

The Journal Of SwissCham China

中国瑞士商会会刊

# THE 橋 BRIDGE

Winter 2016 | Issue 45 2016 中国瑞 | 第 45 期

## Speed King 速度王

Formula E's top driver, Sébastien Buemi, and e.dams team founder Jean-Paul Driot talk on what it takes to win

电动方程式顶级赛车手 Sébastien Buemi 和 Dams 电动分队创始人谈  
Jean-Paul Driot 谈成功秘诀

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Dear Members and Readers,

As 2016 slowly draws to an end, SwissCham Guangzhou looks back on an eventful year full of changes. Our long-standing president, Mr. Rene Forster, stepped down during this year's RAGA and handed over the presidency to Mr. Alain Barblan. Only a couple of months later the new president received an irresistible offer from his company and relocated to Vietnam at the end of August. I take this opportunity to thank him for his contribution and wish him every success in his new endeavour.

Thus I found myself at the helm of SwissCham Guangzhou. I am excited to be there and look forward to working with everyone in 2017.

In this edition of *The Bridge* magazine we focus on the e-commerce market in China; the challenges it presents and the opportunities it creates. E-commerce is booming around the globe, and particularly so in China. The combination of favourable market conditions, increased consumer acceptance of - and comfort with - online shopping, as well as the advantages e-commerce brings to retail, has created fertile ground for the growth of e-business in China. This growth is not constrained by geographical boundaries and is visible in all four corners of the world. Swiss Post for example has recorded an 8-fold increase in online purchases from China since 2012, with a yearly increase of around 50%.

Against this backdrop of endless possibilities and potential, it is clear that China's e-commerce market is an attractive breeding ground for new business. This issue of *The Bridge* takes a closer look at companies that have successfully gained a foothold and managed to establish themselves in the Chinese e-commerce market. They offer valuable insights into their experiences of setting up an e-business in China and the reasons behind their success.

I wish everyone a Merry Christmas, a Happy New Year and lots of success in 2017!

Philip Kinseher  
President SwissCham Guangzhou

亲爱的会员和读者朋友们：

你们好！

2016 年已接近尾声，回首这一年，中国瑞士商会广州经历了多次变动。任主席多年的 Rene Forster 先生在今年的 RAGA 年会上宣布卸任，并由 Alain Barblan 先生接任主席一职。在此几个月后，新一任主席接受了其所在公司的新职位安排，并于八月末迁居越南。借此机会，感谢 Alain Barblan 先生对商会的贡献，并祝他在未来的发展中取得新的成就。

在这样的机缘巧合之下，我有幸成为中国瑞士商会广州主席，我很高兴能够担任这个职务，并期待在 2017 年与各位合作。

在本期《桥》杂志中，我们集中介绍了中国的电子商务市场以及它所带来的挑战和机遇。近年来，电子商务在全球范围内出现了爆发式增长，尤其是在中国。更好的市场条件、越来越多的人更加接受并享受网上购物以及电子商务为零零售业带来的优势等因素相结合创造了电子商务在中国成长的沃土。这种增长没有地域限制，它发生在世界的每个角落。例如，据瑞士邮政的数据显示，自 2012 年以来，来自中国的网上采购创记录的增长了八倍，年均增幅达 50% 左右。

在这种充满无限可能和潜力的市场背景下，很显然中国的电子商务市场是十分有吸引力的新企业滋生地。本期《桥》深入探访那些在中国的电子商务市场成功的取得一席之地企业，并着重介绍它们在中国设立电子商务业务的经历以及它们成功背后的故事。

最后，预祝各位度过一个愉快的圣诞节和新年，并祝大家 2017 年事业兴隆！

Philip Kinseher  
中国瑞士商会广州主席



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**Publisher 出版机构:** SwissCham China  
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Managing Editor 执行编辑: Geoff de Freitas

**Editor 编辑:** Thomas Mckinley

Editorial Support Staff 编辑人员: Rolf Studer (Beijing 北京) /  
 Joyce Chan (Hong Kong 香港) / Philip Kinseher (Guangzhou  
 广州) / Juana He (Shanghai 上海) / Peter Bachmann (Shanghai  
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Bridge Oversight Board 《桥》监督委员会: Ken Goenawan  
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 (Beijing 北京) / Peter Bachmann (Shanghai 上海)

Marketing and Sales 市场营销、销售:

- SwissCham Shanghai: Peter Bachmann,  
 p.bachmann@sha.swisscham.org.

- SwissCham Beijing: Romain Barrabas,  
 romain.barrabas@bei.swisscham.org.

- SwissCham Guangzhou: Philip Kinseher,  
 philip.kinseher@swisscham-gz.org.

- SwissCham Hong Kong: Jerone Jin,  
 jerone.chin@swisschamhk.org

Translation 翻译: Jina Sun 孙继娜, Nancy Lai 赖昕

Copy Editing / Proofreading 审稿 / 校对: Jina Sun 孙继娜 / Andy  
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**Circulation and Advertising Contacts**  
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## - Shanghai

Address: Carlton Building, 11F, Office 1133, 21 Huanghe Road,  
 Shanghai

中国上海市黄浦区黄河路 21 号鸿祥大厦 1133 室

Post Code: 200003

Tel: +86 21 5368 1270

E-mail: info@sha.swisscham.org

## - Beijing

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## - Guangzhou

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Post Code: 510620

Tel: +86 760 8858 1020

E-mail: info@swisscham-gz.org

## - Hong Kong

The Swiss Chamber of Commerce in Hong Kong Limited

Address: GPO Box 9232, Central, Hong Kong

Tel: +852 2524 0590

Fax: +852 2522 6956

E-mail: admin@swisschamhk.org

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FOR MORE INFORMATION CONTACT

STEVE TRENT  
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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 boosts China operation

Credit Suisse is continuing its push to expand its China operation. Earlier this month, the Swiss bank announced the launch of a joint venture with Founder Securities for onshore brokerage services. The brokerage business will be based in Qianhai, a Chinese free trade zone near Hong Kong, and will serve both institutional investors in China as well as foreign funds, said Credit Suisse Greater China's vice-chairman, Nicole Yuen. The bank is also rumoured to have hired a former Royal Bank of Scotland banker, Rick Meng, as head of China onshore private banking, according to a report on finews.com. Meng brings 17 years' experience in the financial industry across China, Hong Kong and the U.S., and deep relationships with Chinese corporates. He was hired from RBS, where most recently he was head of corporate coverage in China, and manager of the bank's Shanghai branch. He will be based in Shanghai and report functionally to greater China private banking head Francois Monnet and locally to David Liu, Shanghai Branch Manager.

15 November 2016



### 瑞信扩大中国业务

瑞信正不断扩大在中国的业务。本月初，瑞信宣布与方正证券共同出资设立合资企业，专注经营在岸市场经纪业务。瑞信大中华区副主席 Nicole Yuen 表示，经纪业务将在靠近香港的前海自贸区展开，为中国的机构投资者以及外资基金公司服务。此外，据 finews.com 的一篇报道称，瑞信已任命曾就职于苏格兰皇家银行的 Rick Meng 为中国在岸市场私人银行业务主管。Rick Meng 从苏格兰皇家银行离职前曾担任中国区公司业务主管和上海分行行长。

加入瑞信后，Rick Meng 将驻扎在上海，向公司大中华区私人银行业务主管 Francois Monnet 和上海分行行长 David Liu 汇报。  
2016 年 11 月 15 日

### Switzerland opens new consulate general in Chengdu

Switzerland has opened a consulate general in November in Chengdu, the provincial capital of south-western China's Sichuan, as part of the government's efforts to promote business between China and Switzerland, and to further boost Sino-Swiss bilateral relations. Frank Eggmann has been appointed the consul general. An official opening ceremony of the consulate general has been scheduled for early 2017. The Swiss Federal Department of Foreign Affairs decided to open a consulate general in Chengdu following a decision of the Federal Council. This will be Switzerland's fifth official representation in China, in addition to



### 瑞士在成都设立总领事馆

11 月，作为推进中瑞商贸往来的一部分，瑞士在中国西南地区四川省省会成都设立总领事馆，以进一步加强中瑞间的双边关系。瑞士政府任命 Frank Eggmann 为总领事，并定于 2017 年初庆祝该总领事馆的正式开设。瑞士联邦政府外交部在成都设立总领事馆的决定是在联邦委员会决议后做出的。这将是瑞士在中国设立的第五





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the embassy in Beijing and the consulates general in Shanghai, Guangzhou and Hong Kong. The tasks of the new consulate general will focus on the economy, trade, innovation and tourism. "To open the consulate general in Chengdu recognizes the exciting prospects this city and region holds for Sino-Swiss relations. The new consulate general will no doubt upgrade the visibility of Switzerland in Western China and help promote the image of the innovative, creative and competitive Switzerland of today through either business or cultural activities," said Swiss Ambassador to China Jean-Jacques de Dardel.

31 October 2016

## EU approves Chinese HNA's acquisition of Swiss SR Technics

The European Union (EU) regulators have approved the acquisition of Swiss aircraft solutions provider SR Technics by Chinese conglomerate HNA Group. The European Commission, the bloc's executive body, said in a statement that the proposed acquisition "would raise no competition concerns, because there are only limited overlaps between the companies' activities". HNA Group, founded in 1993, is a Chinese conglomerate encompassing core divisions of aviation, holdings, capital, tourism and logistics. SR Technics is a technical aircraft solutions provider, offering maintenance, repair and overhaul services for commercial aircraft. In September, the Commission also approved HNA's acquisition of Swiss Gategroup, which provides catering services and retail on-board aircraft and other related ancillary activities such as on-board service equipment and supply chain and logistics solutions or management of airport lounges.

28 October 2016

## Swiss hope expats and Chinese will hit its ski slopes

After a mixed summer with fewer Chinese tourists, Switzerland's tourism office predicts a 'stable' winter season for 2016-2017. It hopes to attract expatriates and Chinese visitors to the slopes. These are difficult times for the tourism business in the country with the number of overnight stays by Chinese tourists falling by 19.7% in the summer, according to Switzerland Tourism. The lower numbers are partly due to the impact of terrorist threats in Europe, as Switzerland is closely associated with France, according to the tourism office. Earlier this year Switzerland Tourism reported that the drop-off in numbers was also partly linked to the new requirement for biometric fingerprint data for obtaining visas. Since last November, this has been mandatory for anyone applying for a visa to Europe's Schengen zone of countries, including Switzerland. This means all Chinese tourists must travel to a Swiss consulate in person to apply.

25 October 2016

个官方代表机构, 其他机构分别是北京大使馆和上海、广州和香港总领事馆。成都总领事馆将以经济、贸易、创新和旅游为业务重点。"在成都设立总领事馆是对这座城市和这个地区在中瑞关系方面所拥有的无限前景的认可。新总领事馆的设立无疑将提升瑞士在中国西部地区的知名度, 有助于通过商业和文化活动促进当今瑞士创新、创造和竞争力形象的树立," 瑞士驻华大使 Jean-Jacques de Dardel 表示。

2016年10月31日

## 欧盟批准中国海航集团收购瑞航技术公司



欧盟监管机构近期批准了中国海航集团收购瑞士飞机解决方案供应商瑞航技术公司 (SR Technics) 的申请。欧盟常设执行机构欧盟委员会在一份声明中表示, 该收购提议“不存在任何竞争方面的问题, 因为两家公司业务间的重叠十分有限”。海航集团成立于1993年, 主营业务包括航空、控股、资本、旅游和物流等。瑞航技术公司是一家飞机技术解决方案供应商, 为商用飞机提供维护、维修和检修服务。今年9月, 欧盟委员会还批准了海航集团收购瑞士航空配餐公司佳美集团 (Swiss Gategroup) 的申请。除配餐外, 佳美集团还提供机上零售以及机上服务设施、供应链、物流解决方案和机场休息室管理等相关辅助性业务。

2016年10月28日

## 瑞士滑雪季欢迎中外游客

由于今年夏季来自中国的游客大幅减少, 瑞士旅游办公室预计瑞士旅游业将迎来一个相对“稳定”的跨年冬季。瑞士旅游办公室希望滑雪季的到来能够吸引更多的外国游客和中国游客。据瑞士旅游局称, 由于夏季中国游客在瑞士过夜的数据下降达19.7%, 瑞士的旅游业正经历一个困难时期。瑞士旅游办公室称, 欧洲恐怖主义威胁以及瑞士与受恐怖主义影响较大的法国毗邻等部分造成了游客的减少。今年年初, 瑞士旅游业报告称数据下滑部分还归因于游客在申请签证过程中必须提交生物识别指纹数据的影响。自去年11月以来, 任何申请签证





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## Julius Baer steps up its Hong Kong hiring

Swiss private banking group Julius Baer is stepping up hiring in Singapore and Hong Kong as it sees Asia overtaking Europe as the group's biggest revenue-generating region. Julius Baer CEO Boris Collardi said more than half of about 200 new bankers that the wealth manager plans to hire this year will be based in Asia. Last year, Asia contributed about USD549m of the group's operating income. Although still small compared with the income from Switzerland and the rest of Europe, Asia is poised to become the biggest region for Julius Baer as revenue generated in the region has been growing fast, doubling to about 20% in 2015 from about 10% of the total in 2011. In Asia, Julius Baer is the fifth-largest private bank by assets under management. It is the third largest in Switzerland. Julius Baer has chosen Singapore as the base for a new platform that will support its global operations.

23 September 2016



## Weidfäger Wolhusen & Brass Band MG Oberrüti play at Shanghai Tourism Festival

One of the highlights of the Shanghai cultural agenda is the yearly Shanghai Tourism Festival. The event celebrated its 27th year from 10 to 13 September this year. Performers from all over the world will come to Shanghai to entertain locals and tourists alike with activities reflecting the cultures and customs from their home countries. This year, Weidfäger Wolhusen and Brass Band MG Oberrüti were representing Switzerland in the parade. The Swiss musicians performed throughout the festival at different venues in Shanghai.

19 September 2016

## Chinese FX reserves decline while Swiss reserves rise in August

The latest data from People's Bank of China (PBoC) shows that FX reserves in China are continuing their decline, and in August the total reserve had dropped to USD 3.185 trillion, down half a percent from July. The reserve is still declining but compared to last year, the downward rate has slowed substantially. In June 2014, China's foreign exchange reserve had touched the highest on record to top USD 3.99 trillion. But the reserve is now down more than 20% from that peak. In contrast, it has been just the opposite for Switzerland, which is suffering from a problematic increase in foreign exchange reserves due to the intervention of Swiss National Bank in order to keep the exchange rate stable, resulting in large inflows of foreign funds. In August, FX reserves increased by USD 12 billion, and last year FX reserve had increased by USD 130 billion, which is equivalent to almost 20% of GDP. The Swiss National Bank abandoned its euro-franc peg in January of this year.

12 September 2016

前往欧洲申根地区国家的游客必须提交生物识别指纹数据，这意味着所有中国游客必须亲自前往瑞士领事馆申请签证。

2016年10月25日

## 瑞士宝盛银行壮大香港团队

瑞士私人银行集团宝盛银行将增加在新加坡和香港的员工人数，公司认为亚洲正逐渐取代欧洲成为集团最大的营收产生区域。宝盛银行首席执行官 Boris Collardi 表示，公司计划今年招聘的 200 名新员工中有一半以上都将驻扎在亚洲地区。去年，亚洲为集团贡献了 5.49 亿美元的营收。虽然这一数据相比瑞士和欧洲其他地区并不高，但亚洲有望成为宝盛银行最大的业务市场，因为该区域的营收增长十分迅速，2015 年，该区域在公司的营收

占比从 2011 年的 10% 翻倍至 20%。宝盛银行是亚洲第五大财富管理私人银行，是瑞士第三大私人银行。宝盛银行已选定新加坡为新平台的基地，为公司的全球运营提供支持。

2016年9月23日

## 瑞士 Weidfaeger Wolhusen 乐队和 Brass Band MG Oberrüti 乐队亮相上海旅游节

上海最重要的文化节日之一就是一年一度的上海旅游节。今年是第 27 届上海旅游节，从 9 月 10 日持续到 9 月 13 日。来自世界各地的艺人齐聚上海，展示各自国家的文化和习俗，为本地市民和游客带来了精彩的演出。今年，Weidfaeger Wolhusen 乐队和 Brass Band MG Oberrüti 乐队代表瑞士亮相庆祝活动。在旅游节期间，来自瑞士的音乐家在上海的多个场馆进行了演出。

2016年9月19日

## 中瑞外汇储备呈相反走势

中国人民银行的最新数据显示，中国的外汇储备持续下降。今年 8 月，中国的总外汇储备下降至 3.185 万亿美元，较 7 月下降 0.5%。目前，外汇储备仍在持续下降，但相比去年同期下降速度有所放缓。2014 年 6 月，中国的外汇储备达到了 3.99 万亿美元的最高纪录，目前较峰值的下降幅度超过 20%。相反，由于瑞士国家银行为了维持汇率稳定而采取干预措施，使得外资大量涌入，导致瑞士的外汇储备不断提高。8 月，瑞士的外汇储备增幅达 120 亿美元，而去年全年的外汇储备增幅达 1,300 亿美元，几乎相当于瑞士 GDP 的 20%。瑞士国家银行决定自今年 1 月起放弃钉住欧元。

2016年9月12日



## Switzerland tops world's most innovative economies

Switzerland retained its title as the world's most innovative country, followed by Sweden and the United Kingdom, according to this year's Global Innovation Index. China was ranked 25th – the first time a middle-income country has joined the highly developed economies that have dominated the top of the index in its nine editions. The Global Innovation Index 2016, co-published by Cornell University, INSEAD, and the World Intellectual Property Organization (WIPO), surveyed 128 economies, using 82 indicators to gauge both innovative capabilities and measurable results. The world's top 10 most innovative economies in descending order were Switzerland, Sweden, the United Kingdom, the United States, Finland, Singapore, Ireland, Denmark, the Netherlands and Germany.

4 September 2016 ○



## 瑞士维持世界最具创新性经济体地位

据已连续发布达九年之久的全球创新指数显示，今年瑞士仍维持其世界最具创新性国家地位，瑞典和英国紧随其后。中国排名上升至第25位，这是首次有中等收入国家打破由高度发达经济体包揽的全球创新指数靠前排名的格局。2016年全球创新指数由康奈尔大学（Cornell University）、英士国际商学院（INSEAD）和世界知识产权组织（WIPO）联合发布，指数基于对128个经济体的调查，采用82项指标对这些国家的创新能力和可计量结果进行评估。世界前十大最具创新性经济体排名为瑞士、瑞典、英国、美国、芬兰、新加坡、爱尔兰、丹麦、荷兰和德国。

2016年9月4日 ○

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# Accessing China's E-Commerce Explosion

## 进入中国电子商务的爆炸时代

Swiss companies in both B2B and B2C sectors have much to gain from China's large and fast growing e-commerce sector.

by **Mark Andrews**

China is the world's largest e-commerce market. Retail sales online in 2015 amounted to US\$589 billion an increase of a third over the previous year. This year's Singles Day online shopping sale on November 11 managed to surpass the sales of the US's Cyber Monday in less than two hours. Sales reached a staggering \$17.8 billion. With offline sales growth appearing sluggish online transactions made up 13% of total retail sales last year and they are growing at nearly three times the rate of traditional retailers.

