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THE 橋 BRIDGE

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Trade Expert 贸易专家

An interview with FTA
guru, Claudia Feusi,
CEO of Zollschule.ch

采访《中瑞自由贸易协议》
专家, Zollschule.ch 首席
执行官 Claudia Feusi

Swiss SMEs on how to make it big in China

Small Success

瑞士中小企业如何在中国成长壮大

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Is the Sino-Swiss FTA making a difference?

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Dear Members and Readers,

With the year already drawing to an end it is time to take a look back. 2017 was an important year for China as the much anticipated, widely covered 19th Party Congress confirmed the country's assertive political stance and its gradual shift from a fast-paced economic growth model to one that relies more on quality, balance and innovation. As the Belt and Road Initiative keeps gaining traction both at the political level and among target countries, opportunities will arise for Swiss companies to offer and deploy their expertise in some of the related projects.

Another major initiative currently being emphasized is the further integration of the Greater Bay Area of the Pearl River Delta, which China sees as a major hub for innovation and excellence articulated around the triangle of Hong Kong, Macau and Guangzhou. As it celebrated this year the 20th anniversary of the handover to China, Hong Kong stands at a crossroads. On the positive side, the new administration is showing a commitment to action and is building fruitful relationships with the business community. The numerous projects related to the Greater Bay Area initiative spell numerous opportunities for the city. The festival Zurich Meets Hong Kong, held in October, displayed the healthy relationship between Switzerland and Hong Kong, and a high interest for Swiss excellence. However, ever-soaring prices in the real estate market and ongoing political challenges remain a looming threat. Hong Kong needs to be careful that its privileged position enabling it to take advantage of China's continuous rise does not come at the expense of its international attraction power.

This winter edition of The Bridge provides us with an update on the current state of the Sino-Swiss FTA. The results of a new survey of the Swiss business community in China by SwissCham reveal that implementing FTAs is a complex process. While there is still a learning curve on both sides and some administrative hurdles remain, this year has seen a healthy increase in exports to China, and there are encouraging signs it will remain so for the future.

Thank you for your continuous support, and on behalf of the Swiss Chambers in China, I wish you all a Merry Christmas, a Happy New Year and best wishes of success for 2018!

Gabriel Mallet

President SwissCham HK

亲爱的会员和读者朋友们，

年末将至，让我们一起回顾过去这一年的大事件。2017年对中国来说是至关重要的一年，万众瞩目、涉及到方方面面的中国共产党第十九次代表大会再次确认了国家坚定的政治立场，逐步从快节奏的经济增长模式转向更加依赖质量、平衡和创新的模式。随着“一带一路”倡议在政治层面和目标国家不断获得推动，也为瑞士企业在相关项目实施拳脚带来了机遇。

目前正在强调的另一项主要举措是珠三角大湾区的进一步整合，中国将其视为粤港澳三角地区围绕创新和卓越的主要枢纽。今年是香港回归20周年，如今的香港正处于一个十字路口。从积极的方面来说，中国政府正在兑现对行动的承诺，并正在与香港商界建立起富有成效的关系。与粤港澳大湾区倡议有关的众多项目为城市提供了无数的机会。10月份举行的“当苏黎世遇见香港”活动展示了瑞士和香港之间的良好关系，并且对瑞士卓越的高度兴趣。然而，香港房地产市场价格不断攀升以及持续的政治挑战仍然是迫在眉睫的威胁。香港需要警惕，虽然其可以凭借自身特殊的地位从不断崛起的中国大陆地区获利，但不该以失去对国际社会的吸引为代价。

《桥》冬季刊给我们带来了关于实施《中瑞自由贸易协议》的最新进展。中国瑞士商会在瑞士商圈展开的新调查结果显示，该《协议》的实施是一个极其复杂的过程。尽管两国都还在适应过程中，也不乏行政上的问题，但是今年瑞士出口中国的贸易还是有了健康的增长，而且种种迹象表明未来两国间的贸易还将持续增长。

感谢您一直以来的支持，在此我谨代表中国各地区的瑞士商会办公室，祝您圣诞快乐，新年快乐，在2018年取得更大的成功！

Gabriel Mallet

中国瑞士商会香港董事会主席



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Swiss-China Business News

瑞中商业新闻

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

Swiss watch exports boom thanks to China

Swiss watch exports rose at the fastest monthly pace in more than four years in October, helped by an easy comparison with last year and fuelled by Asian demand for higher-priced timepieces. The latest export figures underline the industry's recovery after it exited its longest slump on record earlier this year. Gains have been led by China, as the effects of a four-year crackdown on corruption waned.

