国出口机械设备、手表、化学品和医药产品等。此外，瑞士还向中国输出多项服务，瑞士银行业、保险业、物流公司和咨询公司都在中国内地拥有十分重要的市场地位。

自由贸易协定的范围十分广泛，它设定了两国间商业贸易往来的优惠框架。本文从瑞士企业的角度出发，对协定中规定的关税减让和某些领域的市场准入自由化进行了分析。

自由贸易协定的范围

关税减让。 自由贸易协定对那些原产于一国的瑞士或中国商品进口到另一国的进口关税实施关税减让或豁免优惠。它涵盖包括列支敦士登公国在内的瑞士海关领土和除香港、澳门以外的中国海关领土（自由贸易协定第 2.1 款；瑞士联邦海关总署 (FCA) 发布的发行编号为 323.0.2.2014 的文件，第 2.1.1 部分）。

自 2014 年 7 月 1 日起，所有瑞士从中国进口的商品即刻享受关税减让或豁免，无过渡期（瑞士联邦海关总署发布的发行编号为 323.0.2.2014 的文件，第 3 部分），而中国从瑞士进口的商品中只有小部分即刻享受关税豁免。大多数其他瑞士商品将在未来 5-15 年的较长过渡期里逐步实现关税豁免（自由贸易协定，附件一第一部分中

Swiss products, customs tariffs will only be dismantled gradually during rather long transitional periods of five to fifteen years (FTA, Appendix 1 to Annex I Schedule of China). China has issued various provisions implementing the tariff reductions for the first year, as well as procedural rules regarding application for such preferential tariff treatment under the FTA (Notice on the 2014 contractual tariff rates under the FTA, together with table of 2014 contractual tariff rates, issued by the State Council Customs Tariff Commission (SCCTC), effective as of July 1, SCCTC [2014] No. 8).

Other national taxes remain. The FTA only deals with import customs tariffs but has no implications on other national taxes levied on Swiss goods imported to China, such as value-added tax ("VAT") and consumption tax. China charges VAT for imported goods (17 per cent, respectively 13 per cent for some specific products). In addition, China levies a consumption tax on imports of various luxury and other goods ranging between 1 per cent and 45 per cent. Alcohol is taxed at 20 per cent, jewellery at 10 per cent, high-end watches at 20 per cent and cosmetics at 30 per cent.

In China, a tax reform focusing on six taxes -- VAT, consumption, resource, environment, property and income -- is under way.¹ Consumption tax may be subject to further changes in the near future. On one hand, it may be raised for high-end and luxury products. On the other hand, it may be favourably adjusted for clean energy and environmentally-friendly products such as green vehicles. The scope of the consumption tax may also be expanded to other products, such as private aircraft. At the twelfth reform forum of the China Society of Economic Reform held on 2 November 2014, Jia Kang, a director and research fellow of the Institute for Fiscal Science Research under the Ministry of Finance, said it may be expected that the government will release some information regarding the reform of consumption tax at the end of this year or the beginning of 2015. If consumption tax is raised or extended to other sectors and products not currently subject to taxation, the reduction or abolition of customs tariffs awarded under the FTA may be offset by these changes of the consumption tax.

Other trade barriers. Technical barriers other than customs tariffs might have an even greater impact on Swiss enterprises doing business in China. China has a number of national standard requirements for products to be admitted for importation and sale in the country. For instance, China requires manufacturers to obtain the China Compulsory Certification ("CCC") mark before importing or selling products listed in the CCC catalogue in China. This system impacts many Swiss exporters across a wide range of manufacturing sectors. Products not complying with CCC requirements may be retained at the border and subjected to penalties. The application process for a CCC mark is burdensome, time-consuming and often lacks transparency, involving testing limited to accredited laboratories in China, submission of numerous technical documents, and factory inspections by Chinese officials in Switzerland. A side agreement to the FTA -- the Agreement on cooperation in the area of certification and accreditation between the Swiss State Secretariat for Economic Affairs and the Chinese Certification and Accreditation Administration -- encourages

“For most Swiss products, Chinese customs tariffs will be dismantled gradually during long transitional periods

大多数瑞士商品将在较长的过渡期里逐步获得关税豁免”

方关税减让表)。中国公布了第一年实施关税减让的多项规定和自由贸易协定下申请优惠关税对待的程序规范(自7月1日生效的国务院关税税则委员会(SCCTC)关于实施《中瑞自由贸易协定》2014年协定税率的通知及2014年协定税率表(税委会[2014]8号))。

其他国内税不变。自由贸易协定仅涉及进口关税,而对进口到中国的瑞士商品征收的其他国内税如增值税(VAT)和消费税没有规定。中国对进口商品征收增值税(税率为17%,某些商品的税率为13%),此外,中国还对某些进口奢侈品和其他商品征收1%-45%的消费税。酒类的消费税为20%,珠宝为10%,高档手表为20%,化妆品为30%。

中国目前正针对六项税收进行改革,包括增值税、消费税、资源税、环境税、房产税和所得税。1 未来消费税政策会进一步调整,一方面可能会提高高档商品和奢侈品的税率,另一方面也可能会降低清洁能源和绿色汽车等环保商品的税率。消费税的范围也可能扩大至其他商品,如私人飞机等。在2014年11月2日召开的第十二届中国改革论坛中国经济体制改革研究会上,中国财政部财政科学研究所所长、研究员贾康表示,中国将在今年年底或2015年年初公布关于消费税改革的规定。如果消费税提高或扩大至目前不需承担消费税的其他领域或商品,那么这些消费税的调整将会抵消自由贸易协定带来的关税优惠。

其他贸易壁垒。关税之外的技术壁垒对在华经营的瑞士企业的影响可能更大。中国对那些进口到中国进行销售的商品有许多国家标准要求。例如,中国要求进口或在中国销售3C目录中商品的厂家必须拥有3C认证标志。这一体系对多个制造领域的瑞士出口商都有影响,无3C认证的商品会被扣押在边界并处以罚款。3C标志的申请程序十分繁琐,也颇耗精力,并且缺乏透明度。商品需要交由中国认可的实验室进行检测,厂家需要提交各种技术文件,瑞士工厂需接受中国官员的审查。自由贸易协定的附属协议——瑞士经济事务国务秘书处和中国国家认证认可监督管理局签署的认证认可合作协议——鼓励瑞士和

¹ “On June 30, the Politburo of the Communist Party of China approved a general plan to change the existing fiscal and tax system as part of the broad reform plan mapped out at the party's Third Plenum in November.”

¹ “作为在去年11月召开中国共产党十八届三中全会的全面改革计划的一部分,今年6月30日,中共中央政治局审议通过了《深化财税体制改革总体方案》。”

cooperation between certification and inspection bodies in Switzerland and China. Such cooperation may include CCC follow-up inspections carried out by Swiss conformity assessment bodies in Switzerland, though as of today, no such Swiss bodies have requested an accreditation from Chinese authorities. Prior to the FTA, on-site inspections in Switzerland had to be exclusively conducted by Chinese bodies. This may lead to a gain of both time and confidentiality for Swiss enterprises.

Exchange of services

China has relatively strict provisions regarding foreign investment. Foreign investment must be made in accordance with the central policy of the Chinese government that is reflected in the Catalogue of Industries for Foreign Investment ("Catalogue").

Under the FTA, China has committed to reduce the limitations on market access (including establishment of a commercial presence in China) and national treatment for, amongst others, the following sectors:

- Software implementation services
- R&D services on natural science and engineering (excluding prohibited foreign investment industries, according to the Catalogue)
- Real estate services
- Translation and interpretation services
- Commission agents' services and wholesale trade services (excluding salt, tobacco)
- Retailing services (excluding tobacco)
- Certain environmental services (sewage, noise abatement, and sanitation services)
- Customs clearance services
- Sport and recreational services (excluding golf)
- Market research services
- Project management services other than for construction

To date, these liberalisations are not applicable in practice, as no implementing regulations have yet been issued (this has been verbally confirmed with the Commission of Commerce of Beijing and Shanghai).

Summary

Swiss enterprises need to be patient when it comes to making use of the benefits granted under the FTA. For most of the products, the customs tariffs will only be gradually reduced after relatively long transition periods. Other reductions of trade barriers such as the commitments of China regarding market access are in practice not yet applicable. Furthermore, it remains to be seen how the abstract commitments regarding facilitating certification systems and approval procedures and recognizing international standards will be implemented in practice. So far, except for the customs tariff reductions, changes for Swiss enterprises in China under the FTA have indeed been quite limited. A keen observation of future developments continues to be on the agenda of Swiss enterprises doing business in and with China. ○

“Only banking, insurance and construction enterprises are admitted to set up branch offices on the mainland

只有银行、保险和建设型企业可以在中国内地设立分支机构”

中国的认证认可机构间的合作。这种合作可能包括由瑞士本地的合格评定机构进行 3C 后续审查, 不过, 迄今为止还没有任何瑞士机构向中国当局申请认可。在自由贸易协定之前, 到瑞士进行实地审查只能由中国机构进行。协议将有助于瑞士企业节省时间, 并保护企业机密。

服务交流

在外商投资方面中国的规定较为严格。外商投资必须依照中国政府的中央政策——外商投资产业目录进行。

按照自由贸易协定的规定, 中国承诺以下领域的国民待遇, 并减少市场准入限制 (包括在中国设立经营分支):

- 。软件实施服务
- 。自然科学与工程研发服务 (目录中禁止外商投资的行业除外)
- 。房地产服务
- 。翻译服务
- 。佣金代理服务和批发贸易服务 (食盐及烟草除外)
- 。零售服务 (烟草除外)
- 。某些环保服务 (污水、噪声控制及卫生服务)
- 。清关服务
- 。运动、娱乐服务 (高尔夫除外)
- 。市场调研服务
- 。除建设项目以外的项目管理服务

迄今为止, 这些市场准入自由化在实践中仍不可行, 因为尚未出台相关的实施规范 (北京市和上海市商务委员会已分别做过口头确认)。

小结

瑞士企业需耐心等待利用自由贸易协定规定优惠的时机, 因为对于大多数商品来说, 关税减免会在较长的过渡期内逐步实现。其他如市场准入等贸易壁垒的清除在实践中仍不可行。此外, 中国对加快认证体系和审批程序以及认可国际标准等的承诺在实践中的实施情况仍有待观察。迄今为止, 除了关税减让外, 自由贸易协定为在华瑞士企业带来的变化确实十分有限。在华瑞士企业和与中国打交道的瑞士企业应持续关注未来的发展。○



Free Trade Agreement Drives Thriving City Partnership

自由贸易协定推动繁荣的城市伙伴关系

The well-established partnership between Basel and Shanghai will be further fuelled by the new free trade agreement between Switzerland and China. When this came into effect on 1 July 2014, it was officially celebrated in the presence of a high-ranking Chinese government delegation and the Swiss Minister of Economic Affairs, Education and Research Johann Schneider-Ammann.

It was no coincidence this celebration took place in the Port of Switzerland. The new free trade agreement will increase trade in goods between China and Switzerland, and the Port of Switzerland in Basel will play an important role as an international logistics hub. What is more, Basel has maintained an official city partnership with Shanghai since 2007, and in this time the two cities have built up a strong relationship. Their focus lies on their shared strengths: both cities are prosperous economic metropolises and promising life-science locations. In both cities world-class work in the fields of high-end medicine, research, education, and culture is commonplace.

Cooperation projects

Every three years, Basel and Shanghai draft a Memorandum of Understanding (MoU) in which the objectives of cooperation in the fields of education, medicine, economy, and culture are specified. On 21 March 2014, the third MoU was signed in Basel. It concentrates on recent achievements such as the China Business Platform and the Confucius Institute at the University of Basel, and puts emphasis on cooperation projects in health care and the logistics industry.

High-end medicine

The University Hospital of Basel (USB) maintains a lively exchange with the medical schools of the three largest Shanghai universities Fudan, Jiao Tong and Tongji. There have been several successful summer schools for students in the two cities over the past two years. Now the university hospital will focus on the exchange on the PhD-level.

中瑞自由贸易协定将进一步推动巴塞尔和上海良好的伙伴关系发展。2014年7月1日，中瑞自由贸易协定正式实施。中国政府代表团和瑞士经济事务、教育和研究部长施耐德-阿曼（Johann Schneider-Ammann）出席了官方庆典。

庆典在瑞士港口举行并非巧合。自由贸易协定将增加中国和瑞士间的商品贸易，位于巴塞爾的瑞士港口作为国际物流中心将扮演重要的角色。此外，自2007年以来，巴塞尔与上海一直保持着官方城市伙伴关系，目前这种关系已十分稳固。双方的关注点在双方共同的优势上：两座城市都是繁荣发展的经济大都市，都在生命科学领域开展前沿研究。此外，双方在高端医药、研究、教育和文化等领域都在开展世界水平的工作。

合作项目

每隔三年，巴塞尔和上海都会起草备忘录，明确在教育、医药、经济和文化领域的合作目标。2014年3月21日，双方在巴塞尔第三次签署了备忘录。它关注近期取得的成就，如中国商业平台和巴塞尔大学孔子学院，重点发展在医疗保健和物流行业的合作项目。

高档医药

巴塞尔大学医院与上海最大的三所高校：复旦大学、上海交通大学和同济大学的医学院保持着活跃的交流。在过去两年里，两座城市成功的为学生举办了多期夏令营项目。目前，大学医院将重点放在了博士生的交流上。

There is also an intensive exchange between the University Children's Hospital of Basel-Stadt and Basel-Land (UKBB) and the Shanghai Children's Medical Centre (SCMC) with regard to shared educational, training and research programmes in paediatric healthcare, patient care, and administration.

Economics and logistics

The China Business Platform (CBP) is a trade and investment platform opened in 2013 with the aim of facilitating business relations between China and North-Western Switzerland. It supports Chinese and Swiss companies setting up their businesses in the respective partner-region by offering advisory help, office space and connections to local experts and companies.

Basel is the main hub for the transport of goods to and from Switzerland. In view of the free trade agreement, the Port of Switzerland in Basel and the EuroAirport Basel-Mulhouse-Freiburg will intensify their cooperation with their partners in Shanghai, the Shanghai Municipal Transport and Port Authority and Shanghai International Airport Pudong in the field of cargo trade.

