

The Journal Of SwissCham China

中国瑞士商会会刊

THE 橋 BRIDGE

Autumn 2017 | Issue 48 2017 年秋季刊 | 第 48 期

Consuming Passion 消费热情高涨

The Bridge talks to SINODIS's CEO, Werner Schuppisser, on its success at importing fine foods into China

《桥》杂志采访西诺迪斯总裁 Werner Schuppisser, 探访其将食品进口到中国的成功经验

Is IP protection in China getting better?

Beating Piracy

中国的知识产权保护情况有所改善吗?

打击盗版

New online shop for Swiss SME goods

Selling Swiss online

全新网店上线专营瑞士中小企业商品

线上销售瑞士品牌

swisscham.org

Beijing | Shanghai | Guangzhou | Hong Kong | 北京 | 上海 | 广州 | 香港





Canton of Basel-Stadt

Basel 

Partner City of | **Shanghai**
10th Anniversary

INQUISITIVE MINDS & INNOVATIVE THINKERS

Basel. The vibrant business hot spot.

Basel is the most dynamic business location in Switzerland and one of the most productive worldwide. Global players such as Novartis and Roche are based in Basel and the surrounding region. But many other companies as well from the research-oriented areas of life sciences, chemistry and nanotechnology are powerful drivers of innovation – perhaps for your own career.

www.basel.ch

 **CityBasel**

Regus Business Centre 雷格斯商务中心

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



- Flexible office leases
租期灵活
- Quick and easy to set-up
入住便捷
- The latest modern design
设计时尚
- State-of-the-art facilities
设施先进
- 1,200 centres worldwide in prime locations
覆盖全球网络1,200个，均分布于最负盛名的办公楼



Samuel Baumgartner
President SwissCham Beijing
中国瑞士商会北京 主席



Alberto Bertoz
President SwissCham Shanghai
中国瑞士商会上海 主席



Rene Forster
Chairman SwissCham China
中国瑞士商会中国 主席



Philip Kinseher
President SwissCham Guangzhou
中国瑞士商会广州 主席



Gabriel Mallet
President SwissCham Hong Kong
中国瑞士商会香港 主席

Dear Members and Readers,

In March 2017, SwissCham offices once again carried out their respective Regional Annual General Assemblies (RAGA) as well as the National Annual General Assembly (NAGA), which was held in Shenzhen this year. New members of the Boards of Directors and Regional Representatives have been elected. Let me address my warm congratulations to the newly elected and re-elected Directors and Presidents. I am very much looking forward to continue working with all of you. I would also like to take this opportunity to thank our members for their continuous support.

The highlight for the beginning of the year was undoubtedly the 3rd edition of the Sino-Swiss Business Awards (SSBA) held on 13 May 2017 in Beijing, in the presence of the President of the Swiss Confederation, Doris Leuthard. More than 350 guests attended the event, including top leaders from Swiss and Chinese companies as well as high level representatives from both countries. I take this opportunity to renew my congratulations to the winners of the SSBA 2017 and thank both the jury panel and the sponsors for making the award ceremony a success.

As the result of the excellent economic relations between Switzerland and China and thanks to the favourable framework set by both governments, especially through the Innovative Strategic Partnership signed last year, the SSBA 2017 was also the occasion to launch a platform for Swiss and Chinese companies to exchange and further increase their collaborations in the field of innovation: the Sino-Swiss Innovation Dialogue (SSID). Share your ideas and make the SSID yours!

As China is moving towards an innovation economy, the necessity for a stronger protection of IP rights is growing, which is why we explore this concern in this issue of The Bridge. It is also our great pleasure to present you with an interview with Sinodis CEO Werner Schuppisser, who shares his experiences at the head of a top distributor in China for many leading Swiss food brands.

Thank you for supporting SwissCham and I wish you a nice read!

Yours sincerely,

Samuel Baumgartner

President SwissCham Beijing

亲爱的会员和读者朋友们，

你们好！

2017年3月，中国瑞士商会再次进行了各自区域的本年度会员代表大会（RAGA），此外在深圳举行了本年度全国会员代表大会（NAGA）。分别选出了全国董事会成员和区域董事会成员。请允许我向连任以及新进入董事会的成员致以衷心的祝贺。同时，我也非常期待与你们共事。此外，我想借此机会感谢我们的会员一直以来的大力支持。

年初的亮点无疑是5月13日在北京举行第三届中瑞商业大奖，瑞士联邦总统多丽丝·洛伊特哈德出席了会议。350多位嘉宾出席了此次活动，其中包括来自瑞士和中国公司的高层领导以及两国政府的高层代表。借此机会，我再次祝贺2017年中瑞商业大奖（SSBA）的获奖者，并感谢评委会和赞助商：没有他们的努力，我们无法如此成功地举办本次颁奖仪式。

得益于中瑞两国良好的经济关系，尤其是通过两国政府去年签署的“创新战略伙伴关系”而制定的有利框架，在2017年中瑞商业大奖举办的同时，我们发布了一个旨在为中瑞两国企业搭建的，提供在创新领域交流和深层合作机会的平台：中瑞创新对话（SSID）。这个新平台让我们可以分享新的想法并抓住由此产生的机会！

随着中国正在走向创新型经济，知识产权保护的必要性越来越大，这就是为什么我们在这本杂志上探讨这个问题。由此，我们非常高兴地向您推荐 Sinodis 首席执行官 Werner Schuppisser 先生的采访，他分享了他在中国顶级经销商中担任瑞士食品品牌领先企业的经验。

再次衷心感谢您对中国瑞士商会的支持，希望您喜欢本期杂志内容。

您的朋友，

Samuel Baumgartner

中国瑞士商会北京董事会主席



CONNECTING YOUR BUSINESS TO CHINA

Your partner for shipments from and to China, providing the best connections to strengthen your competitive position in the global market!

Benefit from our expertise in logistics by air freight, ocean freight, railway transportation and more.

Get in contact with our specialist:

Luca Ribaux - Trade Lane Manager Asia - +41 44 829 52 65

www.dhl.ch



**Business News 商业新闻****10 Swiss-China Business News**

瑞中商业新闻

Cover Story 封面故事**16 Managing the Problem of Piracy**

应对侵权问题

20 Progressing IP Protection

将知识产权保护进行到底

SME File 专家观点**23 A Helping Hand for Swiss SMEs**

助力瑞士中小企业

Interview 访谈**28 Food for Thought**

关于食品的思考

Bilateral Relations 双边关系**31 Sino-Swiss Diplomatic Traffic**

中瑞外交往来

Chamber News 商会新闻**33 Beijing**

北京

35 Shanghai

上海

42 Hong Kong

香港

Economic Data 经济数据**46 Sino-Swiss Economic Data and Indices**

中瑞经济数据与指标

**DISCLAIMER**

THE BRIDGE is a quarterly publication. Editorial and advertising are independent and do not necessarily reflect the views of the Board, the members or the staff. Any article in The Bridge Magazine is for advertorial or information purposes only. It does not reflect the views of the Swiss Chamber of Commerce in China and Hong Kong, and therefore they may not be held liable.

免责声明

《桥》是一本季刊。杂志内所有评论和广告都是独立的，不代表瑞士商会、会员或员工的观点。该杂志中所有的评论式广告或信息不代表中国瑞士商会和香港瑞士商会的观点，中国瑞士商会和香港瑞士商会对此不承担责任。

通过帮助世世代代的人，无论在一生中的哪个阶段，
生活得更健康、更幸福，
成为公认的、领先的
“营养、健康、幸福生活”食品饮料公司。



优质食品 美好生活

Publisher 出版机构: SwissCham China
Administrator 管理机构: SwissCham Shanghai

Managing Editor 执行编辑: **Geoff de Freitas**

Editor 编辑: **Mark Andrews**

Editorial Support Staff 编辑人员: **Laura Fleming (Beijing) / Joyce Chan (Hong Kong) / Philip Kinseher (Guangzhou) / Peter Bachmann (Shanghai)**

Bridge Oversight Board 《桥》监督委员会: **Edouard Le Bourgeois (Shanghai) / Pauline Houl (Beijing) / Philip Kinseher (Guangzhou) / Ivo Hahn (Hong Kong) / Laura Fleming (Beijing) / Peter Bachmann (Shanghai)**

Marketing and Sales 市场营销、销售:

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

- SwissCham Beijing: **Laura Fleming, laura.fleming@bei.swisscham.org.**

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

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

Translation 翻译: **Nancy Lai 赖昕 Jina Sun 孙继娜**

Copy Editing / Proofreading 审稿 / 校对: **Jina Sun 孙继娜 / Andy Walkington**

Layout Design 编排设计: **Global Media Solutions Ltd**

Printer 印刷商: **Shanghai Sea Bird Printing Co Ltd.**

Cover Picture 封面图片: **SINODIS**

Circulation and Advertising Contacts
 发行及广告联络处

- 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

Address: **Room 611, Xinyuanli West 19, Chaoyang District, Beijing**

中国北京市朝阳区新源里西 19 号 611 室

Post Code: **100027**

Tel: **+86 10 8468 3982**

E-mail: **info@bei.swisscham.org**

- Guangzhou

Address: **27th Floor, Grand Tower No.228 Tianhe Road, Guangzhou**

广州市天河区 228 号广晟大厦 27 楼

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**

Website: **http://www.swisschamhk.org**

A Big Thanks to Our Advertisers and Sponsors 特别感谢本刊所有赞助商

Inside Front Cover: City of Basel

First Page: Regus

Inside Back Cover: Swisscham

Outside Back Cover: Swiss Airlines

P5: DHL

P7: Nestlé

P15: Premec

P26: City of Basel Co-published feature

A special thanks to our distribution sponsors:



CONTRACT
 PUBLISHED BY





我们不仅保护大熊猫

WWF及其合作伙伴的多方努力,已使藏羚羊种群数量重现增长。了解我们,支持我们,请至www.wwfchina.org

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。

未来在中国售卖的瑞士巧克力或是粉色系

Future of Swiss chocolate in China may be 'in the pink'

A breakthrough by a Swiss chocolate maker Barry Callebaut AG, the world's largest cocoa processor, has come up with the first new natural colour for chocolate since Nestle SA started making bars of white chocolate more than 80 years ago. While it has a pinkish hue and a fruity flavour, the Zurich-based company prefers to refer to it as "ruby chocolate."

The innovation, based on a special type of cocoa bean, comes after about a decade of development, according to Chief Executive Officer Antoine de Saint-Affrique. The chocolate, recently unveiled in Shanghai, has a natural berry flavour that's sour yet sweet, according to the Zurich-based company. The new product may also appeal to Chinese consumers, a nascent market for chocolate, De Saint-Affrique said. The company has tested the product in the U.K., U.S., China and Japan through independent consumer research carried out by Haystack and Ipsos. "We had very good response in the key countries where we tested, but we've also had very good response in China, which for chocolate is quite unusual," De Saint-Affrique said, adding that the colour is attractive in that market.

5 September 2017

Swiss luxury watch market enjoys China boost

A surge in orders from China has put the global market for luxury timepieces back on track sooner than expected. In the first seven months of this year, Swiss watch exports to China rose 21.8 per cent to CHF850.1 million (USD1.19 billion), with shipments in July enjoying a 22.3 per cent jump, according to figures from the Federation of the Swiss Watch Industry. Swiss shipments to Hong Kong (Switzerland's biggest watch market) also jumped 16.8 per cent in July and 2.9 per cent between January and July.

There has been a slump in the market for the past two years, largely due to China's crackdown on

世界最大的可可加工商，瑞士巧克力制造商 Barry Callebaut AG 公司取得重大突破，在雀巢公司开发出白巧克力 80 多年之后，研发出新的巧克力专用的首款新型自然色。虽然它具有粉红色的色调和水果味，这家苏黎世的公司更喜欢将其称为“红宝石巧克力”。



Barry Callebaut AG 的 CEO, Antoine de Saint-Affrique 说这项创新基于花费了接近十年才培育出的新型可可豆。据这家总部在苏黎世的公司称，这种带有天然莓果味道、酸酸甜甜的巧克力最近已经在上海发售。Antoine de Saint-Affrique 认为新产品对中国消费者来说很有吸引力，即便中国的巧克力市场还处于初级阶段。公司已经在英国、美国、中国和日本测试过新产品，通过 Haystack 和 Ipsos 第三方独立机构进行了消费者对产品的反馈调研。Antoine de Saint-Affrique 认为：“在所有测试的国家，我们都取得了很好的反馈，尤其是我们从中国消费者那里得到的反馈都很不错，对于巧克力来说是不同寻常的。”

他补充说这款巧克力的颜色在中国市场确实很受欢迎。

2017 年 9 月 5 日

瑞士奢侈品手表在中国市场受到追捧

来自中国的订单急速增长使得全球奢侈品钟表业比预期更快地回到正轨。根据瑞士钟表产业联合会的数据，在今年最初的 7 个月，瑞士进口到中国的手表上升了 21.8%，达到了 8.501 亿瑞士法郎（11.9 亿美元），7 月的出货量也增长了 22.3%。瑞士到香港（瑞士最大的钟表输出市场）的出货量也



corruption. Swiss watch exports globally have yet to return to their pre-slump levels, but they have been growing for three straight months so far. Shipments were up 3.4 per cent in July and in the first seven months of this year, Swiss watch exports expanded 0.7 per cent to CHF10.31 billion. The expansion driven by mechanical watches, which grew two per cent; quartz products lost ground (minus 4.5 per cent). Gold watch shipments also fell in value, but exports of steel timepieces expanded. Exports of platinum and bimetal models also rose.

23 August 2017

China's HNA completes purchase of 16.2% stake in Swiss retailer Dufry

Chinese conglomerate HNA Group has completed the acquisition of a 16.2 per cent stake in Swiss airport retailer Dufry AG from Singaporean sovereign funds GIC and Temasek, according to a Reuters report. No value for the deal was given, but the stake would be worth about USD 1.4 billion, given Dufry's current market capitalisation of USD8.5 billion. The acquisition takes HNA's total stake in the Swiss group up to 20.92 per cent. Dufry said the two companies have already started to look at possible areas of collaboration, with a view to getting more business from domestic and international Chinese travellers. HNA said its acquisition of Dufry shares was funded entirely by offshore capital. HNA is now Dufry's largest shareholder.

August 21, 2017



在7月跃升了16.8%，从一月到七月上升了2.9%。

瑞士奢侈品手表在过去两年里市场出现了较大滑坡，很大一部分原因来自于中国政府对贪污腐败的打击。全球瑞士手表出口尚未回到预期的水平，但迄今为止连续三个月持续增长。7月份的出货量增长了3.4%，而今年前7个月，瑞士手表出口额增长了0.7%，达到103.1亿瑞士法郎。机械表出口量上升了2%，带动了瑞士手表出口的整体上升趋势；石英表则有所下降（减少了4.5%）。黄金手表出货量也有所下降，但不锈钢腕表的出口量上升。铂金和双金属腕表的出口量也有所上涨。

2017年8月23日

中国海航收购瑞士零售商 Dufry 16.2% 股权

据路透社报道，中国海南航空已经从新加坡主权财富基金 GIC 和 Temasek 收购了瑞士机场零售商 Dufry 公司 16.2% 的股份。此次交易官方没有给出明确的交易价值，但由于 Dufry 目前的市值为 85 亿美元，这笔交易价值估计达到 14 亿美元左右。

该收购将使海航拥有 Dufry 集团 20.92% 的股份。Dufry 表示，两家公司已经开始关注潜在的合作领域，以期从国内旅行和国际旅行的中国旅客获得更多的商机。海航表示，收购 Dufry 股份完全由离岸资本资助。海航现在是 Dufry 最大的股东。

2017年8月21日

原属瑞士老板的南安普敦足球俱乐部易主

Swiss owner of Southampton FC sells to China's Gao family

Southampton has become the latest European football club to come under Chinese ownership, after real estate magnate Jisheng Gao finalised a deal worth about £200m with Katharina Liebherr, the Premier League club's Swiss owner. Gao, who controls Chinese real estate group Lander Holdings, and his daughter Nelly have acquired an 80 per cent stake in the football club. The deal had been held up as Chinese authorities have toughened up their regulation of foreign investments, due to concerns about growing capital flight and excessive borrowing being used to finance overseas dealmaking. Ms Liebherr was the only female owner of a Premier League club, which she had inherited from her billionaire industrialist father Markus, who acquired it for a reported £14m in 2009, and succeeded in rescuing it from administration before dying a year later. In recent years, Chinese groups and individuals have spent more than \$2bn on European football clubs, and Southampton becomes the third Premier League club to gain a major Chinese investment. Dealglobe advised the Gao family, while UBS advised Southampton.