Unlike more developed countries China still has a far more fragmented retail market with major chains often confined to only the most developed cities, with a corresponding lack of consolidation amongst distribution channels. Weak bricks and mortar services along with an increased access to information, has created consumer demand for products which in many lower-tier cities are simply unavailable or very expensive to purchase. E-retailers, particularly Taobao and Tmall from Alibaba, have filled that void and are now easily available to the 720 million consumers online, who securely purchase with online payment systems such as Alipay, China's equivalent to Paypal.

### Going mobile

Chinese are culturally very hard working and with this comes less time to go shopping. The convenience of ordering online has become part of the Chinese lifestyle, and with deep smart phone penetration in the country

在 B2B 和 B2C 领域，瑞士公司还有很多的东西要向中国巨大且快速增长的电子商务产业学习。

作者：**Mark Andrews**

中国拥有世界上最大的电子商务市场。2015 年零售业销量达到了 5,890 亿美元。今年的“双十一”网上交易额在开始两小时内旋即超过了美国的 Cyber Monday。总销售额达到了一个令人瞠目结舌的数字：178 亿美元。相较于线下销售增长疲软，去年网上交易量占了整个零售业销售的 13%，增长速度几乎是传统零售业的三倍。

不像其他的发达国家，中国还有许多零碎分散的零售市场，主要的产业链集中在最发达的城市，但与之相应的，欠缺能够发挥凝聚力的渠道商。日渐式微的实体店服务与日益增长的信息渠道，都创造了顾客对于产品的需求，尤其是在许多不发达的城市很难买到或者很贵的商品。电子商务零售商，尤其是阿里巴巴集团旗下的淘宝，天猫，填补了这个空白。72,000 亿消费者很容易在网上找到他们想买的商品，并且使用中国版本的 paypal：网上安全付款担保系统支付宝，进行支付。

### 移动手机化

辛勤劳动是中国人的工作文化，相应的他们去购物的时间则较少。网上购物的便利成就了中国人



that means shopping is increasingly on mobile platforms. Of the US\$17.8 billion raked in by Alibaba on Singles Day, 82% of the purchases were made using mobile devices. "E-commerce in China is definitely among the most advanced globally, because the Chinese have bypassed the PC stage, and these days everybody has a mobile," says Wong Siew Loong, President of Kuehne + Nagel's North Asia Pacific Region.

### Benefit of being Swiss

For Swiss companies this offers a unique advantage. Critical to growth in e-commerce is overcoming the distrust of locally produced goods and Swiss products have a good reputation. "Swiss companies do have something that works for them: strong country branding. Chinese consumers associate Switzerland with a clean environment and superior quality," says Tong Li, founder and CEO of Yoopay, China's leading event management e-commerce website.

This is not just true for the consumer goods segment; it also provides opportunities in B2B in which the large Swiss SME sector excels. "Chinese companies now are looking for better parts and ingredients from suppliers, especially in the chemicals sector. E-Commerce is making it much easier and quicker for them to acquire the right product they want, and there will be a tougher time for trading companies going forwards, as Chinese firms want to go straight to the producers," says Wan Yuchen an analyst at China Market Research. "And most e-commerce platforms still focus more on



Wong Siew Loong  
Kuehne + Nagel

的生活方式，伴随着智能手机的使用在这个国度的深层次渗透，购物已经在手机平台变得易如反掌。178 亿美元的“双十一”销售额中，82% 的交易是在手机端完成的。“电子商务在中国已经跨过了电脑端的时代，如今几乎每人都有一部手机”。Kuehne + Nagel 的北亚太市场主席 Wong Siew Loong 如是说。

### 瑞士的优势

对于瑞士公司，如今形势有利。对于中国本地生产的商品的怀疑态度和瑞士产品享有优良的声誉生过了中国消费者对电商的辩证态度。“瑞士公司有很多值得引以为傲的闪光点：国家的良好品牌形象。中国顾客总会将瑞士同清洁的环境和优秀的品质

联系在一起。”中国活动管理电商网站的佼佼者 Yoopay 的创始人 Li Tong 评价道。

不仅是在消费品市场，瑞士中小型企业 B2B 领域也很具竞争力。“中国公司如今寻找更好的配件和原料，尤其是在化学行业。电子商务让一切都变得方便快捷，短时间内能生产出他们所需的产品，贸易公司可能会有一段较难捱的时期，因为很多中国公司希望直接拿到产品”，中国市场调研专员 Wan Yuchen 如此分析到，“大多数的电子商务平台仍然关注点在顾客的市场上，

**Lindt LINDOR**

瑞士莲 瑞士巧克力大师  
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Please contact Mrs Zhou for details: [linazhou@sinodis.com.cn](mailto:linazhou@sinodis.com.cn)

the consumer market, so it makes it comparatively easier for foreign companies to do well in the B2B space."

There are a number of key differences between the B2B and B2C models. "A B2B model prioritises key products and works to ensure a reliable, trustworthy supply chain," says Daisy Song, CEO of Fields, an online supermarket. "Whereas with B2C a seamless experience is the most important element, service reliability is the most important for B2B with other requirements such as financing facilities playing a significant role."

With many Swiss companies being SMEs concentrated on manufacturing, developing an online strategy is becoming essential. "Foreign B2B companies need to localise for the Chinese market, understand how to operate in China and deliver what Chinese companies want," says Wan. "In many cases, because of their cross-border experience, foreign companies have better opportunities than local players, as they have more global perspectives and footprints." Lucas Rondez, CEO of Hangzhou Boru Network Technology Co. Ltd, creator of the popular Nihao app, agrees. "People here can't always manage to find everything they want in China. This can bring a lot of opportunities for Swiss companies because Chinese consumers are now looking for quality products and ones that can only be found abroad."

## What model?

The type of business model used for the Chinese market also has a large impact on the bottom-line success of an e-commerce programme. "To be successful a business must have a sustainable business model. However, many e-commerce companies operating in China rely too much on a discount-led incentive model," says Song. "Fields chose a consumer-oriented model where it focused on meeting the demands of the customer. This meant focusing on a good product range, quality, traceability and transparency."

In China, setting up an e-commerce gateway typically consists of using a basic website, a mobile optimised website, an app, or a store on WeChat or Tmall. There are also social media platforms such as Weibo and WeChat that allow purchases to be made whilst engaging with current and prospective customers. The route chosen is largely dictated by whether the company is in the B2B or B2C space, but, whichever, mobile is increasingly critical. In China 630 million people access the internet via their phones making mobile the dominant area when it comes to B2C e-commerce. "To be mobile is essential, but not necessarily by an app, a mobile version of a website works pretty well as it can be linked to a lot of platforms like WeChat," says Rondez. "To go the app route is costly, but it does make the platform look more credible and serious for people here," says Pauline Houll, CEO of Club Elysee, a specialist online sales website that offers European luxury fashion to Chinese consumers at bargain prices. "Unless an app has a clear benefit for people's everyday lives they are unlikely to download and install it. It is often better to just have a responsive website."

Another route that some foreign companies are finding productive is working with local partners. This may simply be operating with local agents in China to better handle the



**Daisy Song**  
Fields

所以对于外国公司来说在 B2B 市场相对容易。"

B2B 和 B2C 模式有许多差异。

"B2B 模式的特点是：优先配置拳头产品和服务，保证一个可以信赖的、稳定的供应链"，网上超市 Fields 的 CEO, Daisy Song 认为："当无缝链接的体验成为 B2C 成功最重要的因素，可靠的服务是重中之重，和融资机制一起扮演重要的作用。"

诸多瑞士中小企业集聚在制造业，发展网上策略成为当务之急。"B2B 公司需要为中国市场实现本土化，要了解如何同中国伙伴合作和中国公司的需求，" Wan 如是说。"通常情况下，由于跨境经验丰富，外国公司都比本土公司拥有更多的机遇，因为他们有更多国际视角和经验。" Lucas Rondez, 杭州博如网络科技有限公司

的 CEO, Nihao 应用的发明者，也十分赞同这个说法。"中国消费者很难在国内买到他们想要的一切东西。这给许多的瑞士企业带来了商机，因为中国消费者现在需要很多优质的商品，尤其是只能在海外买到的。"

## 何种模式？

在中国市场采用什么样的商业模式也对电子商务项目的成功有很大的影响。"要想获得商业的成功需要一个稳定的商业模式。但是，许多的电子商务公司在中国过于依赖打折促销模式，"宋评价道。"Fields 选择了以顾客为中心的模式，也就是说我们会以消费者的需求为导向。这意味着我们会致力于提供优良的产品范畴，产品质量，物流追踪和消费透明度。"

在中国，新兴电子商务的途径常包括基础的网站，手机端优化的网页，手机应用或者微店或天猫淘宝店。微博和微信上都有支付通道可以满足当前和潜在的顾客。具体的选择多半是由公司是 B2B 或 B2C 领域来决定的，并且，手机移动

端的增长惊人。在中国有 6.3 亿人可以使用手机上网，尤其是在 B2C 商务领域。

"当手机变得很重要，并不一定要有专门的手机应用，一个网站的手机版功能就十分齐全，还可以导入微信等平台。"Rondez 说，"制作手机应用成本高昂，但是这也让平台在中国人看来更加值得信赖"。致力于将欧洲奢侈品时尚以实惠的价格带给中国消费者的网站，Club Elysee 的总裁 Pauline Houll 说，"除非使用一个手机应用对于人们的日常生活有很显著的利益，不然消费者真的不太会下载和使



**Cédric Antonio**  
Collège du Léman Sàrl



local bureaucracy and culture as does the Swiss international school, Collège du Léman Sàrl. “Parents of pupils prefer to use local agents as they can help with the paperwork requirements,” says the school’s senior marketing & communication manager, Cédric Antonio. “Adapting to the country’s policies concerning online barriers such as the blocking of Facebook and other social media platforms, can be challenging in the sense that you cannot communicate as easily as you do in other countries. Also, you cannot simply lift your offering from another market and make it work in China. The internet in China simply does not work in the same way as in the rest of the world. Not just because some internationally used websites are blocked, but also due to local market preference for certain social media channels. Collège du Léman uses its local partners to overcome these communication problems.”

In the B2B sector, a good example of a successful local collaboration is Swiss company Dividella. “Dividella is a medical equipment manufacturer that partnered with a local Chinese company to sell into China giving them access to their local partner’s sales channels,” says China Market Research’s Wan. “The key thing for foreign companies is to combine their advanced technology with local know-how.”

One such area in which local expectations are different is delivery times. Unlike in many developed countries consumers are not prepared to wait anything more than two or three days for delivery, and expect to be able to track the progress of their delivery. This puts pressure on logistics firms to meet these tight timetables, but offers opportunities for Swiss companies, that excel and have a strong reputation in dependable logistics services. When it comes to perishable goods this is even more important. “Established standard operating procedures across the chain are imperative,” says Fields’ Daisy Song. “This includes the design of the warehouse, multi-level temperature control and a complete cold chain solution, the packing environment, the kind of packaging used and efficient delivery shifts throughout the day. There are obvious attractions to the Chinese market of Swiss food producers because of Switzerland’s reputation for a clean, well-regulated environment, but getting the supply chain right is still a crucially important element for successfully selling food by e-channels.”

Of course the Chinese market is very competitive, but for Swiss companies who get it right the rewards are substantial. So far, foreign companies with a reputation for better quality (and more expensive) goods do appear to be doing well in China’s fast growing e-commerce market. And the money to be made is mouthwatering. This year’s Singles Day underlined the willingness of Chinese consumers to purchase from foreign companies when 37% of purchases were made from international brands or merchants: that’s US\$6.6 billion of sales in a single day. ○

用。所以通常有一个相应的网站会更好。”

另外一个有效方法是选择同当地伙伴合作。当地的代理商可大大优化企业的运营成本，能够更好地解决当地的官僚主义和文化差异问题，瑞士的国际学校 Collège du Léman Sàrl. 就是一个例子。“学生家长喜欢依赖当地的中介机构，因为他们可以帮忙应对诸多文书的繁文缛节，”该校的资深市场和交际经理 Cédric Antonio 说：“要适应中国针对网上交易的政策贸易壁垒，例如封锁 Facebook 和其他国外的社交媒体挺有挑战性的，因为你会发现在中国与外界的联系不如在世界上其他地方那么容易。Collège du Léman 依靠中国合作伙伴解决了这些通讯上的问题。”

在 B2B 领域，瑞士公司与中国当地公司合作的优良典范可以参照 Dividella。

“Dividella 是一家医疗设备生产商，同中国的企业合作，利用中国的渠道商进行销售。”中国市场研究专员 Wan 说，“有一点很关键，外国公司如何把他们的先进科技和中国当地的专利技术相结合。”

在 B2B 领域，物流花费的时间显得尤为重要。不像许多发达国家，消费者并没有足够的耐心等上超过 2-3 天，而且要求能够实时追踪物流信息。这让当地物流公司在截止日期前将货物按时送到的压力倍增，但同时也给瑞士公司提供了巨大的机遇，因为后者出众的品质和物流的可靠性，尤其在运送易腐烂货物时显得尤为重要。“设定贯穿整个产业链的物流标准化操作程序势在必行”，Fields 公司的 Daisy Song 说，“这包括仓库的设计，多维度的温度控制，

完整的冷藏链，包装环境，包装材料的选用和高效地递送。瑞士的食物加工以其干净、规范的环境控制显然会在中国市场受到追捧，但是保证拥有一条完美的供应链是能够在电商渠道成功销售食物的决定性因素。”

当然，中国的市场竞争十分激烈，但在中国市场表现优异的瑞士公司收益都很可观。目前，质量上乘、口碑很好的外国公司（通常定价也更贵）的产品在中国日益迅猛增长的电子商务市场反响不错。未来的利润也令人垂涎欲滴。“仅仅在双十一当天，66 亿美元交易额中就有 37% 来自外国品牌或商家”这个最终数据令外资企业大吃一惊，他们显然低估了中国消费者们对于外国商品的购买欲。○



Lucas Rondez.  
Hangzhou Boru Network Technology

## Sources quoted in the article

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Daisy Song, CEO, Fields

Lucas Rondez, CEO, Hangzhou Boru Network Technology Co. Ltd. and Nihao app creator

Pauline Houli, CEO, Club Elysee

Cédric Antonio, Senior Marketing & Communication Manager, Collège du Léman Sàrl

# Taking Fashion Online

## 把时尚带到线上

Club Elysée is a Swiss fashion e-tailer that is successfully making inroads into the highly competitive Chinese B2C market.

**The Bridge** talks to Pauline Houli, Chairwoman, of Club Elysée on how it managed to conquer the Middle Kingdom.

by **Mark Andrews**



Club Elysée 是瑞士的一家时尚电子零售商，在中国竞争激烈的 B2C 市场披荆斩棘创出一片天地。《桥》杂志采访了 Club Elysée 的主席 Pauline Houli 女士，探访她在中国市场取得成功的秘诀。

作者：**Mark Andrews**

**W**hat have been the keys to Club Elysée's success as an e-commerce company?

Clubelysee.com is a Swiss company with Swiss, French founders and investors. Despite having a collective 40 years luxury industry experience, we realised we needed to build a whole new organization and structure to build a successful e-commerce business in China.

We had a clear vision of how we wanted our business to look after five and 10 years. First, Club Elysée had to have a competitive advantage otherwise there would have been no point in taking on the challenge in one of the world's most competitive countries. So we found a business model and a method that enabled us to sell new and past collections of luxury goods at a much cheaper price than they normally retailed for in China.

Second, we made sure we were properly capitalised. When you start any business, you have more costs than revenue. In e-commerce start-ups, cash can go out very fast during the first years of operation, therefore we made a realistic forecast to weather this difficult stage.

**作** 为一家电子商务公司，Club Elysée 成功的秘诀是什么？

Clubelysee.com 是一家由来自瑞士、法国的创始人和投资人创建的公司。除了具有 40 年的奢侈品从业经验，我们还意识到需要设立一个全新的组织和架构来铸就在中国商业的成功。

我们对公司的五年后、十年后的前景很清晰。首先，Club Elysée 必须要具备高度竞争力的优势，否则就不可能克服世界上最激烈的市场之一所带来的挑战。因此我们创立了可以保证在中国以极其优惠的价格销售当季和过季奢侈品的商业模式。

其次，我们确保理性的资本运作。刚开始一项生意的时候成本大于收益。在电子商务初创阶段，头几年的运营中难免陷入资金迅速耗尽灯枯的窘境，因此我们需要对这个艰难的阶段作出实际的预估。



Third, we recognised the need for having a good partner in order to have a good distribution channel and to be in phase with e-commerce in China. Finding the right partner in China is a real challenge. If you are not selective enough you might have serious issues in a country where as a foreign company you may have less legal recourse or experience. We recommend finding a Swiss or international partner who has operated in China for many years and knows the market very well.

### What was different about an e-commerce website in China to one in Europe?

We needed to have a strong IT team both in China and Europe to develop and maintain our platform. Our top priority is to give the best customer experience possible. This is important because the expectations of Chinese customers are higher than in Europe. There are also many more legal and technical requirements in China with building a website which is fast and reliable compared to Europe. Many websites are blocked in China; so we used a server which will not be blocked by the government and also has backups. Social media sites used by people in China are totally different than in other countries, and we needed to create successful alliances with KOL (Key Opinion Leaders) such as Chinese celebrities, media and women's leader groups that have a great influence on consumers.

### What do Swiss companies need to be aware of when trying to crack the e-commerce market in China?

Swiss companies can capitalize on the good image of Switzerland. Switzerland is seen as one of the most innovative countries in the world by Chinese people. They especially envy us for our lifestyle, scenery and clean environment.

最后，我们意识到，想要适应中国电子商务的节奏，我必须找到一个拥有分销渠道的合作伙伴。在中国要找一个合适的合作伙伴真是一大挑战：如果没有精挑细选，作为一家外资公司可能遇到严重的麻烦，因为在异国没有足够的法律资源和经验来解决困难。我们的建议是，找一个在中国市场已经运作多年、对中国市场非常熟练的瑞士企业或外资企业作为合作伙伴。

### 在中国做一个电子商务网站和在欧洲有什么区别？

我们需要一个强大的IT团队，不仅能够在中国也能在欧洲开发和维护我们的平台。我们的首要目标是给顾客最好的消费体验。这一点很重要，因为中国消费者的期待比欧洲消费者要高。在中国建一个又快又可靠的网站也需要相较于欧洲更多的法律和技术支持。中国政府封锁了很多网站，所以我们使用了不会被封锁而且有备份的服务。中国人惯用的社交媒体网站与世界上其他国家的人们截然不同，而且我们需要同当地意见领袖建立一个成功的同盟，例如中国的名流，媒体和女性领导团体，这些对我们目标消费者有强大影响力的人。

### 瑞士公司在攻克中国电子商务市场时需要注意什么？

瑞士企业应该充分利用自身国家的良好形象。在中国人眼里瑞士是最有创新能力的国家之一。他们尤其羡慕我们的生活方式，风景和环境。

对于瑞士企业来说，认清在他们行业成功的关

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Identifying the keys for success in their industry is of paramount importance for Swiss companies. Each year, I see many foreign companies fail in China because they forget to consider these basic rules. Companies also need to be prepared to operate in a very competitive and aggressive business environment in China, and Swiss companies can't expect to beat the competition if they don't adapt their structure and management accordingly. The most common mistake made by foreign multinationals is to manage the Chinese team as if they were back in Europe, and apply rules they have created for Switzerland which are totally irrelevant in China.