Education and science

The Confucius Institute at the University of Basel (CIUB) was opened in September 2013 as a centre for Chinese culture and language, crowning the shared efforts of the University of Basel and the East China Normal University (ECNU). The primary tasks of the Institute are to provide a platform for academic exchange, professional education and training for Chinese language teachers, organising courses, workshops, events, exhibitions of Chinese culture and art, the promotion of knowledge on Chinese history and culture, and the relationship between Basel and China. The Institute also holds a library and assists in the execution of HSK- and YCT-tests.

Society and culture

Under the heading of «ChinaWorldBasel» Basel engages its Chinese community in the development of the region and its city partnership with Shanghai. It aims at rendering Chinese culture and the city partnership visible and tangible to its inhabitants. Another aim is to create a strong network between the Chinese people living in the area and the local population. **Further information about Basel: www.basel.ch.** ●



Swiss Federal Councillor Johann Schneider-Ammann and Yu Jianhua, China's permanent representative to the WTO at the Port of Switzerland in Basel
瑞士联邦委员施耐德-阿曼 (Johann Schneider-Ammann) 与中国常驻世界贸易组织 (WTO) 代表俞建华在巴塞爾的瑞士港口

Basel Symphony Orchestra on tour in China and South Korea

The Basel Symphony Orchestra gives a performance at the Shanghai Oriental Art Center on 25 March 2015 as part of its tour "Horizons" in China and South Korea. The orchestra will be accompanied by an official delegation from the Canton of Basel-Stadt under the leadership of the President of the Government Dr. Guy Morin. The objective of the visit by the delegation is to promote and strengthen relations with the partnership city Shanghai. The China/South Korea tour gets underway with a concert in Beijing on 23 March 2015; the finale will consist of two concerts in Tongyeong (South Korea) on 27 and 28 March 2015.

巴塞尔交响乐团中国、韩国巡演

作为中国、韩国 "Horizons" 巡演的一部分, 巴塞尔交响乐团将于 2015 年 3 月 25 日来到上海东方艺术中心演出。为了促进和加强与上海的城市伙伴关系, 由巴塞尔城市半州州长居伊·莫润 (Guy Morin) 博士带领的官方代表也将随同乐团到访上海。交响乐团中国、韩国巡演将于 2015 年 3 月 23 日在北京举行首场演出, 并于 2015 年 3 月 27 日和 28 日在韩国统营举行最后两场演出。

此外, 巴塞尔城市半州和乡村州大学儿童医院 (UKBB) 和上海儿童医学中心 (SCMC) 还在儿童保健、患者护理和行政等领域的共享教育、培训和研究项目上有着密切的合作和交流。

经济与物流

中国商务平台 (CBP) 是 2013 年推出的贸易与投资平台, 旨在推进中国和瑞士西北部地区的商贸联系, 为希望在对方地区开展业务的中国和瑞士企业提供咨询帮助、办公场地和建立与本地专家和企业的联系等。

巴塞尔是商品出入瑞士的主要中心。随着自由贸易协定的签署, 巴塞尔瑞士港和巴塞尔-米卢斯-弗赖堡欧洲机场将加强与上海伙伴——上海市交通运输和港口管理局和上海浦东国际机场在货物贸易方面的合作。

教育与科学

2013 年 9 月启动的巴塞尔大学孔子学院 (CIUB) 是中国文化和语言中心, 是巴塞尔大学和华东师范大学 (ECNU) 共同努力的结果。学院的首要任务是提供一个平台: 为学术交流、中文教师的专业教育和培训; 安排课程、研讨会、活动和中国文化与艺术展; 推广中国历史与文化知识以及巴塞尔和中国的关系服务。学院设有图书馆, 并协助安排 HSK 和 YCT 考试。

社会与文化

在 "China World Basel" 的标题下, 巴塞尔在区域发展和与上海的城市伙伴关系中与华人社区合作, 旨在使更多市民了解中国文化和城市伙伴关系, 加强巴塞尔地区华人与当地社区的联系。如需了解更多关于巴塞尔的信息, 请访问: www.basel.ch。●



Ten Years Of The Bridge

十年回首

The Swiss Chinese Chamber of Commerce celebrates a decade of publishing Sino-Swiss business news by recollecting some memorable moments.

by **Alun John**

In August 2004, the first issue of **The Bridge** was distributed to members of SwissCham China. The magazine's cover feature celebrated the inaugural Chinese Grand Prix, held in Shanghai in September of that year, while other articles included a piece on rising graduate salaries in China (some topics haven't gone away!) and, appropriately enough, a feature on Shanghai's bridges. Since then, 36 more issues have been produced, exploring a range of topics that we hope have been of interest to the Swiss business community in China.

Christian Guertler, SwissCham China's Chairman in 2004, recalls the start of the magazine. "Before **The Bridge**, the different chapters of SwissCham China all had their own newsletters," he says, "What we wanted to do was to create one magazine to stand for the united approach of the Chamber." In the last ten years, we at SwissCham would like to think we have realised this vision. Over time, the publication has interviewed many of the leading figures of the Swiss business community in China, as well as the senior management of various Swiss companies at global level. "**The Bridge** published also quite a few exclusive interviews with global CEOs of companies like Roche and Adecco," says Fabian

今年是中国瑞士商会创办中瑞商业期刊十周年，本文回顾了十年来的珍贵瞬间。

作者：**Alun John**

2004年8月，首期《桥》杂志向中国瑞士商会会员分发。首期杂志的封面特辑是那年9月在上海举行的F1赛车首届中国大奖赛，其他文章中有一篇讲的是中国毕业生薪资上涨的问题（某些话题仍然有效！），此外还有一篇应景介绍上海桥梁的特辑。自此，我们共出版了36期杂志，探讨了与瑞士在华商业社区相关的一系列课题。

中国瑞士商会2004年主席Christian Guertler回忆了杂志的创办始末。“在《桥》之前，中国瑞士商会在各个地区都是自行发布新闻通讯，”他说，“我们希望创办一本杂志作为各个地区的联合新闻发布平台。”在过去十年里，中国瑞士商会实现了这一愿景。多年来，杂志采访了瑞士在华商业圈的主要领军人物，以及多个瑞士全球化企业的高管。《桥》



Read The Bridge online and on mobile

The newest issue of **The Bridge** magazine is available in digital form and can be conveniently read on your PC, tablet or smart phone. Go to our website <http://cn.swisscham.org/publications/bridge-magazine> to view or download the digital version.

Gull, Editor-in-chief of **The Bridge** between 2008 and 2014. “Nestlé used our interview with their China CEO for a reprint of about 50,000 copies to distribute to all their staff in China,” he adds.

While each issue had many interviews, for Gull some particularly stand out. “I had a great conversation with Walter Eglin, who was the first winner of **The Bridge’s** ‘CEO of the Year’ award. He was such a character,” Gull says. The interview, which began with Eglin’s ballpoint pen company, ended with a discussion of edge-grinding tools for skis, techniques for helping people use chopsticks, and why spending your days playing golf in Hawaii is boring (incidentally nothing to do with golf or Hawaii!). In fact, Eglin’s character came through so well in the interview that a number of publications in Switzerland contacted SwissCham to ask if they could be put in touch with him. On the back of **The Bridge’s** article, Eglin became quite a media personality.

Other memorable interviews carried out by **The Bridge** include two with Marc Faber, known as “Dr. Doom” -- the economist famous for predicting Wall Street’s Black Monday in 1987 and later the Asian Financial Crisis of the late 1990s. Gull travelled to Faber’s home in Chiang Mai to hear his views on China’s credit problems, his concerns about the Euro, and why Thailand’s nightlife is the best in the world. Whether Faber showed some of his genuinely favourite haunts to Gull remains a mystery.

In its initial days, **The Bridge** was heavily focused on business issues. However, over the years -- while still retaining its business focus -- the magazine has expanded its scope, looking at different aspects of Sino-Swiss relations. Senior Swiss and Chinese politicians have been interviewed by **The Bridge**, and there have been features discussing the cultural issues of both nations. There have also been two Special Issues, one of which looked at the Beijing Olympics and the other the Shanghai Expo. “The Expo issue was great,” remembers Gull. “Everyone wanted to be a part of it.”

The Bridge is also an important part of SwissCham’s annual Business Confidence Survey. The survey, which tracks the changing attitudes of Swiss companies to China’s business environment, has become an important benchmark for Swiss companies over the years -- even if it does keep finding that HR concerns rank as one of the major challenges for foreign firms operating in China.

In the past ten years, we would like to think that **The Bridge** has become something of an institution among the Swiss community in Shanghai. People seem to know about the publication, and we hope that you, our readers, have found it useful. The Swiss community in Shanghai seems set to continue to go from strength to strength, and we plan on chronicling its successes for many years to come. ○

发表了多篇独家采访像罗氏和德科等公司全球 CEO 的文章,”《桥》2008–2014 年主编方必安 (Fabian Gull) 说,“雀巢把我们采访其中国 CEO 的文章印制了 5 万份分发给所有的中国员工。”

虽然每期杂志都有多篇采访,对于方必安来说有几篇尤为突出。“与《桥》首位‘年度 CEO’获得者 Walter Eglin 的对话极了,他极有个性,”他说。采访从 Eglin 的圆珠笔公司开始,到探讨滑雪板磨边机、粉笔应用技术和在夏威夷打高尔夫球为何无聊结束(其实采访根本与高尔夫或夏威夷无关!)。事实上,Eglin 在采访中充分表现了個人魅力,以至于后来有许多瑞士出版物联络中国瑞士商会希望与他取得联系。在接受《桥》采访后,Eglin 成了相当重要的媒体人物。

其他《桥》采访过的重要人物还包括“末日博士”麦嘉华 (Marc Faber) ——以预言 1987 年华尔街黑色星期一和 20 世纪 90 年代亚洲金融危机闻名的经济学家。方必安曾前往麦嘉华在清迈的住所聆听他对中国债务问题的看法、对欧元的担忧以及为何泰国拥有世界最好的夜生活等。麦嘉华是否在采访中透露了他对世界经济未来的真正担忧仍需拭目以待。

创办初期,《桥》的内容专注于商业题材。不过,经过多年的发展,在保留对商业题材关注的同时,我们扩大了杂志的内容范围,从更广泛的角度来审视中瑞关系。我们曾在《桥》中采访过瑞士和中国的高层政治领导人,也做过专门探讨两国文化问题的特辑。此外,我们还针对北京奥运会和上海世博会做过两期特别策划。“关于世博会的策划十分成功,”方必安说,“每个企业都想参与其中。”

《桥》还是中国瑞士商会年度商业信心指数调查的重要部分。调查监测瑞士企业对中国经营环境的態度,多年来它已经成为衡量瑞士企业发展的一个重要指标。调查的一大发现是人力资源问题一直都是困扰在华经营外资企业的一大重要挑战。

在过去十年里,我们认为《桥》已经发展成为在上海瑞士社区的一种惯例,人们了解这本杂志,我们也希望读者从中获益。上海瑞士社区必将走向更强,我们将继续纪录其未来的成功。○



SWISS PRECISION 瑞士精密度

While Switzerland is renowned for its prowess in industries such as banking and luxury watches, its engineering capabilities are finding considerable success in the China market.

by **Berken Byrne**

Long known for its banking sector, few would have predicted tiny Switzerland to evolve into a high-end manufacturing hub. Ranked the most innovative country in the world by the **Global Innovation Index 2014** and as the country with the highest industrial production per capita by the World Economic Forum -- while featuring the lowest unemployment rate in western Europe at only 3.1 per cent -- Switzerland has been labelled the 'Silicon Valley' of manufacturing, with its precision engineering industry leading the way.

瑞士以在如银行和奢侈手表等行业的实力著称,同时其工程能力在中国市场也取得了巨大的成功。

作者: **Berken Byrne**

瑞士的银行业闻名已久,但很少有人会想到这个小国家会发展成为高端制造业中心。瑞士在2014年全球创新指数中被列为世界最具创新性的国家,还被世界经济论坛列为人均工业产值最高的国家,其失业率仅为3.1%,为西欧最低。这里先进的精密工程产业使其被称为制造业的“硅谷”。

极少有人会预想到瑞士这样一个以高端产品著称的国家会在中国这个以本国企业生产的低成

Fewer still would have predicted that a country known for such high-end products would be making such significant headway in China, a developing market that typically demands the kind of cost-cutting products brought forth by its own companies. Yet Swiss engineering and manufacturing companies are finding success in China and in some cases dominating market share in their sectors. Original equipment manufacturer (OEM) Buhler, for example, holds 60 per cent market share in flour milling while growing within the sector at about 50 per cent annually. Clearly the Swiss have an effective approach, and it has to do with the way they mix Swiss tradition and expertise with an understanding of China's particular needs.

The learning curve

That success starts with understanding the different attitudes of Chinese workers and training them in the Swiss way. "Chinese workers don't have that same sense of looking beyond their own duties to those of the whole environment, in contrast to the Swiss," says Dieter Voegtli, CEO of Buhler China. "For instance, if a Swiss sees a piece of paper on the ground, he or she will throw it in the garbage to keep the area clean, while Chinese workers will think 'it's not my paper' and not pick it up. I think you can teach that by showing them multiple times, but it's not ingrained like it is in Switzerland."

While training is key, the system must also adapt to the local workers' tendencies. "In Switzerland, the workers do self-inspection and are responsible for quality," says Voegtli. "In China, however, the workers are not as strict in their self-inspection. We have weekly quality meetings in all factories with all the workers, and know that we can train this over time, but we've also found that we require many more inspectors after the work for quality assurance."

Switzerland's renowned apprenticeship system has also needed to be adapted. "Originally, we thought we could just replicate the same Swiss system here in China, but ultimately we learned we need to fit it to the social context," says Voegtli. "For example, a Swiss mother is very proud if her son enters a Swiss engineering apprenticeship, and her neighbours will praise her. A mother in China, however, thinks her son is a failure if he enters an apprenticeship instead of enrolling in a university. So we realised that the people who enter apprenticeships in China are much less qualified than what we're used to, and we adjusted to the fact that workers are entering our programme at a lower level."