15 August 2017

Chinese and Swiss custom offices to implement AEO programme

Chinese and Swiss customs have started implementing a mutually recognised Authorised Economic Operator (AEO) programme in September to boost international trade, the General Administration

日前，来自中国的房地产巨头高继胜与英超联赛俱乐部老板 Katharina Liebherr（瑞士人）敲定了价值约 2 亿英镑的交易后，南安普敦足球俱乐部已经成为最新一家所有权归中国人的欧洲足球俱乐部。中国莱茵达控股集团的高继胜先生及其女儿 Nelly 已经控制了该足球俱乐部 80% 的股份。由于担心越来越多的资本外逃和过度借款被用于海外交易融资，中国当局加强了对外国投资的监管，这笔交易也因此被当局严加审查。Liebherr 女士曾是英超俱乐部唯一的女性老板，她是从身为亿万富翁的工业家父亲 Markus 那里继承的南安普顿足球俱乐部。Markus 于 2009 年以时称 1400 万英镑买下该俱乐部，帮助其成功摆脱行政纠纷。近年来，中国团体和个人在欧洲足球俱乐部已花费逾 20 多亿美元，南安普敦从而成为英超联赛第三个主要由中国人投资的俱乐部。在此次交易中，高家族的顾问是 Dealglobe，南安普敦方面的顾问是 UBS。

2017年8月15日

中国—瑞士海关 AEO 互认已实施

海关总署 8 日宣布，中国和瑞士海关已于 9 月开始执行 AEO 互认，以促进国际贸易。截至 9 月 1 日，中国和瑞士海关可以在向对方出口货物时提供简化的海关手续，包括包括减少货物查验、评估为安全贸易伙伴、优先处置保证快速通关、指定海关联络员、贸易中断恢复时优先通关等。预计两国 AEO

of Customs (GAC) announced in August. As of September 1, Chinese and Swiss customs can offer simplified customs procedures in both countries, including reduced examinations and prioritised clearance, to companies that obtain AEO status when they export goods to the other country. It is expected that such simplified procedures will cut average customs clearance times by 30 to 50 per cent, thus reducing trade costs. Currently, around 22,300 Chinese companies trade with Switzerland and 1,000 of them have already obtained the AEO status.

To boost trade, China and Switzerland (China's second largest trading partner in Europe), launched AEO negotiations at the start of 2015 and reached an agreement in January this year. Data from the GAC shows that in the first six months of 2017, the bilateral trade volume between the two countries reached US\$18.2bn, up 18.9 percent year-on-year. China has already implemented AEO mutual recognition with 33 countries and regions, including the EU, Singapore, South Korea and New Zealand, and is now working on signing such agreements with the United States, Japan, Australia and Russia.

11 August 2017

Swiss exports to China reach new record level

Swiss exports to China including Hong Kong have reached a record level. According to recently published figures of the Swiss Federal Customs Administration, Switzerland exported goods to the value of CHF 8.3 billion Swiss Francs to China in the first six months of 2017, a growth of 16.9%, year-on-year. Swiss horology continued its recovery in sales in China with growth of 21.7% in the first six months. However, a drop in sales in the United States kept the sector's global sales flat year in year.

Overall, Swiss exports reached a record of CHF 109.6 billion during the first half of the year, with imports hitting CHF 90.7 billion, the highest in eight years. Chemicals and pharmaceuticals enjoyed an increase in exports of 7%, or CHF 32 billion. Exports to North America and Asia also showed an increase of 6%, but the Middle East fell by 16% and Europe increased by only 4%.

26 July 2017

Swatch partners with 11 Chinese banks for new payments watch

Four new NFC smart watches that make use of China UnionPay's cloud-based payments service have been unveiled in Shanghai by Swatch Group CEO Nick Hayek. "From July 27, 2017 onward, Swatch Pay will be available at designated Swatch stores in 28 Chinese cities," the company announced. Customers can use their watches to pay for purchases in shops and stores around the country using merchants' contactless POS terminals with a China UnionPay QuickPass icon. Eleven leading Chinese banks have also signed up to participate in the new Swatch Pay service, the watch maker adds. "It is easy to use,



企业出口到对方国家的货物在海关平均查验比例和通关时间将下降 30% 至 50%，可有效降低企业贸易成本。目前，约 22,300 家中国公司与瑞士交易，其中 1,000 家已经获准加入了 AEO 互认。

为促进两国贸易，中国和瑞士（中国的欧洲第二大贸易伙伴）于 2015 年初就开展了 AEO 谈判，并于今年 1 月达成协议。来自 GAC 的数据显示，2017 年前六个月，双边贸易额达到 182 亿美元，同比增长 18.9%。中国已经与包括欧盟，新加坡，南韩和新西兰在内的 33 个国家和地区实施了 AEO 互认协定，目前正在与美国，日本，澳大利亚和俄罗斯等国签署协议。

2017 年 8 月 11 日

瑞士出口产品到中国达历史新高

瑞士出口到中国（包括中国香港地区）的商品已达历史新高。根据最近瑞士联邦海关系统发布的数据表明，瑞士在 2017 年上半年出口的价值达到 83 亿瑞士法郎，与去年同比增长了 16.9%。瑞士钟表行业在中国的销售恢复增长，前六个月增长了 21.7%。然而，在美国的销售下降使该行业的全球销售额同比保持平稳。

总体而言，上半年瑞士出口创历史新高，达 1,096 亿瑞士法郎，进口额达 907 亿瑞士法郎，创 8 年来最高纪录。化学品和药品出口增长了 7%，即 320 亿瑞士法郎。对北美和亚洲的出口也增长了 6%，但中东下降了 16%，欧洲仅增长了 4%。

2017 年 7 月 26 日

斯沃琪与 11 家中国银行合作推广全新支付功能手表

斯沃琪集团首席执行官 Nick Hayek 在上海发布了四款利用中国银联云端付费服务的 NFC 智能手表。该公司宣布“从 2017 年 7 月 27 日起，Swatch Pay 将在 28 个中国城市指定的 Swatch 商店实行”。客户可以在全国各地的商店里带有中国银联 QuickPass 图标、非接触式 POS 终端上支付所购买的商品。

斯沃琪手表制造商补充说，11 家在中国业务领先的银行已签约参加 Swatch Pay 服务。Swatch 的创意总监 Carlo Giordanetti 表示：“由于其设计和价格定位，它易于使用，友好，不复杂，很容易收到消费者喜爱。”

“该产品能够很好地匹配品牌定位，满足当今社会对产品互动功能的需求，使我们的生活更加愉快。人们理解一个时尚而

便于携带的配饰的附加价值，让他们能够用一种简单姿势轻松解决各种支付烦劳。”

2017 年 7 月 24 日

friendly, uncomplicated and universally appealing thanks to its design and price positioning,” said Carlo Giordanetti, creative director of Swatch.

“The product matches the brand position well and meets one of today’s needs for interactive product features that make our lives more enjoyable. People have really understood the added value of having a stylish and easy-going accessory, allowing them to settle all kinds of purchases with a simple gesture.”

24 July 2017

UBS Asset Management granted private fund licence in China

UBS Asset Management has announced that its wholly foreign-owned enterprise, UBS Asset Management (Shanghai) Limited, has been granted a Private Fund Management (PFM) licence from the Asset Management Association of China (AMAC). The licence allows UBS to offer onshore fixed income, equity and multi-asset private funds to both institutional and high net worth investors in China. “China is a key growth market for UBS Asset Management. Our goal is to be a leading asset manager in China for both onshore and offshore investors and a strong partner to Chinese clients investing overseas,” said Ulrich Koerner, President of UBS Asset Management. “UBS Asset Management was the first international manager with a QDLP quota to receive a PFM licence in China’s onshore market. Securing the licence expands the breadth and depth of our domestic offering, complements our offshore capabilities and, importantly, demonstrates our continued support of China in its efforts to open its capital markets to the world,” said Rene Buehlmann, Group Managing Director, Head Asia Pacific at UBS Asset Management.

21 July 2017

ABB signs a strategic agreement with CMEC

ABB and the China National Machinery and Equipment Corporation (CMEC) have announced that they have signed a strategic cooperation agreement at a recent ABB event held in Hangzhou. The agreement is to further deepen bilateral relations and cooperation, and to work together to explore the global market. Under the agreement, both sides will give full play to their advantages and jointly explore global power infrastructure projects; and work to expand the overseas Engineering Procurement Construction (EPC) market being driven by China’s Belt and Road Initiative (BRI). Dr Chunyuan Gu, Senior Vice President of ABB Group, Chairman and President of ABB (China) Limited, said: “The ‘One Belt, One Road’ initiative brings new opportunities for ABB and Chinese enterprises to further cooperate. Relying on ABB’s leading technology advantages and rich experience in project management, we are providing products, technologies and services that meet international standards for a growing number of Chinese companies, including CMEC.”

18 July 2017

瑞银资产管理获得中国内地私募基金管理人牌照

瑞银资产管理有限公司已宣布其外资独资企业瑞银资产管理（上海）有限公司已从中国资产管理协会（AMAC）获得私人基金管理（PFM）许可证。许可证允许瑞银向中国的机构和高净值投资者提供在岸固定收益、股权和多资产私人资金。

瑞银资产管理公司总裁 Ulrich Koerner 表示，“中国是瑞银资产管理的主要增长市场。我们的目标是成为



中国境内和海外投资者的领先资产管理经理人，中国客户在海外投资的强力合作伙伴。瑞银资产管理公司亚太区总经理 Rene Buehlmann 表示：“瑞银资产管理公司是首个同时获得中国私募基金管理人牌照和合格境内有限合伙人（QDLP）资格的外资机构。

授权许可证扩大了国内产品的广度和深度，补充了我们的离岸功能，更重要的是证明了我们继续支持中国向世界开放其资本市场方面的努力。”

2017年7月21日

ABB 与 CMEC 签署战略合作协议

ABB 和中国机械设备工程股份有限公司（CMEC）宣布在 ABB 最近在杭州举办的最近一次活动中签署了战略合作协议。协议决定进一步深化双边关系与合作，携手开拓全球市场。根据协议，双方将充分发挥优势，共同开拓全球电力基础设施项目；并努力扩大由中国“一带一路倡议”（BRI）推动的海外工程采购建设（EPC）市场。ABB 集团高级副总裁，ABB（中国）有限公司董事长兼总裁顾纯元表示：“‘一带一路’倡议为 ABB 与中国企业的合作带来新的机遇。依托 ABB 全球领先的技术优势、遍布全球 100 多个国家的业务布局以及丰富的海外项目管理经验，我们正在为包括 CMEC 在内的越来越多的中国企业提供符合国际标准的产品、技术和服务。”

2017年7月18日

中国批准进口先正达 Agrisure Duracade 性状玉米

先正达 7 月 17 日宣布，已收到中国农业部对其 Agrisure Duracade 性状玉米的进口许可通知。该批准涉及玉米及相关加工产品的进口，包括可用于食品和饲料的干酒糟（DDG）等。先正达首席执行官 Erik Fyrvold 表示：“获得该监管机构的批准为我们的玉米种子投资组合提供了新的机会。种植者可以期待更多的选择和优质的新型

Syngenta receives China import approval for corn trait

Syngenta announced on 17 July that it has received notification of import approval from the Chinese Ministry of Agriculture for its Agrisure Duracade® trait. The approval covers corn grain and processing co-products, including dried distillers grains (DDGs), for food and feed use. Erik Fyrwald, Syngenta's CEO, said: "Obtaining this regulatory approval opens up new opportunities for our corn seed portfolio. Growers can expect more choice and exciting new hybrids that offer elite genetics plus the latest in corn rootworm control technology." Corn rootworm costs US growers more than \$1 billion annually due to yield losses and costs of control measures. Agrisure Duracade, which features a unique mode of action, helps to deliver control of corn rootworm for a healthier corn crop with higher yield potential. The Agrisure Duracade trait has completed the Food and Drug Administration consultation process, received registration from the Environmental Protection Agency and has been fully deregulated by the USDA since 2013.

17 July 2017

Citychamp appoints Jérôme Biard to head its watch division

Chinese company Citychamp Watch and Jewelry has appointed Jérôme Biard as director of its watch division. He took over management of its Corum and Eterna brands on September 1. He replaced Davide Traxler, who was appointed interim CEO of both brands last March. Biard has more than 25 years of experience in the watch industry, including 16 years at Richemont in sales and marketing positions for Vacheron Constantin and Cartier.

Citychamp has owned Swiss watch brands Corum and Eterna since 2013. A diversified group of companies, it is owned in turn by Chinese businessman Kwok Lung Hon. Since the takeover, Biard will be the third director charged with managing the brands. The two previous directors – Antonio Calce (2007–2014) and Davide Traxler (2015 – 2017) – both stayed less than two years.

12 July 2017

Hong Kong, Singapore to challenge Switzerland in wealth management - BCG

Hong Kong and Singapore will attract wealth from abroad at more than twice the pace of Switzerland over the next four years as Asia's economic expansion creates local millionaires, Boston Consulting Group (BCG) predicts in a recent report. For decades, secure wealth hubs such as Switzerland and Singapore have benefited from political and economic instability elsewhere in attracting overseas wealth. But Asia's biggest wealth management centres such as Hong Kong and Singapore are now outpacing Switzerland in growth, by attracting clients from within the region who are becoming richer in tandem with its rising economic output. "Relative to Switzerland, Hong Kong and Singapore are growing faster because of the economic growth from China to India," said Mariam Jaafar, a Singapore-based BCG partner, and one of the authors of the report. "Still, China's restrictions on investment outflows may slow some of

杂交品种，这些品种具有良好的基因和最新的玉米根虫控制技术。“由于产量损失和控制措施成本，玉米根虫每年给美国的种植者带来超过 10 亿美元的损失。Agrisure Duracade 具有独特反应机制，有助于控制玉米根虫，以获得更高产量、更健康的玉米作物。Agrisure Duracade 性状产品早已在美国食品药品监督管理局完成了咨询程序，并在美国环保署进行了注册登记。自 2013 年以来，美国农业部已对该系列产品解除管制。

2017 年 7 月 17 日

冠城钟表珠宝集团任命 Jérôme Biard 为其腕表部门主管

中国的冠城钟表珠宝集团任命 Jérôme Biard 为钟表部门主管。Jérôme Biard 于 9 月 1 日正式接管昆仑表和绮年华，成为了去年三月被任命为两家品牌临时 CEO 的 Davide Traxler 的继任。Jérôme Biard 拥有超过 25 年的制表行业从业经验。他曾在历峰集团供职 16 年，负责江诗丹顿和卡地亚的营销。



冠城钟表珠宝集团自 2013 年以来一直拥有瑞士手表品牌 Corum（昆仑）和 Eterna（绮年华），作为一家多元化的公司，为中国商人韩国龙拥有。自上任以来，Biard 将是第三名负责管理该品牌的主管。前两名主管 Antonio Calce (2007–2014) 和 Davide Traxler (2015 年至 2017 年) 在职均持续不到两年时间。

2017 年 7 月 12 日

香港和新加坡或取代瑞士成为全球财富管理中心 - 波士顿咨询

波士顿咨询集团 (BCG) 最近在一份报告中预测，香港和新加坡将在未来四年内以超过瑞士两倍的速度吸引海外财富，因为亚洲的经济扩张在当地创造了很多百万富翁。几十年来，诸如瑞士和新加坡等安全财富中心因为其他国家和地区的政治经济不稳定性而受益匪浅。但亚洲最大的财富管理中心，如香港和新加坡，目前已超过瑞士的增长速度，吸引来自该区域内的客户。随着经济不断增长，亚太地区的富裕人群不断增加。BCG 合伙人 Mariam Jaafar，报告作者之一认为，相对于瑞士，香港和新加坡境外财富由于中国和印度等经济体的发展而增速更快。不过，他认为，中国限制投资流出可能会减缓来自中国资产的流动。根据 BCG 的数据，中国排名高于台湾、香港和印度尼西亚，成为亚太地区最大的离岸财富来源，去年为私立银行的收入贡献了近 120 亿美元，成为该地区最多的收入来源。

2017 年 6 月 24 日

the movement of assets from the nation,” says Jaafar. China ranks above Taiwan, Hong Kong and Indonesia as the largest source of offshore wealth in the Asia-Pacific region, according to BCG and contributed almost USD 12 billion in revenue pools for private banks last year, the most in the region, the report showed.