Also Swiss companies must have a real strategy for Chinese social media, such as Wechat, Weibo and QQ, that will help them to build their network and connect to the main actors in the sector. For brands, they have to tell a story in order to create an intimate connection with Chinese consumers. If you are an e-commerce platform, you must use Chinese social media to communicate about your products and services to provide your audience valuable information they will then share among their network. The bigger your presence is on social media, the bigger your chance of success. The competition is very fierce and you must always innovate and new competitors will appear much sooner in China than in Europe. You should expect that your products and services will be copied very fast.

I'd also recommend that It is sometimes better to start small to test and learn about the market rather than investing huge amounts of money upfront. Large multinationals such as Ebay and Uber failed in China because they wrongly believed that they could conquer with their name and capital. But if you don't get the essence of these unwritten rules, you can't be successful in China, no matter how long you are here.

For online businesses it is very important to recognise that internet culture is also different. For example, Europeans are willing to fill in a detailed form to register on a website, but you won't get users to do this in China. The online registration process must be as quick as possible.

### **Your business is retailing and you only do it online. Did you also consider retailing offline?**

To be an offline company needs a lot more cash and that was beyond us at the first stage of development, although we didn't set out to be only an online company. Leaving an offline capability to the second stage of development seemed more realistic. Also, we wouldn't have received as much funding from our investors if we were planning to open a store immediately, because they were much more interested in an e-commerce opportunity. Also, the Chinese government wants to promote online businesses so e-commerce companies can import products with a very low tax rate.

### **What have been some of your key challenges as a company and how have you overcome them?**

In the past there weren't so many services and products available online, but today almost everything is. That's why the most important thing is to fully understand the industry in which you will operate your business. Also, culture and lifestyle differ greatly from one country to another. Staff management is another key challenge in China. Cost inflation is high. Overheads and operational costs such as salaries are increasing very quickly compared with other countries in the world. Finally, the large Chinese e-commerce companies receive huge funding from state owned companies, so it's almost impossible to compete with them directly. ○

键因素至关重要。每一年我都见证了许多外资公司在中国的滑铁卢，因为他们忘记了考虑这些基本法则。公司还需要做好准备迎接一个极具竞争性和攻击性的商业环境。瑞士公司不能指望在相应的架构和管理上不作任何改变就能够打败对手，赢得市场。外资企业最常见的错误就是将瑞士的那一套企业管理模式生搬硬套到中国员工身上，并且在中国实行和中国国情毫不相容的瑞士规矩。

另外，瑞士企业必须要为中国的社交媒体制定详尽的策略，比如微信，微博和QQ，这些都能够帮助企业建立他们的人际网，与这个市场的主导人物取得联系。对于品牌而言，他们必须讲述一个品牌故事来同中国顾客建立紧密的联系。如果企业本身是一个电子商务的平台，就可以使用中国的社交媒体提供产品和服务。提供给观众的信息有价值，他们就会在自己的人际网络传播扩散。在社交媒体抛头露面越多，获得成功的几率就越大。在激烈的竞争中，必须一直保持创新精神，而且新的竞争对手在中国总是出现得比在欧洲要快得多。产品和服务会很快被复制，对此要有心理准备。

我还建议瑞士企业最好刚开始小范围试验一下，了解中国市场的特性之后再开始大规模投资。Ebay和Uber这样的跨国大公司都在中国市场都碰了一鼻子灰，因为他们以为光凭自己的名气和资本就可以征服中国市场。但是如果没搞懂中国市场潜规则，不管在这里待了多久，都无法在中国取得成功。

电子商务中的网络文化的差异也应该引起重视。例如，欧洲人总是愿意为了注册一个网站填写很复杂的表单，但没有中国用户会这样做。网上注册必须越便捷越好。

### **贵公司的业务目前主要是零售，只在网上售卖，你会考虑线下售卖吗？**

线下销售需要大量的资金，这超出了我们第一阶段的发展计划，但我们并不会安于一做线上业务。将线下发展的势力保存到第二个发展阶段应该是更加明智的选择。而且，如果我们打算立即开一家线下零售店的话，我们就无法从投资人那里获得这么多的现金，因为他们对于电子商务的机会更感兴趣。并且，中国政府希望发展电子商务，因此电商能以非常低的税率进口商品。

### **贵公司面临的主要挑战是什么？你是怎么克服的呢？**

过去网上没有这么多的服务和产品，但是如今几乎所有的事物都可以在网上找到。这也是为什么将你要涉足的这个行业完完全全了解透彻是十分重要的。而且，不同的国家文化和生活方式都不尽相同。人员管理是在中国面临的另一大挑战。通货膨胀成本，管理费用和运营成本很高，例如薪资水平相较于世界上其他地区增长迅速。还有，大型中国电子商务公司从国有企业获得了数额庞大的资金，所以同他们正面交锋取胜的几率几乎为零。 ○





# How WeChat Conquered China

## 微信是如何征服中国的

"WeChat is a way of life"

WeChat founder Allen Zhang

"微信是一个生活方式"

微信之父" 张小龙

It's hard to imagine life in modern China without WeChat. The app is a trailblazing poster child for the new internet messaging era where China is popularly believed to now be years ahead of the rest of the world. Hail a taxi, split the bill in a restaurant, purchase a cinema ticket, invest in financial products, read the news, follow their favorite brands, transfer money to their friends, go shopping online, meet new friends nearby, all this and more can be done by Chinese within one app: WeChat. There is simply nothing quite like WeChat outside China and it is fair to say that few people wanting to do businesses in China can afford to ignore the platform.

### What is WeChat?

WeChat began life in January 2011 as a simple chat app with features and functionality similar to WhatsApp. It was created by a small team of just eight developers within Tencent's R&D team offices in Guangzhou. Over the following five and half years WeChat grew beyond anyone's wildest dreams to become by far the most important app in China.

It allows users to order cabs, buy film tickets, play games, check in for flights, pay bills, listen to music, read news, shop for clothes or meet random people nearby. Yet despite having an amazing variety of features, the core of WeChat is still messaging. Its primary function is for communication with friends and family.

### Key Reasons for WeChat's Success

#### 1. Public account managing platform

Launched in 2012, this open platform built on top of WeChat allows businesses to access and interact with WeChat's massive user base.

#### 2. WeChat Pay

WeChat Pay has grown extremely rapidly in the past two years. It is now commonly accepted in most stores across China. WeChat Pay sits alongside fierce rival Alipay (Alibaba Group) and China's default debit & credit card system Union Pay as one of the big three payment options for Chinese consumers. Other players such as Apple Pay, QQ Wallet (also owned by Tencent) and Baidu Wallet hold margin market shares.

没有微信的当代中国生活是无法想象的。这款 app 是新一代互联网信息时代创新的典范，中国在该领域的发展被普遍认为超前于其他国家许多年。叫出租车、平分账单、购买电影票、投资理财产品、阅读新闻、关注喜爱的品牌、转账给朋友、网上购物、认识附近的朋友，所有这些以及更多其他的事情都可以通过这款 app 实现，这就是微信。在中国之外还没有任何一款与之相似的应用，可以说任何在中国经商的人们都无法忽视这个平台。

### 微信是什么？

微信是腾讯公司于 2011 年 1 月推出的一款拥有与 WhatsApp 类似特性和功能的简单聊天应用，由位于广州的腾讯研发团队内部的一个八人小组开发。在后来五年半的时间里，微信的发展超乎了所有人的想象，成为中国目前为止最为重要的一款 app。

用户可通过微信叫出租车、买电影票、网上值机、支付账单、听音乐、看新闻、购物或是认识附近的人等。尽管拥有十分丰富多样的特性，微信的核心仍然是信息。它的首要功能是与朋友和家人联系。

### 微信在中国成功的主要原因

#### 1. 微信公众平台

这个公众平台于 2012 年推出，是在微信的基础上开发的，使企业可以接触到微信庞大的用户群并与之互动。

#### 2. 微信支付

微信支付在过去两年里取得了非常迅速的发展。目前中国大部分商店都支持微信支付，它已经发展成为中国消费者使用的前三大支付工具之一，与支付宝（阿里巴巴集团）和中国默认的借记卡及信用卡系统——银联并驾齐驱。其他如 Apple Pay、QQ 钱包（腾讯旗下的另一款支付工具）和百度钱包等支付工具均占有极少的市场份额。

### 3. Protecting users

WeChat is a closed and private network which places a high priority on protecting users' information. The app carefully limits the number of unsolicited messages that businesses can send to their followers. It also does not allow businesses to directly gain access to personal information such as email address or phone number.

### 4. WeChat Wallet

WeChat has strategically partnered with several businesses (e.g. JingDong for ecommerce, Didi Chuxing for ride hailing) to provide an entire range of online stores and services integrated directly into the app.

### 5. QR codes

WeChat popularized the use of QR codes in China which are now ubiquitous across print media, stores and billboards. Scanning QR codes provides a convenient gateway between the online and offline worlds.

### 6. WeChat Moments

An immensely popular feature used to share pictures and short videos with friends. Users will scroll through this stream of content in a similar way to the Facebook news feed. The addictive combination of switching between checking moments and chatting with friends provides the core loop which engages users and keeps them returning to the app.

## WeChat for Business

Businesses interact with users on WeChat through the WeChat official

### 3. 保护用户信息

微信是一个私密的联络网，它十分重视保护用户信息安全。这款 app 十分严格的限制商家推送给订阅者的信息数量，同时禁止商家直接获得用户的电邮或电话号码等个人信息。

### 4. 微信钱包

微信与多个商家（如与京东建立电子商务合作、与滴滴出行建立叫车服务合作等）建立了战略伙伴关系，为用户提供直接植入 app 的一整套网上商店选择和服务。

### 5. 二维码

微信推广了二维码在中国的应用，二维码在平面媒体、商店和广告牌中已经达到了十分普及的地步。简单的扫描二维码即可便捷的打通线上和线下世界。

### 6. 微信朋友圈

朋友圈是一个十分受用户欢迎的晒照片和小视频的动态平台。用户滑动手机屏幕即可像阅读 Facebook 动态信息一样阅读朋友圈的内容。在朋友圈与聊天中间自在的切换是保持用户对这款 app 粘性的核心。

## 微信与企业

企业通过微信公众号平台与用户开展互动。对于微信用户来说，添加公众号就像添加朋友一样便捷。用户

## Key Statistics for WeChat

The traffic and time spent on WeChat is immense:

- 846 million monthly active users (Tencent Q3 Results Nov 2016)
- 570 million daily active users (Tencent Life Report Sept 2015)
- Valuation: \$83.6 billion (HSBC Aug 2015)
- 10+ million official accounts opened for businesses (Tencent 2015)
- The average WeChat user reads 7 articles (equivalent to 1 novel) per day on WeChat (Tencent Life Report Sept 2015)
- WeChat accounts for 35% of all time spent on mobile in China (Mary Meeker Internet Trends Report June 2016)
- 31% of WeChat users make e-commerce purchases through WeChat. Up from 15% in the previous year. (McKinsey's 2016 China Digital Consumer Report Survey)
- Estimated monthly payment transactions per WeChat user is 53. In comparison the estimated number for American Debit and Credit Card holders is 24 and 10 respectively (Mary Meeker Internet Trends Report June 2016)
- 36% of users open WeChat for more than 30 times per day (WeChat Impact Report March 2016)



### 关于微信的重要数据

用户在频繁的微信访问上花费了大量的时间：

- + 每月 8.46 亿活跃用户（腾讯三季度财报，2016 年 11 月）
- + 每天 5.7 亿活跃用户（腾讯微信生活报告，2015 年 9 月）
- + 市值：836 亿美元（HSBC，2015 年 8 月）
- + 1000 万 + 企业公众号（腾讯，2015 年）
- + 微信用户平均每天在微信上阅读 7 篇文章（相当于 1 本小说）（腾讯微信生活报告，2015 年 9 月）
- + 中国人使用手机时 35% 的时间花在微信上（Mary Meeker 互联网趋势报告，2016 年 6 月）
- + 31% 的微信用户通过微信购物，较上一年的 15% 大幅提高（麦肯锡 2016 年中国数字消费者调查报告）
- + 每个微信用户人均每月通过微信完成的交易约为 53 笔，而美国借记卡和信用卡用户人均每月的交易分别为 24 笔和 10 笔（Mary Meeker 互联网趋势报告，2016 年 6 月）
- + 36% 的用户每天打开微信的次数达 30 多次（微信影响力报告，2016 年 3 月）



accounts platform. For a WeChat user, adding an official account is practically the same as adding a friend. Users can also send messages to official accounts in the same way as their friends. WeChat is thus a great platform for providing customer service.

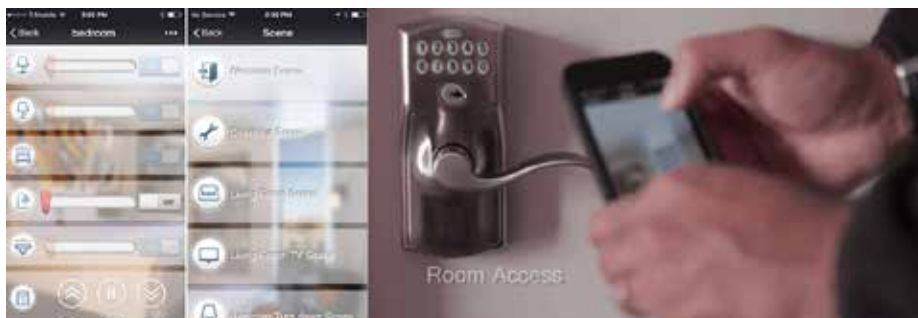
Within China it's now fair to say that most companies, especially SMEs will pay more attention to their WeChat official account than their own website. Many small businesses may not even bother with a formal website as many Chinese users have skipped the desktop era and are far more comfortable and familiar with using mobile and in particular WeChat. They are more likely to find out about services or brands through their social circles or scanning a QR code than through a search engine such as Baidu (China's equivalent to Google).

WeChat provides an open platform for businesses to build their own apps on top of WeChat using an 'apps within an app' model. Developing for WeChat is much cheaper and easier than native app development for both Android and iOS. The cost of user acquisition is also far lower than with native apps; adding an official account can be done with one click.

Most businesses are using the platform for pushing promotional branded content and setting up an ecommerce store to capitalize on socially driven commerce, but the possibilities for organizations go far beyond this. Interesting case studies include the LINQ hotel in Las Vegas which enabled their hotel rooms' equipment (lights, doors, air con etc.) to be controlled via their WeChat official account.

Even traditionally conservative luxury industry brands have been embracing WeChat e-commerce campaigns. In August 2016 Dior sold out a limited edition run of 200 customizable handbags each priced at 28,000 RMB (\$4,210) exclusively on WeChat.

Many businesses have chosen to link their in store Wifi, their CRM and loyalty systems directly with their WeChat accounts. As the WeChat official accounts platform is open to be linked with other websites or services across the web the possibilities are wide open as to what can be achieved. ○



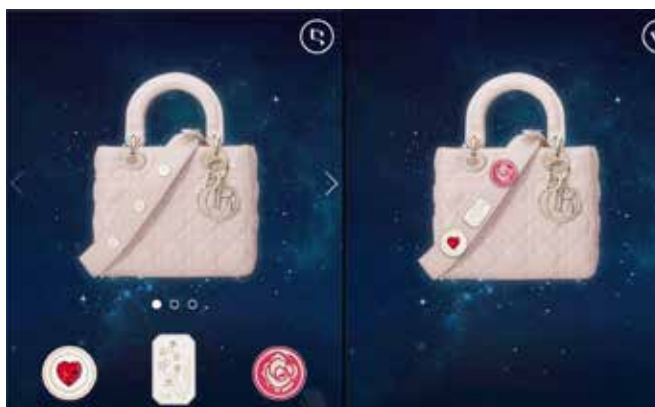
Hotel room door being unlocked using WeChat  
用微信打开客房门

也可以像跟朋友聊天一样发送信息至公众号，因此，微信还是一个极好的客户服务平台。

在中国，可以说大多数企业（尤其是中小企业）对微信公众号的重视程度高于企业网站。许多小企业甚至不会创建正式网站，因为许多中国用户已经跨越了使用台式电脑的时代，他们更习惯于使用手机，尤其是微信。他们更倾向于通过社交圈或是扫描二维码来了解服务和品牌，而不仅仅是通过百度（中国的重要搜索引擎）来获得信息。

微信为企业提供了一个开放的平台，企业可以通过“在 app 里创建 app”的模式来创建自己的移动应用。在微信里创建 app 比在传统的安卓和 iOS 系统里创建 app 更为经济和便利，获得用户的成本也更加低廉；只需轻轻一按即可完成公众号添加。

多数企业利用这个平台推送品牌推广信息或是创立电子商务商店以从社会驱动的商业中获益，但微信为企业带来的可能远不止这些。典型的案例分析包括拉斯维加斯的 LINQ 酒店利用微信



Even traditionally conservative luxury brands have been embracing WeChat

即便是一向较为保守的奢侈品品牌也加入到了微信的阵营

公众号控制酒店客房设施（灯、门和空调等）。

即便是一向较为保守的奢侈品品牌也加入到了微信的电子商务活动中。2016 年 8 月，迪奥通过微信独家售出 200 个定价为 2.8 万元（4,210 美元）的限量版定制手提包。

许多企业还将店内 Wifi、CRM 和顾客忠诚系统直接接入微信账号。由于微信公众号平台可以与其他网站或网络服务器链接，它所拥有的可能性是无限量的。○

## About the author

### Matthew Brennan, Co-founder of China Channel

Matthew is a WeChat expert and works primarily as a consultant for international businesses helping to form and implement their WeChat platform strategy.