Chinese suppliers have similarly been trained in the Swiss way. "The most important thing for us is to select a supplier with potential and capability that is willing to learn from us and improve," says Christian Steger, Head of Operations Asia-Pacific at Geberit, a world leader in sanitary appliances. "We have found that a supplier telling us 'Yes, we can!' may not mean all that much, other than that we will probably be very busy fixing mistakes. Safety is also still not regarded as very important."

本产品需求为主的发展中国家取得这样大幅度的进展。瑞士工程和制造企业不仅在中国取得了成功，在某些领域还占据主导地位。以原始设备制造商（OEM）布勒公司为例，布勒公司在中国面粉加工业占有 60% 的市场份额，每年在业内的增长可达 50%。很显然瑞士企业有一套有效的制胜方法，这与他们将瑞士传承及专业技能与对中国的特殊需求的把控相结合息息相关。

学习曲线

成功源自于了解中国工人的不同态度和用瑞士方法给他们培训。“与瑞士工人相比，中国工人没有想要超越自身的职责、关注整体环境的自觉性，”布勒中国公司 CEO Dieter Voegtli 这样说道，“比如说，如果瑞士工人看到地上有纸屑，他或她会捡起来并丢到垃圾桶以保持清洁，可中国工人会想‘那不是我丢的纸’从而不去捡。我想虽然可以通过多次身体力行的方法去教育他们，但是也不会像在瑞士那样根深蒂固。”

虽然培训是关键，但体制必须适应本土工人的特点。“在瑞士，工人会自我检查并对质量负责，”Voegtli 说，“但在中国，工人在自检方面不太严格。因此每周我们都会在所有工厂召集所有工人开质量会议，我们明白这种素质可以培训出来，不过还是需要很多质检员在工作完成后做质保检查。”

瑞士知名的学徒制度也需要调整。“最初，我们认为可以把瑞士相同的制度复制到中国来，但最终发现需要根据社会环境进行调整，”Voegtli

说，“比如说，瑞士母亲对于儿子进入瑞士企业实习会感到十分骄傲，邻居也会十分赞赏。可在中国，母亲会认为儿子做学徒而非上大学是个失败。因此，我们意识到中国的学徒在资质方面更为逊色，我们通过调整适应了加入我们项目的工人水准较低的现实。”

中国供应商接受了与在瑞士类似的培训。“对于我们来说最重要的一点就是选拔出有潜力和能力、愿意学习并提高的供应商，”吉博力公司亚太区运营总监 Christian Steger 表示，“我们发现某个供应商表示‘我能做！’有

时言过其实，往往陷我们于解决各种错误的狼狽境地。另外，人们对安全的重视程度仍然不够。”

他补充道：“这也是我们设立供应商质量工程部对供应商进行监测和培训的原因。这项工作任务量仍然很大，需要几年的时间才能使供应商保持满足我们标准的生产和质量水平。”

在这一点上，与工人和供应商建立长期联系是十分重要的，留住他们是当务之急。“在这个行业，如果每年的人员流动率达到 10% 的话，我们就无法生存下去了，因为我们在员工身上投入了大量的精力、金钱和培训，”Voegtli 说，“幸



Dieter Voegtli, CEO, Buhler China
布勒中国公司 CEO Dieter Voegtli

He adds, "That's why we're running a Supplier Quality Engineering department to follow and to train our suppliers. This is still a big task, and many years are required before a supplier can sustain a production and quality level that meets our standards".

As such, it is important to establish long-term relationships with both workers and suppliers, making retention a top priority. "In this industry we could not survive if we had 10 per cent workforce fluctuation annually, as we invest enormous amounts of effort, money, and training into our employees," says Voegtli. "Fortunately we are at about 3-4 per cent fluctuation, which is low for the industry. A lot of our workers have spent 15 years with the company, so of course they've reached a very high standard."

“It's critical to establish local competence throughout the entire value chain in China

在中国建立全价值链本土能力很关键”

Voegtli attributes the high employee loyalty to four things: career flexibility, fair salaries, benefits, good company environment and hiring of friends and family. "First, we have a very elaborate career development system. If the worker wants to shift into customer service, sales, or whatever else, he can. We don't care that he doesn't have a degree, as we trust our training programmes," he says.

"Second, we offer very good housing and our own in-house health insurance that covers the worker's family against diseases like cancer, even if government insurance doesn't. Third, we also pay a fair salary, clearly above the minimal salary, which helps in employee retention. Finally, we encourage people to recommend their friends and relatives, as working with friends and family is a big draw in China. It also helps us find good employees, because normally workers don't recommend poor workers that will reflect poorly on them," Voegtli adds.

A different market

Nonetheless, there's more to adjusting to China than developing relationships with and raising the standards of workers and suppliers. Market knowledge and connections are also of central importance. "We initially tried to enter the Chinese feed OEM industry ourselves and failed," says Voegtli. "We just didn't understand the market and didn't have the distribution channels we needed."

In Buhler's case, a joint venture was the answer. "After making a joint venture with a couple of local entrepreneurs, we combined our engineering, technology, and brand with their people who understood the market and had been in it for many, many years.

运的是, 我们的流动率只有 3-4%, 在行业内位于低水平。许多员工已经在这里工作了 15 年之久, 他们理所当然都拥有极高的水准。”

Voegtli 将高员工忠诚度归结为以下四个原因: 职业发展灵活、工资待遇合理、企业环境优秀以及雇佣朋友和亲属。“首先, 我们的职业发展体制十分完善。如果员工想转岗到客户服务、销售或任何其他部门, 都没有问题。我们不关心他们有没有学历, 因为我们相信我们的培训项目,” 他说。

“第二, 我们提供很好的住宿, 公司内部的医保覆盖员工家属包括癌症在内的疾病, 政府保障并没有覆盖这些。第三, 我们支付合理、明显高于最低工资的薪资水平, 这有助于留住员工。最后, 我们鼓励员工推荐朋友和亲属到公司工作, 因为在中国与朋友和亲属一起工作有很大的吸引力。这也帮助我们找到了优秀的员工, 因为员工一般不会推荐较差的人选来对他们产生不利的影响,” Voegtli 说。

不同的市场

然而, 除了提高员工和供应商的水准、改善与他们的关系之外, 还有其他需要调整的方面。市场知识和联系网也是至关重要的。“我们最初打算单打独斗进入中国粮食 OEM 行业, 但是失败了,” Voegtli 说, “那时我们不懂市场, 也没有必须的分销渠道。”

合资企业解决了布勒公司的问题。“在与本土企业成立了几家合资企业后, 我们把我们的工艺、技术和品牌与他们了解市场、拥有多年市场经验的人员相结合。我们让出控制权, 但在他们需要的方面为他们提供帮助, 结果果然很有效。我们最终在九年内实现了粮食业务增长 25 倍的业绩。”

“在中国全价值链建立本土能力很关键,” ABB 工程公司高级副总裁 Olivier Suter 表示, “通过本土采购可以使生产更简化, 成本更低廉, 同时仍然符合中国的市场要求。销售、市场推广、项目管理、物流和法律支持都需要本土化。”

在多个领域拥有本土能力很重要, 因为西方的技术优越性并不会永远延续下去。“盗版是个常见的问题,” Voegtli 说, “如果有人冒用布勒



Christian Steger, Head of Operations Asia-Pacific, Geberit
吉博力公司亚太区运营总监 Christian Steger

We let them run the show but offered to help them in any area they needed, and it worked wonders. We ultimately managed to multiply our feed business by a factor of 25 in nine years!”

“It’s critical to establish local competence throughout the entire value chain in China,” states Olivier Suter, Senior Vice President at ABB Engineering. “Often, products can be simplified and made more cost-effective with components sourced locally, and still meet Chinese market requirements. Sales, marketing, project management, logistics, and legal support all need to be localised as well.”

It is important to have local competence in many areas, because Western technological superiority does not always last. “You have the usual problem with copying,” says Voegtli. “If someone uses the Buhler brand, we will have them shut down. But if they copy the design of the machine, then often the effort in going after them is not worth the reward. Instead, our strategy is to try to be the fastest to the market and own much of the market share, while remaining competitively priced -- because if you can buy the original for only twice the price of the copy, you will.”

Some Chinese firms have been equally quick to adopt Western employee training methods. “If we can teach our system to Chinese workers, so can our Chinese competitors,” notes Voegtli. “There’s a wide range of them – some are not improving at all because they are state-owned or have the wrong management. But others are very carefully watching what we are doing and improving quite rapidly.”

Chinese firms are gradually making a play for higher tier markets as well. “Chinese competitors will continue gradually to move up to the higher end in precision engineering markets,” says Suter. “In many cases, they have already shifted from purely supplying similar products at a lower price to introducing new and innovative products by themselves.”

New paradigms

Indeed, given their reputation for copying rather than originality, the Chinese precision engineering firms’ inclination towards innovation might take their Western competitors by surprise. “I think Chinese companies have a more open attitude to new things than Europeans, because everything is new here,” says Voegtli. “They very easily adopt new ideas, while European companies can be too traditional and are not so willing to throw their legacy away to jump on the new thing. We need to make sure we don’t miss something that could affect our business, largely by investing in R&D and keeping an open mind. For instance, we are paying close attention to how 3D printing might be the next leap forward.”

Suter mentions another inevitable leap – that of Chinese competitors towards the Western market. “As the Chinese market slows down, we will see our Chinese competition expand more and more to international markets in the future,” he says. “They have the technology and business knowledge in many sectors to do so already.”

For Suter, this is all the more reason for Swiss firms to stake a claim in China now. “This is, on one hand, a threat to Western companies, but on the other hand it is also an opportunity. For overseas projects, Chinese OEMs and engineering firms often want to partner with Western companies, particularly those that are well-established in China.” ○



Olivier Suter, Senior Vice President, ABB Engineering
ABB 工程公司高级副总裁 Olivier Suter

的品牌，我们会采取手段使他们关门。但如果他们盗版的是设备的设计，那么追究责任往往不值得。我们的策略是做对市场反应最快、拥有大规模市场份额的企业，同时保持价格竞争力——因为如果正版的价格只有盗版的两倍的话，人们会愿意购买正版的设备。”

一些中国企业在适应西方的员工培训制度方面的反应也很快。“如果我们可以把我们的体制教授给中国员工，中国竞争对手也可以，” Voegtli 说，“中国的竞争对手很多：一些国有企业或管理不善的企业停滞不前，但一些其他企业在密切的关注着我们的行动，并迅速做出改进。”

中国企业在高端市场也渐渐崭露头角。“中国竞争者会不断向高端精密工程市场发展，” Suter 说，“在很多情况下，他们已经从单纯的以低廉的价格供应相似的产品转换到引入自我研发的全新的、创新性产品。”

新模式

确实，以盗版而非原创著称的中国精密工程企业朝着创新的方向发展使西方竞争者大为意外。“我认为中国企业对新事物的态度比欧洲企业更开放，因为这里的一切都是新的，” Voegtli 说，“他们很容易就能采纳新思想，而欧洲企业却过于传统，不愿丢弃传承而接受新事物。通过研发投入和保持开放的思路，我们必须确保不错过任何可能影响业务的机会。比如，我们十分关注 3D 打印将如何带来下一步的大跨越。”

Suter 还谈到另外一个不可避免的跨越——中国竞争者向西方市场的跨越。“随着中国市场发展放缓，未来中国竞争者会越来越多的向国际市场扩张，”他说，“他们拥有多个领域的技术和业务知识来做到这一点。”

对于 Suter 来说，这是当下瑞士企业必须在中国拥有一席之地的一层原因。“一方面，这对于西方企业是种威胁，但另一方面，也是种机会。因为在海外的项目中，中国的 OEM 和工程公司常常希望与西方企业合作，尤其是那些在中国拥有良好基础的企业。” ○

Fresh on the Shanghai Scene

初来乍到

Switzerland's new Consul General in Shanghai, Alexander HOFFET, arrived in Shanghai with his family in September and started work on 7 October. Here he shares his impressions of his first few months at the new post, and discusses how he and his family have settled in, the differences between life in Vienna and Shanghai, and his goals for his time here.

新一任瑞士驻上海总领事 Alexander HOFFET 于 9 月协同家人抵达上海，并于 10 月 7 日就职。他在本文中分享了出任总领事头几个月里的感触，介绍了他和家人的适应情况，比较了在维也纳和上海生活的不同之处，还规划了任期内的目标。



What are your first impressions of Shanghai? Does it remind you of any other posts you have held elsewhere in the world?

I had already visited Shanghai twice before assuming my duties as Consul General of Switzerland, once as a tourist and once before I took up the post, for what we call a recognition mission. Hence, I've not been totally surprised by what I've seen here. Nevertheless, once again I've been impressed by the vibrancy of life in Shanghai, the dynamic, forward-looking spirit of this megalopolis and particularly the confident 'can-do' mentality of the people here. This optimism for the future reminds me of the attitudes I encountered when I was posted in South Korea in the late 1990s, where I found this same 'can-do' mentality. For me at the moment, this is particularly striking, as I've just come from Vienna, at the heart of old Europe, where you can feel the past everywhere you go. Here it is almost the opposite. It is exciting.

Was there any particular preparation that you did before taking up this post? If so, has it been useful so far?

In accordance with the normal practice in our Ministry, I did not have much time to prepare for my new post. I was working in my former position until 15 September, and then after a week or so of holiday, I was out here in Shanghai. However, I was definitively confirmed in this position at the end of last year, and so in January I started taking Mandarin lessons, and most of all I started reading about China. I read a lot about the history, politics and economy of modern China in particular, but I am also very interested in Chinese culture and art. I've been reading literary works from authors like Nobel Prize Winner Mo Yan and others, and also attended a few exhibitions of Chinese art back in Europe.

Prior to arriving in Shanghai, you represented Switzerland at the OSCE, UN and other international organisations in Vienna. What were some of the highlights of your time in this role?

For the past two years I was part of the team of diplomats which managed the Swiss Chairmanship of the OSCE in Vienna. Since I had only limited experience in multilateral diplomacy before that time, this was an opportunity for me to improve my understanding of the functioning of the international system. I learned how to structure and conduct decision processes involving 57 participating States, something which proved quite challenging in my role as Chairperson of the Financial and Management Committee of the OSCE. As part of this, I had to negotiate the budget of the organisation - not easy in the midst of the Ukrainian crisis, at a time when some of the major member States were not even on speaking terms with each other! We managed to come to an agreement in the end, but it did take us until May of this year to do so, breaking the record for the length of time it took the OSCE to adopt a budget.