Shipments increased 9.3 percent to CHF1.85 billion s (USD1.9 billion) in October, the sixth consecutive monthly increase, according to the Federation of the Swiss Watch Industry. The gain is the biggest since January 2013. Smartwatch competition has been weighing on less expensive timepieces. Apple Inc. has said sales of its Apple Watch have risen more than 50 percent for three straight quarters. Shipments to Hong Kong, the biggest export market, rose 16 percent in October.

20 November 2017

Swiss cybersecurity firm WISEKey signs new agreements in China PIC

WISEKey International Holding Ltd, a leading cybersecurity and IoT company, has announced that it is accelerating its Semiconductors IoT sales through the signing of new agreements for smart cities and smart cars in China. Carlos Moreira, WISEKey's Founder and CEO, said: "Our recent agreements and expansion in several large markets, including China, the European Union and the United States have positioned WISEKey as a major player in the Semiconductors IoT segment. We expect these agreements to generate approximately \$32 million in revenues in FY2017."

WISEKey was also able to enter the complex Chinese semiconductor and IoT market through the signing of new partnerships. Recently, WISEKey announced that its IoT blockchain technology is to be deployed in selected smart cities in China, and its chips are already deployed in Nanjing Smart City. Companies in China like Feitian Technologies are developing innovative hardware and software solutions to enable users, applications and devices to securely authenticate the networks, verify the authenticity

近期包含或影响瑞士企业的主要中国商业新闻综述。

中国市场促使瑞士手表出口激增

亚洲市场对于奢侈品手表的高需求令瑞士手表出口量在十月达到了四年来的最快月增长速度，相较于去年有了很大增长。最新的出口数据显示，在结束年初的史上最长衰退期后，钟表行业开始复苏。这一增长主要得益于中国四年

反腐政策的影响减弱。瑞士钟表工业联合会的数据显示，十月出货数量增至 18.5 亿瑞郎（19 亿美元），涨幅 9.3%，实现了连续六个月的 growth。这是自 2013 年 1 月以来最高的增长。智能手表的竞争在非奢侈品钟表之间较为激烈。苹果公司表示 Apple Watch 的销售额

在连续三个季度中上涨了 50%。运往香港这一最大出口市场的出货数量于十月上涨了 16%。

2017 年 11 月 20 日

瑞士网络安全公司 WISEKey 在中国签订新的协议

世界领先的网络安全和物联网公司 WISEKey 国际控股有限公司宣布，将通过与中国签订智能城市与智能汽车相关的协议加速提高半导体的物联网销售额。WISEKey 的创始人兼 CEO, Carlos Moreira 表示：“WISEKey 在中国，欧盟与美国在内的几大市场新签的协议和发展使公司得以在半导体物联网方面占据重要地位。我们希望这些协议能够在 2017 财政年度带来约 3200 万美元收益。”

通过确定新的伙伴关系，WISEKey 得以进入形势复杂的中国半导体和物联网市场。近期，WISEKey 宣布将在选中的中国智能城市应用他们的区块链技术，而南京智能城市已经开始使用他们的芯片。飞天科技等中国公司正在开发新型硬件和软件设计，让用户、应用软件和设备能够安全认证网络，验证固件升级的真实性和完整性，并限制敏感信息的准入，只允许授权用户访问。

2017 年 11 月 15 日



and integrity of firmware upgrades, and limit access to sensitive information to authentic users only.

15 November 2017

Logitech bets big on China gaming

Logitech International SA, the Switzerland-based hardware accessories maker, is expanding its presence in the rapidly growing gaming sector and expects China to become its largest regional market in the next three to five years, a top company executive said.

"Gaming is definitely a key driver for our growth, fueled by forward-thinking investors and the supportive policies from local governments," said Quin Liu, vice-president and managing director of Asia-Pacific for Logitech, which makes computer accessories such as headphones, keyboards and gaming accessories.

"China's e-sports industry is entering a golden period," Liu said. "It will continue to grow at a high speed in the next few years, as it is not even close to peaking." The country has already surpassed the US as the world's biggest gaming market. Market intelligence provider Newzoo said last year that China's gaming market was worth \$24.3 billion while in the US it was \$23.6 billion.