24 June 2017

Concardis brings Alipay to Switzerland

Concardis, the European payment service provider, is bringing Chinese mobile payment solution Alipay to Austria and Switzerland. CGössl is the first merchant in Austria to enable Chinese guests to pay via smartphone and the Alipay app. The roll-out in the Swiss market is planned for October of this year. Tourists from around the world come to Europe and, when shopping, expect the options they are used to from their home countries, and East Asia is leading the way in terms of mobile payments.

“This is the reason for our partnership with Alipay - which helps us to enable merchants in all of German-speaking Europe to allow their customers who are travelling from Asia to pay using the preferred payment method in China,” says Marcus W. Mosen, CEO of Concardis. Alipay currently has more than 450 million active users and holds more than 50% of the Chinese online payment market and 80% of mobile payments. The partnership between the Chinese company and the Germany-based payment service provider has existed since June of last year.

18 June 2017 ○

Concardis 将支付宝带到瑞士

欧洲支付服务提供商 Concardis 正在将中国移动支付解决方案“支付宝”推广给奥地利和瑞士。经营奥地利传统服饰的品牌 CGössl 旗下 20 处门店成为这一框架下首家支持支付宝扫码支付的商家。而支付宝在瑞士的业务计划于今年 10 月全面铺开。世界各地的游客来到欧洲，购物时希望使用他们国内惯用的支付方式，而东亚在移动支付方面处于领先地位。Concardis 首席执行官 Marcus W. Mosen 说：“这是我们与支付宝合作的原因，它帮助我们所有德语区的欧洲商家能够接受来自亚洲的客户使用这一在中国的首选付款方式。”支付宝目前拥有超过 4.5 亿的活跃用户，占据中国在线支付市场的 50% 以上的和手机支付的 80%。支付宝和来自德国的 Concardis 公司自去年 6 月份已开始合作。

2017 年 6 月 18 日 ○



Premec
SWISS WITH PRIDE

Swiss-made quality writing tools for international brands promotion.

For enquiries: Premec Shanghai Co., Ltd. - Factory Building 4, Nr. 879 Shen Fu Road, Xinzhuang Industry Park Shanghai 201108, China.
Tel: +86.21.5442.7420, +86.21.5442.7421 - Fax: +86.21.5442.7430 - Email: patrick.lin@premec.ch - suki.fong@premecshanghai.cn
www.premec.com | www.prodir.com



Personality pens.
Swiss made.

prodir®

Managing the Problem of Piracy

应对侵权问题

Managing protection of intellectual property is one of the perennial challenges for Swiss businesses in China.

The Bridge looks at what can be done in order to achieve the best results.

by **Mark Andrews**

做好知识产权保护工作是瑞士在华企业面对的一项长期存在的挑战。《桥》在本文中介绍了企业应该做好哪些防范和应对工作。

作者：**Mark Andrews**



Over the years there have been a number of high profile cases that have brought out in the open the threat that foreign companies face in protecting their IP in China. In the automotive sector, Land Rover and Porsche, for example, have claimed to have been victims, but chose not to pursue any action. This decision may well be because of the patchy record of Chinese courts' rulings on these matters in the past. An earlier attempt by Fiat in 2008 to stop production of the Great Wall Peri (which it claimed was a copy of the Fiat Panda), resulted with the action being dismissed in China, while an Italian court ruled in Fiat's favour and banned sales of the car in Europe.

There are signs that things may be turning for the better. In August 2017, New Balance, an American sportswear retailer, won a US\$1.5 million award - the highest award ever granted to a foreign business in China - for trademark

去年来发生的多起高知名度案件将外资企业在华面对的知识产权保护威胁暴露无遗。举例来讲，在汽车行业，路虎和保时捷都曾宣称是受害者，但最终却选择不采取任何行动。企业做出这种决定的原因很可能是中国法院过去在这些问题的裁决上记录不佳。早在2008年，菲亚特曾试图通过法律手段要求长城精灵（据称该款汽车是菲亚特熊猫的翻版）停止生产，结果是案件在中国被撤诉，而意大利法院则判决菲亚特胜诉，并严禁长城在欧洲销售这款车。

不过，有迹象显示事态正朝着好的方向发展。2017年8月，美国运动服饰零售商 New Balance 在与三家国内运动鞋厂商的商标侵权案中胜诉，并获得

infringements by three domestic shoe producers. This followed on the heels of a 2015 ruling for a lawsuit in which the company lost to a man who had registered the Chinese name of New Balance.

China's IP regulations

So where does China and Chinese legislation actually stand on these issues? "Prior to China entering the WTO, China's chief negotiator claimed that China's system for the protection of intellectual property rights reached the level of best international practice," says Paul Thaler, Managing Partner of Wenfei Attorneys-at-Law. "But in practice, the three key areas of intellectual property: patent law, copyright, and trademark law have all required two major modifications in the intervening period. In contrast, Swiss law has barely needed any modification in that time. However, China has now reached the stage where it has a relatively complete structure of intellectual property laws and regulations."

"The establishment of the Chinese IP legal framework was initiated in the 1980s, the IP legal framework was further enriched by a great number of administrative regulations, measures, policies and Supreme Court circulars," says Fiona Gao, an Associate with VISCHER, one of Switzerland's leading law firms. "Since 2007 when President Hu Jintao announced that developing and protecting IP was part of the national development strategy, things really started to change with the recognition of the importance and value of brands and patents, especially since the end of 2014," says Gao. "Since then, Beijing, Shanghai and Guangzhou have established specialized IP courts to judge on IP-related cases. This really was the beginning of a new era. It is also very important to bear in mind China's economic situation and its industry structure when discussing IP protection. After the 2008 financial crisis, companies that had before only exported had to reconsider overseas markets and look at sales within China. Many were OEM manufacturers that had yet to establish their own R&D team and to develop products with their own brands. As a consequence, we have seen a great increase in patent and trademark applications from Chinese companies in the past ten years."

IP and the shift to an innovation economy

The Chinese government has also focused its policy on developing the local consumer market, and promoting more innovation and R&D. This, coupled with the steady rise of Chinese brands, has made comprehensive, enforced IP protection of increasing importance to Chinese businesses. "China with its rapid economic development is undergoing fundamental changes. From simply copying - or adapting - to combining or integrating technologies and now through to innovation," says Charles Merkle, President, CBC, a Swiss consulting firm in China.

A good example of this changing perspective is the recent claim from Chinese parties that foreign companies are stealing its high speed railway technology IP. This is of some importance to China as it has invested considerably in the development of this technology, and promoting its sale overseas is a key objective of its US\$ trillion Belt & Road Initiative. Ironically, the Chinese claim comes just a few years after Japanese and European companies made a similar claim: that China had stolen their technology to



Fiona Gao
VISCHER

150 万美元的赔偿，这是外资企业在中国获得的最高额的赔偿。而就在此前的2015年，公司在与注册 New Balance 中文名的一位自然人的案件中败诉。

中国的知识产权法规

那么中国和中国法律在这些问题上的立场是什么呢？“在中国加入 WTO 之前，中国的主谈判官曾表示中国的知识产权保护体系已经达到了最佳的国际实践水平，”文斐律师事务所 (Wenfei Attorneys-at-Law) 执行合伙人 Paul Thaler 说，“但是在实践中，知识产权的三个主要方面：专利法、版权和商标法都需在干预期内做出两大重要修订。相反的，当时的瑞士法律几乎不需要做任何的调整。不过，目前中国已经发展到了拥有较为完善的知识产权法律法规结构的阶段。”

“中国的知识产权法律框架的建立是从 20 世纪 80 年代开始的，之后在发布了多个行政法规、办法、政策和最高法院通告后知识产权法律框架得到了进一步的充实，”瑞士知名律师事务所 VISCHER 的律师 Fiona Gao 表示，“自 2007 年时任国家主席胡锦涛宣布发展和保护知识产权是国家发展战略的一部分以来，事态开始改观，品牌和专利的价值及重要性得到了认可，尤其是在 2014 年年底之后。”Gao 还说：“自此，北京、上海和广州相继设立了专门的知识产权法庭来裁判知识产权相关案件。这标志着全新纪元的开始。另外，我们在探讨知识产权保护问题时还应考虑到中国的经济形势及产业结构等因素。自 2008 年金融危机以来，那些出口型企业不得不重新审视海外市场并开始在国内市场寻找机会。这些企业多数都是尚未成立自有研发团队并开发自有品牌产品的代工企业。这也是我们在过去十年里看到中国企业对专利和商标的申请大幅增加的原因。”

知识产权和向创新型经济的转型

与此同时，中国政府也将政策重点放在了发展本土消费市场 and 促进创新和研发上。伴随着中国品牌的

稳步成长，这使得全方面的、行之有效的知识产权保护成为中国企业迫切需要的规范。“快速发展下的中国正经历着翻天覆地的变化，它经历了从简单的复制或调整到结合或整合技术再到现在的自主创新的过程，”瑞士在华咨询公司 CBC 总裁 Charles Merkle 表示。

一个很好的例子就是中国方面近期指责有外资企业盗用中国的高速铁路技术知识产权。这项技术对于中国来说是十分重要的，因为中国在其研发上投入了巨额资金，另外，在海外销售推广这一技术也是中国上万亿美金的“一带一路”倡议的重要目标之一。耐人寻味的是，中国的指责是在



Paul Thaler
Wenfei

develop its high speed trains, and had been exporting it in contravention of the original sales agreements.

This new pivot to protection of local brands is also broadly reflected in the numbers. Last year China had 2.36 million patent applications compared with just 14,000 when China started registering patents in 1985, according to data provided by Wenfei. China was also last year the fifth largest applicant for trademarks in the Madrid system with 3,014 applications by domestic companies, while foreign companies had 21,238 applications for international registration in China.

The figures, however, should be interpreted with some caution. Chinese patent law allows two types, and many of the patents being filed by Chinese companies are utility model (UM) rather than invention patents. These are cheaper, much quicker to do (one year, rather than five), last ten years rather than 20, and, significantly, have a lower threshold of 'novelty' requirement than invention patents. Still, they do show that the concept and value of IP protection is being grasped and acted upon in the local business environment.

The challenge of e-commerce

For much of the past 15 years, China has earned worldwide notoriety for its pirated consumer products, ranging from DVDs of international films and TV series, to a wide range of luxury-brand clothing and watches offered at a fraction of the price (and generally, the quality) of the original. With the explosive growth of online shopping in China over the past five years, a new dimension was added to this problem. In recent years, e-commerce giants such as Alibaba have received regular criticism for the amount of fakes being sold on their platforms. To counteract these accusations (and with a mindful eye on its international expansion) Alibaba claims to have made big efforts to address the problem, including now having a team of more than 2,000 people investigating counterfeit products on its websites. According to the company, this resulted last year in 469 cases being punished by the government and 33 criminal verdicts. "The good thing about online sales channels is accountability," says Wenfei's Thaler. "Often sellers need to provide substantial documentation and some form of deposit in case of disputes. In the past, small factories would produce counterfeit products and distribute them through various opaque channels until they ended up in the shops. Online sales channels - as the most important channel of the future - will improve transparency and accountability."

Taking action on piracy

For international companies, the general advice is that they need accept that - as in many other areas of commercial law in China - a lot of successful protection will depend on self policing and initiating action. "It's up to the companies to keep a watch, and then act swiftly to deter the bad actors early and thoroughly" says Gianna Abegg, Swiss attorney-at-law, at Eiger law firm in Shanghai. "If companies do this, their take down actions can work fairly effectively." To tackle bricks and mortar stores selling pirated goods, VISCHER's Gao believes that from an economic perspective, the spiralling real estate prices in cities like Shanghai and Beijing will make it increasingly difficult for such low margin shops to survive. One such example was Shanghai's notorious Han City, popularly nicknamed Taobao City, on central Nanjing Xi Lu, which was full of little stores selling pirated items. New management increased rents and as a result pushed out these tenants. At the production end, original brands, working in collaboration with local



Gianna Abegg
Eiger

日本和欧洲企业做出类似的指责之后做出的：他们认为中国抄袭了他们的技术来发展高铁，对这项技术的出口违反了最初的销售协议。

这种对本土品牌保护的新转变也在数据中有所体现。据文斐律师事务所提供的数据显示，去年中国的专利申请数达 236 万个，而在 1985 年中国开始注册专利时只有 14,000 个。去年，中国是在马德里系统中申请商标的第五大国家，共有 3,014 家本土企业申请，而外资企业在中国申请的国际注册数达 21,238 个。

不过，我们应该十分谨慎的解读这些数据。中国的专利法允许两种形式，而中国企业注册的多数专利属于实用新型专利而非发明型专利。这种专利更为廉价，只需较短的时间即可完成（1 年，而不是 5 年），可持续 10 年，而不是 20 年，相比发明型专利对于“创新”的门槛要求更低。即便如此，它们仍显示了人们抓住了知识产权保护的理念和价值并在本土商业环境中加以实践。

电子商务的挑战

在过去 15 年里，中国消费品造假的问题世界闻名，从国际影片和电视系列片 DVD 盗版到以极为低廉的价格（低品质）盗版更广泛的奢侈品服装和手表品牌等。随着过去五年里网络购物在中国爆发式的增长，这个问题出现了新的情况。近年来，像阿里巴巴这样的电子商务大鳄时常会收到关于在其平台上销售的产品涉嫌盗版的控诉。为了对抗这些控诉（和为国际扩张铺路），阿里巴巴宣布将花大力气解决这一问题，包括成立拥有 2,000 多人的团队专门调查网站上的盗版产品。据该公司称，这一行动的结果是：去年共有 469 起案件受到政府处罚和 33 起刑事判决。“在线销售渠道的一大好处是其责任制，”文斐律师事务所的 Thaler 表示：“为了避免纠纷，卖家往往需要提供大量的文件和一定数额的保证金。过去，许多小工厂会生产造假产品并通过多个不透明的渠道分销，直至这些产品进入商店。在线销售渠道作为未来最重要的销售渠道有助于提高透明度和责任制。”

采取行动打击盗版

对于国际企业，我们总的建议是它们需要接受——正如中国商业法的多个其他领域一样——许多成功的保护都来自于自有政策和自发行动这个事实。“企业应关注并快速行动以在早期彻底的阻止不遵守规则的行为，”上海律师事务所 Eiger 的瑞士律师 Gianna Abegg 表示，“如果企业这样做的话，它们的行动往往可以收到很好的效果。”为了解决实体店销售盗版商品的问题，VISCHER 律所的 Gao 律师认为从经济角度来看，上海和北京等城市急剧上涨的房价也使得这种低成本商店难以为继。其中一个例子就是位居南京西路中段被称为淘宝城的上海汉城购物中心，这里曾经遍布着销售伪造商品的小商店。随着新的管理者提高房租，这些租客不得不离开汉城购物中心。而在生产端，原版品牌还与本土公安机关、企业及其法律代表合作，成功的搜查并关闭了造假工厂并对涉案者进行了处罚。

police, companies and their legal representatives are having some success in raiding and closing counterfeiting factories, and punishing those involved.