How would you describe the links between China and Switzerland? Are there any aspects of the relationship that stand out either as very strong, or perhaps as areas where progress can be made?

The bilateral relations between Switzerland and China are strong in all aspects really, from the political, economic and cultural sphere to education, science and technology. China is now Switzerland's

您 对上海有什么样的第一印象? 它有没有使您想起以前任职的世界其他地方?

在出任瑞士总领事之前, 我来过上海两次: 一次是旅游, 一次是出任前的“认知使命”。因此, 我对这里的一切并不感到十分陌生。不过, 上海充满活力的生活, 这个大都市生机勃勃和前瞻性的精神状态, 尤其是人们自信的“我能”心态, 还是给我留下了深刻的印象。这种对于未来的积极性使我想起了 20 世纪 90 年代我在韩国任职时人们的态度, 当时那里的人们有着相同的“我能”心态。对于我来说这种特点尤其显著, 因为我刚从欧洲的旧时代中心维也纳过来, 在那里不管你去哪里感受到的都是过去。而这里却几乎完全相反, 的确令人振奋。

在出任总领事之前, 您有没有做哪些特殊的准备? 有的话, 是否有用?

按照外交部的惯例, 我没有太多的时间为新职位做准备。直至 9 月 15 日我还一直在之前的岗位工作, 休了一周左右的假后, 我就来到了上海。不过, 去年年底的时候我就已经确认要出任总领事这个职位, 所以从 1 月开始学习中文, 最重要的是开始阅读与中国相关的资料。我读了许多关于中国历史、政治和现代经济发展的材料, 另外我对中国的文化和艺术也十分感兴趣。我也在读像诺贝尔文学奖获得者莫言和其他作家的文学作品, 在欧洲时还欣赏过中国艺术展。

在来上海之前, 您在维也纳欧洲安全与合作组织 (OSCE)、联合国和其他国际组织中代表瑞士工作, 能给我们简单的介绍一下吗?

在过去两年里, 我是驻维也纳管理欧安组织瑞士轮值主席职务的外交官小组的一员。由于在那之前我在多边外交领域的经验有限, 所以那是我加深对国际体系运作的理解的机会。我学会了如何安排和开展涉及 57 个成员国的决策过程, 这对于我这个当时的欧安组织财务与管理委员会主席来说是项颇具挑战的工作。我的一部分职责是商谈欧安组织的预算——在乌克兰危机期间这项工作很难开展, 因为那个时候一些主要成员国甚至不再相互对话! 通过努力最终达成了一致, 但是也花了很长的时间, 直至今年 5 月才最终谈妥, 这打破了制定欧安组织预算所需的时间记录。

您如何描述中国和瑞士间的联系? 哪些方面十分紧密, 哪些方面有待加强?

从政治、经济和文化, 到教育、科学和技术, 瑞士和中国在各个方面的双边关系都十分紧密。中国目前是瑞士在亚洲最大的贸易伙伴, 瑞士是欧洲首个与中国签署自由贸易协定的国家。截止 2013 年底, 瑞士在华投资累计达 150 亿瑞士法郎 (157 亿美元), 瑞士企业在中国市场拥有十分重要的地位, 并在不断扩张。此外, 瑞士已经成为中国游客最喜爱的目的地之一, 游客数量不断增加。

number one trading partner in Asia, and Switzerland was also the first continental European country to sign a free trade agreement with China. The accumulated Swiss investment in China totalled over CHF15bn (USD15.7bn) at the end of 2013, and Swiss companies are strongly present in the Chinese market and are continuously expanding. In addition, Switzerland has become one of the favourite destinations for Chinese tourists, with numbers constantly increasing.

Of course, there are still areas where progress can be made. Compared to Swiss investment in China, the level of Chinese investment in Switzerland is relatively modest. At first sight, Switzerland appears to be an expensive country with a high cost of living. In fact, Switzerland has around 120 bilateral agreements with the EU, and with its central location, we are hoping to show to Chinese investors that Switzerland can serve as an ideal gateway to the European market. The comparatively high level of salaries is offset by the excellent quality and high productivity of the Swiss work force.

In addition, Switzerland has a well-developed financial industry. Since Shanghai is aiming to become an international financial centre, Switzerland is able and willing to share its long-standing experience and profound knowledge in this sector to support Shanghai in its endeavour.

Do you have any particular goals for your time in Shanghai, both professionally and personally?

Obviously my professional goals are determined by my role as official representative of Switzerland in Shanghai and the neighbouring provinces of Anhui, Zhejiang and Jiangsu: i.e. to represent the interests of Switzerland, to serve the Swiss community in this region of China, and to strengthen and widen the already excellent Swiss-Chinese relations. More concretely though, in 2015 we will celebrate the 65th anniversary of bilateral relations between Switzerland and the PRC, and this anniversary will offer many occasions to stage different events in the fields of economics, culture, science, and so on. Working on these will be a short-term goal.

Moreover, on a more personal level, I want to continue to deepen my understanding of this country. It is my aim to better understand China's civilisation and the mentality and values of its people. I think my assignment here provides an excellent opportunity to gain deeper insight into the inner workings of Chinese society, and if I can organise the time -- not the easiest thing to do in China -- I might try and do something completely different that I wouldn't have the opportunity to do elsewhere, like learning Tai Chi, for example.

Finally, do you see any specific challenges on the horizon?

Judging from my experience of the first few weeks in office, I guess that a big challenge during my time in Shanghai will be managing my time. This will require a change of habits, as I was in Vienna for seven years and then Bern for five before that -- both fairly small cities. Living in Shanghai and operating according to a different mode is a bit of a challenge at the moment. Usually in Switzerland you can plan your schedule, and generally things happen as you planned in advance. Here, it is not quite the same. Of course, humans adapt to things very quickly, so maybe I'll see different challenges if you ask me this question in a few months. ○

“China is now Switzerland's number one trading partner in Asia

中国是瑞士在亚洲最大的贸易伙伴”

当然，仍有一些地方有待改进。与瑞士在华投资规模相比，中国在瑞士的投资规模相对较低。初看之下，瑞士生活成本高，是个昂贵的国家。事实上，瑞士与欧盟达成了约 120 个双边协定，它在欧洲中心的位置可以作为中国投资者进入欧洲市场的理想门户。瑞士高素质和高生产力的工人也抵消了相对较高的工资水平。

另外，瑞士还拥有十分发达的金融业。上海旨在建成国际金融中心，瑞士有能力也乐于分享其在该领域的多年经验和丰富知识，帮助上海实现目标。

在上海任职期间您有哪些职业和个人目标？

我的职业目标很明显，它由我作为瑞士在上海和相邻的安徽、浙江和江苏地区的官方代表的职责来决定：比如代表瑞士利益，为瑞士在华团体服务，加强和扩大瑞—中蓬勃发展的关系等。更具体的说，2015 年是瑞士与中国建立双边关系 65 周年，这一周年纪念将带来开展经济、文化、科学等多个领域的不同活动的机会。我的短期目标就是为明年做准备。

在个人层面上，我希望继续加深对这个国家的理解。我的目的是更好的理解中国文明、人们的心态和价值观。我想我的工作给我提供了深入了解中国社会内部运作的绝好机会，如果有时间的话——当然不是能在中国做的最容易的事——我想尝试在其他地方做不到的、完全不同的事物，比如说学打太极拳等。

眼下有哪些具体的挑战吗？

从我这几个星期的工作来看，我想在上海工作的一大挑战就是管理时间。这需要我改变习惯，因为我在维也纳生活了七年，在那之前在伯尔尼生活了五年，它们都是很小的城市。在上海生活、按照不同的模式运作目前对我来说是个挑战。在瑞士时，你可以安排计划，一般来说事情总会按照计划进行。但在这里并非如此。当然，人类可以很快的适应环境，如果几个月后你再问我这个问题，也许我面对的就是不同的挑战了。○

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China Tourism on the Ascent

在中国建立全价值链本

Switzerland is already very popular among Chinese tourists, and Swiss tourism firms seek to build on this by promoting unique travel packages and the country's winter attractions.

by **Valentina San Martin**

瑞士已经发展成为中国游客十分喜爱的旅游目的地，尽管如此，瑞士旅游公司仍希望通过推出特别旅行套餐、利用瑞士美丽的冰雪冬季来吸引更多的中国游客。

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Tourism is an important source of revenue in many countries across the globe, and Switzerland is no exception. Tourism continues to be a significant industry in the country, accounting for over 3 per cent of total employment. "Switzerland, as a nation, has cleverly marketed both its traditional products and its tourism appeal in China in recent years, and there is both a strong awareness of and a reverence for high-quality products like Swiss watches, jewellery and chocolate," says Gary Bowerman, author of a new book entitled **The New Chinese Traveler: Business Opportunities from the Chinese Travel Revolution**.

In the past ten years, Chinese tourists have arrived with increasing frequency on Swiss soil, reaching 0.6 million in 2013. This makes Switzerland the fastest-growing European nation in terms of Chinese tourism. As a result, Swiss competitiveness within the tourist industry is acknowledged internationally. According to the **2013 Travel & Tourism Competitiveness Report** published by the World Economic Forum, Switzerland has the most competitive travel and tourism business in the world.

"Switzerland is perceived as a must-see destination, thanks to the 'Heidi Land' lakes, mountains, nature, and pure air, but also for Swiss goods such as watches, chocolate and so on," says Geraldine Henchoz, Marketing Manager for Geneva Tourism and Conventions. "For the Chinese, travelling to Switzerland is an escape from daily life in China, which is busy, noisy, polluted and stressful. It follows that the most attractive things in Switzerland for Chinese tourists are landscape and luxury timepieces," she adds. To take advantage of this growing awareness, Switzerland had an impressive presence at the 2010 World Expo in Shanghai, which was recognised as a global tourism showcase to appeal to Chinese travellers looking for new destinations to spend their holidays.

Tourist profiles

"Due to the language barrier, many Chinese tourists choose to travel in groups, especially when they travel to Europe for the first time," says Marliese Herrmann of Jungfrau Railways. "The second time, many Chinese tourists choose to travel with their families or friends. Hence, the FIT market (i.e. independent travellers) market is growing."

Indeed, Chinese outbound tourism market is developing and changing very fast, especially with the growth of FIT business. Group tours are still significant, but the industry in Switzerland is seeing a large increase in families and couples. The older generation, i.e. people over 50, still prefers to travel in groups due to price sensitivity and language issues, while those born in the 1970s and afterwards speak enough English to travel by themselves. Young Chinese travellers are also much more Internet-savvy and acquire a lot of information online, whereas their older counterparts still tend to use travel agents. Geraldine

旅游业是全球许多国家的一项重要收入来源，瑞士也不例外。旅游业是瑞士的重要产业之一，占总就业人数的3%。“近年来，瑞士很巧妙的在中国推广了其传统商品和旅游资源，人们对瑞士手表、珠宝和巧克力等高质量商品有很高的认知度和充分的肯定，《新兴中国旅行者：中国旅游革命带来的商机》一书的作者 Gary Bowerman 说。

在过去十年里，中国游客频繁踏上瑞士的国土，2013 年的规模达到 60 万人，这使瑞士成为中国游客增长最快的欧洲国家。因此，瑞士在旅游业的竞争力受到了国际上的肯定。世界经济论坛发表的 2013 “旅游业竞争力报告”显示，瑞士的旅游业在全球范围内最具竞争力。

“因《海蒂》而得名的 ‘Heidi Land’ 地区秀美的湖泊、山河、自然风光和清洁的空气以及瑞士手表和巧克力等商品使瑞士成为游客必去的旅游目的地，”日内瓦会议与旅游局市场经理 Geraldine Henchoz 说，“对于中国人来说，到瑞士旅游可以逃离在中国繁忙、嘈杂、污染和紧张的日常生 活，瑞士最吸引中国游客的是其壮观的地貌和奢侈手表。”为了利用中国游客对瑞士不断提高的认知度，在 2010 年上海世博会——被认为是全球旅游业向寻找新的旅游目的地的中国人展示自己的舞台——期间瑞士展馆给人们留下了深刻的印象。

游客特征

“由于语言方面的障碍，选择团体游的中国游客很多，尤其是那些首次来欧洲的游客，”少女峰铁路的 Marliese Herrmann 说，“再次来时，许多中国游客会选择和家人或朋友一起，所以现在自助游市场增长很快。”

的确，中国出境游市场的发展和变化十分迅速，尤其是自助游市场增幅不小。团体游的规模仍然很大，但瑞士旅游业发现家庭和夫妻出游的增长很快。由于对价格的敏感性以及语言问题，年龄在 50 岁以上的老一代游客仍喜欢团体游；而 20 世纪 70 年代以后出生的年轻人的英文水平足够使他们享受自助游。年轻中国游客对互联网更精通，他们从网上获得很多信息；而老一代游客仍喜欢通过旅行社获得旅游信息。Geraldine Henchoz 表示：“我们是瑞士旅游局中少数几个在中国有微博账号和日内瓦旅游网站移动版的旅游局之一。我们通过邀请博客到日内瓦做客来进行推广，同时增加微博的粉丝人数。”

这一市场不断增长，2012 年来自中国的游客数量增长了 24%。虽然行业似乎有增速放缓的迹象，但整体趋势仍然强劲。

“由于多方面的因素，瑞士在中国的形象十分积



Gary Bowerman, author of the book "The New Chinese Traveler: Business Opportunities from the Chinese Travel Revolution"
《新兴中国旅行者：中国旅游革命带来的商机》
作者 Gary Bowerman



The Interlaken holiday region is very well adapted to the needs of Chinese tourists.
因特拉肯度假区很好的适应了中国游客的需求。

Henchoz states that “Our organisation, is among the few Swiss tourism boards to have its own Weibo account and a mobile Chinese version of Geneva Tourism Website. We invite bloggers to Geneva to promote the destination and also to increase our fan base on Weibo”.