## 关于作者

### 马修·布伦南，中国频道的创始人之一

马修是微信专家，作为国际商业顾问帮助国际商务公司形成和实施企业的微信平台战略。





# Event Leader 活动领袖

Secure payments are one of the most important elements of implementing successful e-commerce. Tong Li, founder and CEO of Yoopay, China's leading event management e-commerce website, talks to The Bridge about how the online payment sector is developing in China.

by **Mark Andrews**

安全付款是电子商务取得成功的重要因素。中国的活动管理行业翘楚，电子商务网站Yoopay的创始人、CEO，Tong Li，就线上支付在中国的发展与《桥》杂志进行了一场对话。

作者 **Mark Andrews**

**C**an you give a brief outline of what Yoopay does?

Yoopay.cn is the leading cloud-based event and membership management platform in China, providing tools for events publishing, registration, payment, CRM, marketing and membership management. We cater to every type of event and now have had more than 40,000 international forums and exhibitions, academic conferences, business events, training events and other events that have used Yoopay.cn. To name a few, clients include such organisations as the American Chamber of Commerce in China, Yale Club of Beijing, Harvard Center in Shanghai, Swissnex China, Huawei, Oracle, Microsoft, British School of Beijing and Dulwich College.

**What made you set up the company?**

My venture fund, Origin Capital, invests in and operates tech companies in China. We were organizing lots of events for entrepreneurs, investors and the connected community. However, the lack of a good event management system became a bottleneck, so in 2012 I started to develop Yoopay to help automate some of the tasks for event management. The system went online in two weeks and worked well. It began to attract attention, and soon people started to ask if they could use Yoopay for their events as well. This led us in 2013 to develop Yoopay as a business platform and it has been growing at a rate of 300% per year since then.

**您**能简单介绍一下Yoopay是做什么业务的吗?

Yoopay.cn是中国基于云计算的活动和会员管理平台，提供活动发布，注册，付款，客户关系管理，市场营销和会员管理等服务。我们服务于各种类型的活动，现在有超过40,000场国际论坛和展览，学术会议，商业活动，培训活动和和其他活动使用过Yoopay.cn。简单列举下，譬如美国商会，耶鲁北京校友俱乐部，上海哈佛中心，瑞士联邦政府科技文化中心，华为，甲骨文，微软，北京英国学校和上海德威英国国际学校。

**贵公司是如何建立起来的?**

我的风险投资来自原点资本，一家在中国投资和运作的科技公司。我们曾为企业家，投资人和相关社会团体组织了很多的活动。但是，缺乏良好的活动管理系统成为一个瓶颈，因此我于2012年开始发展Yoopay来帮助活动管理中的部分工作实现自动化。这个系统两周后即在线发布，反响很好，并逐渐引起广泛关注，随后有人开始询问是否能够使用Yoopay组织他们自己的活动。这促使我们在2013年将Yoopay发展为一个商业化的平台，自此就以300%的年增长率在增长。



## Yoopay accepts WeChat, Alipay and UnionPay payments. What value does Yoopay add compared to using these payment gateways directly?

Yoopay provides much more than just acting as a payment system. But even as a payment gateway, Yoopay offers clients four main advantages. First, there is speed. Clients can get up and running and start accepting payments in less than 10 minutes, without any training or need to go through the set-up process with each payment gateway, which could take up to eight weeks - if not more. Then there is reliability, Yoopay has already done more than RMB 150 million in transactions. Next there is the convenience of being able to view and manage transactions in different channels via one console. And finally we are international. Yoopay supports both English and Chinese languages along with transactions in US dollars and renminbi, along with the capability to withdraw funds from payments made into both domestic and international banks.

## How is the e-commerce market in China developing?

Alibaba continues to dominate and diversify, while JD.com has established its place as runner up. Ctrip has started to consolidate the online travel market, and leads that market by a large margin. But there are newcomers in some industry's vertical markets, such as in second-hand cars, baby products and luxury goods. These are often well capitalized, and it is likely that the two or three that emerge as the leading platforms in their vertical market will then get acquired by Alibaba, JD, or Tencent. An interesting dark horse to watch is Netease. The company is generating lots of cash with its online gaming business and is moving now seriously into e-commerce. In my view there are three defining trends for e-commerce in China that we will see in the coming years. First there is mobile. We have seen transactions as large as Rmb30,000 per item being conducted using Yoopay on mobile devices, and we expect this trend to continue. Second, we are experiencing consumer spending upgrades where they are starting to pay for quality and experience. Third, there is the impact of social media. Young consumers are no longer so swayed by traditional marketing, and more likely to be influenced by their friends online and a new breed of internet personalities.

## A lot of Swiss companies are small or medium sized enterprises, often family owned, and usually operating in the B2B market. What is the best way for them to succeed in this space?

My suggestion is to go local. The successful foreign companies and entrepreneurs I have seen tend to be the ones who work with Chinese partners, employees and clients, rather than staying in their expat comfort zone and working only with foreign companies. The sooner they start to engage with their Chinese partners, clients and employees, the better. I don't think there is any magic bullet in the B2B market, but Swiss companies do have something that works for them: strong country branding. Chinese consumers associate Switzerland with a clean environment and superior quality. Using social media to tell your brand story in an engaging way is a pretty good way to start when entering the market.

## How do you see the future of Yoopay?

With Rmb150 million in transactions, Yoopay has barely scratched the surface of the Rmb100 billion event market in China, and there are lots of exciting new product features that we will continue to implement. It is also an exciting time internally as we are preparing to have an initial public offering in 2019. ○

## Yoopay 接受微信, 支付宝和银联支付。与这些支付通道相比, Yoopay的服务有什么过人之处吗?

Yoopay能够提供的服务不仅限于一种支付通道。就算是作为一种支付通道, Yoopay仍具备四大优势: 首先, 速度。客户启动系统10分钟后就可以开始接受支付, 不需要经过任何的培训或者支付门户通道的安装程序—通常这些繁琐的程序会花费至少8周的时间。其次, 可靠性。Yoopay经手的线上交易额达到1.5亿人民币。再次, 同一个操作平台可兼容不同的支付通道给顾客带来了极大的便利。最后, 国际化。Yoopay支持中英双语, 可以支付美元或者人民币, 使用美元或人民币直接交易, 并拥有将支付款项直接存至本地银行或国外银行的强大功能。

## 中国的电子商务市场发展状况是怎么样的?

阿里巴巴继续占有本地市场并不断孵化新产品, 京东也渐成气候, 奋起直追。携程在线上旅游市场一展拳脚, 市场占有率很大。但这个行业仍有很多的新兴市场, 例如二手车, 婴幼儿用品和奢侈品。这些市场能够很好地进行资本运作, 并且在两、三个垂直市场异军突起的品牌往往会被阿里巴巴、京东或者腾讯收购。Netease就是其中一匹引人注目的黑马。该公司用网游业务套取了大量现金, 目前正谋篇布局以期进军电子商务。

在我看来, 中国的电子商务在未来几年有三种可预见的趋势。第一, 手机端的使用。我们见证了通过Yoopay手机端完成的单个商品单笔消费达30,000人民币, 我们坚信这个趋势会继续。第二, 我们正在经历消费者花销升级的阶段, 他们愿意付费获得优良的品质和经验。第三, 社交媒体的影响。年轻的消费者不再为传统市场所动, 更多的是被他们的线上好友和新兴互联网衍生出的特质所影响。

## 许多瑞士公司都是中小企业, 大多属家族企业, 且倾向在B2B市场运营。对他们来讲, 在该领域成功的秘诀是什么?

我的建议是本土化。我见过的成功的外资公司和企业通常都有中国合作伙伴, 中国员工和中国顾客, 而不是呆在驻华外籍人士的舒适圈里, 只同外资公司打交道。同中国合作伙伴、客户和员工建立联系越快越好。

我认为在B2B市场没有任何的杀手锏, 但是瑞士公司有其通行证: 强大的国家品牌战略。中国消费者总是把瑞士同清洁的环境和卓越的品质联系在一起。使用社交媒体, 以一种引人入胜的方式来讲述品牌故事是一个打开中国市场的不错方式。

## 你如何看待Yoopay的前景?

目前Yoopay的区区1.5亿人民币的交易额还丝毫没有撼动中国活动运营市值至少1000亿元人民币的这棵大树。我们目前拥有的许多令人耳目一新的产品特性还会被继续应用下去。如今也是一个令我们公司上下极其振奋的时刻, 我们正积极筹备于2019年首次公开发行(IPO)。○



# Driving Ambition and the Spirit of Excellence

## 驾御天下，志在卓越

Swiss racing icon Sébastien Buemi is the world's most successful driver in the history of Formula E, having claimed more wins, poles, fastest laps and points than any other driver in the series. He currently races for the Swiss-based Renault e.dams team founded by Formula One legend Alain Prost and Jean-Paul Driot. The Bridge speaks to Buemi and Driot trackside at the recent 2016 Hong Kong ePrix Formula E motor race.

by **Jerone Chin**

瑞士的明星赛车手 Sébastien Buemi 是世界上最成功的电动方程式赛车锦标赛赛车手，是同系列赛事中获胜和杆位次数最多、单圈速度最高和得分最多的赛车手。他目前效力于基地位于瑞士的雷诺 DAMS 电动分队，该队由 F1 传奇人 Alain Prost 和 Jean-Paul Driot 一手创立。《桥》杂志在最近的 2016 年香港 ePrix 的电动方程式赛车锦标赛赛道旁边采访了 Sébastien Buemi 和 Jean-Paul Driot。

作者：**Jerone Chin**



## Interview with Sébastien Buemi

**W**hat (or who) inspired you to get into racing, and what is your background in motorsport?

Just like in the Chinese culture, family is very important with the Swiss. I'm very thankful to my father because he gave me the inspiration I needed, which started when I received a kart when I was four years old. Since then I've been driving. Initially it was just a hobby - something fun to do with my family - but I fell in love with the sport, and kept improving myself as a driver. So I kept working at it until eventually racing became my job.

Being born in Aigle, Switzerland I'm proud of my Swiss heritage because we (the Swiss) have a reputation for precision, which is very important in a sport like racing. I've done 55 races so far, and have been racing in all sorts of categories, including Formula One for three seasons. I started off doing karting as a child and then raced in all sorts of categories in the run-up to joining Formula One in 2009. I was living in Monaco for the past seven years, but now I'm back in Switzerland with my family.

**Do you have any notable mentors you would credit your success to?**

Well, my father taught me many things when I was karting, but motorsport is not like other sports where you have a coach telling you what to do and how to do it. In this field, you really improve your performance by working with your engineers, analysing the data, and studying everything that happened with the car. You look at everything that you did, such as where you braked, where you accelerated and how much speed you had as you negotiated a corner. This is why precision is very important.

**What were your main challenges over the years?**

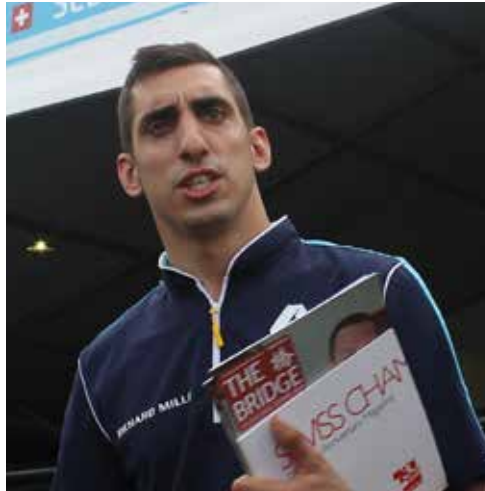
Switzerland is difficult for aspiring drivers because there are no circuits there. As a Swiss driver you must go abroad and find sponsors. Despite this, the country has many people who love the sport because of the brilliant achievements made by Swiss Formula One champions such as Clay Regazzoni, Jo Siffert and Marc Surer. Talent and consistently good results are the top things you need to get on, but having a sponsor is essential. Talent alone won't make you a champion if you don't have anyone financing you. I was lucky to secure Red Bull's backing.

**Why did you choose to participate in Formula E?**

I was doing the World Endurance Championship, the '24 Hours of Le Mans', but felt I still could do more. And I had wanted to do Formula E from the very start of the sport because it was new and innovative. Over the years I have developed a close relationship with Jean-Paul Driot who is the co-founder and senior team manager of the Renault e.dams team, so I took the opportunity to join. Now the sport is becoming a big championship, with fantastic venues, and I'm very happy that I made the right decision.

## 对 Sébastien Buemi 的采访

**是** 什么(或者谁)激励你进入赛车这一行的?你赛车的背景是怎么样?



同中国的文化传统一样,瑞士人的家庭观念也很重。我非常感谢我的父亲给了我最初的赛车启蒙,他在我四岁的时候送给我一辆小卡丁车。从那时候起我就开始开车了。起初这只是一个爱好,觉得和家人偶尔一起开车是件美事,后来发现我逐渐爱上了这项运动,而且一直提升自我,想要成为职业赛车手。因此我一直在这个领域努力直到成了我的职业。

我出生于瑞士的艾格勒,我非常为祖国的传统文化而自豪,因为我们瑞士人向来享有着精益求精的美誉,这对于赛车这样的运动来说至关重要。我参加了

55 场赛事,也获得过各大类别比赛的奖项,其中包括三个赛季的 F1 方程式锦标赛。我从开卡丁车的小屁孩成长为了一个在各项赛车比赛的车手,并于 2009 年加入了 F1 一级方程式赛事。过去七年我都住在摩纳哥,现在我重新回到了瑞士和我的家人住在一起。

**在你走上成功的路上,你有没有要特别感谢的人生导师?**

我父亲在我小时候开卡丁车的时候教会了我很多东西,但是赛车运动真的不像其他运动那样,需要一个教练来告诉你应该做什么,怎么做。在这个领域,想要提高自己的成绩就要同工程师一起认真分析数据,研究驾车时发生的所有情况。回顾比赛过程中的所有动作,比如在哪里刹车,在哪里加速,拐角时刻用了多大的时速。这也是我为什么说精确是至关重要的。

**您在过去这些年来面临的主要挑战是什么?**

在瑞士国内很难培养赛车手,因为没有赛车场。瑞士的赛车手都必须要去国外寻找赞助商。虽然如此,F1 一级方程式锦标赛冠军 Clay Regazzoni, Jo Siffert and Marc Surer 等瑞士赛车手创造的佳绩,让许多瑞士人十分热爱这项运动。天赋和持续的良好战绩都是坚持这项运动的重要因素,但是拥有赞助商的支持也极其重要。仅仅拥有天赋没有资金来源的话是没有办法赢得比赛的。我的运气很好,得到了红牛的资助。

**你为什么会选择参加 E 级方程式赛车?**

我在参加“勒芒 24 小时耐力赛”的时候就想过也许我还可以做更多。而且很早以前我就想过要参加,因为这是一项新颖和富有创造力的赛事。过去这些年,我和 Jean-Paul Driot 相交甚深,他是雷诺 e.dams 车队的联合创始人和资深车队经理,所以我就抓住机遇加入了他的车队。如今电动方程式赛车锦标赛已经成为一项盛大的赛事,场地设施也很棒,我很高兴当初作出了明智的决定。

**Last season you raced in Beijing and now in Hong Kong. How is the sport taking off in China?**

When I was in Beijing I was conscious that people in China still don't know a lot about electric motorsport - fortunately it has improved incredibly since we raced there. Hong Kong is different. The support we've received here has been positively overwhelming. I'm really happy to see that electric cars are very popular here. In fact, I have seen more Teslas here than anywhere else in the world.

**What's your advice to young Swiss thinking about going into racing?**

You must really love the sport to succeed, and don't be put off. Myths such as 'if you are Swiss, there's no possibility to race', or 'sponsors are not keen to help young Swiss people' are simply not true. I'm an example that you can succeed at racing even if you're Swiss. If you're good, and willing to put in the effort to achieve something great, you can do it. It's all possible!

## Interview with Jean-Paul Driot

**Tell us about the Renault e.dams Team?**

The Renault e.dams team was founded by Alain Prost and myself. We're both based in Switzerland. He's a four-time Formula One world champion, and I'm the founder of the Le Mans-based team DAMS. DAMS has won many championships such as GP2 Series, Formula 3.5, Formula 3000, and A1GP. We joined the new Formula E championship in 2014 under the name e.dams, and then secured technical & sponsorship support from Renault, which has been the backbone of our success in Formula E all these years since their brand has also been one of the leaders in electric vehicle technology over the years.

I brought in Sébastien Buemi, and Alain brought in his son Nicolas, as the team's drivers. The team has won the championship now for two years in a row. This year, we're starting Formula E's third season in here in Hong Kong and we've received a delightful welcome from the Hong Kong community. There was never a motorsport race of any kind in Hong Kong before so this is quite special. Hong Kong is also a busy city with traffic congestion problems so there is a lot of concern for the environment. That's why it's so important for us to come and show that even with electric cars, you can drive and race just like you can with normal aspirated-engine racing cars, but with zero emission! That's very important - and that is why we are here.

**Is the Hong Kong track more challenging because it's shorter than other tracks?**

Not significantly. We always race in cities and they normally have shorter tracks. In fact, in Berlin and Monaco the tracks are also short 2km and 1.8km respectively, while in Hong Kong it is 1.9 km. Because there is a lot of torque in these cars, they can accelerate very quickly. In terms of noise, there's only a whistling-like sound when the cars are taking off, and that's something you never hear in normal racing cars. You can hear the brakes, the gears and the tires. All these make

**上个赛季你去了北京，现在你来香港参加比赛。你觉得这项运动在中国前景会越来越好吗？**

当我在北京的时候，我意识到中国人还不太了解电力驱动的赛车运动，幸运的是，自从我们上次在那里比赛之后情况已经大为改观。香港则大不相同，在这里我们得到了超乎想象的热情支持。我非常高兴看到电动方程式赛车锦标赛在这里受到追捧。实际上，我在香港看到了比世界上其他地方都多的特斯拉。

**你对有志于从事这项运动的年轻瑞士人有什么建议？**

你必须真心爱这项运动，勇往直前，直至成功。不要轻信世人的说法，什么“如果你是瑞士人，就没有机会当赛车手”，或者“赞助商从来不会青睐瑞士年轻人”。我就是作为一个瑞士人也能在赛车场上取得成功的例子。如果你够优秀，也愿意付出辛劳去获取成功，你就能够做到。一切皆有可能！

## 对 Jean-Paul Driot 的采访

**请向我们介绍一下你们雷诺 DAMS 车队的电动分队 的情况吧？**



雷诺 DAMS 车队的电动分队是由亚伦·保鲁斯和我一起创立的。我们都立足于瑞士。他是一位四次获得F1方程式赛车锦标赛冠军的选手，而我是基地设在勒芒的DAMS车队的创始人。DAMS获得过许多殊荣，例如GP2系列、3.5级方程式、3000级方程式和A1GP的冠军。我们在2014年以e.dams (DAMS电动分队) 的名字参加了新的电动方程式赛车锦标赛冠军赛，之后获得了来自雷诺的技术和赞助支持，雷诺在这些年都是

电子汽车科技的领军人物，这些都是这些年我们在电动方程式赛车锦标赛中获得胜利的基石。

我引进了 Sébastien Buemi, Alain 带来了他的儿子 Nicolas 当赛车手。整个队伍连续两年蝉联冠军。今年，我们开始在香港征战电动方程式赛车锦标赛的第三个赛季，我们受到了香港民众的热烈欢迎。之前从来没有在香港举行过电动方程式赛车锦标赛，所以此次比赛的意义重大。香港是一个交通繁忙的大都市，时常都会有交通引发的困扰，环境保护问题受到广泛的关注。我们来到这里向大家展示，使用清洁可再生能源驱动的赛车也可以和普通的吸气式发动机赛车一样参加赛车锦标赛，但是废气排放量为零！此事关系重大，也是我们此行的原因所在。

**香港赛道的挑战性是在于它的赛道比其他的要短吗？**

这倒不明显。我们常常会在城市中举行比赛，赛道会更短。实际上，在柏林和摩纳哥比赛的时候，赛道分别仅有 2



## What is Formula E?

The FIA Formula E Championship is a global motorsport series unlike any other in that it uses only battery-powered electric cars. This innovative concept is rapidly winning friends and influencing people globally, especially since more people, companies, and governments are taking environmental issues more seriously today.