7 November 2017



罗技加大在中国游戏产业的投入

瑞士电脑配件制造商罗技国际公司的高层表示，罗技正在中国迅速增长的游戏产业中扩张其势力，并期望在未来三到五年内将中国市场发展成其最大的区域市场。

“在思想前卫的投资者和当地政府的支持政策的推动下，游戏产业绝对是我们成长发展的主要动力，”罗技的副总裁兼亚太地

区董事总经理刘坤表示。罗技公司主要生产耳机、键盘和游戏装备等电脑配件。

“中国的电子竞技产业正在进入黄金时期”，刘坤说道。“这一产业将在接下来的几年里继续高速发展，还没有进入高峰期。”中国已经超过了美国成为世界上最大的游戏市场。市场情报供应商 Newzoo 表示，去年中国游戏市场价值为 243 亿美元，而同年美国的游戏市值为 236 亿。

2017 年 11 月 7 日

Swiss fintech company Avaloq eyes China expansion

Zurich-based technology company Avaloq, which provides cloud-based solutions for more than 150 international banks worldwide, plans to expand further in Hong Kong, mainland China and the US in coming years before seeking a stock market listing, possibly in Hong Kong, according to its founder and group chief executive Francisco Fernandez.

The company's clients include HSBC, Barclays, Deutsche Bank, DBS and some Chinese financial institutions such as Citic Bank and Agricultural Bank of China.

"We plan to have an initial public offering in three to five years. Before that, we would like to expand our footprint in mainland China and the US, which are two very important markets," Fernandez told the South China Morning Post in an interview at his company's headquarters in Zurich.

Fernandez secured Switzerland's central bank, the Swiss National Bank, as one of the company's first clients and the start-up has now expanded to more than 2,000 staff worldwide. It reported a pre-tax profit of CHF36.3 million in the first six months of this year.

22 October 2017

China-Swiss women's forum promotes innovation & entrepreneurship

The Chinese People's Association for Friendship with Foreign Countries, along with the Chinese Association in Switzerland, recently held a women's forum in Chengdu, in southwest China's Sichuan Province, on the theme of 'Global Cooperation: Sharing Inspiration for Innovation and Entrepreneurship'. The 2nd Sino-Swiss Women's Forum was held to deepen bilateral relations and encourage further cooperation between women in the fields of commerce, culture, education and tourism. Wang Shuixia, president of Beijing Women's International Communication Association (BWICA), gave a keynote

瑞士金融科技公司 Avaloq 瞄准中国市场

Avaloq 创始人兼集团首席执行官 Francisco Fernandez 表示，在接下来的几年内，公司准备在上市前进一步扩大在香港、中国大陆以及美国的市场。Avaloq 是一家总部位于苏黎世的科技公司，为全世界超过 150 家跨国银行提供云端解决方案。

汇丰银行、巴克莱银行、德意志银行、星展银行以及包括中信银行和中国农业银行在内的多家中国金融机构都是 Avaloq 的客户。

“我们计划在未来三到五年内进行首次公开募股。在此之前，我们想要扩大在中国和美国这两大重要市场的影响力，” Fernandez 先生在苏黎世总部接受《南华早报》采访时表示。

Fernandez 先生最早的客户包括瑞士的中央银行——瑞士国家银行，如今这家创业公司在全世界拥有 2000 名员工。今年上半年 Avaloq 的税前利润达到 3,630 万瑞郎。

2017 年 10 月 22 日

中瑞妇女论坛倡导创新精神和企业家精神

中国人民对外友好协会和瑞士华人协会近期在中国西南部的四川省成都市共同举办了以“全球合作：分享创新创业的灵感”为主题的妇女论坛。第二届瑞中妇女论坛旨在加深双边关系，鼓励在商业、文化、教育和旅游行业的女性从业者进一步合作。北京市妇女对外交流协会会长王水霞在会上发表主要讲话，分享了她作为女企业家和教育工作者的经验。

2017 年 10 月 22 日

Mercuria 瞄准中国能源市场契机

瑞士能源贸易商 Mercuria 的首席执行官 Marco

speech at the gathering. Wang shared her experiences as a female entrepreneur and cultural worker.

22 October 2017

Mercuria eyes China's power sector opportunities

Swiss energy trader Mercuria is looking to move into China's newly opened power market, do more structured financing deals and invest in assets to make up for the cyclical ups and downs in traditional oil trading, its chief executive Marco Dunand said.