The market continues to grow, and 2012 saw an increase of 24 per cent in the amount of tourists coming from China. While there are signs that it may slow down slightly, the industry shows all evidence of remaining strong.

“Switzerland has a very positive image in China thanks to many factors,” Geraldine Henchoz adds. “These include, among others, good diplomatic relations, high-quality goods and products, Roger Federer, neutrality, pure air, beautiful landscapes and safety. Some of the most popular destinations in terms of volume in Switzerland are Jungfrau Joch, Lucerne, Interlaken and Titlis.”

Remo Kaeser, Head Sales Promoter at Interlaken Tourism, agrees, stating that “The top mountain excursion is Jungfrau – Top of Europe”. He adds that “Interlaken Tourism and Jungfrau Railways started promoting itself in China many years ago, which has contributed to our strong brand reputation”.

Expanding scope and services

As Chinese tourism continues to grow, Switzerland is beginning to focus on the need to provide a broader range of services, and Swiss tourism firms are investing more heavily in learning about the Chinese market.

Kaeser states that the Interlaken holiday region is very well adapted to the needs of Chinese guests. “We have Chinese-speaking guides, the restaurants serve Chinese food, there are many Chinese-speaking employees working in the shops, and our website is available in Chinese. On a regular basis, we organise intercultural seminars for service providers in Interlaken. We inform staff from the shops, cable-car companies, railway companies, hotels, and restaurants. We continuously adapt our products to the needs of the guests, and the Chinese are very welcome in our region,” he says.

Herrmann’s organisation also upholds the belief in researching

极,” Geraldine Henchoz 说, “这包括良好的外交关系、高质量的商品和产品、罗杰·费德勒、中立的政治立场、清洁的空气、美丽的地貌和安全的社会环境等。瑞士最受欢迎的景点包括少女峰、卢塞恩、因特拉肯和铁力士山。”

因特拉肯旅游局首席销售 Remo Kaeser 对此表示赞同, 他说: “最受欢迎的登山目的地是欧洲之巅——少女峰”。他还补充道: “因特拉肯旅游局和少女峰铁路多年前就开始在中国进行推广, 帮助我们树立了强大的品牌。”

扩大范围和服务

随着中国旅游业的不断发展, 瑞士也在研究提供更广泛的服务的必要性, 瑞士旅游公司也加大了对研究中国市场的投入。

Kaeser 表示因特拉肯的度假区很好的适应了中国游客的需求。“我们有讲中文的导游, 餐馆供应中国菜, 商店里也雇佣了会讲中文的销售员, 我们的网站也推出了中文版。另外, 我们还定期为因特拉肯的旅游服务商组织跨文化座谈会, 对商店、缆车公司、铁路公司、酒店和餐馆



Remo Kaeser, Head Sales Promoter, Interlaken Tourism
因特拉肯旅游局首席销售 Remo Kaeser

the Chinese market and establishing an on-the-ground presence. "In the name of Jungfrau Railways, our sales managers travel several times per year to China, in order to promote the Jungfrauoch and other mountain excursions within the Jungfrau area. Furthermore, we have several sales representatives based in China, who are in charge of the daily business. Finally, many Chinese tourists are concerned about travel time, and we are working on the V-Project, which will reduce the travel time to the Jungfrauoch – Top of Europe," she says.

Winter wonderlands

According to Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry, "It seems that shopping and sightseeing are the two main targets for Chinese tourists in Switzerland". At the same time, winter sports such as skiing have become an attraction, and Chinese travellers represent a new group of amateur skiers.

Pasche's statement, however, is overall correct. Chinese tourists perceive Switzerland mainly as a summer destination, and the skiing market is in an early stage. Some new wintry products that are emerging include the Snow Fun Park at the foot of Eiger, Mönch and Jungfrau. With Switzerland having established itself as a winter paradise for Westerners, the aim is to achieve the same perception with the Chinese.

In keeping with this objective, Switzerland Tourism began to train ski instructors to speak Mandarin in 2014. "The initiative to bring eight Chinese ski instructors to Switzerland for a full winter season, at eight different resorts, was a great idea," says Bowerman. "It created a service for Chinese skiers and winter sports enthusiasts and gained a lot of media coverage in China. It also proved that Switzerland had been watching closely the development of tourism, and particularly winter sports in China, and had adapted its tourism offerings to assist and support Chinese travellers. This is the kind of forward-thinking tourism planning that can achieve strong results."

Geraldine Henchoz adds that "The Chinese tourism outbound trends are changing very fast. Group packages will still be popular



Geraldine Henchoz, Geneva Tourism and Conventions
日内瓦会议与旅游局市场经理 Geraldine Henchoz

的员工进行培训，并不断根据游客的需求调整产品。我们非常欢迎中国游客的到来，”他说。

Herrmann 的机构还支持研究中国市场和建立本土分支机构的做法。“为了推广少女峰和其他在少女峰地区的登山远足活动，我们的销售经理每年都以少女峰铁路的名义多次前往中国。此外，我们还在中国设置了几个销售代表，负责日常事务。最后，针对许多中国游客十分担心的旅行时间问题，我们正在制定一个 V 计划，这将减少游客抵达欧洲之巅——少女峰所需的时间，”她说。

冬日仙境

瑞士钟表业联合会总裁 Jean-Daniel Pasche 说：“中国游客到瑞士的两大目的分别是购物和观光。”同时，像滑雪这样的冬季运动也很有吸



The younger generation of Chinese travellers in Switzerland are becoming more independent and adventurous. 来瑞士旅游的年轻中国游客更为独立，也更爱探险。



The Jungfrauoch, Top of Europe, provides visitors spectacular views of snow-capped mountains.

欧洲之巅——少女峰有着壮观的雪山景观。

for a long time because there are a lot of senior citizens in China and there is great potential in the second tier cities. But for tourists from large cities like Beijing and Shanghai, the trends are changing. There will be more demand for a unique experience and for going off the beaten paths”.

Going forward

The Chinese Government is thinking about launching a new visa policy for 2015: every Chinese person who wants to go abroad will need to apply for a visa in Beijing, Shanghai or Guangzhou. As the new application includes a fingerprint, people need to travel personally to one of these cities in advance. If this new policy is passed, it is expected that there will be a negative impact on the

“Due to the language barrier, many Chinese tourists choose to travel in groups

由于语言方面的障碍，选择团体游的中国游客很多”

Swiss tourism market.

Chinese travellers, especially younger visitors, like to see and do as much as possible while traveling in Europe, so the challenge for Switzerland is to persuade them to stay within Swiss borders and enjoy the variety of nature, cities, shopping, cuisines and hospitality that the country has to offer. This can be difficult for a small country, especially one surrounded by the cultural attractions of France and Italy – both of which are marketing hard for more Chinese tourist business.

“I am confident that more and more Chinese tourists are going to visit Switzerland,” says Pasche. The Swiss tourism sector does indeed seem to be a state of growth, thanks largely to Chinese visitors. “As long as Switzerland maintains good relations with China, there is no reason why this should not last,” adds Geraldine Henchoz. ○

引力，中国游客是新兴的业余滑雪爱好者团体。

总的来看，Pasche 的说法很对。中国游客主要将瑞士视为夏季旅游胜地，滑雪市场的开发仍在初级阶段，一些新兴的冬季产品包括艾格峰、蒙克和少女峰的雪乐园。瑞士已成功的成为西方人冬季度假的天堂，未来成为中国人冬季度假的天堂是我们的目标。

为了实现这个目标，瑞士旅游局于 2014 年开始给滑雪教练进行中文培训。“请八位中国滑雪教练到瑞士的八个不同滑雪胜地度过整个冬季的做法实在太好了，”Bowerman 说，“这为中国滑雪者和冬季运动爱好者创造了服务，在中国得到了许多媒体的关注。这表明瑞士在认真的观察旅游业的发展，尤其是中国的冬季运动，并通过调整旅游项目帮助和支持中国游客。这种前瞻性的旅游规划有助于获得丰厚的成果。”

Geraldine Henchoz 还表示：“中国游客出境游的趋势变化很快，由于年长游客数量多，加上二线城市的巨大潜力，团体项目在很长一段时间内仍会很受欢迎。不过像北京和上海这些大城市的游客的出游方式正在变化，他们对特殊经历和另辟蹊径的需求将不断增加。”

未来的发展

中国政府正在考虑于 2015 年推出新的签证政策：每个要出境的中国公民将必须在北京、上海或广州申请签证。由于新的申请包括指纹采集，因此人们必须事先亲自前往这些城市办理签证。如果这一政策通过的话，这将对瑞士的旅游市场产生不利的影响。

中国游客，尤其是年轻的游客，在欧洲旅游时希望去尽量多的地方，这给瑞士带来的挑战是如何将游客留在瑞士境内，享受其他国家没有的、多姿多彩的自然风光、城市、购物、美食和风土人情。这对一个小国家来说很难，尤其是在法国和意大利——他们也在为了吸引更多的中国游客而加大推广——这样的文化古国的围绕下。

“我相信会有越来越多的中国游客来到瑞士，”Pasche 说。由于大量中国游客的到来，瑞士旅游业确实处于增长状态。“只要瑞士与中国保持友好关系，这种状态没有理由不持续下去，”Geraldine Henchoz 说。○

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Learning the Law

法律学习

Foreigners working and living in China can benefit from knowing more about how Chinese law affects their financial futures.

by **Laurent von Niederhäusern**

For expatriates living in China, carefully planning matters relating to income tax, inheritance and family law goes a long way toward ensuring a carefree future. Wenfei Law, based on its lawyers' 20 years of legal practice in and between the two jurisdictions China and Switzerland, points out some key legal issues for expatriates living in China.

Individual income tax

Chinese law stipulates that any individual domiciled in China, or who has resided in the country for one year or more, is taxable on his or her worldwide income, but with the possibility to apply for a partial exemption after the first and until the fifth year of residence provided the domicile is not in China. If such exemption is granted, the individual will be taxed only on his or her China sourced income, i.e. income paid by an entity or individual located inside China. In practice, it is possible that many foreigners are only taxed on China-sourced income in the first five years of residency even if no exemption is granted. In the case of Switzerland, the Agreement for the Avoidance of Double Taxation ("DTA") reached with China provides that a resident of Switzerland who works in China is not subject to Chinese income tax for revenues derived from employment if he does not spend more than 183 days in aggregate in China during any single calendar year. This applies vice-versa for residents of China working in Switzerland. Although the DTA refers back to domestic law regarding the legal definition of "residency", it also contains rules to determine residency in case of conflict between the domestic law of both states.

One more condition for such exemption under the DTA is that salary is not paid by or on behalf of a Chinese entity or borne by a permanent establishment or fixed base in China. The new DTA signed between Switzerland and China, which becomes applicable on 1 January 2015, leaves this rule unchanged. Note that DTAs entered into by China with many Western countries contain similar provisions.

工作和生活在外国人的外国人可以从更多的了解中国法律会如何影响他们未来的财务中获益。

作者: **Laurent von Niederhäusern**

对在中国居住的外国侨民而言，谨慎筹划所得税、遗产继承以及家庭法律相关事务对确保其在中国享有无忧的未来十分重要。瑞士文斐律师事务所，一家拥有20年法律经验并致力于服务大中华区及瑞士司法区域的律师事务所，在此为在中国居住的外国侨民指出以下几点主要法律问题。

个人所得税

中国法律规定任何住所地在外国或者在中国居住超过一年的个人应就其全球所得纳税，但在外国没有住所的外国人，在华居住一年以上不满五年的可以申请部分豁免。一旦豁免被批准，他/她将可以只就其源于中国的所得纳税，即由中国境内实体或个人支付的所得。在实践中，即使豁免未获得批准，很多外国人也在其第一个五年期内仅就其源于中国的所得被征税。以瑞士为例，其与中国签订的《中华人民共和国政府和瑞士联邦委员会关于对所得和财产避免双重征税的协定》（以下简称“协定”）中规定，在中国工作的瑞士居民如果在一个纳税年度中连续或累计在华停留没有超过183天，那么其可以免于申报缴纳对于工资、薪金的中国个人所得税。反之，对在瑞士工作的中国居民亦然。虽然协定中关于“居民”的概念需要援引国内法予以解释，但协定同时也包含了当两国国内法对居民概念的规定产生冲突时的冲突规范。

在该协定下获得豁免的另一个条件是工资、薪金不是由中国境内实体或者代表中国实体利益的另一实体支付的，也不是由在中国的常驻机构或者固定营业场所所负担的。中国与瑞士新达成的免双重征税协定仍保留着上述规定，该协定将于2015年1月1日起适用。值得注意的是，中国与许多西方国家达成的双边

Inheritance

When a person passes away in an international situation (assets in several jurisdictions, domicile outside country of citizenship), it is often unclear as to which country's authorities should handle the estate and also which country's law is applicable. Such issues may become critical for the heirs. For instance, the Chinese law of succession gives the parents of the deceased the right to inherit alongside his or her children or spouse if no valid last will exists, but this is not the case in some European jurisdictions such as Switzerland. PRC law allows for much freedom to dispose of one's assets, whereas under Swiss and other European laws, close family members have the right to claim a large part of the estate regardless of the provisions in a last will.

Further, Chinese authorities may refuse to make any decision with regard to the estate of a foreigner or to recognise court decisions made under a different jurisdiction. Disentangling the ensuing legal imbroglio may become a real ordeal for the family, even more so if a third jurisdiction is involved. A simple measure of precaution is to write a last will which conforms to the applicable form requirements and to have it kept in a safe place, such as the office of a notary public or law firm (common practice in Switzerland). The last will should clearly determine the governing law. One should also make sure that life insurance matters or benefits from employment relationship are clearly communicated to the immediate family.

Family law

Swiss law strongly limits the scope of marriage contracts. In contrast, PRC law leaves large freedom in this regard, as it tolerates any agreement, provided it is made in writing, allocating any kind of property acquired before or after the marriage to husband or wife. Thus, a marriage contract concluded in an international situation should stipulate the governing law. In a divorce, Chinese courts will usually only grant a one-time, lump-sum compensation for the less wealthy spouse instead of monthly alimony payments, which are the common rule in Western jurisdictions. One can in theory apply for divorce in China if at least one of the spouses has its domicile in China, but in practice judges may be reluctant to accept or simply lack the competence to handle foreign-related cases, especially outside of larger cities. Wenfei has experience in convincing PRC judges to accept foreign-related divorce cases.