The inaugural championship kicked off in Beijing on September 2014. Now in its third season, the first of 12 races in the 2016-2017 world championship opened in Hong Kong on October 9th with 20 drivers from 10 teams battling it out along a 1.9-kilometer track.

Unlike Formula One races that span three days, Formula E packs everything into one suspenseful day, with the race portion itself lasting about 50 minutes. There is one mandatory pit stop for drivers to change cars, and tyre changes are only allowed if tyres are punctured or damaged. Formula E organisers engage fans by making them rally behind their favourite driver using various social media channels. The top three drivers who get the most 'Fan Boost' votes are awarded extra 100 kJ of energy each during the race.

Hong Kong is one of the 10 cities in five continents where this season's all-electric racing series have taken place. It's one of five new venues, along with Marrakesh, New York, Montreal and Brussels.



## 什么是电动方程式赛车锦标赛？

是一项只用电池驱动的电车参赛的全球性赛车锦标赛。这个前卫的概念已经在全球范围深入人心，尤其是如今越来越多人群，公司和政府开始越来越重视环境问题。

目前的电动方程式赛自 2014 年 9 月开始在北京启动。2016-2017 年 12 场世界级赛事自 10 月 9 日在香港的揭幕战开始，如今进行到第三个赛季，10 支车队在 1.9 千米长的赛道进行角逐。

不像 F1 一级方程式赛事那样为期整整三天，电子方程式赛事紧凑，一天之内就会完成各项比赛，每次赛程持续 50 分钟左右。驾驶员不一定需要停下来换车，只有轮胎漏气或者损坏的时候才能够更换轮胎。电子方程式赛事组织方用各种社交媒体渠道吸引了许多支持他们最喜爱的赛车手的粉丝。赢得“粉丝加速”票数最高的三位赛车手，在每场赛事都可以获得 100 千焦的额外能源补给。

在世界范围内选出了十座城市举办此次全电力驱动的赛车系列比赛，香港是其中之一。它也是五个新增比赛场地中的一个，其他四座是马拉柯什（译者注：摩洛哥西南部），纽约，蒙特利尔和比利时。

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for a completely different atmosphere. Since the cars are quite close to each other during the race, it's a real battle of competence.

## How different is Formula E from other motorsport categories?

It's incomparable, because we have completely different parameters. With Formula E you need to save and regenerate the energy. At every lap, the driver is tracking his energy consumption. The engineers only have one minute to tell the driver what kind of consumption he has to use in the next lap. They all must manage the remaining energy to fuel them through to the end of the race. It's challenging when you are leading and people are pushing you. The drivers have to strategize considering many factors, all while braking, regenerating and talking to the team. That's the main difference.

## What is your vision for Renault and e.dams in the next few years?

Electric cars are gaining traction and support, as we've seen recently at the Paris motor show. Renault Zoe will be introducing the Zoe RS (Racing Sport) at the upcoming Geneva International Motor Show. It'll be a strong car as it'll have double engine capacity and thus more energy capacity. I think that in the racing arena, e.dams has a very bright future not only because of performance on the track, but also because our main technical partner (Renault) is constantly innovating in the electric cars field. ○

千米和 1.8 千米，在香港是 1.9 千米。我们赛车上有许多转矩，它们加速很快。在降噪方面，仅在赛车启动的时候有口哨似的噪音，这是永远不会从普通赛车那里听到的。你可以听到刹车，齿轮和轮胎的声音。所有这一切都营造出完全不同的氛围。这些赛车在比赛中难分伯仲，这是一场激烈的比赛。

## 电动方程式赛车锦标赛和其他类别赛车比赛有什么不同？

这无法比较。因为我们使用的是完全不同参数。在电动方程式赛车锦标赛，你需要节约和再生能源。在每一圈赛程，赛车手都需要追踪赛车的能耗情况。工程师只有一分钟来告诉赛车手下一圈他应该使用哪种能耗方式。他们都必须科学管理剩余的能源以支撑到最后。当你处于领先位置而其他人穷追不舍的时候，这尤其会是一个挑战。在刹车，重新启动，和团队沟通的同时，赛车手们必须要策略地考虑很多因素。这是最主要的区别。

## 你对于雷诺和 DAMS 电动分队在未来几年的发展愿景是什么样的？

正如我们最近在巴黎看到的赛车展上面看到的那样，电力驱动赛车的牵引力和技术支持在不断增加。Renault Zoe 将会在即将到来的国际赛车展上介绍 Zoe RS（一种赛车运动）。这将是一辆十分耐用的马达容量因此会有更多的能量。我想在赛车领域，DAMS 电动分队有着大好的前景，不仅因为我们的竞技状态很不错，还因为我们主要的技术伙伴（雷诺）的不懈努力。○

# Leading with Sustainability & Innovation

# HKT



THE 2016 FIA Formula E HKT Hong Kong ePrix would not have been as big a success without HKT's robust wifi support and P2P connectivity. Together with its solid business relationships with partners Tag Heuer, Events and Performance, and Tesla, HKT is on track in supporting Hong Kong in becoming an even smarter and more sustainable city.

The company is Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services, meets the city's civil and enterprise needs of with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting, and contact centers.

The brand offers a unique quadruple-play experience in Hong Kong delivering media content on its fixed-line, broadband Internet access and mobile platforms jointly with parent company PCCW Limited, and also provides a range of innovative and smart living services beyond connectivity to make the daily lives of customers more convenient, whether they are at home, in the workplace, or on the go.

## Steady and On Track

Last autumn, Asia's World City achieved another milestone through HKT with the 2016 FIA Formula E

HKT Hong Kong ePrix. The company was named titled sponsor for the auspicious event, which took place on 6 to 9 October at the newly established Hong Kong Central Harbourfront Circuit.

The world's first fully-electric racing series, FIA Formula E Championship is a landmark in the world of motorsport. Built on a platform of energy, entertainment, and environment-friendliness, it is a bold statement that addresses the call for sustainable practices and ecological responsibility in the 21st century. Inaugurated in 2014, races have since taken place in several major cities across four continents, including Beijing, London, and Paris, with the 2016 FIA Formula E HKT Hong Kong ePrix officially kicking off its third and current season.

HKT's advanced telecommunications network, technology, and superb service offerings powered the four-day festivities. Around 200,000 people attended the event, with the best seats reserved for HKT's premium member benefit program *The Club*.

## Sustainable & Innovative

In August 2016, just the summer prior to the race, HKT and electrical power supplier CLP engaged in a joint endeavour called Smart Charge, which served as the official Formula E power station. In anticipating larger demand to be brought about by the proliferation of electric vehicles in Hong Kong, the project aims to provide the city with one-stop EV charging solutions.



Through the combined expertise of both organisations -- CLP's vast experience in the energy industry, coupled with HKT's many strengths within the realm of information and communications technology as well as customer service -- Smart Charge is a step towards making EVs a prime mode of transportation throughout the city.

An office and residential private charging service, along with a public charging network, comprise Smart Charge. Leveraging HKT's close relationships with Building Management Office and Incorporated Owners' Committee allows for pre-installation of electrical infrastructure in residential and office car parks. Customers can choose different monthly service plans depending on their vehicle use; an EV charger will then be installed at their parking space with infrastructure and management guaranteeing safety and reliability. A comprehensive network of public charging stations will be developed, utilising a simple pricing structure and payment methods including HKT's Tap & Go mobile wallet for all-round convenience.

## At the Race

Ten teams took part in the 2016 FIA Formula E HKT Hong Kong ePrix: DS Virgin Racing and Panasonic Jaguar Racing from the UK, NextEV NIO and Techeetah from China, Venturi Formula E Team of Monaco, Faraday Future Dragon Racing and MS Amlin Andretti from the US, Renault e.Dams of France, ABT Schaeffler Audi Sport of Germany, and Mahindra Racing Formula E Team of India. Each team consisted of two drivers behind two cars that exchanged mid-race. Intelligent energy consumption is a key factor in Formula E.

The official ceremony took place at 2.30pm on Sunday, 9 October followed by the Driver's Parade, the race set to begin at 4pm on the 10-turn, 2 km-long Harbourfront street circuit. At pole position was NextEV NIO's Nelson Piquet Jr., the series' inaugural champion who made the fastest qualifying time of 1:03.099. After a gruelling 53 minutes spanning 45 laps on the track, Swiss driver Sébastien Buemi, 2015-16 defending champion from Renault e.Dams took first place, tailed by 2nd season runner-up Lucas di Grassi of ABT Schaeffler Audi Sport, and Nick Heidfeld of Mahindra Racing. Felix Rosenqvist of Mahindra Racing made the fastest lap, clocking 1:02.947 on lap 36.

Additionally, two other on-track events were also held that race weekend, namely the E-Touring Car Challenge, a Hong Kong celebrity-driven Volkswagen eGolf competition, and the Kam Lung Motor Group Charity Parade supercar showcase. Another point of interest was the Roborace DevBot Test -- a futuristic event featuring driverless cars -- which unfortunately did not push through due to last-minute safety concerns.

A number of pre-race activities thrilled attendees,

two of which were held at the onsite EMOTION Club. Thursday became a night of combat sports with the E-1 World Championship, with more than ten scheduled Muay Thai and MMA bouts. Friday evening brought party revellers Live Edition by premiere dance music festival producer ZoukOut, which featured performances by famed international DJ Nicky Romero, renowned rap artist Nelly, and R&B superstar Ne-Yo.

Happening nearby were the Formula E Hong Kong Charity Gala Dinner held at Hong Kong Government House on Friday, followed by the "Battle of Victors" Fight Night, co-promoted by DEF Promotions and international boxing authority Top Rank at the Hong Kong Convention and Exhibition Centre on Saturday.

In its main event, Hong Kong's 20-year-old pro-boxing sensation Rex "Wonder Kid" Tso fought a hard battle against Ryuto Maekawa, retaining his WBC Asia super flyweight belt and earning the WBO international junior bantamweight title in his 20th straight win.

Another onsite attraction at the Hong Kong ePrix was the eVillage, which featured numerous electric vehicle car displays, interactive games and simulators, education and awareness exhibits, and a kids' area, as well as food and merchandise booths.

We wish to congratulate HKT for the company's success in empowering Hong Kong with innovation, and making our city more sustainable through the Formula E.

For more information visit [www.hkt.com](http://www.hkt.com)



# China – The Path Towards Convertibility

## 中国 – 通往人民币可自由兑换之路

China's renminbi (RMB) recently joined the IMF's club of special currencies. This milestone reflects the Chinese government's desire for the RMB to become a global reserve currency. What stage is it in this process and what further developments are likely?

by **Philip Wyatt**

**S**pecial Drawing Rights (SDR) are a form of foreign reserve asset maintained by the IMF, which periodically reviews its value and composition to take account of changing trade patterns and reserve currency preferences. The official SDR (or O-SDR) is the reserve asset defined by the IMF. On 1 October 2016, the IMF officially recognized the RMB as one of the five currencies in the basket it uses to calculate SDRs and gave it a 10.9% weight – the others being the USD (41.7% weight), EUR (30.9%), GBP (8.1%) and JPY (8.3%).

In addition to O-SDRs, there are SDR-denominated financial instruments (commonly referred to as M-SDRs), which can be held and issued by any party. M-SDRs saw brief use in the 1970s and early 1980s, but their popularity faded thereafter. In August 2016, China re-ignited interest in this concept after the World Bank issued 500 million three-year SDR-denominated bonds in China's interbank market (priced in SDR, settled in RMB). M-SDRs can reduce interest rate and foreign exchange risk relative to single currency instruments. But given the market's infancy, the settling, clearing and managing potential basket redefinition – particularly for more customized baskets – can be challenging.

### A basic roadmap for the RMB

The RMB is the 'odd man out' in the SDR in the sense that it is the only currency that is not fully convertible (or freely exchangeable) into other assets. What this means is that the SDR inclusion of the RMB is partly symbolic – it marks China's

人民币近期加入了国际货币基金组织 (IMF) 的特别提款权货币篮子，人民币的国际化进程又向前迈进一步。中国政府不时表达出让人民币成为国际储备货币的意愿。那么现在人民币国际化的征程处于何地？未来还会有何发展？

作者: **Philip Wyatt**

**特**别提款权 (SDR) 是由 IMF 持有的外汇储备资产，IMF 根据贸易格局以及储备货币偏好的变化，定期对 SDR 的价值和构成进行检视。官方 SDR (即 O-SDR) 是由 IMF 定义的储备资产。人民币在 2016 年 10 月 1 日正式加入 SDR 货币篮子后的权重为 10.9%，其余四种货币的权重分别为：美元 41.7%、欧元 30.9%、日元 8.3%、英镑 8.1%。

SDR 还有另外两个概念。以 SDR 计价的金融工具 (即通常所称的 "M-SDR") 可由任何一方发行和持有。M-SDR 曾在 1970 年代和 1980 年代初短暂使用过，当时正处于美元弱势且不稳定时期，但此后 M-SDR 的风头渐失。最近中国又点燃了对这种投资工具的兴趣：世界银行于 2016 年 8 月在中国银行间市场发行 5 亿、3 年期 M-SDR (以 SDR 标价、以人民币结算) 券。相对于单一货币工具，M-SDR 可降低利率及汇率风险，但由于还在起步阶段，市场深度尚待挖掘。初期有可能面临结算、清算、篮子货币重调等风险，更不要说货币篮子进一步定制化也可能构成挑战。

### 基本路线图

人民币在 SDR 中可谓“特立独行者”：“五种 SDR 货币中只有人民币还未实现完全可自由兑换。这意味着人民



commitment to further reform of its financial system and desire to promote wider RMB convertibility. Equally, it signifies China's greater importance in trade and growing influence in reshaping the existing international monetary system. As an SDR member, China now has a hand in creating an international monetary system with 'Chinese characteristics.'

## An international reserve currency

It is important to recognize that the RMB already fulfills many of the criteria for an international reserve currency, including the requirements to serve as a unit of account, a medium of exchange for trade and a steady store of value. China's economic size and its creditor nation status mean that it dominates areas like global commodity demand, and also is a big global creditor and asset holder. This should enable it to encourage greater usage of the RMB globally. But China must further develop and extend its access, clearing, settlement and pricing infrastructure to facilitate international RMB usage. Convenience and network advantages are improving in stages to make the RMB more available beyond home borders.

## The road is long

The use of the RMB has risen to almost 2% of global payments, but for investment purposes it is still early days in the deregulation process. The RMB must have the capacity to be lent and deposited in large scale transactions beyond its borders by non-residents and here there are still restrictions. Onshore capital markets have deepened. The capitalization of onshore stock and bond markets is almost RMB 50trn and RMB 43trn respectively, but non-residents hold less than 2% of these assets. Moreover, Chinese resident demand for foreign assets is increasing due to the desire for household savings diversification, corporate overseas expansion and short-term exchange rate expectations.

## Liberalization progress in 2016

There has been a steady stream of major deregulations over the past year, including:

- Opening the onshore interbank market to foreign institutional investors with no quota or pre-approval restrictions (Feb/May);
- Allowing a batch of foreign commercial banks to directly trade spot, swaps and options in the onshore FX interbank market (May);
- The approval of the Shenzhen-Hong Kong Stock Connect (Aug);
- Relaxing RMB Qualified Foreign Institutional Investor (RQFII) rules and extending the RQFII program to US (RMB 250bn quota);
- The designation of offshore RMB clearing banks in New York and Moscow financial centers (Sep).

The RMB's convertibility increases as the authorities continue to loosen restrictions and improve trading, pricing and settlement infrastructure. Switzerland continues to play an important role here as a leading centre for commodities trading and wealth management with its recent capability (2015) to clear RMB transactions. In this context, the third Chinese-Swiss Financial Roundtable took place in Geneva in late November and discussed ways to further develop Switzerland as a RMB hub.

The QFII programme is one of China's earliest channels for inward foreign portfolio investment into assets such as domestic stocks, bonds and index futures. Quotas (allocated in USD) under licence have expanded steadily. UBS AG is a longstanding investor, and in 2016 its facilities were extended with the QFII quota of UBS Investment Bank and the RQFII quota of UBS Asset Management (Singapore) both being enlarged.

## Shenzhen-Hong Kong Stock Connect

The Chinese authorities are opening more channels for foreign investors to gain access to onshore markets and vice versa. In August, the State Council officially

币“入篮”具有象征意义，代表着中国政府进一步改革金融体制、扩大人民币兑换范围的决心。同时，加入SDR也凸显出中国在全球贸易中的重要地位以及在重塑现有国际货币体系中的作用日益上升。创建“具有中国特色”的新型国际货币体系，中国当大有作为。

## 国际储备货币

人民币通过了作为国际储备货币门槛获得了官方的认可，具有重要意义，这些门槛包括：能作为一种计价单位、能作为贸易的交换单位以及能够保值。中国的经济规模以及其作为全球主要债权国，应会有助于推动人民币国际化。然而，要加人民币全球使用，中国必须进一步发展清算、结算系统以及定价结构，按部就班地推进使用便利性并建置密集的网络。

## 任重道远

人民币作为全球支付货币的比例已上升至将近2%，但作为投资目的，当前的开放还在早期阶段。境内股票市场市值几近50万亿元人民币，境内债市也达到43万亿元人民币，但非居民持有这些资产的比重不到2%。除此之外，鉴于家庭资产分散、企业海外扩张、短期汇率预期等原因，中国居民对于外国资产的需求也与日俱增。

## 2016年开放进程

过去一年来，中国在迈向资本帐完全开放有着一系列的进展，包括：

允许外国机构投资者进入境内银行间市场，且没有额度限制或预先审批（2月/5月）

允许外国银行在境内外汇市场直接交易即期汇率、换汇及期权（5月）

批准深港通、放宽RQFII限制、给予美国2500亿元人民币RQFII额度

在全球多个重要城市指定人民币清算行（9月）等

随着监管机构放松规定，且改善交易、定价和清算架构，距离人民币完全可兑换又近了一大步。2015年中国与瑞士又达成了人民币清算协议，在大宗商品交易和财富管理方面一直处于领先地位的瑞士将继续发挥重要作用。

中国的QFII（合格境外机构投资者）机制，是中国向外资开放投资最早的渠道之一，范围包括国内股票、债券和股指期货市场等。瑞银在许久之已获批准为合格投资者，2016年集团旗下的瑞银投资银行获得QFII额度，新加坡瑞银资产管理亦获得RQFII额度。

## 深港通

股票互联互通机制的启动，拓宽了外国投资者进入中国市场的渠道，反之亦然。除此前的沪港通之外，国务院在8月份宣布批准深港通。这个平台为香港投资者提供了进入深圳股市的渠道，也让内地投资者有机会投资合格的港股。这项安排也会加速人民币可兑换。

## 列入全球指数

QFII额度迄今已超过800亿元人民币，但中国在全球股票市场的能见度依然很低。许多机构投资者的“中国股票

approved the long-awaited Shenzhen-Hong Kong Stock Connect, which will operate along similar lines to the Shanghai-Hong Kong Stock Connect. This platform facilitates direct clearing for HK-based investors trading Shenzhen equities and vice versa. These facilities increase the RMB's convertibility for equity investors, but are still subject to a daily quota on net buying.