Speaking during the Reuters Global Commodities Summit, Dunand said the company is keen to participate in China's giant power market that is in the process of opening up. Mercuria is already a relatively big electricity trader in Europe and the United States and has ties to China via crude deliveries and ChemChina which holds a 12 percent stake in the firm.

In 2015, China was the world's largest electricity producer, accounting for 24 percent of global production, according to a report by Cambridge University Energy Policy Research Group, and is shifting to a market-based rather than state-run power market. It launched two power trading exchanges in 2016 and at the end of August this year, China's state planner launched pilot schemes to allow spot trading in eight provinces and regions. Shanghai aims to open up 30 percent of its power market by the end of 2019.

13 October 2017

Credit Suisse names new China team

Credit Suisse is promoting its co-head of investment banking and capital markets in Asia, Mervyn Chow, to also become head of greater China, according to a press release from the Swiss bank. He will add the China job on top of his current role. Also, the Swiss bank's head of financing in Asia, Carsten Stoehr, will join the board of Credit Suisse's subsidiaries in Hong Kong, where he is based. Chow and Stoehr assume their new roles following the retirement of Neil Harvey, head of Hong Kong and chairman of Greater China, after 17 years at Credit Suisse, at year-end.

Chow will run Credit Suisse's overall strategy in China for private banking as well as investment banking. He will also lead the development of the bank's onshore franchise and be responsible for maintaining Chinese regulatory relationships. The appointment of Stoehr, a Credit Suisse veteran who returned recently after a stint at Standard Chartered, puts him in charge of the Swiss bank's two key Hong Kong entities, in addition to his financing role in the wider region.

11 October 2017

China becoming a powerhouse of innovation: UBS

A research report released recently by UBS has recognized the innovation development of China in past five years, and predicts that China will become a global innovation powerhouse thanks to improved education quality, input in research and development and policy support for innovation. China has been growing fast in education and expects 2.8 million graduates majoring in science and engineering every year, which is five times that of the U.S., the report said. The proportion of science and engineering graduates



Dunand 表示，公司正瞄准中国新近开放的能源市场进军，以更多结构化融资交易和资产投资来弥补传统石油贸易的周期性起伏。

路透社全球商品峰会期间，Dunand 先生表示公司对于参与中国改革开放进程中巨大的能源市场有着极大的热忱。Mercuria 公司在欧洲和美国是相对较大的电力贸易商，而其与中国有着原油输送往来，并且中国化工集团持有公司 12% 的股份。

剑桥能源政策研究组的一项报告中显示，中国是 2015 年世界最大的电力生产国，占全球产量的 24%，并且正由国营型能源市场向市场型转变。中国在 2016 年开展了两次能源贸易交易，今年 8 月，国家领导在八个省份和地区设立了小规模试验计划点。上海也准备在 2019 年底前开放 30% 的能源市场。

2017 年 10 月 13 日

瑞士信贷任命新的中国团队

根据瑞士信贷的一项媒体通告，将任命亚洲投资银行和资本市场联席主管 Mervyn Chow 为大中国区主管。在接管中国区主管一职的同时，他将仍继续履行目前的工作职责。同时，瑞士银行的亚洲融资主管 Carsten Stoehr 也将加入他任职的瑞士信贷香港子公司的董事会。香港地区主管兼大中国地区主席 Neil Harvey 将于年底结束在瑞士信贷 17 年的职业生涯退休，Chow 和 Stoehr 将于此后就任。

Chow 将主管瑞士信贷在中国私人银行及投资银行的整体战略。他还将领导银行在岸特许经营的发展以及维持与中国监管部门的关系。在渣打银行短期工作后，近日回归的瑞士信贷的资深主管 Stoehr 将接受任命负责香港的两处关键部门，并继续负责更大区域的融资工作。

2017 年 10 月 11 日

瑞银：中国成为创新强国

瑞银最近发布的一项调查报告肯定了中国过去五年的创新力发展，并预测中国将因其不断提高的教育质量，研发投入和创新政策支持而成为全球领先的创新力量。报告指出，中国教育事业发展迅速，每年预计有 280 万理工科大学毕业生，这个数字是美国的 5 倍。2015 的理工科毕业生的千人比例也是 2005 年的 5 倍。

根据 QS 世界大学排名的指标，中国排名前

per 1,000 people in 2015 is also five times compared to what it was in 2005.