Swiss and Swissness

Switzerland first passed a 'Swissness' law in 1971 and a new so called "Swissness Bill" entered into force at the beginning of this year. Thereafter, the requirements for products to be considered as Swiss have been tightened up. "The essence of this Swissness Bill is Swiss designation. It defines objective criteria for various products and services, and the 'Swissness' shall only be declared and labelled when the objective criteria are met," says Gao. This means that some companies now have to reconsider their supply chains to ensure that they meet the Swissness requirements for the products' components. "For some Chinese suppliers, such as those that manufacture watch parts, if they want to continue the relationship with Swiss manufacturers they now must consider setting up their factories in Switzerland, which is costly," says Gao. As a consequence, some Chinese companies continue to claim that their products are Swiss when they are not, and enforcement can be a problem. "The Swissness Bill is a Swiss national law. Although in principle it has an extraterritorial aim, it is difficult to enforce abroad," says Gao. "Enforcement is dependent on appropriate bilateral agreements and there are no such agreements between Switzerland and China." However, Chinese law firms have had some success in opposing trademark applications using the Swiss cross on products which do not meet the Swissness law.

How companies can protect IP

While many companies may bemoan what they consider inadequate protection in China, without registering their trademarks or patents then really there is no recourse against infringement. "If you have a registered patent or trademark, a judge has the possibility to issue an injunction ordering a company to stop when a lawsuit is filed and before a judgement is issued," says Nicolas Musy, co-founder of Swiss Center China. And what in Switzerland are seen as company secrets may not automatically be seen as such in China. Musy advises that companies must take extra care and mark documents as confidential and make sure sensitive information is only made available to employees who really need it. "In practice, this means that all proprietary information is marked as such and you should do everything possible to make sure you can trace how, and by whom, the information has been transferred."

It is also important to keep the problem in perspective. Although big IP infringement cases may grab the headlines, research shows that many international companies have learnt increasingly to live with the problem. A 2017 CEIBS survey shows that the issue of IP theft is actually near the bottom of concerns for many foreign companies operating in China. And as the Chinese economy matures it is likely to become less of a threat. "The early days are over when China benefited more from not protecting IP," says Eiger's Abegg. "The scales are now slowly but surely tipping the other way, as Chinese companies develop their own IP." ○



Nicolas Musy
Swiss Center China

瑞士和 Swissness

瑞士于1971年首次通过了“Swissness”法案,今年初,全新的“Swissness Bill”也开始付诸实施。自此,对于能被称为是瑞士品质的产品要求更加严格。“Swissness Bill的精髓就是瑞士名称。它界定了多种产品和服务的客观标准,并认为只有满足客观标准要求的产品才能获得‘Swissness’标识,”Gao律师表示。这意味着许多企业必须重新审查自己的供应链,以保证满足Swissness对产品零部件的要求。“对于那些生产手表零部件的中国供应商来说,如果他们希

望继续保持与瑞士厂商间的合作,他们就必须考虑在瑞士设立工厂,而这一成本将是十分昂贵的,”Gao律师说。因此,一些中国企业不断表示自己的产品是瑞士品质,这使得法案的执行成了一个较大的问题。

“Swissness Bill是瑞士的国家法律,尽管从原则上来讲具有治外法权的目的,但在海外的执行是十分困难的,”Gao律师继续说道,“执行需依赖于相应的双边协定,然而瑞中之间并无此类协定。”不过,中国律师事务所在反对不满足Swissness法规定条件的产品上使用瑞士十字标识的商标申请中曾多次胜诉。

企业应如何保护知识产权

许多企业苦于在华的知识产权保护不充分,没有注册商标或专利就意味着在面临侵权时无法追索。“如果已经注册了专利或商标,法官就有可能发布禁止令,在立案且尚未判决时便命令企业停止运营,”中国瑞士中心联合创办人Nicolas Musy表示。另外,在瑞士被视为是公司机密的信息可能在中国并非如此。Musy建议企业应格外谨慎的对机密文件进行标注,并保证仅对必须的员工开放敏感信息。“在实践中,这表示对所有的专有资料进行标注,并采取所有可能的行动保证可追溯到是谁如何转移了资料。”

同样重要的是以正确的态度看待这一问题。虽然大型知识产权侵权案件可以在头条中曝光,但有研究显示,许多国际企业已经学会了适应这个问题。2017年的CEIBS调查显示,知识产权侵权的问题事实上已经成为在华运营的外资企业的所有顾虑中排名最靠后的一个。随着中国经济的成熟,这个问题的威胁将逐渐消减。“早期中国从无知识产权保护中获益的日子已经结束了,”Eiger律师事务所的Abegg表示,“随着中国企业发展自己的知识产权,事态正逐渐朝着好的方向发展。” ○

Sources quoted in the article

文章中引用的出处

Paul Thaler, Managing Partner Wenfei Attorneys-at-Law
Fiona Gao, Associate, VISCHER
Charles Merkle, President, CBC

Gianna Abegg, Swiss Attorney-at-Law, Eiger
Nicolas Musy, Co-founder, Swiss Center China

Progressing IP Protection

将知识产权保护进行到底

The Swiss Federal Institute of Intellectual Property (IPI) is the federal government's centre of competence for all issues concerning patent and trademark protection, indications of source, design protection and copyright. It is also responsible for preparing all legislation in these areas, and acts on behalf of Switzerland within international organizations and with other countries.

The Bridge speaks to Felix Addor, IPI's Deputy Director General and Head of the Delegation of Switzerland on the bilateral dialogue with China on all issues relating to intellectual property.

by **Mark Andrews**

How does IPI view China's current situation with regard to protecting IP?

Compared to other transition countries, China has relatively modern IP legislation. Big challenges remain with enforcement, although cooperation between rights holders and authorities has improved. China's political leaders attribute importance to IP and consider it a means to move towards an innovation-based economy. China recognises that encouraging innovation requires improved protection and enforcement of IP rights as a precondition for economic actors to invest in innovative technology sectors. The Sino-Swiss Free Trade Agreement (FTA) was the first ever FTA where China willingly included substantive IP provisions beyond the WTO minimum standard.

Developing an R&D-based and IP-intensive industry in China won't happen overnight. In their short to mid-term strategy on IP, the Chinese authorities will have to find the right balance between competing interests.

In what ways has China improved IP protection in recent years?

China's accession to the WTO and its Agreement on Trade-Related Aspects of Intellectual Property Rights in 2001 constituted a paradigm shift with regard to modernization of its IP legislation. Since then, China has constantly been updating its IP legislation. 2013's revised Trademark Law contains a number of improvements that have the potential to prevent



瑞士联邦知识产权研究所 (IPI) 是瑞士联邦政府的所有有关专利和商标保护, 原产地保护, 设计保护和版权说明的权威机构。IPI 还负责准备上述领域的所有立法工作, 并在国际组织和其他国家代表瑞士采取行动。

《桥》杂志采访了 IPI 副总监暨瑞中双边对话代表团团长 Felix Addor, 谈及了有关知识产权保护的方方面面。

作者: **Mark Andrews**

请中国目前在知识产权保护这方面怎么样了?

相对于其他在发展中面临着巨变的国家, 中国拥有相对现代的知识产权保护法律法规。虽然中国在与知识产权人与机构的合作层面有所提升, 但在法律执行层面仍面临着巨大的挑战。中国的政治领袖看重知识产权保护, 并认为这是建设创新型经济体的重要一步。中国当局认识到要提高创新创造积极性的先决条件是要提升对知识产权的保护和相关的执法力度。在《中瑞贸易协定》中,

bad faith registrations. Currently the Patent Law is undergoing its fourth revision and promises to increase damages for patent infringements. This year the China Food and Drug Administration (CFDA) proposed comprehensive reform of the regulatory environment, which may result in some improvements regarding the protection of test data for pharmaceutical products.

With respect to the enforcement of IP rights, the establishment of specialized IP courts in Beijing, Shanghai and Guangzhou also represent an important step forward.

What are the key remaining problem areas and what action does the Institute believe China needs to take to address them?

Enforcement of IP rights remains the most important area requiring significant effort. Consistency of judgments and the expertise of judges vary considerably between the various provinces as well as the competent authorities. The establishment of three specialized IP courts is a first step. Increasing the number of judges, and specialised courts, along with creating an appellate court specialised in IP is also needed. Tackling the challenges of enforcing IP rights also implies strengthening the overall coherence within and between the administrative, civil and criminal enforcement systems, as well as strengthening the expertise and independence of authorities in charge of implementation.

With trademarks, bad faith registrations remain a big concern. A solution could be to render a more flexible system of registration for subclasses. Broadening the scope of well-known trademark protection and facilitating the grant of such a status are also important for potential investors in China.

Although we see steadily growing numbers of patents their quality remains a concern. Issues also arise around IP ownership for technological improvements. Here, change in the regulations for technology import and export would benefit China in the long run for it to become an attractive market for local innovation.

What are the implications of the revised 'Swissness' law in the Chinese market and for Swiss companies operating here?

The new 'Swissness' legislation aims at better protecting indications that refer to the Swiss origin of goods or services.

Chinese trademark law prohibits registration of signs containing a country name or flag, except if the state concerned agrees. However, registration of the same sign in Switzerland is deemed as an agreement by China. Consequently, if Swiss companies want to register their trademark as containing 'Swissness' elements a previous registration in Switzerland facilitates registration in China, provided that companies respect the Swissness legislation.

To fight abuse of 'Swissness' in Chinese trademark registrations, the IPI has monitored registry since 2010. To date, IPI has lodged 369 oppositions, and have so far won 94 and lost 23 cases. Systematic monitoring has therefore proven to be a useful way of combating abusive registrations. The IPI closely cooperates with trade associations to share information on problematic cases as well as to coordinate filing oppositions.

Can you outline IPI's involvement with Chinese raids on counterfeiters and how effective they are?

The local Administrations for Industry and Commerce (AICs) can act against misleading use of signs and designations referring to Switzerland.

In 2016 we ran a first test case in cooperation with the Chongqing AIC.

中方首次同意在 WTO 协议规定的最低标准外添加关于知识产权的相关保护条例。

在中国发展起以研发为基础、重视知识产权保护的工业不可能一蹴而就。对于在中短期发展战略中涉及知识产权的部分，中方仍需要在各方利益中寻找一个合适的平衡点。

中国最近几年在知识产权保护方面有哪些提高？

中国加入 WTO 之际，于 2001 年颁布的与贸易有关的知识产权协议标志着其知识产权立法现代化。此后，中国不断更新对知识产权的立法。2013 年修订的“商标法”包含了一些针对恶意注册的改进措施。目前“专利法”正在进行第四次修改，并承诺增加专利侵权的损害赔偿。今年中国食品药品监督管理局（CFDA）提出对监管环境进行全面改革，对药品检测数据的保护有所改进。在知识产权执法方面，在北京、上海、广州设立专门的知识产权法院也标志着一个重要的进步。

贵机构认为中国在知识产权保护领域最亟待解决的问题是什么？

如何保证知识产权保护的落实是最重要的、需尽全力去保障落实的一个方面。各省各主管部门之间判决处罚的内容和法官的专业程度在不同的省份有非常大的区别，建立三个专门的知识产权法庭是第一步。还需要增加法官人数和专门法院的数量，并设立专门受理知识产权案件的上诉法院。迎接知识产权执法的挑战也意味着加强行政、民事和刑事执法体系整体一致性，加强主管执行机构的专门知识和独立性。

恶意注册商标仍然是一个很大的问题。解决方案可能是为子类提供更灵活的注册系统。扩大知名商标保护范围，这对中国潜在投资者也很重要。

虽然我们看到专利数量不断增加，但其质量依然令人担忧。关于技术改进的知识产权所有权也出现问题。在这方面，技术进出口管理规定的变化将有利于中国长期成为吸引当地创新的市场。

修订后的知识产权保护法对中国市场和来华经营的瑞士公司有何启示？

新的法案旨在更好地保护来自瑞士的商品或服务。

中华人民共和国商标法禁止注册含有国名或国旗的标志，除非有关国家同意。然而，注册瑞士相关的标志符合瑞中双方的协议。因此，如果瑞士公司希望将其含有瑞士元素的商标在中国注册，只要以前在瑞士注册过的便可在中国注册。

为了打击中国商标注册中滥用“瑞士元素”，IPI 自 2010 年以来一直在监督商标登记。到目前为止，IPI 已经提出了 369 件有异议的案例，迄今已经 94 次胜，23 次败。因此，系统监测被证明是打击滥用注册的有用途径。IPI 与各大贸易协会密切合作，分享有关案件的信息，提出异议并调解。

您能否概述 IPI 参与中国对假冒伪劣者的打击行动以及其有效性？

地方工商局可以针对错误使用瑞士标志和暗示等行为采取行动。

This case concerned backpacks, suitcases and wallets, using the Swiss cross and the designation 'Swiss' although they were not Swiss products. As a result, Chongqing AIC withdrew 500 products from the market. The IPI is planning further such measures, in complementarity to action by companies.

Is there anything that the Institute can do to help a Swiss company whose IP has been infringed in China?

Such companies need themselves to seek remedy within the Chinese justice system. Where there is an apparent discrimination or violation of international obligations, Swiss authorities may, however, raise issues with the Chinese authorities.

Switzerland and China have engaged in a broad bilateral dialogue on all aspects of IP since 2007. Within this context, we regularly organize industry roundtables with participation by authorities competent for IP issues. These events are open to Swiss and Chinese companies and trade associations from all sectors, and are designed to enable them to directly ask questions and present concerns to the responsible authorities.

The IPI works closely with the Swiss embassy and the Consulates General in China, as well as other authorities in Bern such as the State Secretariat for Economic Affairs. Should a Swiss company encounter any issues, it can contact IPI or any of these authorities.

What is your main advice to Swiss companies to avoid having problems in China?

I cannot emphasize enough how important it is to protect your IP rights in China before even entering the Chinese market. It is also worth exploring whether in addition, industrial property can be protected in China under the copyright system. I also advise companies to keep detailed records of all of their activities, such as sales or advertising. In the case of a conflict, such documentation is needed to prove earlier use.

In the area of trademarks, companies need to be aware of the specificities of the Chinese sub-class system. When referring to a specific class heading in the Nice classification, the mirror description in China will only cover a few sub-classes and not necessarily all of the products or services listed in the Nice classification. An inaccurate or too-narrow description of goods or services risks jeopardizing enforcement. Seeking the advice of a competent Chinese trademark lawyer is indispensable, particularly if a company intends to first register a trademark in Switzerland, and then extend it to China through the Madrid system. Trusted legal advice is in any case a must. IPI's advice cannot replace this.

What impact has e-commerce had on the IP issue in China?

E-commerce has accelerated the pace of transactions and increased the availability of information, while blurring territorial borders - thereby increasing the risks of IP abuse.

While e-commerce platforms have implemented tools to assist rights holders, fake goods sellers use techniques to circumvent them and often hop from one platform to another when there is a crackdown. This makes intervention by rights holders complex and labour intensive. We recently met with Alibaba to discuss how monitoring tools and procedures for take-downs can be streamlined and made more user-friendly.