## The global index issue

QFII quotas have increased to over USD 80bn today, but China remains underrepresented on the global equity stage. Many institutional investors' China equity mandates have no A-share exposure, just a more limited global MSCI mandate to include China listings in Hong Kong. The challenge is to admit A-shares in popular global indices like MSCI – an issue that also applies to bond universes.

In the case of MSCI, every year there is a consultation process to solicit investor and stakeholder feedback to examine the feasibility of including local shares in their global indices; A-shares have been passed up since 2014. Still, partial inclusion into global indices remains a key next step. This could be increased over time until full inclusion is reached. This process took five to 10 years in other Asian equity markets with QFII schemes such as Taiwan and Korea. Inclusion into global indices brings more direct and indirect (financial product and derivative) local access for foreign investors. The quotas themselves would need to be enlarged in sync with inclusion. And this in turn requires close cooperation and alignment with the various regulators.

Bond markets are going through the same process. China credit markets inclusion in global indices is one step, developing RMB pricing and settlement facilities in major financial centres is another step. Thereafter RMB internationalization can progress faster as global investors are able to 'think' in terms of RMB yields for potential RMB bond issuers.

## Exchange rate management transition

Part of the reason for the reluctance to relax quotas more quickly is the need to limit currency volatility. Greater convertibility for various assets entails greater exchange rate flexibility. The good news is that the People's Bank of China (PBoC) has redesigned its policy tools to accommodate more exchange rate flexibility. Unlike the earlier, more USD-focused practice, the use of a broader exchange rate basket index – the China Foreign Exchange Trade System (CFETS) – as a reference provides a broader view of exchange rate fluctuations and permits more flexibility. The new system gives PBoC a higher degree of freedom to signal broad exchange rate moves and aid the economy's transition. Greater exchange rate flexibility will take time.

## Today's policy horizons

While the RMB will continue to become more convertible, this is not an end in itself. China's central bank Governor, Zhou Xiaochuan, made an important statement in 2015 when he defined his aim as 'managed convertibility', saying, "...the capital account convertibility China is seeking to achieve is not based on the traditional concept of being fully or freely convertible." For now, China wishes to retain discretionary powers to limit certain speculative capital flows. This implies a less flexible exchange rate, but not a less achievable aim of a more internationalized RMB. ○

组合”里一只A股也没有，只有在香港上市的H股。主要的障碍在于A股并未被纳入如MSCI明晟等全球指数中，境内债市也是一样。

以MSCI而言，每年该指数编制者会向投资者发出咨询，探询纳入本地指数的可行性，A股自2014年以来屡屡闯关失败。然而，A股获部分纳入将是重要的一步，并随着时间推进达到完全纳入。在其他市场，这一过程可能要花上5至10年，如台湾和韩国。纳入全球指数将可直接或间接（金融商品和衍生品）拓宽外资进入中国市场的渠道。同时，外资投资配额也需要同步放宽，这将需要不同的监管机构携手合作。

债券市场也在经历同样过程。中国债券市场被纳入全球指数是一步，在主要金融中心发展人民币定价和结算是另外一步。此后，人民币国际化将进一步加快。

## 外汇管理机制的过渡

不愿更快放宽配额的部分原因是出于控制货币波动幅度的考量。若要提高各类资产的可兑换度，必然需要更加灵活的汇率机制。好消息是央行已重新调整政策工具，以使汇率更为灵活。中国外汇交易中心（CFETS）人民币汇率指数的推出使得人民币汇率从单一盯住美元转向以一篮子货币为参考，为观察汇率波动提供了更广阔的视角，也使得人民币汇率更为灵活。从信号角度来看，一篮子货币将市场的注意力从美元转移至更广泛的指数。尽管人民币走贬，但资本外流势头已经稳定，并未对经济造成冲击。

## 政策展望

虽然我们认为人民币与外币的兑换将变得更加便利，但自由兑换本身并不是目的。央行行长周小川在2015年曾做出重要声明，表示在“有管理可兑换”的总目标下，“中国正在寻求实现的资本账户自由兑换不再是基于完全或可自由兑换这样的传统概念”。目前，中国显然希望保留自由裁量权，以限制投机性资本流动，这意味着汇率灵活性降低。然而，中国仍将致力于推进人民币成为国际储备货币的进程。 ○

### About the author

#### Philip Wyatt, regional economist, UBS

Philip is the regional economist at UBS Chief Investment Office WM where he is responsible for researching and setting the macro view for investing in the pan-Asia region – from China through to India.



### 关于作者

#### 菲利普·怀亚特, 瑞银(UBS) 区域经济学家

菲利普是瑞银(UBS)首席投资办公室WM区域经济学家, 负责研究和制定泛亚地区, 包括从中国到印度的投资宏观图。



# Sino-Swiss Diplomatic Traffic

## 中瑞外交往来

### RECENT EVENTS AND VISITS

#### Bilateral News

##### Swiss Consulate General in Chengdu opens to deepen Sino-Swiss relations

An official opening ceremony for the consulate general of Switzerland in Chengdu was held in Chengdu, Sichuan Province on November 30, marking a new milestone in the dynamic Sino-Swiss relations. The consulate general serves the Southwestern China region, covering Sichuan, Guizhou, Yunnan and Chongqing Municipality. The tasks of the new consulate general will focus on the economy, trade, innovation and tourism.

The office of the consulate general is located at Yanlord Landmark Tower 1, Renmin South Road, Chengdu. It is open Monday to Friday from 9am to 6pm. It can be reached at +86 28 6511 0730.



瑞士驻成都总领事馆于11月30日在四川省成都市举行开馆仪式，成为活跃的中瑞双边关系发展史上新的里程碑。成都领事馆辖区范围包括中国西南部的四川省、贵州省、云南省和重庆市。新领馆的任务将集中在促进中瑞经济、贸易发展，提倡瑞士创新以及推介瑞士的旅游业。

### 近期活动与访问

#### 双边关系

瑞士联邦在成都开设总领事馆，进一步加深中瑞双边关系

瑞士驻成都总领馆位于成都市人民路仁恒置地广场。领馆周一至周五（9点-18点）对外办公，电话+86 028 6511 0730。

#### Economic News

##### 4th round of financial dialogue between Switzerland and China

The fourth round of the financial dialogue between Switzerland and China was successfully held in November in Geneva, followed by a Sino-Swiss financial roundtable discussion. The focus of the discussions between the high-ranking representatives of the financial market authorities and the central banks of the two countries was the further expansion of bilateral cooperation. Both sides agreed to continue cooperation in these areas and to push ahead with the internationalisation of the renminbi currency via Switzerland with continuous improvements of the framework conditions. Since the initiation of financial dialogue in 2013, renminbi-based business volume in Switzerland has progressed favourably.

#### 经济新闻

##### 第四轮中瑞金融对话

第四轮中瑞金融对话于11月份在日内瓦成功举办，中瑞金融圆桌讨论在对话之后进行。来自两国金融市场官方机构和中央银行的高级代表出席了对话，重点讨论了如何扩展两国的双边合作。双边一致同意继续两国在相关领域的合作，通过瑞士，改善框架结构，进一步推进人民币的国际化。金融对话自2013年开展以来，在瑞士的人民币业务量有大幅增长。

##### 冬季运动和冬奥会业界瑞士企业赴北京和张家口的考察团

瑞士（中国）商务促进中心将于2017年2月

## Fact finding mission for Swiss companies active in winter sports & winter Olympics

From February 13 to 15, 2017, The Swiss Business Hub China will organize its first fact finding mission for Swiss companies active in winter sports and the Winter Olympics to Yanqing, Beijing and Chongli district in Zhangjialou, Hebei province, where most of the skiing events of the Beijing Winter Olympics 2022 will be staged. The fact finding mission, prior to the ISPO/ALPITEC Beijing exhibition, is a great opportunity for Swiss companies to present their products and know-how to decision makers and authorities active in the preparation of Beijing 2020 as well as to various ski resorts in the region.

For details and to be part of the fact finding mission, please email to: [bei.sbhchina@eda.admin.ch](mailto:bei.sbhchina@eda.admin.ch).



13 日至 15 日举办首次冬季运动和冬奥会业界瑞士企业赴北京和张家口的考察团，带领从事冬季运动以及冬奥会相关的瑞士公司进

行考察。2022 年北京冬季奥运会的大部分滑雪项目将在北京和崇礼举行。考察活动安排在北京冬季体育用品及运动时装贸易博览会前举行，将有助于瑞士

公司向北京冬奥会的官方和负责人员以及地区内的滑雪度假村更好地介绍其产品和技术。更多信息以及报名参加考察团队，请发邮件至：[bei.sbhchina@eda.admin.ch](mailto:bei.sbhchina@eda.admin.ch)。

## Science and Technology

### Swiss national startup team in China

For the third year, Venturelab, in partnership with swissnex China, successfully held the Venture Leaders China program and brought entrepreneurs from 10 startups to China for a unique 10-day fact finding mission in October. The startups range from medtech to clean energy and biotech.

During their business development trip to China, the founders were provided opportunities to meet and network with investors, business executives, fellow entrepreneurs and potential collaborators. They were also introduced China's entrepreneurial ecosystem and learned about the opportunities of doing business in the country.



## 科学与技术

### 2016 年瑞士科技初创企业来华考察项目

10 月份，Venturelab 与瑞士驻华科技文化中心第三次共同举办瑞士科创企业赴中国考察学习项目。项目遴选出 10 家活跃在高科技领域的初创企业，邀请企业家前往中国进行为期 10 天的考察培训。此次的初创企业涉及医药科技、清洁能源、生物科技等多个领域。在中国访问期间，企业创始人应邀与中国的投资者、企业高管、企业家以及潜在的合作伙伴交流；

也了解到中国的企业家生态系统以及在中国从事的商务的种种机遇。

## Development News

### Workshop: Low-carbon city construction and industry development

Swiss and Chinese experts shared their expertise and experience in sustainable urbanization and put forward suggestions for Chinese cities in their initiatives in constructing low-carbon cities and sustainable industrial growth at the international workshop on Sino-Swiss Low Carbon City Construction and Industry Development in Chengdu in December. Hosted by the Swiss Agency of Development and Cooperation and the Chengdu government, the two-day workshop also witnessed the signing of a joint declaration on facilitating the Sino-Swiss Low Carbon Cities Pilot Project.



## 发展新闻

### 中国 - 瑞士低碳城市建设与产业发展国际研讨会

来自中国和瑞士的专家 12 月份在成都举办的中国 - 瑞士低碳城市建设与产业发展国际研讨会上分享了自己在城市可持续发展方面

的专长和经验，为中国城市的低碳建设和可持续发展建言献策。研讨会由瑞士发展与合作署以及成都市政府举办，同时见证了关于《推进中国 - 瑞士低碳城市示范项目的联合声明》的签署。



## Culture News

## Italian Language Week: celebrating Italian language, culture

On the occasion of the 16th edition of The Italian Language Week in the World in China, the Embassy of Switzerland in China and its Consulates General in Shanghai, Guangzhou and Hong Kong presented a rich programme of book talks, film screenings and lectures to the Chinese audience in October. Highlights included the talks of Swiss-Italian author Andrea Bertagni on *A Gold Mountain, Ticino Night*, dedicated to Canton of Ticino, and lectures on film and TV production in Italian-speaking regions in Switzerland.

One of Switzerland's four national languages, Italian is spoken by 8.1 percent of the country's population. As a country that values its cultural diversity, Switzerland places a high priority on promoting the Italian language and culture.



## 文化新闻

## 意大利语文化周：展示意大利语和文化

第十六届意大利语周期间，瑞士驻华使馆、瑞士驻上海、广州以及香港的总领事馆于10月份为中国观众呈现了包括读书会、电影放映以及影视讲座在内的丰富的活动。其中亮点包括瑞士意大利语作家 Andrea Bertagni 分享新

作《金山》、为提契诺州举办的“提契诺之夜”以及有关瑞士意大利语区的电影电视制作讲座。

作为瑞士的四种官方语言之一，以意大利语为母语的瑞士人口占到了总人口的约8.1%。瑞士及其重视文化多样性，大力宣传和展示意大利语和文化。

## Suisse-Chine: une culture du rapprochement

Swiss Ambassador to China, Dr. Jean-Jacques de Dardel, offer a comprehensive yet concise review of the evolution of Sino-Swiss bilateral relations in his new book *Suisse-Chine: une culture du rapprochement*. Published in French and Chinese in October, the book also explores the development of Switzerland's foreign policy and external cultural policy.

Ambassador de Dardel gives insightful, candid, and critical analysis of the political, economic, and cultural engagement between the two countries. His astute analysis reveals the potential and capabilities of the two countries in forging a full-fledged partnership in the years to come.



## 新书发布：《瑞士与中国：渐行渐近的文化进程》

瑞士驻华大使戴尚贤博士在新书《瑞士与中国：渐行渐近的文化进程》中对两国双边关系的演变进行了全面而简洁的梳理。新书于10月份出版，中法双语，同时对瑞士的外交政策和对外文化政策的发展进行了探讨。书中戴尚贤大使对中瑞两国间的政治、经济以及文化交流进行了极具见地、坦诚和批判的分析。大使对两国双边关系敏锐的分析预示了两国在接下来的几年内建立全面

发展的伙伴关系的潜力和能力。

## Consular News

## Online desk for Swiss nationals residing abroad

The Online Desk for Swiss citizens living abroad was launched in October, in order to facilitate communications between Swiss expatriates and Swiss representations in their host countries. With the new platform, Swiss citizens living abroad can request consular services and manage their data in the system at any time and from any place. To access the service, please log onto the website of the Federal Department of Foreign Affairs ([www.eda.admin.ch](http://www.eda.admin.ch)) and click on 'Login Online Desk'. ○

## 领事新闻

## 海外瑞士公民网上服务平台

为进一步加强在海外的瑞士公民与其所在国瑞士外交机构的联系和沟通，海外瑞士公民网上服务平台于10月份正式启用。通过此平台，在海外的瑞士公民可以随时随地向使领馆等机构申请领事服务，管理其注册信息。获取服务，请登录瑞士外交部网站 ([www.eda.admin.ch](http://www.eda.admin.ch)) 点击 'Login Online Desk'（登录网上服务平台）。○

## Events, New Members and Agenda

## EVENTS

AUG  
24**All Chamber Welcome Back Networking****Organised by:** Beijing Chambers of Commerce**Venue:** NUO Hotel**Details**

SwissCham Beijing, in cooperation with 16 leading foreign chambers in Beijing, is delighted to have organized the traditional All-Chamber Welcome Back Networking. For this edition, NUO Hotel Beijing, one of the newest and most luxurious hotels in China's capital, hosted the event. More than 600 attendees from various industries took part in this fun and vibrant networking session.

SEP  
20**Breakfast Seminar: Environmental Protection - Recent Policies and their Impact on Business****Venue:** Westin Chaoyang**Organised by:** SwissCham Beijing, German and French Chambers**Speakers:** Dr. Martin Seybold, Rödl & Partner Beijing; Cao Ran, Bertrams Chemical Plants China**Details**

SwissCham Beijing, along with the German and French Chambers organized a unique seminar about the latest environmental protection regulations - notably the new Environmental Protection Law that took effect early 2015. Through legislation and also initiatives like 京津冀 (Jing-Jin-Ji) the Chinese government shows that environmental protection has become an important concern. Dr. Martin Seybold, Head of the Beijing Office at Roedl & Partner focused in his presentation on how these new regulations have affected the operations of companies. On the other side, Mr. Ran Cao, Managing Director at Bertrams Chemical Plants shared his experience regarding the policy change.



SEP  
23**2016 China International Winter Sports Industry Conference and Exhibition****Venue:** APEC Conference Center**Organised by:** China Council for the Promotion of International Trade Beijing Sub-Council, Haosi International GroupSEP  
27**Interchamber Ladies Afterwork****Venue:** Catherine de France**Organised by:** SwissCham Beijing, German and French ChambersNOV  
7

Beijing

**Ambassador's Briefing****Venue:** Hotel Éclat Beijing**Organised by:** SwissCham Beijing and Embassy of Switzerland**Speaker:** H. E. Dr. Jean-Jacques de Dardel, Switzerland's Ambassador to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea**Details**

Twenty sixteen has been another period of intense interaction between Switzerland and China as both countries elevated their relations to a Strategic Innovative Partnership. Highlighting current trends, Swiss Ambassador Dr. Jean-Jacques de Dardel provided economic and business perspective to a candid and comprehensive overview of the state of Sino-Swiss affairs—domestically, bilaterally and regionally.



An Aerial View of SSZEIP Innovation Center  
中瑞镇江生态产业园创新中心鸟瞰图

# Green Development, Targeted at a Sustainable Eco-industrial Park 绿色引领，打造可持续发展生态园区

The Sino-Swiss Zhenjiang Ecological Industrial Park (SSZEIP) was launched in July 2012, which was based on a strategically sustainable initiative between the Chinese Central and Swiss Federal governments.

In response to the pre-set objectives of ecological and low carbon development, SSZEIP has now been making every effort to establish the International Solution Center for Eco-problems, a professional service platform aiming at introducing advanced technologies and products from developed European countries, especially Switzerland, so as to provide comprehensive solutions to addressing regional eco-problems.