According to the QS World University Rankings, the average score of the top three Chinese universities has now exceeded that of German universities. China is also narrowing the gap with the U.S. in academic performance and increasing its performance against European countries. The report also said that China has shown increasing investment in scientific research investment and financing. UBS predicts that China is likely to surpass the U.S. in terms of the overall scale of research and development investment by 2019.

11 October 2017

Glencore replaces Sinopec in Chevron's South Africa asset sale

Switzerland-based mining giant Glencore PLC will acquire assets in South Africa and Botswana from Chevron Global Energy Inc., after a similar deal between Chevron and Chinese oil behemoth Sinopec Group fell through earlier this year. Glencore will buy a 75% stake in Chevron South Africa Proprietary Ltd. and wholly acquire Chevron Botswana Proprietary Ltd., for a total of over USD 970 million, Glencore said in a statement on 6 October. Sinopec had announced in March that it would buy Chevron's Botswana subsidiary and the 75% stake in the South Africa business for USD 900 million, after rounds of bidding that included offers from Glencore and France's Total SA. The Chinese company also planned to rebrand Chevron's Caltex gas stations in the two countries under Sinopec's name. In August this year, Sinopec's investment subsidiary, SIPC, also said it would terminate its Addax Petroleum operations in Switzerland because of continued low oil prices

9 October 2017

ABB's YuMi robot serves lattés at Alibaba Cloud's conference

At a demonstration at the Computing Conference hosted by Alibaba Cloud, ABB's YuMi robot showcased the process of making a café latté while displaying real-time process data on a screen, so enabling visitors to experience ABB's smart technology. YuMi can reliably complete the whole process from taking a coffee cup, pouring in the coffee, frothing and adding the milk for the latté, and serving the coffee to visitors. YuMi was programmed to create the lattés by a process called 'lead through programming'. The robot's arms were guided through each step in the process while its movements were recorded. This teaching method is faster and more intuitive than programming each individual movement with complex software, making YuMi more appealing to small and medium businesses. The final precise movements are then synchronized in ABB's RobotStudio to ensure a flawless – and in this case, a flavourful – performance.

7 October 2017



三大学的平均得分已经超过了德国的前三名大学。中国与美国在学术水平的差距正在缩小，并在不断提高在与欧洲大学的竞争力。报告还提到，中国对科研投融资的投入越来越大。瑞银预测，到2019年，中国在研发投资总规模上可能会超过美国。

2017年10月11日

Glencore 取代中石化收购雪佛龙在南非出售的资产

继今年早些时候中国石油巨头中石化集团对雪佛龙的一项收购协议落后后，瑞士矿业巨头 Glencore PLC 将从雪佛龙全球能源公司收购其位于南非和博茨瓦纳的资产。Glencore 在 10 月 6 日发表的一份声明中表示，将收购 Chevron South Africa Proprietary Ltd. 75% 的股权，并全额收购 Chevron Botswana Proprietary Ltd.，总价值超过 9.7 亿美元。中石化今年 3 月份曾在 Glencore 和法国道达尔公司出价之后宣布，将竞标收购雪佛龙旗下的博茨瓦纳子公司和南非业务 75% 的股权。中石化还曾计划要将两国境内的雪佛龙的加德士加油站重新冠名包装。今年 8 月，中石化旗下的投资子公司 SIPC 表示，由于油价持续走低，将终止 Addax 石油在瑞士的业务。

2017年10月9日

ABB YuMi 机器人在阿里云会议上提供咖啡服务

阿里云主办的计算机科学大会上，ABB 的 YuMi 机器人作为展示案例，一边制作拿铁咖啡一边在大屏幕上显示实时数据，让与会者感受到了 ABB 的智能科技。YuMi 可以娴熟完成从拿咖啡杯，倒咖啡，打奶

泡，加牛奶，并将咖啡端给客人的一系列动作。YuMi 的咖啡制作程序采用了“编程指导动作”的模式。机器人手臂的每个动作都被记录并给予相应指令。这种教学方法比用复杂软件给每个动作进行编程更快更直观，让 YuMi 机器人能够更加适应中小企业的需要。最终的精准动作由 ABB 的 Robot Studio 校正，以确保完美无暇，

使得这场展示令人回味无穷。

2017年10月7日

中瑞产业园落户常州国家高新区

2017年9月28日，常州市政府与国家工信部国际经济合作中心共同签署了《推进中瑞工业合作

Sino-Swiss Industrial Park sets up in Changzhou National Hi-Tech District

The Centre for International Economic and Technological Cooperation, a government unit under the aegis of China's Ministry of Industry and Information Technology, signed a strategic partnership with the municipal government of Changzhou, formally kicking off the construction of the Sino-Swiss Industrial Park in Changzhou National Hi-Tech District.