Rapid technological developments represent a challenge for regulation by state authorities. From my point of view, the issue of the liability of platforms is key. The existing legal framework in China already contains some norms regarding liabilities of platforms. I hope that their scope

2016 年，我们与重庆工商局合作开展了第一个尝试性的联合打击行动。这个案例涉及在背包、手提箱和钱包等不是瑞士制造的产品上面滥用瑞士十字架和“瑞士”字样。结果重庆工商局从市场上清除了 500 种产品。IPI 正在进一步规划这些措施和行动。

如果瑞士公司在中国受到侵权，IPI 会如何提供帮助？

这些公司需要在中国司法制度中寻求补救。但如果存在明显的歧视或违反国际责任，瑞士当局可能会出面面向中国当局提出质询。

自 2007 年以来，瑞士和中国就知识产权各方面进行了广泛的双边对话。在这个大背景下，我们定期组织有关知识产权问题的机构参与行业圆桌会议。这些活动向瑞士和中国各公司以及所有行业的行业协会开放，旨在让他们直接向当局提出问题和忧虑。

IPI 与瑞士大使馆和驻中国总领事馆以及伯尔尼省的其他当局密切合作，例如国家经济事务秘书处。如果瑞士公司遇到任何问题，可以联系 IPI 或任何上述权力机构。

瑞士企业要想避免在中国遇上麻烦的话，您的建议是什么？

我认为对瑞士企业来说，在中国重视保护自身的知识产权是极其重要的，即使是在进入中国市场前也一样。另外值得一试的是，在中国的版权制度下，是否可以争取到更多的权利。我也建议公司保留所有活动的详细记录，如销售或广告。在发生冲突的情况下，这些文档记录需被提供来证明以前的使用情况。

在商标使用方面，企业需要了解中国商标分类制度的特点。当提到在 Nice TM 分类中的特定类别的商品时，中国的镜像描述将仅涵盖几个子类，而不一定是 Nice TM 中列出的所有产品或服务。货物或服务的不准确或过狭义的描述可能会危及对打擦边球使用商标的情况执行判决。寻求中国商标法专业律师的意见是不可或缺的，特别是如果一家公司打算首先在瑞士注册商标，然后通过马德里体系扩展到中国。

电子商务对中国的知识产权问题有什么影响？

电子商务加速了交易的步伐，增加了信息的可用性，同时模糊了领域边界，从而增加了知识产权滥用的风险。

虽然电子商务平台已经实施了帮助知识产权持有者的维权工具，但假冒商品卖家采用技术来规避这些工具，并且经常在受到打压处罚时从一个电商平台之间跳跃到另一个电商平台。这使维权执法干预愈加困难和耗费人力物力。我们最近会见了阿里巴巴集团，讨论了针对该问题应该采取何种监控工具、过程应如何简化，并且如何让用户体验更加友好。

技术进步快速发展是对国家和相关机构（建立与之匹配的规范）的挑战。我认为，电商平台的尽责是解决问题的关键。中国现有的法律框架已经包含了有关平台的责任。我希望中国正在起草的“电子商务法”中明确和全面地阐明其职责范围和相关的违法监控问题。○

A Helping Hand for Swiss SMEs

助力瑞士中小企业



The Bridge talks to Swiss born Roberto Pace, Founder and Managing Director of AIRP Management Solutions Ltd, a consultancy headquartered in Hong Kong that is helping Swiss SMEs to enter the Asian market. It has recently launched an online portal Swiss House Shop that provides a dedicated e-commerce platform that is helping Swiss companies sell their products directly on line.

by **Geoffrey de Freitas**

《桥》杂志近日与在瑞士出生的 Roberto Pace 展开了一场对话。Roberto 是 AIRP Management Solutions 有限公司的创始人兼董事总经理。AIRP 总部设在香港，旨在帮助瑞士中小企业进入亚洲市场，最近推出了线上的瑞士商店门户网站，提供了一个专门的电子商务平台，帮助瑞士公司直接在网上销售产品。

作者：**Geoffrey de Freitas**

What does AIRP Management Solutions do?

AIRP Management Solutions Ltd is an independent management and business information technology company strategically based in Hong Kong. Since its founding in 2009, we have supported numerous enterprises worldwide in their quest to successfully expand their business ventures in Asia. Our primary focus is helping SMEs by actively getting involved in sales, marketing and operational aspects to successfully promote the company's products thru select distribution channels.

AIRP Management Solutions 可以提供什么服务?

AIRP Management Solutions 是一家独立的管理和商业信息技术公司，总部设在香港。自2009年成立以来，我们帮助了全球众多企业成功拓展了亚洲业务。我们的工作重心是通过积极参与客户的销售、营销和运营等方面来成功地推广中小企业。

我们的其他业务包括提供深入透彻的市场分析。可以是针对一个特定行业的细分市场，或是

Other services we provide are in producing in-depth market analysis. This could be for a special market within an industry segment, or tactical marketing plans that define viable strategies to ensure company goals are met.

For many SMEs the costs of setting up and manning an Asian network of offices is prohibitive; thus we represent their enterprises in region and help in building valuable client networks in appropriate markets on our clients' behalf in the region. Then there is our expertise in handling all the documentation and compliance issues in the respective jurisdictions such as licensing, filing of business registrations and applications as well as accounting, tax-filing and HR matters.

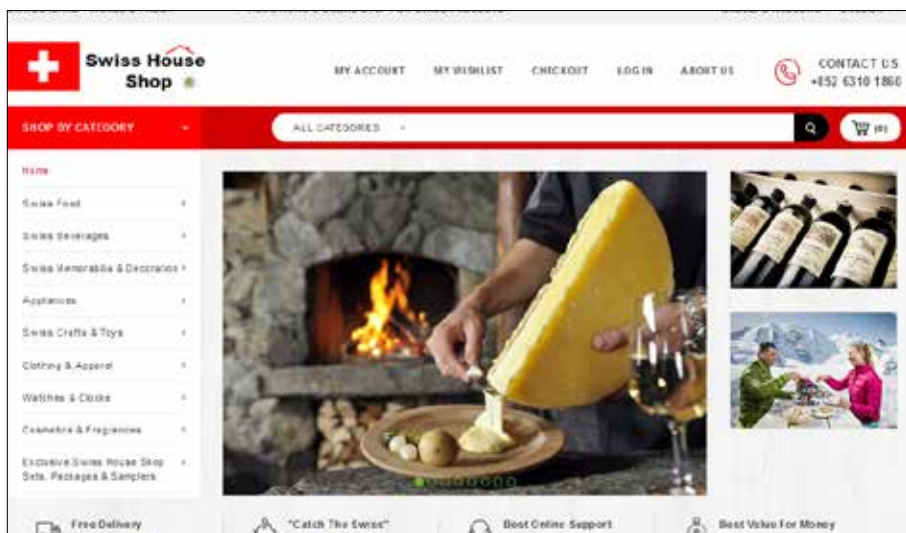
What is Swiss House Shop?

Swiss House Shop was successfully launched in Hong Kong on August 1, 2017. We wanted to create a unique on-line portal that served as an e-commerce platform for Swiss manufacturers of Swiss-Made products so they could promote their brands and sell their goods in the Asian region. The target is not only the Swiss and other expatriate communities, but also local communities as well. As a Swiss business through and through, we believe consumers will trust the quality and authenticity of our products which is important, as winning the trust of consumers is key in the Asian e-commerce market.

Swiss House Shop Ltd dovetails neatly into our work at AIRP. Our job there is largely to get sales of products and services moving swiftly and cost-effectively for our Swiss SME clients, and the Webshop serves as an ideal e-commerce portal and market entry tool for such Swiss-Made products. It currently features products in areas such as food & beverage, appliances, arts and crafts and cosmetics & fragrances among others. So far we have 35 suppliers from all over Switzerland that are now successfully promoting their products on the site, and we expect this to grow significantly. Swiss House Shop operates with twin bases: one in Switzerland, that is run by my co-founder Ulrich Zubler and one here in Hong Kong run by myself. Both hubs host warehouses and admin offices, from where we manage all the logistics, sales, marketing and distribution aspects of the business. We worked closely with the Swiss Business Hub in establishing Swiss House Shop and they provided us with invaluable assistance. We believe we have created a vehicle that will help significantly in promoting 'Swissness' in Asia.

What opportunities do you see for Swiss SMEs in the Asian region?

Well, the figures speak for themselves. Asia-Pacific is the fastest growing region in the global economy, and its economic weight has



Swiss House Shop was successfully launched in Hong Kong on August 1, 2017.
Swiss House Shop于2017年8月1日在香港上线。

确定一整套可行的战略包含战术营销计划，以确保公司达到既定的目标。

对于很多中小企业来说，建立和管理亚太办事点的成本是令人望而却步的。我们在该区域内代表他们的企业，并帮助在该地区的适当市场上拓展有价值的新客户。之后就是我们公司的专长：在司法管辖区的所有文件和合规性问题方面的专业知识，例如许可申请、商业注册以及会计、税务申报和人力资源事宜。

什么是Swiss House Shop?

Swiss House Shop于2017年8月1日在香港上线。我们希望创建一个独特的门户网站，为瑞士制造的产品提供一个电子商务的专门平台，借此可以在亚洲地区推广他们的品牌和销售产品。我们的目标群体不仅是在瑞士和其他国家的一些群体，还包括本地的客户群。作为彻彻底底的瑞士平台，我们相信顾客会信任产品的质量 and 真实性，这是非常重要的。因为赢取消费者的信任是在亚洲电子商务市场获胜的关键。

Swiss House Shop和AIRP的主营业务相辅相成。我们的工作主要在于为瑞士中小企业客户提供迅速、经济、高效的销售和服务，该网站是瑞士制造产品的理想电子商务门户和进入亚洲市场的跳板。目前该平台主要有来自食品饮料，电器，工艺品，化妆品及香料等领域的产品。到目前为止，我们有来自瑞士各地的35家供应商正在我们的网站上成功推广他们的产品，这个数量预计还会继续显著增长。Swiss House有两个枢纽中心，由联合创始人Ulrich Zubler经营的是瑞士的，我自己经营在香港的这个。两地都拥有仓库，并管理所有物流、销售、营销和分销等方面。我们与Swiss Business Hub紧密合作，在他们的鼎力支持下，我们成立起了Swiss House Shop。我们相信我们已经创造出了一个能够将“瑞士”元素在亚洲进行到底的载体。

increased significantly in the past decade, reaching 31.5% of world GDP in 2016. China and Japan are the world's second and third largest economies. The fast-growing consumer markets of China, India and the ASEAN countries have a combined population exceeding three billion people, and are expected to become an increasingly important driver of global consumption over the next two decades, led by rapidly growing household incomes and a fast growing middle-class.

This rapid growth in Asia is resulting in a considerable refocusing of corporate strategies of Western multinationals towards the region. There are more opportunities for rapid revenue growth than in more mature, developed markets. However, along with this growth has come new competition with the development of large Asian multinationals that already account for 192 of the Fortune Globe 500. Nevertheless, much of emerging Asia remains relatively underdeveloped with low per capita incomes and there are considerable near-term challenges to their development.

This all provides massive opportunities in the region and I believe the region will continue to attract enterprises from various industry sectors from around the globe. For many, the lack of experience in doing business in the region, the complexities of setting-up of representation, and the challenges of achieving the successful promotion of products and services and subsequent sales and delivery, will continue to drive opportunities for AIRP Management Solutions. Since its founding, and with our close co-operation with the Swiss Chamber of Commerce and the Swiss Business Hub in Hong Kong, we have been able to support numerous clients from various business sectors in establishing a successful presence in Asia. This will continue to stand us in good stead. ○

你认为瑞士的中小企业在亚洲地区面临何种机遇？

数据胜于雄辩。亚太地区是世界经济发展最快的地区，在过去十年内该地区的经济总量已经大大增加，2016年达到世界GDP的31.5%。中国和日本是世界上第二和第三大经济体。中国、印度和东盟国家高速发展的消费市场总计达30亿人口，随着快速上涨的家庭收入和迅猛发展的中产阶级，有望在成为未来20年内全球消费的驱动力。

亚洲的快速发展也让西方的跨国公司对该地区的公司集团战略的重心发生了巨大的变化。比起在更加成熟更加发达的市场，在这里获取快速的收益增长的机会更大。但是，在机遇之外，来自世界500强中的192家亚洲巨头公司的挑战也很严峻。但是许多的亚洲国家的人均收入仍然很少，且在发展过程中仍面临着许多的挑战。

这一切都为本地区提供了巨大的机会，我相信该地区会继续吸引世界各地各行各行的企业。对于很多人来说，缺乏在该地区开展业务的经验，设立代理的复杂性，实现成功推广产品和服务以及随后的销售和交付的种种挑战将继续为AIRP管理解决方案带来机遇。自公司建立以来，通过与瑞士商会香港和Swiss Business Hub香港的紧密合作，我们已经成功帮助了无数来自各行各业的客户在亚洲建立成功的业务。这将使我们继续站稳脚跟。○



Join SwissCham NOW!

中国瑞士商会

swisscham.org

Because Connections Matter

SwissCham is your necessary partner to your business in China. We understand and represent our members' interests within the business community and towards governmental authorities.

Events:

- Meet and network with other business people and chamber members
- Be informed about current business issues
- Join our events to give your company exposure as a speaker or member and share your knowledge

Exposure & Sponsorship:

- Enjoy free subscription to "The Bridge" magazine
- Expose your company during events
- Use our communication platforms (newsletter, email signatures, announcements, website)
- Receive a free membership directory

Services:

- Key contacts and networking opportunities
- Benefit from exclusive discounts and preferential treatments in hotels, restaurants, shops, spas and airlines with our membership card
- Translation and interpretation
- Event consulting and venues search

Contact the Swiss Chinese Chamber of Commerce

SwissCham Beijing

Address: Room 611, Xinyuanli
West 19, Chaoyang
District, Beijing
Tel: +86 10 8468 3982
Email: info@beiswisscham.org

SwissCham Shanghai

Address: Carlton Building, 11F,
Office 1133, 21 Huanghe Road,
Shanghai
Tel: +86 21 5368 1270
Email: info@shswisscham.org

SwissCham Guangzhou

Address: 27th Floor, Grand Tower
No. 228 Tianhe Road
Guangzhou
Tel: +86 760 8858 1020
Email: info@swisscham-gz.org

SwissCham Hong Kong

Address: GPO Box 9232,
Central Hong Kong
Tel: +852 2534 0590
Email: admin@swisschamhk.org

Basel and Shanghai celebrate ten years of successful city partnership

This year, Chinese metropolis Shanghai and the Swiss city of Basel can look back on ten years of successful and mutually beneficial city partnership.

WITH A population of over 20 million, Shanghai is around a hundred times bigger than Basel, but despite this difference in size, they have a lot in common. Both cities are prosperous business capitals, ports and promising life sciences hubs. Novartis and Roche both have their headquarters in Basel, and their own research centres in Shanghai, and both Basel and Shanghai are home to excellent universities. There have been outstanding achievements in the spheres of medicine, education and culture in both cities. These shared strengths form the basis for a flourishing partnership.

Basel and Shanghai officially signed a partnership agreement in 2007. The fourth Memorandum of Understanding, which sets out the objectives of the cooperation from 2017 to 2019, reinforces the main focus on the areas of economy, life sciences and healthcare, education and science, location marketing, culture and society. Both cities now also want to intensify their cooperation in the sphere of conferences.

As a shared platform, the city partnership has made it possible to build up numerous cooperations during the past ten years:

1. Economy and logistics

- With a network of businesses and experts, innovation promoter and economic developer BaselArea.swiss advises firms in Northwestern Switzerland that want to become active in China. BaselArea.swiss also offers a comprehensive range of advisory services to help Chinese firms to start up in Northwestern Switzerland.
- Basel intends to position itself in Shanghai as an important hub for freight transportation. The Port of Switzerland and the Shanghai Municipal Transport and Port Authority signed a corresponding declaration of intent for this purpose in 2014.
- EuroAirport Basel-Mulhouse-Freiburg and Shanghai Airport Authority intend to set up a direct air connection



Chinese culture in Basel: The Chinese Mid-Autumn Festival enriched the city's cultural life this year for the eighth time.



Lasting cooperation has been established between the universities and hospitals in Basel and Shanghai.

to facilitate freight transportation between Switzerland and China. In 2015, both airports signed a declaration of intent to strengthen their cooperation.