On the one hand, Jiangsu Scitury Allied Investment and Development Co., Ltd (JSAID) has cooperated with TOP10 International Services GmbH to initiate the 'Sino-Swiss Zhenjiang Motor System Efficiency Improvement Pilot Project', which is the first pilot project in this area launched by Ministry of Industry and Information Technology of the P. R. C. (MIIT) across the whole

The 3rd Swiss Theme Week • Mr. LIU Xiangsheng, Deputy Secretary of the CPC Zhenjiang New Area Working Committee; Mr. Alexander HOFFET, Consul General of Switzerland in Shanghai; Mr. Marco BORRADORI, Mayor of the City of Lugano

三届瑞士主题周 • 镇江新区党工委副书记刘祥生（左一）、瑞士驻沪总领事霍力轩（右一）、卢加诺市市长马可·伯乐多利

中瑞镇江产业园项目（以下简称“产业园”）于2012年7月启动，是中国和瑞士联邦政府共同推动的战略性可持续发展示范项目。

目前，结合“生态、低碳”的发展定位，园区着力打造“国际生态环保解决方案中心”专业服务平台，旨在通过引进瑞士为主的发达国家先进技术和产品，提供区域性生态环保问题的解决方案。一方面，公司与瑞士TOP10合作的“中瑞电机系统节能试点项目”是工信部在全国的首个电机节能领域的试点项目，2015年，在镇江地区耗电量前20的用能企业开展能力建设、节能诊断和电机系统规模化改造，实现年总节电量超5000万千瓦时，平均节电率为





country. In 2015, it helped the 20 enterprises with the most power consumption in Zhenjiang to carry out capacity building and diagnosis of energy conservation, as well as a large-scale transformation of motor systems. As a result, it helped save a total amount of power of more than 50 million kilowatt-hours, or an average power-saving rate of 21.73%, and it is estimated to save altogether 0.75 billion kilowatt-hours.

On the other hand, in 2016, JSAID has undertaken the UNIDO 'Resource Efficient and Cleaner Production (RECP) Global Pilot Project in Zhenjiang'. Based on capacity building for cleaner production as well as transformation of eco-industrial parks, this project is mainly focusing on cleaner production auditing for local enterprises, promoting new technologies and patterns in this regard, whilst establishing a system of industrial synergies, in an effort to gradually improve the cyclic development level of local industrial parks.

On November 28th, the Development Indicator System for the SSZEIP was officially released at the Zhenjiang International Low Carbon Technology Expo, which is also a result of Sino-Swiss cooperation. This was based on in-depth learning from the successful experiences of green development in Switzerland and other leading European countries, and took the actual needs, characteristics and resource advantages of Zhenjiang Economic and Technological Development Zone (ZETDZ) into consideration. The Indicator System consists of the development orientations and specific ways of implementation set for ZETDZ regarding low carbon and sustainable development in the near future. Next, the SSZEIP will continue to perfect the operation of the existing platforms, while further facilitating international cooperation to increase visibility. Embracing a grand goal of becoming a comprehensive solution centre in coping with regional ecological and environmental problems, the SSZEIP will spare no efforts to engage in international cooperative projects that emphasize both end-of-pipe treatment and source control, relying on its self-developed International Solution Center for Eco-problems to make this world a better place to live. ○



The 3rd Swiss Theme Week Launching Ceremony  
第三届瑞士主题周开幕式

21.73%，生命周期内（约15年）总节电量达7.5亿千瓦时。另一方面，2016年，公司承接联合国工发组织“资源高效利用与清洁生产镇江试点项目”，围绕清洁生产能力建设与生态工业园区改造，指导区内企业清洁生产审核，针对高耗能、高排放企业，推广清洁生产审核新技术、新模式，同时共同设立产业共生系统，逐步提升了园区的循环化发展水平。

《中瑞镇江生态产业园发展目标体系》11月28日在镇江国际低碳技术产品交易展示会上正式对外发布，园区与中瑞专业机构合作，充分学习借鉴瑞士和欧洲发达国家在绿色发展上的成功经验，结合园区自身的特点、特色和资源禀赋，以镇江经开区为四至范围，着眼低碳、可持续发展的目标而构建形成了今后一段时间的发展目标和实现路径。下一阶段，园区将进一步完善现有平台运作模式，加强国际合作，扩大园区影响力，依托国际生态环保解决方案中心，积极承接国际合



The 3rd Swiss Theme Week • Mr. Alain Graf,  
Counselor/Head of the Swiss Business Hub

第三届瑞士主题周 • 瑞士驻华大使馆商务促进中心主任及商务参赞郭蔼岚



The 3rd Swiss Theme Week Carnival  
第三届瑞士主题周嘉年华

作项目，从末端治理和源头管控两端同时发力，将园区真正建设成为区域性生态、环保等问题解决方案的提供中心。○



Launching Ceremony of UNIDO RECP Global Pilot Project  
UNIDO 资源高效与清洁生产全球试点项目启动仪式



The Sci-tech Innovation Month  
科技创新月活动

## NEW MEMBERS

## CORPORATE MEMBERS

**Ms. Daniela Gaschen****deGérisbach GmbH****Address:** P.O. Box 1, Pfäffikon, Switzerland**Postcode:** 8808**Email:** daniela@degerisbach.com**Website:** www.degerisbach.com**Mr. Cédric Bouchard****European Sino Invest & Consulting SA****Address:** 1, Chemin du Nant d'Argent, Cologny-Geneva, Switzerland**Postcode:** 1223**Website:** www.esic.ch**Ms. Anja Ullmann****Hotel Schweizerhof Bern****Address:** Bahnhofplatz 11, Bern, Switzerland**Postcode:** 3001**Telephone:** +41 31 326 8080**Email:** info@schweizerhof-bern.ch**Website:** www.schweizerhof-bern.ch**Mr. Mike Bearden****IQ Air Trading (Beijing) Co., Ltd.****艾可爱尔贸易 (北京) 有限公司****Address:** Room 1305, Building D1, DRC Liangmaoqiao Diplomatic Office Building, East Dongfang Road, Chaoyang District, Beijing 北京市朝阳区东方东路 19 号 DRC 亮马桥外交办公大楼 D1-1305 室**Telephone:** +86 10 5356 9277**Postal Code:** 100060**Email:** mike.bearden@iqair.com**Website:** www.iqair.com**Mr. Alain Grimm****PEMAMOSA****北京北莱茵企业管理咨询有限公司****Address:** Chemin de Prapion 3, La Neuveville, Switzerland**Telephone:** +41 32 751 4455**Post Code:** 2520**Email:** a.grimm@pemamo.com**Website:** www.pemamo.com**Mr. Kevin Collett****Skybo Furniture Co. Ltd.****北京世图家具有限公司****Address:** 8th Floor, Tower A, Dongyi International Media Industrial Park, Chaoyang District, Beijing 北京市朝阳区东亿国际传媒产业园三期 A 座 8 层**Telephone:** +86 10 8758 8966**Postcode:** 100123**Email:** kevin.collett@skybogroup.com**Website:** www.skybogroup.com**Ms. Aline Ballaman****Swiss Center Tianjin****瑞士中心天津****Address:** Building C, No.10, Yijing Road, Dongli Economic Technological Development Area, Tianjin 天津市一经路 10 号东丽经济技术开发区 C 座**Telephone:** +86 21 5442 8880**Post Code:** 300300**Email:** aline.ballaman@swisscenters.org**Website:** www.swisscenters.org**Mr. Michael Oehen****Swiss Deluxe Travel Ltd****瑞士豪华旅行有限公司****Address:** Room 02, 28th Floor, China Tiejian Plaza, East Beiyuan Road, Chaoyang District, Beijing 北京市朝阳区东北苑路中国铁建广场 28 层 2 室**Telephone:** +86 10 5641 1083**Post Code:** 100021**Email:** oehen@swiss-deluxe-travel.com**Website:** www.swiss-deluxe-travel.com**Mr. Daniel Meyer****the GO corporation****Address:** 3th Floor, Building A, Chaowai SOHO, No. 6 Chaowai Street B, Chaoyang District, Beijing 北京市朝阳区朝外大街乙 6 号朝外 SOHO A 座 3 层**Telephone:** +86 10 5900 4368**Post Code:** 100027**Email:** info@thegocorporation.com**Website:** www.thegocorporation.com



**Ms. Luo Xiaolan**

罗晓兰

**Beijing Wizlynx Technology Co., Ltd.**

北京威联科技有限公司

**Address:** Room 216, No.1 Nan Lang Jia Yuan,  
Jianguomen Outer Street, Chaoyang District, Beijing  
北京市朝阳区建外南郎家园 1 号 216 室

**Telephone:** +86 10 6566 4797

**Post Code:** 100022

**Email:** sharon.luo@

wizlynxgroup.com

**Website:** www.wizlynxgroup.cn

wizlynx group

**CORPORATE ASSOCIATE MEMBERS****Mr. Henry Maillet****Hotel Éclat Beijing**

北京怡亨酒店

**Address:** Room 1103, North Unit 7, Zhonghong Xiangsu,  
Chaoyang District, Beijing 北京市朝阳区中弘像素北 7 楼 1103 室

**Telephone:** +86 10 8561 2888

**Post Code:** 100020

**Email:** beijing@eclathotels.com

**Website:** www.eclathotels.com

éclat  
BEIJING • 北京**Mr. Mario Zaccagnini****galleria**

galleria 美食艺术馆

**Address:** Unit 19, B1 Floor, Jiaming Center, No. 27 East Northern  
3rd Ring Road, Chaoyang District, Beijing 北京市朝阳区东三环  
北路 27 号嘉铭中心 B1 层 019 内

**Telephone:** +86 10 6506 3033

**Post Code:** 100020

**Email:** galleria@eataliagroup.com

**Website:** www.eataliagroup.com

galleria

**Mr. Henry Yan****iZurich Bookstore**

印象书店 / 天津市瑞时印象文化传播有限公司

**Address:** Global Buy Street, Yujiapu, Binhai New District, Tianjin  
天津滨海新区于家堡环球购地下商业街

**Telephone:** +86 22 5819 6680

**Post Code:** 300450

**Email:** ceiso9000@126.com

**Website:** www.re-design.com.cn

iZurich  
印象书店  
RE-DESIGN**NON-PROFIT ORGANIZATIONS****Ms. Shawna Zhang**

张莎

**EO Beijing Sanlitun**

**Address:** Room 1508, Building B, South Wing, New Zhongguan  
Mansion, Haidian District, Beijing 北京市海淀区新中关大厦南翼  
B 座 1508 室

**Post Code:** 100000

**Email:** shawnazhang@touchdown.org.cn

**Website:** www.eonetwork.org

EO

**INDIVIDUAL MEMBERS****Ms. Cathy Duan****Mr. Steve Jong****Ms. Annie Vouillamoz**

## EVENTS

AUG  
4**Design Trends in China & Chinese Expectations****Venue:** Radisson Blu Plaza Xing Guo Hotel**Organised by:** British Chamber Shanghai. Supported by SwissCham Shanghai, AustCham Shanghai**Speaker:** Stephan Yas**Details**

This event was of interest to professionals in the Hospitality & Leisure, Construction & Property industries, as well as architects and those who were willing to gain a better understanding of how to work with local Chinese developers, and keep up with the design trends in China. Stephan Yas gave a unique insight on how businesses can get the best out of the "New Norm" of international companies working with local Chinese developers.

AUG  
18**Indirect Procurement China Forum****Venue:** Gemma Italian Restaurant**Organised by:** Global Supply Chain Council, supported by SwissCham Shanghai

**Speakers:** Jiaping Li, Alibaba Group; Elaine Bai, Standard Chartered Bank; Saillin Lu, Eaton China; Devin Dai, Alibaba Group; Jason Zhou, Molex; James Sun, Schneider Electric China; Jessica Huang, Pharmaceutical Company; Arthur Zhou, ABB

**Details**

At this year's indirect Procurement China Forum, well recognized professionals from various leading companies in Indonesia joined us to exchange their knowledge of practices about value creation, transparency, integration, transformational sourcing, innovations, partnerships, contract management and much more.

AUG  
18**Meet up Young Swiss and Professionals****Venue:** Avenue Bar**Organised by:** Young Swiss in China, supported by SwissCham ShanghaiAUG  
26**Half day seminar about FTA & Withholding Tax****Venue:** Swiss Center Shanghai Xinzhuang Office**Organised by:** Swiss Center Shanghai, SwissCham Shanghai**Speakers:** Cliff Xu, Rhenus Group; Kun Li, Ecovis Ruide China; Song Jiejun, Lx Precision**Details**

The seminar offered our audiences the opportunity to learn from the experience of Swiss company managers implementing the Sino-Swiss Free Trade Agreement, and to receive the advice from experts that will address solutions to the companies' concerns. It provided an overview on Switzerland-China free trade agreement and the double taxation treaty. Our experts mostly focused on the recent updates, including administrative and procedure.



AUG  
31

### First Aid Course

**Venue:** Raffles Medical Shanghai

**Organised by:** SwissCham Shanghai

#### Details

Trainer: Dr. Kenneth Chung, Raffles Medical Shanghai. Dr. Kenneth Chung provided a one hour course about the importance of First Aid treatment for common injuries, universal precautions, treatment for common injuries and Cardiopulmonary Resuscitation (CPR) for adults.

SEP  
1

### The Unknown Chinese Wine – A Unique Culinary Experience in Shanghai

**Venue:** NAPA Wine Bar & Kitchen

**Organised by:** Emmanuelle Roduit, supported by SwissCham Shanghai

**Tasting Team:** Emmanuelle Roduit, Alain, Guo Xiaoheng.

#### Details

The guests had the chance to taste six wines from exclusive, internationally awarded wineries from Ningxia. An English-speaking sommelier, wine journalist and wine maker provided some explanations during the tasting.

SEP  
3

### WeChat Expo & Workshop

**Venue:** naked Hub

**Organised by:** Global Supply Chain Council, supported by SwissCham Shanghai

**Speakers:** Doris Zhou, Razorfish; Katharine Wang, naked Group; Ashley Galina Dudarenok, Alarice International; Angelid Quah, Alix Global; Sylvain Joandel, VELVET; Adam Knight, Tong Digital; Philip Qian, Gentlemen Marketing Agency; Aaron Chang, Parlay China; Prem Varatharajan, Strategy, SapientNitro; Kobe Wu, Razorfish; Adebola Omololu, Omololu Consulting; Cyril Drouin, Saatchi & Saatchi; Kestrel Lee, George P Johnson / JUXT Greater China; Thomas Knoop, Livecom China Co. Ltd., Thomas Meyer, Mobile Now Group; Chris Baker, Totem

#### Details

Combining an exhibition floor, a series of workshops and an extensive networking area, this event facilitated first-hand interactions between WeChat experts, digital marketing and social media managers from leading MNCS in Shanghai.

SEP  
7

### Joint Chamber Welcome Back Cocktail

**Venue:** Okura Garden Hotel

**Organised by:** SwissCham Shanghai, British Chamber Shanghai and Spanish Chamber Shanghai

SEP

9

**[Training] Presentation Skills: Present like a Fortune 500 Executive****Organised by:** Simitri, supported by SwissCham Shanghai**Details****Trainer:** Mr. Jason Hicks

This Presentation Skills Workshop, which was a highly interactive course that brought together key planning and delivery skills, gave participants the ability to deliver structured and relevant presentations. Participants' presentation styles have been developed, to ensure they make a connection with their audience, create the right impression and achieve their objectives.

SEP

20

**After Work Mixer of Young Professionals****Venue:** Le Bordelais Bund**Organised by:** SCCC Young Professionals, Young Professionals, Young Swiss in China, Young Leaders Shanghai, PISA, supported by SwissCham Shanghai

SEP

20

**How to Plan and Execute Corporate Cash Repatriation****Venue:** Sofitel Shanghai Hyland**Organised by:** SwissCham Shanghai**Speakers:** Roy Zhang, Grant Thornton Shanghai; Stefan Buchholz, Commerzbank Shanghai**Details**

The seminar offered the participants the opportunity to learn how to design or adjust the supply chain model for cash repatriation to overseas related parties. Cash and profit repatriation under non-trading items can be facilitated by a combination of transactions, such as service fees and royalties. It also provided an overview on the latest practice of tax authorities in administering the outbound payment to overseas related parties. Besides the presentations, our two speakers also shared with the guests case studies with examples what to do and what not to do to succeed in cash repatriation.

SEP

22

**Beyond Motivation: From Motivation to Connecting with Your Employees****Venue:** Swissnex China Office**Organised by:** SwissCham Shanghai**Trainer:** Aik Leong Ooi, Unique Learning and Development Consulting**Details**

Aik Leong Ooi provided valuable advice and shared his personal experience on how to efficiently motivate employees. He went through the three key tools to develop his explanation to the 35 participants: identity, clarity and environment.



SEP  
29**Panel Discussion: E-Mobility – Vision or Fiction?****Venue:** Grand Kempinski Hotel Shanghai**Organised by:** German Chamber, supported by SwissCham Shanghai**Speakers:** Dr.-Ing. Tong Zhang, Director of the Clean Energy Automotive Engineering Center at Tongji University ; Jeff Zhou, Vice President & General Manager E-Car Powertrain Systems, DF Division, Siemens Ltd., China ; Frank Bekemeier, Executive Director Product Development, SAIC Volkswagen Automotive Co., Ltd.**Moderators:** Alexander Seitz, First Vice President & Commercial Executive Vice President, SAIC Volkswagen Automotive Co., Ltd; Brigitte Wolff, President, EIM-NewBridge Partners ChinaOCT  
14

Shanghai

**Exclusive Visit to ABB Robotics in Shanghai****Venue:** ABB Robotics, Shanghai Pudong**Organised by:** SwissCham Shanghai**Speakers:** James Li, Vice President of ABB (China) Limited, Head of ABB Robotics China, President of ABB Engineering (Shanghai) Ltd., ABB Robotics**Details**

This visit was an exclusive opportunity for the guests to understand what the high-tech engineering facility is working on and get some insights into the market it serves. Before the factory tour, Mr. James Li - the Vice President of ABB (China) Limited, Head of ABB Robotics China and President of ABB Engineering (Shanghai) Ltd gave a presentation including an introduction about ABB worldwide and the development of ABB Robotics in China as well as how the company became a market leader.

OCT  
19**Sustainable Organic Day****Venue:** LRJJ Fengxian Campus**Organised by:** Les Roches Jin Jiang International Hotel Management College, supported by SwissCham Shanghai**Speakers:** Liu Shu, Lavazza (China); Ben Moore, Hunter Gatherer (Seed-to-table concept restaurants); Alex Ho, Architect/Artist/Social Entrepreneur; Beat Poltera, Founder & GM of Verdura Microgreens; Kate Lattik, LRJJ Lecturer on Sustainability & MA in Hospitality Management**Details**

The second edition of the Les Roches Jin Jiang Hospitality Forum aimed to create awareness for a variety of hospitality concepts that incorporate organic and sustainable solutions.

OCT  
25

### Ambassador Briefing

**Venue:** Swissotel Grand Shanghai

**Organised by:** Embassy of Switzerland in China, Consulate General of Switzerland in Shanghai, SwissCham Shanghai

**Speakers:** H.E Dr. Jean-Jacques de Dardel, Ambassador of Switzerland

#### Details

Ambassador Dr. Jean-Jacques de Dardel was welcomed by over 130 guests to his Briefing in Shanghai. He elaborated on Sino-Swiss relations and evaluated the current 'new normal' of China's growth pattern, which still leaves plenty of opportunities for Swiss companies investing in China.