Finally, PRC law is much more lax than European jurisdictions when it comes to names of spouses and children. However, it must be noted that even though PRC law provides that a child born of a Chinese mother or father shall obtain Chinese nationality, in practice a child with a name written only in Latin letters on his or her birth certificate may encounter great administrative difficulties in obtaining a hukou (household registration) and thus a Chinese ID and passport. ○

税收协定都有类似条款。

遗产继承

当被继承人死亡并有涉外因素时（如财产在几个不同的司法区域，或经常居住地不在其国籍国），关于遗产应由哪一国法院管辖或者应适用哪国法律经常是不明确的，但这些事项对继承人而言至关重要。例如，中国继承法规定在没有有效遗嘱存在的情况下，除死者的子女和配偶外，死者的父母也有权继承死者的财产，但诸如瑞士的欧洲司法区域是没有这样的规定的。中国法律对被继承人财产处分权给予很大自由，然而在瑞士法或者其他欧洲国家的法律中，尽管有遗嘱条款的存在，近亲属仍可索取很大一部分被继承人的财产。

此外，中国的有关机关可能会拒绝对外国人的财产做出任何决定或者拒绝承认由外国法院做出的法院判决。对死者家属来说，解决接下来发生的繁琐法律纠纷是非常痛苦的，尤其是存在第三方司法区域的情况下更是如此。因此，一个简单的预防性措施就是书写符合适用的形式要求的遗嘱，并将其安全保存，如公证处或者律师事务所（在瑞士常常这么做）。遗嘱应清楚的载明其所适用的法律。同时被继承人应当清楚的将人寿保险事项或者劳动关系给予的相关福利告知其直系亲属。

家庭法

瑞士法对婚姻协议的范围有着严格的限制。与之相反，中国法律有着较为宽松的规定，事实上，只要是书面协议，中国法对夫妻间分配任何婚前或婚后财产都是认可的。因此，在涉外婚姻中，婚姻协议中应载明其所适用的法律。在离婚案件中，中国法律只对经济条件处于弱势的一方配偶提供一次性支付的补偿金，而不是向西方地域惯常做法那样按月支付赡养费。理论上，如果夫妻双方中至少有一方在中国有经常住所，那么其任一方理论上都可以向人民法院申请离婚，但中国法官，尤其是大城市以外的法官可能会不愿受理或者直接对操作这类涉外案件缺乏审判能力。文斐有说服中国法官对此类涉外离婚案件予以立案的成功经验。

最后，与欧洲司法区域相比，中国法律对配偶或子女姓名的相关规定宽松很多。然而，值得注意的是，尽管中国法律规定父母双方或者一方为中国公民的，本人一经出生即具有中国国籍，但实践中，医学出生证明中只以拉丁字母书写名字子女在户籍登记方面面临着十分巨大的行政阻力，并影响其后续中国身份证或者中国护照的取得。○

About the author

Laurent von Niederhäusern is an Attorney at Wenfei Law in Shanghai. He has been practicing law in China for almost four years now.



冯仕博

Laurent von Niederhäusern (冯仕博)，瑞士律师，瑞士文斐律师事务所（上海），在中国从事法律事务近四年。

Sino Swiss Diplomatic Traffic

中瑞外交往来

RECENT EVENTS AND VISITS

Embassy and Consulate News

New Roles in the Embassy and Consulates of Switzerland in China

Since the beginning of 2014, the Embassy and Consulates of Switzerland in China have been subjected to many important changes. Jean-Jacques de Dardel took the role of Ambassador of Switzerland to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea last February. He was before Ambassador to the French Republic and the Principality of Monaco and has a long diplomatic experience within the Federal Department of Foreign Affairs (FDFA).

Both Consulates in Guangzhou and Shanghai have also appointed new heads. Didier Boschung replaced Ulrich Hunn in July 2014 as Consul General of Switzerland in Guangzhou, while Alexander Hoffet took up his position as the new Consul General of Switzerland in Shanghai, replacing Heinrich Schellenberg in mid-September 2014.

Political News

Sino-Swiss relations in the year 2014

Diplomatic activities between China and Switzerland are still flourishing this year, with frequent high level visits and exchanges in a wide range of domains.

On 3-12 July, Hannes Germann, President of the Council of States, met with Zhang Dejiang, Chairman of the National People's Congress of the People's Republic of China and Vice President Li Yuanchao. Germann and his delegation also attended the Eco-Forum Global Annual Conference in Guiyang. This annual Chinese event brings together high-ranking politicians and renowned experts from around the world to exchange views and promote cooperation in the fields of green economy and sustainable development. For the second consecutive year, Switzerland was one of the main guest countries on this event.

Moreover, in another domain, the 6th Sino-Swiss High-Level Dialogue on Water Management was held in Crans-Montana in the presence of Swiss Federal Councillor Doris Leuthard and Chinese Vice Minister of Water Resources Hu Siyi. Both parties signed a cooperation agreement with focus on the Yangtze River (Jinsha River Basin) and the optimum management of water resources, particularly in periods of flood or drought.

近期活动与访问

大使馆与领事馆新闻

瑞士驻华新大使和新领事

自2014年以来，瑞士驻华大使馆和领事馆发生了许多重要的变化。2月，戴尚贤（Jean-Jacques de Dardel）出任瑞士驻中华人民共和国、蒙古和韩国大使。在此之前，他是瑞

士驻法兰西共和国和摩纳哥公国大使，在联邦政府外交部（FDFA）拥有多年丰富的外交经验。

此外，瑞士驻广州和上海总领事馆还分别迎来了新一任总领事。博智东（Didier Boschung）于2014年7月取代上一任总领事洪立（Ulrich Hunn）出任瑞士驻广州总领事，霍力轩（Alexander

Hoffet）于2014年9月中旬取代上一任总领事史伦博（Heinrich Schellenberg）出任瑞士驻上海总领事。

政治新闻

2014年中瑞关系

今年中瑞间的外交活动仍然十分活跃，双方在多领域展开了频繁的高层互访和交流。

7月3日至12日，瑞士联邦院议长汉纳斯·格尔曼（Hannes Germann）访华并与全国人民代表大会常务委员会委员长张德江和国家副主席李源潮会面。格尔曼还率团出席了生态文明贵阳国际论坛2014年年会。年会将来自世界各地的高层政治家和知名专家聚集在一起，就绿色经济和可持续性发展交流意见和推动合作。这是瑞士连续两年作为主要受邀国参加这一会议。

此外，在另一领域，第六届中瑞高层水资源管理对话在克萊恩-蒙塔納举行，瑞士联邦委员多丽丝·洛伊特哈德（Doris

Leuthard）和中国水利部副部长胡四一出席了会议。双方签署了针对长江流域（金沙江流域）的水资源优化管理——尤其是汛期和干旱期——的合作协议。



Economic and Investment News

The Free Trade Agreement comes into force

On 1 July 2014, the bilateral Free Trade Agreement (FTA) between the Swiss Confederation and the People's Republic of China has entered into force.

This milestone in the Sino-Swiss relations was celebrated on 1 July both in Basel, where festivities were hosted by Federal Councillor Johann Schneider-Ammann, and in Beijing, where State Secretary for Economic Affairs Marie-Gabrielle Ineichen-Fleisch inaugurated the third Sino-Swiss Economic Forum at the Grand Hyatt Hotel Beijing. The forum was dedicated to the FTA and co-organised by SwissCham and the Embassy of Switzerland.



经济与投资新闻

自由贸易协定实施

2014年7月1日，瑞士联邦与中华人民共和国签署的双边自由贸易协定正式实施。

为了庆祝这一中瑞关系发展中的里程碑，7月1日，在联邦委员施耐德-阿曼（Johann Schneider-Ammann）的主持下，巴塞尔举行了盛大的庆祝活动；同期，瑞士联邦经济事务国务秘书贾蓓（Marie-Gabrielle Ineichen-Fleisch）出席了在北京东方君悦大酒店举行的第三届中瑞经济论坛开幕式。论坛以自由贸易协定为主题，由中国瑞士商会和瑞士驻华大使馆联合主办。

Science and Education News

The First Edition of Venture Leaders China

Inspired by 13 years of success with the venture leaders USA programme, Venturelab expanded its activities in China this year, collaborating with Swissnex and the Embassy of Switzerland in China.

The ten-day programme, held on 3-13 September, brought the Swiss national startup team to Beijing and Shanghai with a variety of activities including coaching, networking, pitching, and business development among others. To help boost Swiss entrepreneurs' understanding and penetration of the Chinese market, sixteen experts were invited to deliver lectures on a wide variety of topics.

On 10 September, the Global Pitchfest was held with venture leaders and local entrepreneurs participating in pitching competitions in Beijing and Shanghai. It has attracted around 200 participants and 18 local start-ups.



科技与教育新闻

首期中国创业领导人

受13年来在美国取得巨大成功的创业领导人项目的启发，今年创业实验室（Venturelab）与瑞士科技文化中心（Swissnex）和瑞士驻华大使馆合作扩大了在中国的项目。

项目于9月3日至13日举行，为期十天，它把瑞士的创业团队带到北京和上海参加一系列的活动，包括训练、社交、提案和业务发展等。为了帮助瑞士企业家理解和渗透中国市场，节目还请了16位专家就多方面的课题开展讲座。

9月10日，全球企业家之夜（Global Pitchfest）举行，创业领导人和本土企业家参加了在北京和上海举行的提案竞赛。约200位代表和18位本土创业人士参加了项目。

Culture News

'Switzerland in Motion': Celebration of the Swiss National Day, 40 years of the Embassy compound in Sanlitun, and 64 years of Sino-Swiss diplomatic ties

On 1 August, Swiss Ambassador Jean-Jacques de Dardel and Chinese Vice Minister of Foreign Affairs Wang Chao celebrated with more than 1,500 guests in the biggest event ever in the history of the Swiss Embassy compound in Beijing.

The event featured a photo competition called 'Switzerland in your Eyes' and a photo exhibit showcasing old photographs of the former Swiss Embassy in Beijing, as well as photos on the construction of the present compound. There was also an interactive space exhibition featuring the debris-cleaning project CleanSpace One and the orbiting Swiss satellite SwissCube. ○

文化新闻

“心随瑞动”：庆祝瑞士国庆日、大使馆迁址三里屯馆舍40周年和中瑞建交64周年

8月1日，瑞士驻华大使戴尚贤（Jean-Jacques de Dardel）和中国外交部副部长王超以及1,500多名宾客参加了瑞士驻北京大使馆馆舍有史以来最盛大的活动。



活动还举行了“你眼中的瑞士”摄影竞赛，展出了以前的瑞士驻北京大使馆的老照片，以及使馆现用馆舍的建设照片。此外，活动还推出了互动太空展览，主要展示了CleanSpace One太空清扫机器人和在运行中的瑞士立方体卫星（SwissCube。）○

CROSS-CULTURAL UNDERSTANDING

跨文化理解

While cultural differences can be obstacles for Western firms looking to establish a foothold in China, strategies exist to make this process smoother and less frustrating.

by **Daniel Tschudy**

Before coming to China, foreign business travellers are usually aware that they should prepare for doing business by understanding some of the key issues in cultural values and behaviours. These include patience, showing respect for formalities, and knowing how to build guānxì.

However, a high majority of those small and medium-sized enterprises (SMEs) which invested in China during the last decade no longer have a presence here. For some of them, the product might not have been right, for others the market did not have enough potential, and some might have simply underestimated local competition. But most of their managers and investors claim “misunderstandings” as the main reason for the termination of their China efforts. In other words, there are no specific reasons: it just did not work out, the feeling was not right, the investment budget was depleted – and ultimately the expatriates were exhausted. They returned home, disappointed, frustrated, and not understanding why they could not bridge the cultural differences.

The China challenge

Trying to understand why cultural values and behaviours can be such a disturbing element when investing in an unknown market is difficult. Even within Europe, and within European countries themselves, there are often wide differences between the way people think, communicate, and negotiate. But why it is

虽然西方企业在中国寻找落脚点的过程中会遭遇文化差异上的障碍，然而采取相关策略仍可化解阻扰，使这一过程变得更为顺畅。

作者：**Daniel Tschudy**

来 中国之前，外国商旅者通常都明白他们必须通过了解中国的文化价值观和人们的行为方式中的重要方面来做好经商的准备，这包括耐心、尊重当地的办事手续和掌握建立关系的方法。

然而，过去十年里在中国投资的大部分中小企业都退出了中国市场。有些是因为产品不对，有些是因为市场潜力不够，还有些是因为低估了本土市场竞争。但这些企业的大多数经理人和投资者都将在中国失败的原因归结为“误解”。换句话说，没有具体的原因：只是没有成功、感觉不对、投资预算耗尽了——最终导致这些外国投资者精疲力竭。他们返回故乡，感到失望和失意，不明白为什么不能架起连接文化差异的桥梁。

中国挑战

试图了解为何文化价值观和行为方式会成为一个未知市场投资的恼人因素是十分困难的。即使在欧洲，或是欧洲国家之间，人们的思维模式、交流和谈判的方法也往往有着很大的区别。但为什么跟中国打交道更为困难呢？

也许并不困难。外资企业在进入中国市场前必须关注以下五个细节问题，企业在市场分析、项目尽职调查以及并购前和并购中必须解决这些问题：

so much more difficult to deal with China?

It probably isn't, but there are five very particular issues for foreign companies to respect before entering China. These topics should be tackled in market analyses, due diligence projects, and before and during M&As:

Patience. Westerners who come to do business in China will complain of the indirect ways of speaking, constant need for repeating their plans, and cumbersome formalities. Firms should plan for this by allowing an abundance of time for coming to an agreement and also a sufficient budget. Foreign companies often jump to a conclusion about an investment budget without considering the pure volume of time needed to build up a successful business enterprise.