2. Cutting-edge medicine

Lasting cooperation has been established between the universities and hospitals in Basel and Shanghai. The exchange of knowledge and experiences is to the benefit of everyone – medical staff, research locations but, most important, patients. University Hospital Basel, University Children's Hospital Basel (UKBB) and the Faculty of Medicine of the University of Basel are involved in the exchange on the part of Basel, in fellowships, work visits and scientific symposia. Partners in Shanghai are the Schools of Medicine of Shanghai Jiao Tong, Tongji and Fudan Universities, as well as their associated hospitals.

3. Education and science

- The first Confucius Institute in German-speaking Switzerland, the Confucius Institute at the University of Basel (CIUB), was established in Basel in 2013, in cooperation between the University of Basel and East China Normal University in Shanghai.

- The Shanghai-Basel Exchange Programme at the School of Business of the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) enables young managers from Shanghai to get to know the Swiss business world. The managers work in a Swiss firm for six weeks, followed by a study trip through Switzerland. Students from FHNW can also experience Chinese culture and business with "Insight China". A seminar prepares them for a trip to China, during which they visit businesses.

- Every year, on the occasion of the Shanghai International Sister Cities Youth Camp, the Shanghai government invites over a hundred children and young people from the partner cities to a summer camp.

Basel has also been involved since 2012. For two weeks, the youngsters can sample the big city, take language lessons and get to know the culture.

- Gymnasium Leonhard grammar school in Basel fosters a school exchange with the high school affiliated to Fudan University in Shanghai, as part of its Chinese course. Together with the CIUB, Gymnasium Kirschgarten grammar school in Basel also offers Chinese courses with a subsequent stay at the renowned East China Normal University in Shanghai.

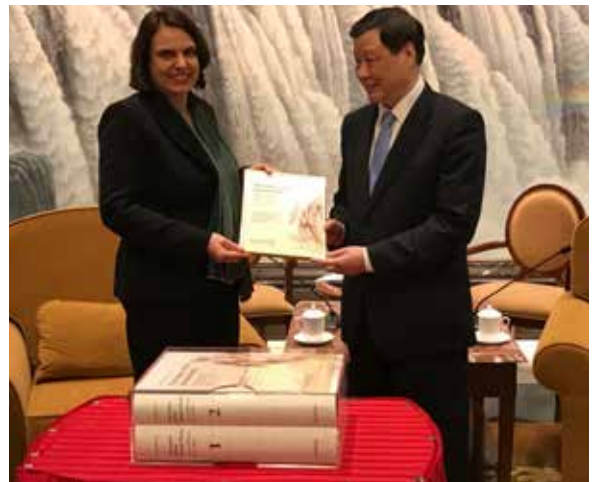
4. Society and culture

- Since 2010, Basel has celebrated the Chinese Mid-Autumn Festival every autumn. During the festival, Münsterplatz is transformed into a mini Chinatown. On 30 September 2017, cultural performances, market stalls and traditional food offer the opportunity for exchange between the people of Basel and the local Chinese community.

- A Basel Basilisk Fountain was officially opened in Butterfly Bay Park in Jing'An, Shanghai, in April 2009. In a reciprocal gesture, Shanghai gifted Basel the ZHOU Sculpture, a ten-tonne stone rowing boat, on the occasion of the five-year anniversary of the city partnership.

- HeK (House of Electronic Arts Basel) will be presenting the Exhibition "unREAL.The Algorithmic Present" at the Chronus Art Center in Shanghai, from 11 November 2017 to 25 January 2018. The exhibition is a cooperation project and was also on display in Basel from 8 June until 20 August 2017. ●

Further information about the city partnership
www.shanghai.basel.ch
 Facebook/ChinaWorldBasel
www.weibo.com/baselYou



On the occasion of the tenth anniversary of the city partnership between Basel and Shanghai, President of the Government Elisabeth Ackermann went to visit the Chinese metropolis in April 2017.

Food for Thought

关于食品的思考

SINODIS is a leading distributor in China of many leading Swiss food brands, and was one of the most successful foreign-owned start-ups in the country. In 2011 it was sold by its founder to French company Savencia (previously Bongrain). The Bridge talks to its current CEO, Swiss national Werner Schuppisser, about the success of the company and the food industry in China.

by **Mark Andrews**

What is the history of SINODIS in China?

SINODIS was founded in 1996 and today we manage a portfolio of more than 60 world leading brands from 14 different countries. SINODIS supplies international and local retail chains, online stores, 4 and 5-star hotels, restaurants, bakery chains, and caterers with a comprehensive range of over 2,000 products from gourmet, dairy, pastry, grocery, and confectionary categories in over 130 Chinese cities.

I've had the pleasure of leading our outstanding team of over 700 SINODISers for more than three years now, having spent more than 17 years in the country.

We don't see ourselves as simply an importer or distributor of 'goods'. Our motto 'Good Food – Good Living' exemplifies the values and the mission that we have given to ourselves. We want to share our passion for delicious, healthy and convenient food with China, and in doing so, we promote a high quality, healthy, modern lifestyle.

SINODIS imports many Swiss- and other European food products to China. What are the key attractions to the Chinese market of these products?

There are probably two key factors which drive the growth for imported food in China. Firstly, there is the improving lifestyle

西诺迪斯 (SINODIS) 是多个一流瑞士食品品牌在中国的重要分销商, 也是在中国最为成功的外资新兴企业之一。2011年, 公司的创始人将其卖给法国 Savencia 集团 (原保健然集团)。这次, 《桥》杂志有幸采访了西诺迪斯现任 CEO、来自瑞士的 Werner Schuppisser, 他介绍了近年来西诺迪斯所取得的成就以及中国食品业的现状。

作者: **Mark Andrews**

请介绍一下西诺迪斯在中国的发展历史?

西诺迪斯成立于 1996 年, 目前进口和分销着来自 14 个不同国家的 60 余个品牌, 为 130 多个中国城市的国际和本土零售连锁、网络商店、四星及五星级酒店、餐厅、烘焙连锁店以及餐饮承包商提供精美食品、乳制品、饼房原料、干货、糖果及零食类等 2000 多款产品。

我很荣幸在过去三年里领导西诺迪斯多达 700 多人的优秀团队, 迄今为止, 我已在中国工作长达 17 年之久。

我们并不把自己单纯的看成是“商品”进口商或分销商, 我们的格言“优质的食品——优质的生活”很好的诠释了我们赋予自己的价值观和使命。我们希望与中国市场分享我们对于美味、健康和方便食物的激情, 与此同时, 推广高品质、健康和现代的生活方式。

西诺迪斯向中国进口多种瑞士和其他欧洲国家食品, 这些食品对于中国市场的主要吸引力是什么?

推动中国进口食品增长的因素主要有两个: 第一, 经济增长的同时伴随着人们生活方式的改善, 在中国发生的一大变化是不断崛起的中产阶级拥有更多的可支配收入, 收入的增长使得人们对更高品质生活的需求



that comes with economic growth. The rise of the middle class with their larger, disposable income has been a major change in China. With the increase of income came a demand for a better quality of life. Consumers in China, foreigners and locals alike, desire to experience an increasingly better lifestyle, and that naturally includes better, healthier and more pleasurable food and ingredients.

Secondly, there is the aspect of food safety. The safety of our products is paramount. We pay the utmost attention to make sure that our clients and consumers get top quality food and ingredients, which absolutely comply with the strictest standards available.

Switzerland still has a very high reputation among consumers. Chinese consumers associate Switzerland with a clean, pastoral type of environment, along with a reputation for quality and

增加。无论是外国人还是本地人，中国的消费者希望体验更好的生活方式，这自然包含更高品质、更健康 and 更能带来愉悦体验的食品和原料。

第二，就是食品安全方面的因素。我们的产品拥有极高的安全性，我们总是通过严苛要求，保证客户和消费者能够获得最高品质、符合最严格的安全标准要求的食品和原料。

瑞士在消费者群中仍保持着很高的声誉。中国消费者对于瑞士的认识是清洁、田园般的生态环境以及高品质和高效率。我们的“瑞士制造”产品使消费者可以安心享用高品质和美味的食品，满足消费者对精致生活方式的追求。我们很荣幸成为多个世界知名瑞士食品品牌的独家分销商，这些品牌包括瑞士莲 (LINDT)、金宝丽 (KAMBLI)、EMMI 和卡奇 (KAEGI) 等。

efficiency. Our products that are 'made in Switzerland' provide consumers with confidence of their high quality and good taste which fits their sophisticated lifestyle aspirations. We're proud to be the exclusive agents for some of the world's most famous Swiss food brands including LINDT, KAMBLI, EMMI, KAEGLI, etc.

Do you think that International food and drink companies have benefited from the low trust that Chinese consumers have in the safety of local food products? Are local standards improving?

I've been in the FMCG industry for many years and the development of the food industry in China has certainly been impressive. Local brands are getting better and better, and brands from abroad need to continuously be able to justify why a consumer in China should pay a premium for them. I do see the standards improving and supervision getting more stringent.

Still, I think that the passion of Chinese consumers for imported food is not just about safety. More and more it's about taste and the overall experience itself and so it becomes more and more a 'lifestyle-choice'. Chinese consumers are certainly becoming more sophisticated and selective in what they consume.

Every so often a scare story will emerge on fake wine or fake food products. How much is this really an issue?

Fake products are always a threat to consumers and the industry as such. That is why SINODIS insists on working only with the world's most trusted food brands. We then control the supply chain from factory to clients, to ensure that the products reach their consumers in their best possible condition.

There is no compromise on food safety in SINODIS. While we can't speak for the industry, we do hope that the whole industry is fully complying with the laws and regulations. Certainly, the increased awareness of the public seems to be having a positive impact.

Online purchase of products in China is enjoying explosive growth. How is this affecting your sector, and how is SINODIS adjusting?

The last decade has seen an explosion in e-commerce and key to that growth has been establishing trust in the eyes of the consumer. We have a lot of expectations in this business and like the rest of the retail industry, food retailers are adjusting to the changes in consumer's purchase behaviours.

At SINODIS, we have built a dedicated unit which is already an important player in e-commerce for imported food. We operate a number of our own stores, flagship stores for our trusted brands, and of course we work closely with key partners in this exciting industry.

It is one of our fastest growing businesses and we continue to invest heavily in our teams and brands, to ensure that our clients and consumers will enjoy our products wherever they are. ○

“Chinese consumers associate Switzerland with a clean, pastoral type of environment, along with a reputation for quality and efficiency

中国消费者对于瑞士的认识是清洁、田园般的生态环境以及高品质和高效率”

据你看来，国际食品和饮料企业是否从中国消费者缺乏对本土食品安全的信任中获益了呢？本土食品安全标准有所改善吗？

我在快消品行业做了很多年，看到中国食品业的发展速度十分惊人。本土品牌越做越好，外来品牌需要持续做出调整以保证中国消费者愿意付出更高的价格购买它们的产品。本土标准确实在不断改进，有关当局的监管也更为严格。

尽管如此，我认为中国消费者对于进口食品的热情不止是为了安全，越来越多的人更加关注口感以及整体的体验，所以它渐渐的变成了一种“生活方式的选择”。当然，中国的消费者越来越趋于成熟，他们对于所消费的食品也更为挑剔。

我们时常还是会看到名酒或是食品造假的丑闻，这种问题的严重性有多大？

产品造假对于消费者和整个行业来说都是一种威胁。这也是西诺迪斯坚持只与世界最值得信赖的食品品牌合作的原因。我们可以控制从工厂到客户的整个供应链，保证将产品以最佳的状态送到消费者面前。

在西诺迪斯，不存在对食品安全妥协的问题。虽然不能代表行业，但我们希望整个行业都能完全的遵守相关法律法规。公众不断提高的产品安全意识已经开始带来积极的影响。

在中国，网购取得了爆发式的增长。这对你们行业有哪些影响，西诺迪斯做出了哪些调整？

在过去十年里，电子商务出现了爆发式的增长，带来这种增长的关键性因素是消费者信任感的建立。我们对这项业务充满期待，跟其他零售行业一样，食品零售商也在积极的做出调整，顺应消费者购买行为的变化。

在西诺迪斯，我们设立了专门从事这方面业务的部门，目前它已经发展成了进口食品电子商务领域的重要参与者。我们运营着多个自营商店、专营我们信赖品牌的旗舰店，同时还与行业内的主要伙伴紧密合作。

它是我们所有业务中增长最快的业务之一，我们不断增加对团队和品牌的投入，保证客户和消费者无论身在何处都能享受到我们的产品。 ○

Sino-Swiss Diplomatic Traffic

中瑞外交往来

RECENT EVENTS AND VISITS

Sino-Swiss Year of Tourism

Switzerland: Guest Country of Honour at World Winter Sports Expo

Switzerland was invited as the guest country of honour of the 2017 World Winter Sports (Beijing) Expo, which was held at the China National Convention Center from 7th to 10th of September. Under the initiative of Switzerland Tourism and with the support of Switzerland Global Enterprise and the Embassy of Switzerland in China, the country was represented by 28 Swiss tourism bureaus, institutions, well-known brands and companies in winter tourism and winter sports in a 300-square-metre chalet-style Swiss Country Pavilion. Government officials, industry insiders, representatives from the companies joined panel discussions and seminars, with themes ranging from winter sports cultivation, management, and sustainable winter sports tourism.

As part of the Sino-Swiss Year of Tourism 2017, a networking event by Switzerland Tourism for interested parties from China and Switzerland was held at the Embassy of Switzerland in China on the 8th of September. Two St. Bernard dogs, the iconic breed from Switzerland, started their China tour in Beijing and Shanghai following their appearance at the WWSE.

Economic News

New publication: China 2017 Economic Report

The Economic, Financial and Commercial Section of the Embassy of Switzerland in China has released its China 2017 Economic Report of the first half of the year, providing a review as well as a forecast of China's trade and economic situation. Based on the data and statistics, China is undergoing a major economic transformation from export-led growth to a model increasingly driven by consumption and services. To read the full report, please download the report at the official website of the Swiss Embassy (www.eda.admin.ch/beijing).



近期活动与访问

中瑞旅游年

瑞士：国际冬季运动博览会主宾国



2017 国际冬季运动博览会于 9 月 7 日至 10 日在北京国家会议中心举行，瑞士应邀成为博览会主宾国。在瑞士旅游局的倡议和瑞士贸易与投资促进署和瑞士驻华大使馆的支持下，28 家瑞士地方旅游局、相关机构、以及从事冬季旅游和冬季运动的知名品牌和公司在 300 平方米的瑞士木屋风格的国家馆的展区上展示最新的产品。此外，来自瑞士的政府官员、业界人士以及瑞士公司的代表参加主题讨论，话题涉及冬季体育运动的培养、管理以及冬季旅游的可持续发展。

作为 2017 中瑞旅游年的一部分，瑞士国家旅游局于 9 月 8 日将在瑞士驻华使馆为有意向合作的中瑞机构和企业举办招待会。作为瑞士特有的犬种，两只圣伯纳犬在冬奥会亮相后开始了在中国北京和上海的中国行。

种，两只圣伯纳犬在冬奥会亮相后开始了在中国北京和上海的中国行。

经济新闻

最新发布：《2017 上半年中国经济报告》

瑞士驻华使馆经济、金融和商务处新近发布了《2017 上半年中国经济报告》，回顾并预测中国的经济贸易形势。基于数据统计，中国正在经历一场重要的经济转型，从出口导向型增长转变为更多由消费和服务驱动的模式。阅读报告全文，请登录瑞

士驻华使馆官方网站下载报告 (www.eda.admin.ch/beijing)。

Science and Technology

Swiss Incubator held at the World Economic Forum in Dalian

The 2nd edition of Swiss Incubator, a platform created by the Embassy of Switzerland in China in collaboration with the World Economic Forum to showcase Swiss innovation, highlighted the evening of 28th June at the Annual Meeting of New Champions in Dalian. The Venture Leaders China 2017 team comprised ten new high growth start-up companies from Switzerland in fields such as bio-tech, communications and clean energy. They pitched their business ideas in front of business leaders, investors, policy makers, academia and think tanks who were attending the event.