### Inter-Chamber Fall Mixer (Suzhou)

**Venue:** Mammamia Pizzeria

**Organised by:** SwissCham Shanghai

OCT  
27NOV  
8

### Regulatory and Legal Update for Foreign Invested Companies Shanghai

**Venue:** PwC Office

**Organised by:** SwissCham Shanghai

**Speakers:** Ralph Koppitz, Taylor Wessing; Paul Tang, PwC

#### Details

In front of 40 participants, Ralph Koppitz, Partner with Taylor Wessing law firm, first covered the revised laws for foreign-investment enterprises. Then, Paul Tang, Transfer Pricing Partner of PwC talked about the implications of the new rules on Transfer Pricing Documentation and Related Party Transactions Reporting.



NOV

11

**[Training] Influencing Skills: Influence like a Fortune 500 Executive****Venue:** Shanghai Equatorial Hotel**Organised by:** Simitri, SwissCham Shanghai**Trainer:** Arthur Yu

NOV

14-15

**Economic Mission to Changzhou****Organised by:** Consulate General of Switzerland in Shanghai, supported by SwissCham Shanghai**Details**

For 2 consecutive days, 17 members from Swiss companies and organization took part to this economic mission led by Consul General Mr. Alexander Hoffet. The delegation visited two Swiss companies located in Changzhou (Mettler Toledo & Rieter) and 2 local Chinese companies (Black Peony, Trina Solar). The participants were also warmly received by the city leaders.

**MEMBERSHIP NEWS****Detlef Britzke of Medela wins “Person of the year Award” at the CBME**

The CBME AWARDS (China Baby Maternity Expo Awards) is China's children, baby and maternity industry's most anticipated award. It brings renowned experts, industry leaders and media together. Mr. Detlef Britzke, the Managing Director of Medela China, who is also the Vice-President of SwissCham Shanghai, has been awarded “the Person of the Year Award” at the CBME Awards Ceremony on October 27. For more information about the CBME AWARDS, please check on the website [www.cbmexpo.com](http://www.cbmexpo.com). To learn more about Medela China, please refer to [www.medela.cn](http://www.medela.cn).

**Garaventa Lift celebrates 10th anniversary in China**

Swiss-based Garaventa Lift marked its 10 years' anniversary on November 5. General Manager Marco Cabalzar welcomed a large audience including clients, partners and government officials. Mr. Qing Jiong, General Secretary of the Shanghai Elevator Association emphasized in his keynote speech the growth opportunities in the Chinese elevator market. Isabel Goetz, Board member of SwissCham Shanghai, was also invited to give a speech and introduced the supporting function of the Chamber. For more information about Garaventa, please find on [www.garaventalift.com](http://www.garaventalift.com).

## NEW MEMBERS

## CORPORATE MEMBERS

**Ms. Grace Wang****IQ Air Trading (Beijing) Co., Ltd. (National Member)**

艾可爱尔贸易(北京)有限公司

**Address:** Unit 1108, Tomorrow Square No.399 Nanjing West Road Huangpu District  
 Shanghai, PRC 上海市黄浦区南京西路 399 号明天广场 1108 室

**Postcode:** 200003**Telephone:** +86 21 2356 3866**Email:** grace.wang@iqair.com**Website:** www.iqair.com**Mr. Raphael Senn****Silent Gliss Window Treatment (SH) Co., Ltd**

格宁斯窗饰(上海)有限公司

**Address:** 1F, No.2 Building of Kunda Technology, No.1588 Lian Hang Rd., Ming Hang District, Shanghai, China 上海市闵行区联航路 1588 号坤大科技楼 2 号楼 1F

**Postcode:** 201112**Telephone:** +86 21 5208 0869**Fax:** +86 21 5208 0879**Email:** r.senn@silentgliss.com**Website:** www.silentgliss.com**Mr. Carl Zhong****Hupac International Logistics (Shanghai)**

霍派国际物流(上海)有限公司

**Address:** 83 Loushanguan Road/Changning District, Shanghai, China 上海市长宁区娄山关路 83 号 2602 室

**Postcode:** 200336**Telephone:** +86 21 3133 2602**Fax:** +86 21 3133 2688**Email:** czhong@hupac.com**Website:** www.hupac.com

## CORPORATE ASSOCIATE MEMBERS

**Mr. Hanjie Chen****Xishan Economic & Technological Development Zone**

锡山经济技术开发区招商局

**Address:** Room 807, No. 88 South Youyi Road, Xishan District, Wuxi, Jiangsu Province, P.R. China 江苏省无锡市锡山区友谊南路 88 号

**Postcode:** 200040**Telephone:** +86 510 8821 8131**Fax:** +86 510 8821 8133**Email:** zerno@163.com**Website:** www.xsedz.gov.cn**Mr. Joerg Lonkwitz****IFG Architectural Consulting Service (Shanghai) Co., Ltd.**

伊波莱茨建筑咨询服务(上海)有限责任公司

**Address:** CEG Building 3F, 1717 Xincun Road Putuo District, 200333 Shanghai 上海市普陀区新村路 1717 号 3 层

**Postcode:** 200333**Telephone:** +86 21 5642 2767**Email:** lonkwitz@ifgroup.org**Website:** www.ifgroup.org**Mr. Bangyou Yu****Suzhou Pinnovation Medical Technology Co., Ltd.**

苏州品诺维新医疗科技有限公司

**Address:** 2F, Building #2, No.8 Jinfeng Road, Suzhou Hi-Tech Park, Jiangsu, PRC 苏州高新区科技城锦峰路 8 号江苏医疗器械科技产业园 2# 楼 2F

**Telephone:** +86 512 66898938**Email:** yubangyou@163.com**Website:** www.pinnovation.cn**Mr. Aik Leong Ooi****Unique Learning & Development (Shanghai) Co., Ltd.**

优业文化传播(上海)有限公司

**Address:** Room 1005, Building 19, No. 1515 GuMei Road, Phoenix Park of Shanghai Cao HeJing HI-TECH Park Shanghai, PR China 上海市徐汇区古美路 1515 号凤凰园科技大楼 19 号楼 1005 室

**Postcode:** 200233**Telephone:** +86 21 5410 6353**Email:** alooi@unique.org.cn**Website:** www.unique.org.cn**Dr. Saskia Albert****Luther Law Firm**

陆德劭和律师事务所

**Address:** 2/F AZIA Center 1233 Lujiazui Ring Road, Pudong New Area, Shanghai 上海市浦东新区陆家嘴环路 1233 号, 汇亚大厦 2 层

**Postcode:** 200120**Telephone:** +86 21 5010 6595**Fax:** +86 21 5010 6590**Email:** saskia.albert@cn.luther-lawfirm.com**Website:** www.luther-lawfirm.com

## INDIVIDUAL MEMBERS

**Mr. Côme Doleac**

## YOUNG PROFESSIONAL MEMBERS

**Mr. Noe Genoud**



## EVENTS

JUL  
31**Swiss National Day party, Tangla Hotel, Dongguan City****Details**

This year's 1st of August celebration was held at the Tangla Hotel in Dongguan; a nature retreat in the heart of the city. The event was blessed with clear blue skies and not a cloud in sight. With musicians from Switzerland and a delicious buffet, the event was festive from beginning to end. This was Alain Barblan's last event as President of Swisscham Guangzhou. Swisscham Guangzhou thanks him very much for his contribution and wishes him a successful start and continuation of his career in Vietnam.

AUG  
1**Swiss National Day celebration, Grand Hyatt Hotel, Guangzhou****Details**

Swisscham Guangzhou was invited by the Swiss Consulate in Guangzhou to celebrate Swiss National Day. The celebrations were held in the Grand Hyatt Hotel Guangzhou. The event highlighted Switzerland's pioneering spirit and showcased the Gotthard Base Tunnel, the longest railway tunnel in the world; a milestone of worldwide significance.

## EVENTS

AUG  
23**Joint Chamber Cocktail Presentation - 2H 2016 Market Outlook - Trends & trade flow between China and Europe**

**Venue:** Credit Suisse AG Hong Kong Branch, Kowloon

AUG  
30**62nd InterCham Young Professionals Cocktail**

**Venue:** Azure Restaurant Slash Bar

SEP  
1**Joint Chamber Luncheon - Crisis in Europe - no End in Sight? with Dr. Joerg Kraemer, Commerzbank**

**Venue:** Conrad, Hong Kong

SEP  
3**AustroCham & SwissCham Hallstatt Field Trip**

**Venue:** Hallstatt, China

SEP  
5

### Joint Monthly Luncheon with Ms Barbara Lüthi, Award-winning journalist - Live from China

**Venue:** The Hong Kong Club, Central

#### Details

China is a country in transition. An economic giant, consumer, producer, polluter - a seemingly unstoppable force despite its recent economic slow-down. The true backbone of the nation are China's people. Durable and resilient, they continue to endure all the challenges that are thrown at them. In Barbara's eight years as the China Correspondent of the Swiss National Television, she travelled through China's provinces, autonomous regions and special administrative regions and she encountered a country full of contrasts. There is not only one China. China is complex and that can be confusing. The Chinese deal much better with contradictions than we do. Barbara Lüthi talked about "the roles of China want to play in the world."

SEP  
13

### Parfumerie Tresor Welcomes The Swiss Community For A Private Workshop

**Venue:** Parfumerie Tresor, Central

#### Details

The Young Professionals of the Swiss Chamber of Commerce in Hong Kong are delighted to propose an exclusive workshop offered by Parfumerie Tresor at their store in Central. This workshop give our members the opportunity to learn more about the history of artistic perfumes and what makes a perfume unique.

SEP  
15

### Swisscham's YP Welcome Back The Swiss Community On A Rooftop In LKF

**Venue:** On Top, Lan Kwai Fong



SEP  
27

### SME Panel discussion - New trends in digital marketing - A global & local perspective

**Venue:** UBS AG, Central

#### Details

Swiss Chamber of Commerce in Hong Kong and Wild at Heart have the great pleasure of inviting you to a roundtable discussion on the New trends in digital marketing - A global & local perspective. Over the past 10 years digital marketing has radically changed the way companies interact and engage with their customers. The proliferation of devices able to access digital media has led to great growth in digital advertising. Knowing that this is a topic of interest for many companies, the Swiss Chamber of Commerce in Hong Kong is very pleased to propose a presentation & discussion by the company Wild At Heart, a Hong Kong-based digital marketing agency. The objective of this event is to learn and discuss about the best practices of online marketing.

OCT  
3

### Joint Monthly Luncheon with Ms Paola Dindo - Designer- Conservation of Paintings in Hong Kong: Insights and Challenges

**Venue:** The Hong Kong Club, Hong Kong

#### Details

Hong Kong is home to some of the most sought after and expensive art in the world, especially contemporary and modern Chinese and Asian paintings. Specific and unique knowledge is needed to display, handle and store such work of arts. Paola Dindo talked about the most common hazards (humidity, human handling, light) that threaten these paintings and how her extensive knowledge and experience have helped to restore and conserve numerous of them. Her interesting insights and anecdotes will provide a unique view into the conservation of art in Hong Kong.

OCT  
6

### Join the Swisscham YPs for a HR themed event

**Venue:** Nights, Central

OCT  
12

### Co-Host with Italian Chamber - Lunch Seminar: Lunch Seminar: Beyond KPI Figures - Explore, Discover & Activate your Retail Success

**Venue:** HKUST Business School, Central

OCT  
19

### Night at the Races

**Venue:** Hong Kong Jockey Club Race Course, Happy Valley

NOV  
3



### Meet The Board Cocktail

**Venue:** Conrad Hong Kong, Admiralty

#### Details

The Swiss Chamber of Commerce in Hong Kong held its “Meet the Board Cocktail” at the Royal Yacht Club on 3 Nov 2016. Through this cocktail party, our members met with our board members and enjoyed the opportunity to meet and mingle with existing and new members of the Swiss and international communities in Hong Kong. Swiss-Cham offered a platform for two young professionals (Lug Giroud from Wild Digital Marketing & Emilie Ducommun from Smile Center Ltd) to present their company’s activities to our members. We would also like to thank our generous sponsors, Bank Julius Baer and Nespresso for this event.

NOV  
7



### Joint Monthly Luncheon with Dr Simon Ogus , Founder and CEO of DSGAsia Limited - Back to a Maoist Future? Hong Kong

**Venue:** The Hong Kong Club, Central

### The Swiss & Irish Chambers Young Professionals meet Mike Rowse!

**Venue:** Azure, Hong Kong

#### Details

The Swisscham and Irish young professionals are honored to jointly provide our members with a unique opportunity to meet Mike Rowse who will give an informal talk about his experience on:

- negotiating the Hong Kong Disneyland deal;
- becoming a People's Republic of China citizen; and
- sponsoring HarbourFest

The event is meant to be informal and give members the unique chance to interact with Mr. Rowse by way of a Q&A session and more privately during the cocktail after his speech.





## NEW MEMBERS

### CORPORATE MEMBERS

**Ms. Christy Chow**

**Swiss Education Group**

**Address:** Unit 1005, 10/F Tower 1, Silvercord, 30 Canton Road, Tsim Sha Tsui

**Telephone:** +852 2545 0505

**Email:** info@swisseducation.com.hk

**Website:** www.swisseducation.com.hk



**Ms. Emilie Ducommun**

**Smile Center Limited**

**Address:** 17/F, 1 Lan Kwai Fong, Central, Hong Kong

**Telephone:** +852 2110 9757

**Email:** emilie@smile-center.com

**Website:** http://www.smile-center.com/



**Mr. Raphael Genoud**

**Accoplus Ltd**

**Address:** 11/F, Anton Building, 1 Anton Street, Wan Chai, Hong Kong

**Telephone:** +852 3547 0140

**Email:** concept@accoplus.net

**Website:** http://www.accoplus.net/



**Mr. Vivian Meriguet**

**Wild Digital Marketing**

**Address:** 9th Floor, Kan Chung Commercial Building 19-21

Hennessy Road, Wan Cha

**Telephone:** +852 6468 5375

**Email:** vivian.meriguet@wild-at-heart.net

**Website:** http://wild-at-heart.net/



**Mr Hans J. Roth**

**EurAsia Competence AG**

**Address:** 22/F & 29/F Time Square Tower 2, Causeway Bay, Hong Kong

**Telephone:** +41 (0)79 157 5858

**Email:** office@eurasiacompetence.com

**Website:** http://eurasiacompetence.com/



### YOUNG PROFESSIONAL MEMBERS

**Mr. Michael Bandi**

**Mr. Pierre-Louis Sauvaige**

**Mr. Alexander Lerch**

## AGENDA

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

For details, please contact Ms. Joyce Yan at Tel: +852 2524 0590, fax no. +852 2522 6956: email: admin@swisschamhk.org or www.swisschamhk.org

**Monthly after-work cocktail initiated by Young Professional Members**

Welcome to our monthly after-work cocktail initiated by Young Professional Members with good old friends and nice new faces! Members and their friends meet for a casual after-work cocktail every first Thursday of the month. If interested kindly contact Mr Jeremie Smaga at jeremie.smaga@swisschamhk.org

# Sino-Swiss Economic Data And Indices

## 中瑞经济数据与指标

### Bilateral Trade of Switzerland with China, January to October, 2016

#### 2015 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 (%)
<b>Total Trade Volume 总贸易额</b>	10,015	100	8,069	100
<b>Forestry and agricultural products, fisheries 林业和农产品、渔业</b>	131	1.3	123	1.5
<b>Energy source 能源资源</b>	0.5	0	15	0.2
<b>Textiles, clothing, shoes 纺织品、服装、鞋</b>	1,835	18.3	99	1.0
<b>Paper, articles of paper and products of the printing industry 纸张、纸制品、印刷业制品</b>	73	0.7	27	0.3
<b>Leather, rubber, plastics 皮革、橡胶、塑料</b>	488	4.9	88	1.1
<b>Products of the chemical and pharmaceutical industry 化学和医药制品</b>	919	9.2	3,545	43.9
<b>Stones and earth 石材、泥土</b>	118	1.2	44	0.5
<b>Metals 金属</b>	506	5.1	308	3.8
<b>Machines, appliances, electronics 机械、电器、电子产品</b>	3,868	38.6	1,760	21.8
<b>Vehicles 车辆</b>	117	1.2	70	0.9
<b>Precision instruments, clocks and watches and jewellery 精密仪器、钟表、珠宝</b>	1,149	11.5	1,972	24.4
<b>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</b>	810	8.1	16	0.2

Source 数据来源: Swiss Federal Customs Administration FCA 数据来源: 瑞士联邦海关管理局 (FCA)

### Investment and Trade Relations between the Yangtze and Pearl River Delta Regions, and Switzerland

#### 瑞士在长江和珠江三角洲地区的投资和贸易往来

Swiss Investment 瑞士投资							Accumulated by the end of 2015 到 2015 年底累计			Imports from Switzerland 从瑞士进口				Exports to Switzerland 向瑞士出口				
Region 地区	Project 项目数		Contracted million USD		Actual million USD		Project 项目数	Contracted million USD		Actual million USD	2014		2015		2014		2015	
			合同金额 (百万美元)		实际金额 (百万美元)			合同金额 (百万美元)			实际金额 (百万美元)		USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %
	2014	2015	2014	2015	2014	2015					USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %
Shanghai 上海	34	26	120	104	N/A	N/A	528	2,150	N/A		8,086	-4.6	14,627	78.9	361.4	-27.4	355.8	-7.3
Jiangsu 江苏	18	14	154	118	162	72.5	249	1,675	1,486		1,204	30.7	1,001	-17.0	643	9.8	651	1.3
Zhejiang 浙江	14	11	23.2	N/A	22.6	17	94	688	617		514	39	230	-54.6	514	-29	560	9.4
Anhui 安徽	1	1	20.3	0.1	10.8	0	12	40	N/A		37.84	0.8	25.9	-31.5	49.3	-5.9	30.2	-38.7
Delta Region 三角洲地区	N/A	18	212	86.7	N/A	N/A	N/A	N/A	N/A		9,182.8	-6.4	15,883.9	73	1,229.7	-33.7	1,597	29.8
Guangdong 广东	6	3	3.22	13.49	43.69	11.91	N/A	N/A	N/A		7,900	6.9	4,696	-40.53	800	-9.3	774	-4.22
China 中国	79	61	N/A	N/A	340	220	1,698	N/A	5,920		20,830	-22.6	19,240	-7.6	1,480	-9.5	1,520	2.9

Source: Swiss Federal Customs Administration FCA and Guangdong Provincial Department of Commerce and the Ministry of Commerce of People's Republic of China. 数据来源: 瑞士联邦海关管理局、广东省商务厅及中华人民共和国商务部。

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 数据整理

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

表格数据由瑞士驻上海和广州总领事馆经济与商务处整理, 如果您需要领事馆的经济服务或新闻资讯, 请与聂女士联系, 邮箱地址: Liqun.nie@eda.admin.ch.





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SwissCham Guangzhou | Tel: +86 760 8858 1020 | Email: [info@swisscham-gz.org](mailto:info@swisscham-gz.org)

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