Relationships. In Switzerland, it is possible to trade with someone even if you don't like that person; it's just business. But in China, without a certain rapport having been developed, business is extremely difficult, if not impossible. That is why relationships cannot be achieved rapidly through common interest; they must gradually be built. Accordingly, guānxì

“in China, without a certain rapport having been developed, business is extremely difficult

在中国，在建立一定程度的友好关系前谈生意很困难”

耐心。来中国做生意的西方人常常抱怨中国人的间接说话方式、总是需要重复计划和繁琐的手续。为此，企业应该做好规划，留出达成协议所需的充分时间，并准备充足的预算。外资企业往往贸然对投资预算定论，而对建立一个成功的商业企业所需要的时间不加考虑。

关系。在瑞士，你可以跟不喜欢的人做生意；因为只是生意而已。但在中国，在建立一定程度的友好关系前谈生意如果说不是不可能的，也是极其困难的。这就

是为什么共同兴趣不能帮助人们迅速的建立友好关系；关系需要逐步

的建立。相应的，关系既有“人际关系”的意思，也有“联络网或联系网”的意思，它需要所有包含在其中的各个方面提供支持和合作。给红包也是建立关系的一个环节，因为它是对包含

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means both “relationship” and “network or connections”, and the need to provide support and cooperation among the parties involved. The giving of a red envelope stuffed with cash, or hongbao, is also a part of developing the relationship, as it is a way to showing respect to an individual or a particular interest group within any matter.

Communication. As communication in Sino-European dealings is often in English, it means that in many cases both parties, Chinese and European, are speaking a foreign language. The sheer number of potential misunderstandings when two parties speak in a third-country language is amazing. Hidden agendas, for example, are extremely difficult to identify and comprehend. Yes, we need to motivate our Chinese partners to improve their English, but we too must continuously work on ours.

Persistence. It is unwise to assume that things will go smoothly. Administrative burdens in setups and daily operations can be exhaustive, but there is no quick way around these. The temptation to change the direction of an effort can be high, though re-direction often leads to further confusion. Persist, take a deep breath, and do it again. Testing a counterpart's endurance is part of the Chinese business culture and deeply rooted in their competitive behaviour.

Flexibility. Of course, this is important around the globe, but with the present speed with which the Chinese economy grows, flexibility has become a major skill to allow best manoeuvring between new laws, regulations and trading conditions.

It is fair to say that ‘soft factors’ – i.e. intangible, non-measurable factors -- are the main reasons why many SMEs fail in China. Soft factors cannot be calculated and quoted in advance, but must be experienced and personally handled on-site. An empathy which allows for embracing Chinese cultural differences and not being judgmental or dismissive will be central to success, and is embodied in the Chinese proverb 和谐 尽管 分歧, meaning ‘harmony despite differences’. ○

“An empathy which allows for embracing Chinese cultural differences and not being judgmental or dismissive will be central to success

建立接受中国文化差异、不主观下定论和不轻视的共鸣是成功的核心”

在某件事中的某个个人或某个具体利益群体表示尊重的一种方法。

沟通。中欧之间做生意的沟通语言一般是英语，也就是说，在许多情况下，中方和欧方都是在用非母语进行交流。当双方都用非母语进行交流时所带来的潜在误解数量是十分惊人的，举个例子来说，人们很难识别和理解语言背后隐藏的动机。当然，我们需要鼓励我们的中国伙伴提高英语水平，与此同时，我们也必须不断提高自身的英语水平。

坚持。认为事情会进展的很顺利的想法

是不明智的。企业建立期间和日常运营中的行政负担十分耗费精力，但它没有快速的解决办法。改变某项努力的方向的诱惑很大，但改变方向往往会带来更进一步的困惑。我们要做的是坚持，深吸一口气，再做一次。测试对方的耐力是中国的经营文化，深深的扎根于他们的竞争行为中。

灵活。这一点在全球来说都很重要，但在目前中国的经济增速下，灵活已经成为在新法律、新规定和新贸易条件下进行部署规划的主要技能。

可以说“软因素”——如不可见、不可测量的因素——是许多外资中小企业在中国失败的主要原因。软因素无法预先计算和引用，必须在经历后由个人在现场解决。建立接受中国文化差异、不主观下定论和不轻视的共鸣是成功的核心，这种精神在中国的成语‘和而不同’中也有所体现。○

About the author

Daniel Tschudy is lecturer, publicist and consultant in cross-cultural competence (cultural intelligence) in the global business environment. He provides cross-cultural seminars, keynote-speeches and presentations to management groups. Daniel focuses on emerging markets in Africa, Arabia and Asia, with a specific concentration on China and Japan.



朱帝

朱帝是一名演讲者，培训师，顾问及公关学者。他的演讲内容侧重于在全球经济环境、国际关系、东西方的转变、及世界旅游业方面的跨文化价值观和行为。他专注于亚非拉地区的新兴市场，并且他对中国和日本也非常感兴趣并参与其中。朱帝定期为各种报刊和商务杂志撰写文章，并经常在大学和国际商务学校发表演说。

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Events, New Members and Agenda

EVENTS

MAR

14

**RAGA and Swiss Traditional Dinner****Venue:** Swissôtel Beijing**Platinum Sponsors:** Sino-Swiss Zhenjiang Eco-Industrial Park, Swissôtel Beijing**Gold Sponsor:** Nestlé**Silver Sponsor:** Swissmooh**In-Kind Sponsors:** Cheers, Lindt, Mövenpick, Nespresso**Details**

This year's RAGA saw the successful election of the new Board of Directors for the Beijing office. The General Assembly was followed by the Swiss Traditional Dinner. Members and non-members came along with families and friends to experience a typical Swiss atmosphere. This year's dinner was a great success gathering once again over 150 people. The raclette cheese was provided by Swissmooh and the exquisite food was accompanied by a selection of white and red wines proposed by CHEERS, guests also enjoy the great coffee from Nespresso, chocolate by Lindt and delicious ice cream from Mövenpick.

MAR
25**Swiss Business & Legal Open Hours****Venue:** SwissCham Beijing**Speakers:** Ling Meng, China Integrated; Michel Jin, WunschARBMAR
27**Ladies Afterwork****Venue:** Parnas Restaurant BarMAR
28**Get Together****Venue:** CHEERS 18 GulouAPR
15**Breakfast Seminar: Leadership Pipeline****Venue:** China World Hotel**Speaker:** Kent Jonassen, SirrahGroupAPR
24**Symposium between Guiyang Free Trade Zone and Swiss Companies****Venue:** Kempinski HotelMAY
5**Joint Chamber Networking****Venue:** MOMAMAY
7**Young Professional Wine Tasting and Networking****Venue:** CHEERS 18 Gulou

MAY
15



Ambassador's Briefing

Venue: Marriot Northeast

Speaker: H.E. Mr. Jean-Jacques de Dardel, Ambassador of Switzerland in the People's Republic of China, Mongolia and the Democratic People's Republic of Korea.

JUN
17



Innovation as a Key Success Factor in the Construction Industry

Venue: Hilton Beijing

Speaker: Pius Baschera, Hilti

Biz Socializer - Tianjin

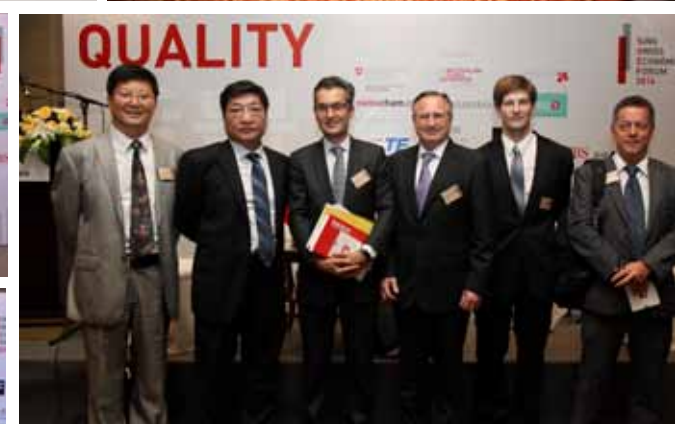
Venue: Tianjin

Ladies Afterwork

Venue: Catherine de France

JUN
24

JUN
26

JUL
1

Beijing

Sino-Swiss Economic Forum

Venue: Grand Hyatt Beijing

Platinum Sponsors: Hublot, Nestlé, TE Connectivity, UBS

Corporate Tables: New Huadu Business School, Syngenta

Visual Sponsor: Dongdao

Audio Sponsor: Sennheiser

Media Partner: Caixin Media

Details

The 3rd Sino Swiss Economic Forum was successfully held on 1 July 2014 at the Grand Hyatt Hotel in Beijing in the presence of Swiss State Secretary for Economic Affairs, H.E. Mrs. Marie-Gabrielle Ineichen-Fleisch, and Chinese Vice-Minister of Commerce, H.E. Mr. Zhong Shan. More than 360 guests attended the event, including high-level representatives from the Sino-Swiss business community, Government and Academia to explore the new opportunities the agreement will bring in strengthening bilateral economic exchange. For more information: cn.swisscham.org/ssef2014

JUL
9

Young Professional Wine Tasting and Networking

Venue: Pinotage

AUG
22

All-Chamber Welcome Back Networking

Venue: China World Summit Wing

SEP
26

Get Together

Venue: CHEERS 18 Gulou Store

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RAGA & NAGA
Swiss Traditional Dinner



Swiss Business Awards

EVENTS

MAR

19

**Regional Annual General Assembly (RAGA)****Venue:** Sofitel Shanghai Hyland**Organised by:** SwissCham Shanghai**Details**

At this year's Regional Annual General Assembly (RAGA), the year 2013 was formally closed and a new Board was elected. The outgoing Board members Patrick Mueller, Lise Tissot, Martin Tempus and Jenny Jin received the sincere thanks of the Assembly for their contributions to the Chamber.

The new Board consists of:

Andreas Luchsinger (Novartis), President, National Representative

Daniel Heusser (Virtuarch), Vice President

Martin Wagner (Swiss Re), National Representative, Chairman Swisscham China

Vivian Xu (McCann), Treasurer

Andrea Nessi (Unitouch), Secretary

Martin Honegger (IBM), Marketing Officer

Christine Li (Swiss Air Lines), Event Officer

Anh Huynh (Eiger), Legal Officer, National Representative

John Woo (DKSH), Membership Officer

Alberto Bertoz V-Zug), Event Officer

Heinrich Schellenberg (Consul General), Honorary Board member

MAY
15**Cross-border M&A: Challenges and Opportunities in China****Venue:** Le Royal Méridien**Organised by:** SwissCham Shanghai**Supported by:** Swiss Center Shanghai, Italian Chamber, BenCham, Spanish Chamber,**Speakers:** Peter Hoecklin, President Trumpf China; Daniela Fehring, Sandy ZhangMAY
22**Company visit to Frewitt: How a small Swiss SME succeeds in China****Venue:** Frewitt office**Organised by:** SwissCham Shanghai**Speaker:** Jerome Li, CEO of Frewitt ChinaMAY
28**The New Company Law: How will it influence your future business in China?****Venue:** Hotel Indigo Shanghai on the Bund**Organised by:** SwissCham Shanghai**Speakers:** Lukas Zuest and Laurent von Niederhaeusern, Wenfei Attorneys-at-LawMAY
29**Swiss Week Special Event: Selling Luxury Foods in China: Teuscher Chocolates****Venue:** Huaihai Park**Organised by:** SwissCham ShanghaiJUN
12**Special Walk & Talk Tour: An Update on Urban Developments****Location:** Shanghai**Organised by:** SwissCham ShanghaiJUN
17**Finding Scale, Profits and Growth in an Age of Complexity****Venue:** Andaz Xintiandi, Shanghai**Organised by:** SwissCham Shanghai**Speakers:** Franc Kaiser, InterChina Consulting; Stephen Wilson, Wilson Perumal & Company**Details**

For decades, China was known for being a cheap production base that didn't need specific managerial and cost control mechanism. This has changed in the last years as scale, profits and growth are not so easily achieved. Franc Kaiser and Stephen Wilson showed with several case studies how companies can address the cost pressure and complexities in the Chinese market.

JUL
2

Sino-Swiss FTA: Visit of State Secretary Marie-Gabrielle Ineichen-Fleisch

Venue: Sofitel Shanghai Hyland

Organised by: SwissCham Shanghai

Speaker: Marie-Gabrielle Ineichen-Fleisch, State-Secretary

Details

The Free Trade Agreement between Switzerland and China came officially into effect on 1 July 2014. To address the FTA and its consequences for Swiss companies operating in China, State-Secretary Marie-Gabrielle Ineichen-Fleisch visited Shanghai one day after the agreement came into force. The comprehensive agreement will help Swiss and Chinese companies to deal with regulatory changes, reduce red tape and lower taxes. Some of the taxes, as examples from the watch industry have shown, will only be slightly reduced and over a period of several years. Nevertheless, Mrs. Ineichen-Fleisch believes that the agreement will help Swiss companies to become even more competitive and further strengthen the business ties between the two countries.

SEP
9

Consular Briefing

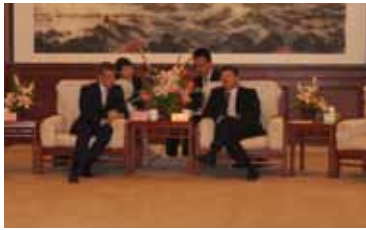
Venue: Hotel Indigo Shanghai on the Bund

Organised by: SwissCham Shanghai

Speaker: Heinrich Schellenberg

Details

On 9 September Heinrich Schellenberg gave his final consular briefing as Swiss Consul General in Shanghai. A trade diplomat at heart, Schellenberg told delegates how Shanghai now felt like his natural habitat. He provided a general update on Sino Swiss bilateral relations, and commented on the ever-increasing numbers of new Swiss start ups in the Yangtze River Delta. He said that one thing will be sure to remind him of Shanghai - despite all the differences between Shanghai and Riyadh, there is at least one similarity: both cities have a "bottle opener" high rise building.

SEP
14-16

Economic Mission to Nanjing

Organised by: The Swiss Consulate in Shanghai

Details

In his last month of his term in Shanghai, Consul General Heinrich Schellenberg organised an Economic Mission to Nanjing. SwissCham Shanghai supported the Mission and was present with several Board members and members of the Chamber. The visit included meetings with high-ranking government officials, development zones and local companies and institutions. This was the 4th Economic Mission organized by the Consul General, after the visits to Hefei, Xuzhou and Wenzhou.