A flagship program for Swiss start-ups, and co-organized with swissnex China, this year's Venture Leaders China program also took the ten companies showcased at the event to different Chinese cities for tailor-made business and financing roadshows and networking events, as well as the Sino-Swiss Business Roundtable at the World Intelligence Congress held in Tianjin.



科学与技术

世界经济论坛瑞士创新专场

2 由瑞士驻华使馆和世界经济论坛合作举办的第二届瑞士创新专场 (Swiss Incubator) 6 月 28 日在大连

年度夏季达沃斯会议期间举行。由瑞士 10 家快速发展的初创企业组成的 2017 瑞士初创企业国家代表团向出席活动的商业领袖、投资者、决策者、学者、智库研究人员和思想领袖介绍企业发展计划，企业涉及生物科学、电信、清洁能源等行业。作为瑞士初创企业在华的旗舰项目，今年的初创企业国家代表

团项目带领企业前往多个中国城市参观，参加由瑞士联邦科技文化中心共同为其量身订做的商业和投资路演、社交活动以及在天津世界智能大会期间举办的中国瑞士企业合作圆桌交流。

Development News

Sino-Swiss Low Carbon Cities Program - First Phase Implementation Agreement signed

Kunming and Zurich have maintained an active sister-city friendship for 35 years. In February, Kunming signed the Memorandum of Understanding on the Cooperation of the Sino-Swiss Low Carbon Cities (SSLCC) Program with the Swiss Development Agency, and became the first city to sign the Implementation Agreement on 22nd of June. Under the SSLCC, Swiss and Chinese experts will work together to promote low carbon urban planning, regional transport, and building retrofit and low carbon communities.



发展新闻

中瑞低碳城市项目一期实施协议签署

昆明和苏黎世在过去 35 年保持了紧密活跃的姊妹城市友谊。今年二月，昆明和瑞士发展与合作署签署了中瑞低碳城市合作备忘录；6 月 22 日，昆明成为首个签署实施协议的城市。在中瑞低碳城市项目中，瑞士和中国专家将共同合作，推进低碳城市规划和区域交通，建设改造和低碳社区。

Consular News

Consulate General of Switzerland in Chengdu moves to new office

Since its establishment in late 2016, the Consulate General of Switzerland in Chengdu has moved to a new office. The Consulate General serves the provinces of Sichuan, Guizhou, Yunnan and Chongqing Municipality, focusing on the economic and trade relations between Switzerland and China's southwestern region, as well as promoting Switzerland's innovative capacities and tourism. Consular and visa services for the region are handled by the embassy in Beijing.

New address:

28/F Yanlord Landmark Tower 1, Section 2, Renmin South Road, 610016 Chengdu

Tel. : +86 28 6890 0372

Fax : +86 28 6890 0373 ○

领事新闻

瑞士驻成都总领事馆迁至新址



瑞士驻成都总领事馆成立于 2016 年末，如今已迁至新址。成都总领事馆服务于四川省、贵州省、云南省和重庆市，关注瑞士和中国西南地区间的经济贸易关系，推进瑞士创新和旅游发展。以上地区的领事和签证服务由瑞士驻华大使馆负责。

领馆新址：成都市人民南路中段仁恒置地广场 36 层，邮编 610016

电话：+86 28 6890 0372

传真：+86 28 6890 0373 ○

Events, New Members and Agenda

EVENTS

JUN
28



InterChamber Summer BBQ Networking

Venue: Park Square

Organised by: SwissCham Beijing, German, French, European and Benelux Chambers

Details

This InterChamber Summer Networking event took place at Park Square on June 28. There was an All You Can Eat BBQ Buffet with two complimentary drinks, including barbecued meat and vegetables, fresh salads, desserts etc. There was also a lucky draw including one prize by one of our members: CHEERS Wines!

Beijing

JUL
25



InterChamber Networking @ Hilton's Terrace

Venue: Hilton Beijing

Organised by: SwissCham Beijing, German, French, Benelux and British Chambers

Details

What better way to enjoy the summer heat than to attend the InterChamber Networking @ Hilton's Terrace? This InterChamber Networking took place at the Hilton's new amazing rooftop terrace and included members from SwissCham, German, French, Benelux and British Chambers.

AUG

10

Sino-Swiss AEO Joint Conference

Venue: Beijing Marriott Hotel City Wall

Organised by: Swiss Embassy

Details

In January 2017, under the witness of the state leaders between China and Switzerland, the Agreement between the Government of the People's Republic of China and the Swiss Federal Council on Mutual Recognition of the Customs Enterprise Credit Management Program in China and the Customs Authorized Economic Operator Program in Switzerland (hereinafter referred to as "AEO Mutual Recognition Agreement between China and Switzerland"), has been formally signed in Switzerland.

This is the first AEO international Mutual Recognition Agreement signed by China with a foreign country and will be implemented by both countries within this year. In order to inform and help trade companies from both countries to have a better understanding of the AEO program and benefit from such program, the General Administration of Customs PRC and the Federal Customs Administration of Switzerland will jointly hold a Briefing on Sino-Swiss joint AEO Mutual Recognition Agreement on August 10 in Beijing.

AUG

22



Summer All-Chamber Welcome Back Networking 2017

Venue: Renaissance Beijing Capital Hotel

Organised by: SwissCham Beijing and 18 other chambers

Details

SwissCham Beijing, along with 18 other leading foreign chambers in Beijing, held the All-Chamber Welcome Back Networking event. This gathering is one of our largest networking events of the year with more than 400 attendees from a wide variety of industries. It's an excellent opportunity to network, meet new business contacts, and be re-acquainted with peers and others important to your ongoing success.

NEW MEMBERS

CORPORATE MEMBERS

Ms. Stephanie Lisa Grob

Hilton Beijing

北京希尔顿酒店

Address: 1 Dong Fang Road, North Dong Sanhuan Road, Chaoyang Dist., Beijing 北京市朝阳区 东三环北路东方路一号

Postcode: 100027

Telephone +86 10 5865 0000

Email: beijing@hilton.com

Website: www.hilton.com



INDIVIDUAL MEMBERS

Mr. Heinrich Schweizer

Ms. Yun Fujing

Mr. Romain Barrabas

EVENTS

JUN

9

[Training] Excel Data Analysis Skills 数据处理与统计技巧课程 (中文)**Venue:** AustCham Shanghai Office**Organised by:** AustCham, Supported by SwissCham Shanghai**Details**

15 participants attended the training to improve their excel data analysis skills. The course provided the attendees better data processing skills from data searching, sorting and making complex business reports.

JUN

12-13

**Economic Mission to Jiaxing****Venue:** Jiaxing, Zhejiang Province**Organised by:** Consulate General of Switzerland in Shanghai, supported by SwissCham**Details**

With the support of SwissCham Shanghai, the Swiss Consulate General organised the first 2017 economic mission to Jiaxing, Zhejiang Province on June 12th and 13th, 2017. The mission was led by Consul General Mr. Alexander Hoffet. During the mission, 25 delegates from Swiss companies and organisations visited the two Swiss invested companies in Jiaxing: Weidmann and Plaston Precision Injection Molding.

The Switzerland-Jiaxing Investment & Trade Seminar was held in the afternoon of June 12. Government officials from Jiaxing introduced the investment opportunities and environment in Jiaxing and the Swiss representatives also presented the opportunities for Chinese enterprises to develop their businesses in Switzerland. The seminar was followed by a networking and exchange session. The delegation was also invited to dinner hosted by Vice Mayor Mr. Sheng Quansheng on the same evening. On the second day, the delegation visited the modern Lego factory and the traditional Chinese Food company Wufangzhai in Jiaxing.

Shanghai

JUN

14

[Training] Lean Leadership & Management for Executives**Venue:** Voith in Kunshan**Organised by:** Staufen Shanghai, Supported by SwissCham Shanghai**Details**

Many companies originally misinterpreted lean as a set of tools and methods and hence failed in its application. Later on, an integration of those lean tools with guiding principles resulted in companies creating their own production system. However, many still found that achieving a sustainable and consistently improved process and outcome was not that easy, and ultimately experienced a fading out in their 'journey'. Through this one-day training, attendees found solutions to these challenges, such as what is missing and what has been overlooked in their lean management.

JUN
15

FOOD 3.0 - Current & Future Industry Trends

Venue: Favola, Le Royal Meridien Shanghai

Organised by: SwissCham Shanghai, supported by LRJJ, swiss club and swiss center

Speaker: Kelley Lee, Entrepreneur (Sproutworks, Boxing Cat among others); Bruno Ferrari, Chef and Industry Consultant (Bruno Ferrari Consulting); Beat Poltera, General Manager of Verdura Microgreens; Sacha Stocklin, Campus Director of Les Roches Jin Jiang, chairman of the SwissCham Hospitality committee.

Details

Together with Les Roches Jin Jiang, we welcomed over 50 guests to this event, at which we dived into current and future dining trends, connected with industry experts and enjoyed some tasty food.

The event featured three 10-minute keynote speeches, an introduction and tasting of food with a matching wine, a panel discussion as well as networking opportunities over canapes and drinks.

JUN
20

Navigating China's Distribution Channels

Venue: The Morning After Café

Organised by: AustCham, Supported by SwissCham Shanghai

Speaker: Franck Tissot-Favre, Head of Consulting Dept. for ALTIOS China; Yannick BROOKS, Greater China & Mongolia Deputy Sales Manager of BRIDOR; Timmy LEE, Brand Marketing Director of ABLE JEANS; Erex CHEN, Managing Partner of Mylink Law Office

Details

China's burgeoning consumer market has increasingly enticed foreign businesses to enter the market and distribute their products. While the opportunity of expanding into China may be an exciting one, the process of selecting the ideal distribution partner may prove to be daunting and complex. From customer bases to geographic coverage, Chinese distributors differ substantially from one another and in suitability for your company as an in-market partner. During our 2-hour breakfast event, the four industry experts shared their insights and ideas about how to select the right distributor, undertake these distribution negotiations, and maintain a successful long-term relationship.

JUN
23

Exclusive Company Visit to Geberit in Shanghai

Venue: Geberit in Jiading

Organised by: SwissCham Shanghai

Speakers: Ronald Kwan, CEO Asia Pacific of Geberit

Details

On June 23, 24 guests from SwissCham visited the Geberit factory in Jiading. Before the factory tour, Mr. Ronald Kwan - the CEO of Geberit Asia/Pacific delivered a presentation including an introduction about Geberit worldwide, the unique features of the Chinese market and the strategy of Geberit China to develop the business of a leading European sanitary company successfully in the China market. The visiting group had a thorough factory tour and found the demonstrations provided by Geberit of great interest.

This visit was an exclusive opportunity for the attendees to understand what the European sanitary leader is working on, and to get some insights into the market it serves.

JUN
26

Swiss Drinks

Venue: Abbey Road

Organised by: SwissCham Shanghai

Details

We welcomed over 50 guests to our second edition of Swiss Drinks at the Abbey Road on the evening of June 26. The guests enjoyed a sociable evening in the courtyard of Abbey road with drinks and canapes, and at the same time met more friends in the Swiss business community.

JUL
1

Pitch Contest for the 4th Edition of venture leaders China

Venue: Xnode

Organised by: swissnex

Details

It was the 4th time that the venture leaders China have come to Shanghai. 10 Swiss tech startups including Astrocast, BestMile, Climeworks, Flyability, Lunaphore, Oviva, Technis, UrbanFarmers, VIU Ventures and ZuriMED pitched their projects at the roadshow. A cocktail session followed the pitch session to deepen the discussions and to help develop bonds.

JUL
13**Supply Chain Planning & Forecasting Forum****Venue:** Gemma Italian Restaurant**Organised by:** Supply Chain Council, supported by SwissCham**Speakers:** Amy Liang, Director of Greater China Logistics & Planning and APAC Planning, Mattel, Inc; Wei Li, Director of Supply Chain SIA, Cummins; Christian Leimand, Global S&OP Manager, Danfoss; Shuo Huang, Director Solution Design, LLamasoft.**Details**

The forum was an unrivalled opportunity for the participants to learn from case studies, hands-on experience presented by some of the best practitioners working in forecasting and demand planning in China.

It also brought together S&OP executives to discuss and share insights and discuss key challenges.

JUL
18**Clicks to Commerce - The Evolution of Digital Marketing in China****Venue:** AustCham Shanghai Office**Organised by:** AustCham, Supported by SwissCham Shanghai**Speakers:** Nadja Rauscher, Senior Marketing Manager, China Skinny; Darren Burns, President of Weber Shandwick**Details**

There are currently over 731 million Chinese Internet users and 889 million monthly active WeChat users. In the past year, Chinese mobile internet usage grew by 30%, online advertising revenue climbed to USD \$40 billion and mobile payment volume reached over USD \$5 trillion.

Any business seeking to stand out in China's competitive market will require a digital marketing strategy which takes advantage of China's unique, expansive and opportune digital landscape. During this breakfast event, digital marketing experts from China Skinny and Weber Shandwick discussed with our guests the latest digital marketing trends, outlined the creative strategies and provided their insights on the future of marketing in China.

JUL
20**Special Cooking Session - Discover a New Way to Cook****Venue:** ZUGORAMA**Organised by:** SwissCham Shanghai together with V-ZUG**Details**

Together with V-ZUG, SwissCham Shanghai invited our members to join us for an ultimate cooking demonstration to discover a new way to cook. Head of V-ZUG Gourmet Academy Greater China Roman Wüthrich showcased how to prepare an impressive four-course fine dinner for our 12 guests.

It was a unique evening for our members to experience a new way to cook, to learn expert-level skills and at the same time to meet new friends.

JUL
29**Swiss National Day Party****Venue:** The Park Tavern**Organised by:** Swiss Club Shanghai, Supported by SwissCham Shanghai**Details**

Members and friends of Swiss organisations in Shanghai gathered at the Park Tavern to celebrate the Swiss National Day 2017. Our guests enjoyed a broad choice of traditional Swiss delicacies from the Raclette to Swiss ice-cream in a cozy atmosphere.

AUG
17**Sales Strategy Training: Selling Successfully to China****Venue:** AustCham Shanghai Office**Organised by:** AustCham, Supported by SwissCham Shanghai**Speakers:** Claudio Grillenzoni - Group Retail Director of Florentia Village**Details**

The training session, led by Claudio Grillenzoni outlined traditional CRM/E-CRM concepts and delved into how new technologies and business intelligence can advance your China sales strategy. This also included a discussion on the 'mass-customization phenomenon' from a retail point of view.

Claudio also discussed managing cross-cultural negotiations, with a special focus on how to sell in China as a foreigner, demonstrated by relevant case studies for the Chinese market. He also shared the latest insights about the Chinese consumer - including the new trends and tastes that are shaping the China consumer market.

AUG
22**Europe Gathers in Shanghai****Venue:** Cafe des Stagiaires**Organised by:** Young Swiss in China, Supported by SwissCham Shanghai**Details**

YSC organised a big after-work Mixer with the French, Finnish and Swedish communities on Tuesday, Aug 22. It was a great opportunity for Young Professionals for expanding their social networking and making new friends in Shanghai.

AUG
25

Shanghai

Exclusive Company Visit to Schindler City Jiading**Venue:** Schindler City in Jiading**Organised by:** SwissCham Shanghai**Speakers:** Marco Hasler - VP Finance Schindler China**Details**

Members and friends of SwissCham Shanghai were invited for a visit to the Schindler factory in Jiading on the afternoon of Aug 25. This visit was an exclusive opportunity for our guests to see the new Schindler Campus that hosts the China head offices; R&D facilities with a 200-metre-high test tower; Schindler's largest elevator factory, and the largest escalator plant worldwide with integrated escalator step manufacturing. It is from this campus that safe and high quality products for China and the rest of the world are designed and being manufactured by Schindler. Before the factory tour, Mr. Marco Hasler introduced the company's ambitions, strategy and operations in China, which is the worldwide largest market for new elevators and escalators.