SEP
26

Changzhou National Hi-tech District Visit

Location: Changzhou

Organised by: SwissCham Shanghai

OCT
22

Swiss Social Security and Pensions Funds: What Swiss expats need to know

Venue: Hotel Sofitel Hyland Shanghai

Organised by: SwissCham Shanghai

Speaker: Max Jucker, Swiss Life

NEW MEMBERS

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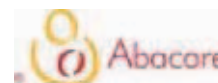
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**Jiaxing Industrial Park (JXIP)**

Perfect Backyard of Shanghai, Ideal Destination for Investment

Established in 2002, JXIP covers a planning area of 35 km², of which 25 km² has been developed. More than 500 enterprises have settled business here.



To Anting Base of SGM: 1 hour	To Xiaoshan Base of Yulon: 1 hour
To Jingao Base of SGM: 1.5 hours	To Xiaoshan Base of Zouyi: 1 hour
To Ningbo Base of SGM: 40 minutes	To Ningbo Base of SAIC & Changchun: 3 hours



To Shanghai: 90 km



To Hangzhou: 90 km



To Suzhou: 70 km



To Ningbo: 110 km

Pillar Industries: Auto Parts & Electromechanical Industry
Communication & Electronics Industry



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MAR

14

Swiss Ball

MAR

19

RAGA

EVENTS

APR
11



Rene Forster, President & National Representative
Managing Director, Howag-Swisspur Ltd



Reinhard Betschart, Director
General Manager, SMM (Zhongshan) Ltd



Marco Furter, Vice-President
Managing Director, Robatech Ltd



Alain Barblan, Director
Factory Manager Nestle Dongguan Ltd



Max Gehrig, Director
Managing Director, EF Electrical Ltd



David Wu, Treasurer
Chief Representative, Credit Suisse



Kelly Lee, Secretary
Assistant, Howag-Swisspur Ltd



Ben Skelton, Director
COO, Soundchip SA

Guangzhou

Regional Annual General Assembly (RAGA) and National Annual General Assembly (NAGA) 2014

Venue: Hilton Hotel Shekou, Shenzhen

Organised by: SwissCham Guangzhou

Details

SwissCham Guangzhou hosted its Regional Annual General Assembly and SwissCham China's National Annual General Assembly in Shenzhen. The Board of SwissCham Guangzhou is made of the above members.

The following members stand on the National Board:

Martin Wagner, Chairman, Board Member SwissCham Shanghai

Andreas Luchsinger, President SwissCham Shanghai

Peter Troesch, President SwissCham Beijing

Rene Forster, President SwissCham Guangzhou

Anh Huynh, Board Member Shanghai

Cyrus Ma, Board Member Beijing

Cyrill Scholer, Board Member Beijing

OCT

10



MTU Maintenance Zhuhai Co Ltd Company Visit

Venue: MTU Maintenance Zhuhai

Organized by: SwissCham Guangzhou

Details

MTU Maintenance Zhuhai - a subsidiary of MTU Aero Engines - is one of the largest aircraft engine maintenance, repair, and maintenance shops in Asia.

Located in the Zhuhai Free Trade Zone, this shop is a 50/50 joint venture of MTU Aero Engines and China Southern Air Holding Company. It comes equipped with a high-tech machine pool and a highly modern test cell accommodating engines up to 150,000 pounds of thrust. The shop specialises in the maintenance, repair and overhaul of IAE V2500-A5 and CFMI CFM56-3, -5B and -7 engines. MTU Maintenance Zhuhai is the market leader in the Chinese market and aims to become the biggest provider of engine maintenance services for the whole of Asia.

EVENTS

MAR
3**Monthly Luncheon with the Swiss Association on 'Change is in the Air - Hong Kong's Action to Improve Air Quality'****Venue:** The Hong Kong Club, Central**Speaker:** Ms. Christine Loh, Under Secretary for the EnvironmentMAR
6**Monthly Cocktail initiated by Swiss Young Professionals****Venue:** Delaney's, WanchaiMAR
7**SwissCham Open 2014 Golf Tournament****Venue:** Phoenix Hills Golf Club, Dongguan**Details**

SwissCham Hong Kong and Guangzhou organized the 1st SwissCham Open 2014 in Dongguan. This event is a perfect opportunity for people from Hong Kong and Guangdong province to exchange minds and ideas, a platform for networking, even an opportunity to bring customers and suppliers together. It's one of the first partner events from SwissCham Hong Kong and SwissCham Guangzhou and a good opportunity to meet people from both chambers as well as the business community in the Pearl River Delta.

MAR
18



Insides Series - Company Visit of Jardine Schindler in Hong Kong

Venue: Island East, Tai Koo

MAR
20

Joint Business Luncheon with The Honourable John Tsang Financial Secretary of the HKSAR

Venue: Hong Kong Convention and Exhibition Centre, Wanchai



APR
3

Monthly Cocktail initiated by Swiss Young Professionals

Venue: LUX Bar, LKF, Hong Kong



APR
7

Monthly Luncheon with the Swiss Association on Macao - People and Places, Past and Present

Venue: The Hong Kong Club, Central

Speaker: Mr Jason Wordie, Writer and Historian



MAY
5**Monthly Luncheon with the Swiss Association on Asia's ageing population - Challenges and opportunities for healthcare provision****Venue:** The Hong Kong Club, Central**Speaker:** Mr. Roland Bruhin, CEO Healthcare Distribution & Commercialization, Zuellig Pharma Asia Pacific Ltd both chambers as well as the business community in the Pearl River Delta.MAY
8**Monthly Cocktail Initiated by Swiss Young Professionals****Venue:** Delaney's, WanchaiMAY
26

Hong Kong

Annual General Meeting**Venue:** The Royal Yacht Club, Causeway Bay**Details**

The Swiss Chamber of Commerce in Hong Kong Annual General Meeting (AGM) with welcome cocktails starting was held on 26 May 2014 at the Royal Yacht Club. We are pleased to inform you that during the AGM held on Monday 26 May 2014, the following members were elected as Directors of the Swiss Chamber of Commerce in Hong Kong Limited for the 2014/2015 term:

Peter SPIRIG (Franke) - President

Pierre WIDMER (UBS) - Vice President

Ivo HAHN (Stanton Chase) - Treasurer

Alexandre TUNIK (Transpacific Far East Ltd.) - Vice President

Benjamin MUELLER-RAPPARD (The Langham Place Hotel) - Vice President

Emily CHAW (Swiss International Airlines) - Vice President

Joseph LEUNG (Ocean Park) - Vice President

Patrick MATHYS (Blaser Swisssube Asia Ltd.) - Vice President

Susanne SAHLI (True Colours HR Solutions Ltd.) - Vice President

Victor HEW (DKSH Hong Kong Ltd.) - Vice President

JUN
5



Monthly Cocktail initiated by Swiss Young Professionals

Venue: Common Room, Central

JUN
9

Monthly Luncheon with the Swiss Association on The Do's and Don't of Doing Business in Hong Kong and Mainland China - A Corruption Prevention Perspective

Venue: The Hong Kong Club, Central
Speaker: Mr Lawrence CHUNG, Deputy Executive Director - Hong Kong Ethics Development Centre, ICAC



JUL
3



Monthly Cocktail initiated by Swiss Young Professionals

Venue: Chez Patrick Deli, Wanchai

JUL
9

Insides Series - Company Visit of ASB Biodiesel Plant

Venue: ASB Biodiesel Plant at Tseung Kwan O

AUG
1

Hong Kong

Swiss National Day

Venue: Hong Kong Jockey Club, Happy Valley

Details

Details: In celebration of the Swiss National Day on 1 August 2014, the Swiss Association of Hong Kong, the Swiss Chamber of Commerce in Hong Kong, Consulate General of Switzerland in Hong Kong and Swiss Air Lines co-hosted this year's festivities at the Hong Kong Jockey Club at the Happy Valley Racecourse. It was a warm and relaxing evening that engaged fellow Swiss and friends of Switzerland in celebration of The Swiss National Day. Remember to mark this date in your 2015 calendar and register early!

SEP

1



Monthly Luncheon with the Swiss Association on Hong Kong's Changing Social and Political Landscape

Venue: The Hong Kong Club, Central

Speaker: Mrs Anson Chan

Details

The Swiss Chamber of Commerce in Hong Kong proudly invited Mrs. Anson Chan, former Chief Secretary for Administration of the Hong Kong Special Administration Region (HKSAR), as our speaker for this luncheon. Mrs Anson Chan discussed about Hong Kong's essential attributes and reflects on Hong Kong's prospects against a changing social and political landscape.

SEP

19



Swiss-Alumni Hong Kong Networking Event 2014

Venue: Connecting Space Zurich, North Point

Details

The Swiss Alumni Hong Kong Networking Event 2014 was held at Connecting Space Zurich, Hong Kong on 19 Sept 2014. This reception serves as a valuable opportunity to catch up with fellow classmates and acquaintances, to reminisce and share memorable experiences.

Mr Thomas Sevcik, Co-founder of Think-Tank Arthesia gave us a speech about "LEVEL BEST meets GENERAL MAXIMUM" The quintessentially Swiss strategy "Level Best" meets "General Maximum", a quintessential Hong Kong strategy. What does it mean for education, infrastructure and quality of life?

OCT
6

Monthly Luncheon with the Swiss Association on Hong Kong - City of Extremes: Urban, Expansive Nature. Where next?

Venue: The Hong Kong Club, Central

Speaker: Mr. Paul Zimmerman District Councillor representing the Pokfulam Constituency, CEO of Designing Hong Kong

OCT
8

SME Panel discussion with Mr. Stefan Kracht and Mr. Alex Tunik

Topic: Hong Kong 2030 - Quo Vadis? **Venue:** Transpacific (Far East) Ltd, Sheung Wan

OCT
9

Monthly Cocktail initiated by Swiss Young Professionals

Venue: O'Phillie's, Wanchai

OCT
14

Will and Guardianship Seminar

Venue: UBS AG, IFC II, Central

Speaker: Ms Åsa Candussi Wilkins, Phoenix Wills Director



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Mr. Phil Maclinks

Mr. Kenneth Choi

Ms. Vincy Sun

Mr. Sebastien Creteigny

Ms. Nuria Barbey

AGENDA

Joint Monthly Luncheon with the Swiss Association Of Hong Kong

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

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 Gabriel Mallet at admin@swisschamhk.org.



Sino-Swiss Economic Data And Indices

中瑞经济数据与指标

Bilateral Trade of Switzerland with China in the first half of 2014

2014 年上半年瑞士与中国双边贸易

	Import from China Value (Million CHF) 从中国的进口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)	Export to China Value (Million CHF) 向中国的出口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)
Total Trade Volume 总贸易额	5,635	100	4,276	100
Forestry and agricultural products, fisheries 林业和农产品、渔业	88	1.6	40	0.9
Energy source 能源资源	0.5	0	5	0.1
Textiles, clothing, shoes 纺织品、服装、鞋	951	16.9	72	1.7
Paper, articles of paper and products of the printing industry 纸张、纸制品、印刷业制品	35	0.6	14	0.3
Leather, rubber, plastics 皮革、橡胶、塑料	257	4.6	68	1.6
Products of the chemical and pharmaceutical industry 化学和医药制品	445	7.9	1,485	34.7
Stones and earth 石材、泥土	60	1.1	24	0.6
Metals 金属	294	5.2	214	5
Machines, appliances, electronics 机械、电器、电子产品	2,468	43.8	1,190	27.8
Vehicles 车辆	64	1.1	46	10.8
Precision instruments, clocks and watches and jewellery 精密仪器、钟表、珠宝	568	10	1,102	25.8
Various goods such as music instruments, home furnishings, toys, sports equipment, etc. 乐器、家居用品、玩具、体育设备等其他商品	400	7.1	10	0.2

Source 数据来源: Swiss Federal Customs Administration FCA

Swiss Investment in the Yangtze-Delta Region

瑞士在长江三角洲地区的投资

Swiss Investment 瑞士投资							Accumulated by the end of 2014.6 截至 2014 年 6 月的累计投资额		
Region 地区	Project 项目		Contracted million USD 合同金额百万美元		Actual million USD 实际金额百万美元		Project 项目	Contracted million USD 合同金额百万美元	Actual million USD 实际金额百万美元
	2013	2014 (1-6)	2013	2014 (1-6)	2013	2014 (1-6)			
Shanghai 上海	29	19	141	76	N/A	N/A	487	1,992	N/A
Jiangsu 江苏	7	10	126	117	87	90.6	227	1,520	1,342
Zhejiang 浙江	4	2	10	20	30	10	89	670	590
Anhui 安徽	0	0	0	0	0	0	10	19.8	N/A
Delta Region 三角洲地区	40	31	141	212	N/A	N/A	813	4320.3	N/A
China 中国	71	43	126	N/A	240	220	1,601	N/A	5,580

Source: Shanghai Commission of Commerce, Jiangsu, Zhejiang and Anhui Provincial Department of Commerce and the Ministry of Commerce of People's Republic of China.

数据来源: 上海市商务委员会、江苏省、浙江省和安徽省商务厅、中华人民共和国商务部

Investment from the Yangtze-Delta Region in Switzerland

长江三角洲地区在瑞士的投资

	Number of Companies 公司数目	Accumulated Invest- ment from Chinese partner (USDm) 来自中方的累计投资额 (百万美元)	Industry 行业
Shanghai 上海	3	11.1	Trading; textiles 贸易; 纺织业
Jiangsu 江苏	11	89.7	-
Zhejiang 浙江	14	22.6	Wholesale; manufacturing 批发; 制造业
Anhui 安徽	1	-	Solar technology 太阳能技术

Source: Shanghai Commission of Commerce, Jiangsu, Zhejiang and Anhui Provincial Department of Commerce and the Ministry of Commerce of People's Republic of China.

数据来源: 上海市商务委员会、江苏省、浙江省和安徽省商务厅、中华人民共和国商务部。

COMPILATION

These tables are compiled from various sources by the Economics and Commercial Section of the Consulate General of Switzerland in Shanghai. Should you be interested in any the Consulate's economic services or newsletters please contact Ms. Nie Liqun at Liqun.nie@eda.admin.ch.

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