NEW MEMBERS

CORPORATE MEMBERS

Ms. Yuca Chen**Microdia Asia Pacific**

微缔塑料挤出设备(上海)有限公司

Address: Room A201, Building 3, No. 526, 3rd East Fute Road, China (Shanghai) Pilot Free Trade Zone Shanghai, P.R. China
上海市外高桥自贸区富特东三路 526 号 3 号楼 A201

Postcode: 200131**Telephone:** +86 139 1792 3939**Fax:** +86 21 2076 5538**Email:** yuca.chen@microdia.ch**Website:** www.microdia.ch**Mr. Patrick Lin****Premec Shanghai Co., Ltd.**

派锐美科笔业(上海)有限公司

Address: Building 4, No.879, ShenFu Rd., XinZhuang Industry Zone, MinHang District, Shanghai, P.R. China
上海市闵行区莘庄工业区申富路 879 号 4 号厂房

Postcode: 201108**Telephone:** +86 21 5442 7420**Fax:** +86 21 5442 7430**Email:** Patrick.lin@premec.ch**Website:** www.premec.ch**Dr. Qiang Xie****Shanghai Eterna Machinery Co. Ltd.**

上海旭恒精工机械制造有限公司

Address: 1125#, Taishun Road, Anting Town, Jiading District, Shanghai, P.R. China

上海市嘉定区安亭镇泰顺路 1125 号

Postcode: 201814**Telephone:** +86 21 5950 2451**Fax:** +86 21 5950 2470**Email:** johnson.xie@eterna-shanghai.com**Website:** www.eterna-group.cn**Mr. Urs Mattes****Cendres+Métaux Shanghai Representative Office**

瑞士圣伯纳德股份公司上海代表处

Address: Room 752, Tower C, 150 Zun Yi Road, Changning District, Shanghai

上海市长宁区遵义路 150 号 C 座 752 室

Postcode: 200051**Telephone:** +86 21 2218 3073**Email:** cmcn@cmsa.ch**Website:** www.cmsa.ch**Mr. Felix Horlacher****IfFP Institut für Finanzplanung Zurich****Address:** Bernerstrasse Süd 169, 8048 Zurich, Switzerland**Postcode:** 8048**Telephone:** +41 58 800 5600**Fax:** +41 58 800 5601**Email:** felix.horlacher@iffp.ch**Website:** www.iffp.ch**Mr. Xiang Kong****PB SWISS TOOLS (Shanghai) Trading Co., Ltd.**

瑞铂(上海)工具贸易有限公司

Address: Room 110, Building D, Minggu Hi-Tech Park, Zhongchun Road 7001, Minhang District, Shanghai, P.R.China

上海市闵行区中春路 7001 号 明谷科技园 D 栋 110 室

Postcode: 201101**Telephone:** +86 21 3136 1650**Email:** l.kong@pbswisstools.com**Website:** www.pbswisstools.com**Ms. Karen Zhang****COMET Mechanical Equipment (Shanghai) Co. Ltd.**

康姆艾德机械设备(上海)有限公司

Address: 1st Floor, Bldg.10, 1201 Guiqiao Road, Shanghai, P.R.China

上海市浦东新区金桥出口加工区桂桥路 1201 号 10 栋 1 楼

Postcode: 201206**Telephone:** +86 21 6879 9000**Fax:** +86 21 6879 9009**Email:** Karen.zhang@cometchina.com**Website:** www.comet-group.com**Mr. Markus Huegi****NEOPERL Shanghai Ltd**

纽珀水暖配件(上海)有限公司

Address: Unit 1901, Benben Mansion, NO.300 Xi Kang Rd, Shanghai, P.R.China

上海市西康路 300 号本本大厦 1901 室

Postcode: 200040**Telephone:** +86 21 6288 9390**Email:** markus.huegi@neoperl.com.cn**Website:** www.neoperl.net

CORPORATE ASSOCIATE MEMBERS

Mr. Beat R. Blumer**BLUMER CONSULTING****Address:** Langjurthenstrasse 10 CH-8700 Küsnacht ZH**Postcode:** 8700**Telephone:** +41 44 912 0315**Fax:** +41 79 232 9838**Email:** beat@consulting-blumer.ch**Website:** www.consulting-blumer.ch

Mr. Nicolas Zhu**CMS China**

德国 CMS 德和信律师事务所驻上海代表处

Address: 2801, Plaza 66, Tower 2, 1266 Nanjing Road West, Shanghai China

上海市南京西路 1266 号恒隆广场 2 期 2801 室

Postalcode: 200040

Telephone: +86 21 6289 6363

Fax: +86 21 6289 0731

Email: Nicolas.Zhu@cmslegal.cn

Website: www.cmslegal.cn

**Mr. Hsiao J. Chiu****JP International Search Consultants Co., Ltd.**

上海九品职业介绍有限公司

Address: Unit 811A, Tower 1, German Centre, No. 88 Keyuan Road, Zhangjiang Hi-Tech Park, Pudong, Shanghai, P.R. China
上海市浦东新区张江高科技园科苑路 88 号德国中心 1 号楼 811A 室

Postcode: 201202

Telephone: +86 21 6226 6995

Fax: +86 21 6226 6973

Email: hsiao.chiu@jp-consulting.cn

Website: www.jp-consulting.cn

**Mr. Carl Breau****Saimen**

Address: 1855 Qixin Road, Office 1402 Minhang District, Shanghai, P.R. China

上海市闵行区七莘路 1855 号 1402 室

Postcode: 201101

Telephone: +86 21 5486 7259

Email: carl.breau@saimen.com

Website: www.saimen.com

**Mr. Ming Zhang****Jiangsu FOHO New & Hi-tech Industrial Development Zone**

江苏省汾湖高新技术产业开发区招商局

Address: Room 609, No. 1118, Administrative Center, Lushen Road, FOHO New & Hi-Tech Industrial Development Zone, Wujiang District, Suzhou, Jiangsu Province, P.R. China

江苏省苏州市吴江区汾湖高新技术产业开发区芦莘大道 1118 号行政中心 609 室

Postcode: 215211

Telephone: +86 512 6313 5698

Email: ken0018@hotmail.com

**Ms. Mercedes Yao****Shanghai Vanke Co., Ltd**

上海万科房地产有限公司

Address: T3, No. 988 Shenchang Road., Minhang, Shanghai, P.R. China

上海市闵行区申长路 988 弄 3 号楼

Postcode: 201106

Telephone: +86 21 2408 8888

Email: yaowj@vanke.com

Website: www.vanke.com

**INDIVIDUAL MEMBERS****Mr. Christoph Zaugg****INDIVIDUAL ASSOCIATES****Mr. Qiang TU****YOUNG PROFESSIONAL MEMBERS****Mr. Zhang Xu**

EVENTS

JUN

17

Co-Hosted Event with The Austrian Chamber of Commerce - Annual Junk Trip
Venue: Sai Kung

JUN

27

**SwissCham: Get the INSIDE view of another business - Hong Kong Science & Technology Parks Corporation - Switzerland Meets Hong Kong****Details**

During this visit, our members learnt about the business and technical assistance provided by the HKSTP to facilitate the use of open data and the development of robotics technology and were given the opportunity to explore how these latest technologies can help members grow their businesses. There was also a Sharing Session with VaLfoo Limited & Blaser Swissslube Asia Ltd. in the HKSTP who are interested in doing business in Switzerland.

JUL

5

Co-Host with Italian Chamber- Lunch Seminar: 2nd Half 2017 Global Markets Outlook**Venue:** CUHK, Admiralty

JUL

6

SwissChamHK's July cocktail at Mezcalito**Venue:** Mezcalito, Central

AUG
1

Hong Kong

Swiss National Day Celebration

Venue: Conrad Hong Kong, Admiralty

Details

In celebration of the Swiss National Day on 1 August 2017, the Swiss Association of Hong Kong, the Swiss Chamber of Commerce in Hong Kong, the Consulate General of Switzerland in Hong Kong and Swiss Air Lines cohosted this year's festivities at the Conrad Hotel, Hong Kong. It was a warm and relaxing evening that engaged fellow Swiss and friends of Switzerland. Remember to mark this date in your 2018 calendar and register early! A Big Thank You to our Sponsors!

SwissCham Hong Kong together with Swiss Association of Hong Kong are proud and honoured to be supported by the following sponsors:

Gold Sponsors



Silver Sponsors



Bronze Sponsors

Consul General Reto Renggli
 CÉ LA VI HONG KONG
 Conrad Hong Kong
 EDMOND DE ROTHSCHILD (SUISSE)
 S.A., HK Branch
 EF Electrical HK Co Ltd
 Gourmet House Ltd
 Justin Y
 IWC
 King Parrot Group
 La Rose Noire
 LGT Bank (Hong Kong)
 Lindt & Sprungli (Asia Pacific) Ltd
 MYWA
 Nespresso
 Nestle Hong Kong Ltd
 Omtis Ltd
 Pureswiss Ltd
 Smile Center
 Spiaggia
 Swiss O Beauty Expert
 Swiss-Sure Company Limited
 The Peninsula, HK
 The Ritz-Carlton Hotel, Hong Kong
 Wing Kee Produce Ltd.
 Victorinox Hong Kong Limited



SwissCham Hong Kong's August Cocktail

Venue: G&T Bar, Central



65th InterCham Young Professional Cocktai

Venue: Jamie's Italian, Causeway Bay

NEW MEMBERS

CORPORATE MEMBERS

Mr. Helmuth Aberer

Cognito Hub Limited, Hong Kong

Address: Baycrest, Block 1, Flat 21B, 8 Hang Ming Street, Ma On Shan, N.T.

Telephone: +852 9096 1607

Email: info@cognito-hub.com

Website: www.cognito-hub.com



Mr. Oliver Arndt

Mammut Sports Group Asia Limited

Address: 26C Legend Tower, 7 Shing Yip Street, Kwun Tong, Kowloon

Telephone: +852 2956 0663

Email: oliver.arndt@mammut.com

Website: www.mammut.ch



Mr. Philippe Kretz

Swiss China Center

Address: Unit 2104-06, 21st Floor, Kinwick Centre, 32 Hollywood Road, Central, Hong Kong

Telephone: +852 2988 8694

Email: sk@swisschinacapital.com

Website: www.swiss.org.cn



Ms. Erica To

Novartis Pharmaceuticals (HK) Ltd.

Address: 27/F, 1063 King's Road, Quarry Bay

Telephone: +852 2881 4228

Email: erica.to@novartis.com

Website: www.novartis.com



Ms. Micaela Schedlbauer

Skyhigh Investment Ltd.

Address: 10/F Cheung Hing Industrial Bldg, 129 Smithfield Road, Kennedy Road

Telephone: +852 5663 3352

Email: micaela@skyhighinvestment.com



Mr. Michael Zankel

Gebrüder Weiss Hong Kong Ltd.

Address: Unit 610, Tower 1, Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road, Kowloon

Telephone: +852 3760 6601

Email: claire.lin@gw-world.com

Website: www.gw-world.com



AGENDA

Joint monthly luncheons 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 25240590, Fax no. +852 25226956: Email: admin@swisschamhk.org or visit www.swisschamhk.org

SwissCham Monthly Cocktail

From this September, our Young Professional Members Cocktails have gone GLOBAL and become the official SwissCham Monthly Cocktail. Our goal is to gather members and guests from all levels of seniority for a casual after-work cocktail every first Thursday of the month to share their interests and explore our Swiss business network.

If you are interested in attending the monthly cocktail party, 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 in 2016

2016 年瑞士与中国双边贸易

	Import from China Value (Million CHF) 从中国的进口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)	Export to China Value (Million CHF) 向中国的出口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)
Total Trade Volume 总贸易额	12,277	100	9,844	100
Forestry and agricultural products, fisheries 林业和农产品、渔业	160	1.3	147	1.5
Energy source 能源资源	0.7	0	17	0.2
Textiles, clothing, shoes 纺织品、服装、鞋	2,201	17.9	126	1.3
Paper, articles of paper and products of the printing industry 纸张、纸制品、印刷业制品	90	0.7	32	0.3
Leather, rubber, plastics 皮革、橡胶、塑料	578	4.7	109	1.1
Products of the chemical and pharmaceutical industry 化学和医药制品	1,064	8.7	4,325	43.9
Stones and earth 石材、泥土	142	1.2	56	0.6
Metals 金属	600	4.9	378	3.8
Machines, appliances, electronics 机械、电器、电子产品	4,838	39.4	2,120	21.5
Vehicles 车辆	168	1.4	91	0.9
Precision instruments, clocks and watches and jewellery 精密仪器、钟表、珠宝	1,462	11.9	2,421	24.6
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	974	7.9	22	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 2016 到 2016 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 合同金额 (百万美元)		Actual million USD 实际金额 (百万美元)		Project 项目数	Contracted million USD 合同金额 (百万美元)	Actual million USD 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 %	USDm 百万美元	Growth rate % 增长率 %
	2015	2016	2015	2016	2015	2016											
Shanghai 上海	26	35	104	284	N/A	N/A	563	2,424	N/A	14,627	78.9	19,264	31.7	355.8	-7.3	601	69.4
Jiangsu 江苏	14	7	118	125	72.5	141	256	1,800	1,628	1,001	-17.0	967	-3.4	651	1.3	728	11.8
Zhejiang 浙江	11	3	0	30	17	14	97	718	631	230	-54.6	220	-6.4	560	9.4	490	-12.8
Anhui 安徽	1	1	0.1	3.4	0	0	13	230	N/A	25.9	-31.5	16.9	-34.8	30.2	-38.7	32.9	9.3
Guangdong 广东	3	7	13.5	84.3	11.9	70.6	144	779.6	666	4,696	-40.5	3,820	-30.2	774	-4.22	767	-0.9
China 中国	61	71	N/A	N/A	N/A	550	1,769	N/A	6,470	41,100	1.6	39,890	-2.9	3,170	2.5	3,160	-0.2

Sources

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。

Sources

Shanghai Commission of Commerce, Jiangsu, Zhejiang and Anhui Provincial Department of Commerce and the Ministry of Commerce of People's Republic of China. 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。 The Department of Commerce in Guangdong & Guangdong Customs District of the P.R.C. 中华人民共和国海关总署广东分署

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。



swisscham.+org

Because Connections Matter!

SwissCham is your partner in China. Our mission is to support the success of our members by organizing high-class events, offering member-only benefits, giving exposure and access to the international business community and publishing informative content in “The Bridge” magazine and in our newsletters.

Sign up today and join a growing membership of over 600 companies and individuals in China. As a member, you will enjoy the following services:

- Access to our directory with over 2,000 contacts
- Access to investment zones and high-tech parks and governmental bodies
- A free subscription of “The Bridge” magazine and our newsletters
- Discounted fees for SwissCham and partner events
- Access to our one-of-a-kind member benefit program (BJ, SH)

Join **SwissCham** Today!
www.swisscham.org/china

SwissCham Beijing | Tel: +86 10 8468 3982 | Email: info@bei.swisscham.org

SwissCham Shanghai | Tel: +86 21 5368 1270 | Email: info@sha.swisscham.org

SwissCham Guangzhou | Tel: +86 760 8858 1020 | Email: info@swisscham-gz.org

SwissCham Hong Kong | Tel: +852 2524 0590 | Email: admin@swisschamhk.org

Hospitality as legendary as our landscape.

It's easy to fall in love with Switzerland – before you even catch a glimpse of the Alps. The combination of personal service, award-winning cuisine, and fully flat beds in SWISS Business allows you to arrive relaxed. For information or reservations of nonstop flights from China to Switzerland and beyond, contact your travel agent or visit us on swiss.com



Fly nonstop to the heart
of Europe and beyond

SWISS.COM