The establishment of the park was the result of the Changzhou CPC Municipal Committee's and the Changzhou city government's proactive engagement in an initiative to strengthen ties between China and Switzerland. The initiative also helps to advance both "China Manufacturing 2025", the Chinese government's plan to move the country from the role as the world's low-priced factory floor to one whose industrial leaders stand head and shoulders with their counterparts in the world's developed countries, and Switzerland's "Industry 4.0", the Alpine country's plan to take the lead across Europe in completing the fusion of industry and digitisation.

Changzhou National Hi-Tech District is already home to a cluster of Swiss manufacturing facilities and remains an important investment destination for Swiss companies seeking to set up operations in the Yangtze River Delta. Currently, 14 top Swiss companies have set up shop in the district, among them, Mettler Toledo, Rieter, Givaudan, FoamPartner Bock, GF Machining Solutions and V-Zug, with an aggregate investment reaching US\$420 million for 27 Swiss-invested companies.

30 September 2017

Swiss firm Basilea licenses antibiotic to Shenzhen's CR Gosun

Basilea Pharmaceutica has announced it has entered into a licence agreement with Shenzhen China Resources Gosun Pharmaceutical Co. (CR Gosun) for Basilea's antibiotic Zevtera® (ceftobiprole) in China, Hong Kong and Macau (the Territory).

Under the terms of the agreement, CR Gosun is granted an exclusive licence to develop, manufacture and to commercialize ceftobiprole in the Territory. Basilea will receive an execution payment of CHF3 million and is eligible to receive up to approximately CHF145 million additional payments upon achievement of pre-specified regulatory and commercial milestones. CR Gosun will bear all costs for regulatory and development activities, including the conduct of clinical studies necessary for obtaining marketing authorization in the Territory. Basilea will initially supply CR Gosun at a transfer price and will be eligible for tiered double-digit royalties on product sales once CR Gosun manufactures ceftobiprole itself.

28 September 2017

Start-up offers Swiss air in can with eye on China's cities

A Swiss start-up company, Swiss Alpine Air, is bottling the fresh air from Switzerland and is targeting those living in polluted cities elsewhere, in countries such as China, India and some Asian countries, and also for tourists.

The air is collected from various locations around the Swiss Alps and is compressed into an aerosol can and is sold with an attached face mask to assist with breathing, the company said in a press release. A seven-litre can of air is selling for CHF19.95 (USD20.75)

战略合作框架协议书》，标志着中瑞产业园区在常州国家高新区的建设正式开始。

创建中瑞产业园区的设想，是常州市委、市政府积极响应中瑞两国政府提出的在中瑞创新战略对话平台这一新机制统筹引领下，加强“中国制造2025”和瑞士“工业4.0”深度融合的具体举措。园区的落成将大大推动中国从低价世界工厂发展为与世界先进国家齐头并进的现代化制造强国，同时也将有力助推瑞士在欧洲率先完成在工业和数字化融合。

常州国家高新区作为瑞士制造业企业集聚地和瑞士企业在长三角地区重要的投资目的地，已经吸引了14家顶尖的瑞士企业落户，27家企业接受瑞士投资总额超过4.2亿美元，其中规模以上企业包括梅特勒托利多，立达，奇华顿，福派博克，乔治费歇尔和瑞族等。

2017年9月30日

瑞士公司 Basilea 授权深圳华润复星使用其抗生素

Basilea 制药公司宣布，已与深圳华润复星医药有限公司（CR Gosun）就在中国大陆、香港及澳门的巴塞利亚抗生素 Zevtera（头孢比普）达成许可协议。

根据该协议的条款，华润集团将拥有在上述地域开发，生产和商业化头孢比普的独家许可。

Basilea 将获得 300 万瑞士法郎的转让费用，之后在该产品达到预先约定好的不同数量的商业应用规模时，可以获得高达约 1.45 亿瑞士法郎的额外付款。华润复星将承担质量监控和宣发的所有费用，包括进行在本

土获得上市许可所需的临床研究。Basilea 最初以优惠的转让价格给华润复星，一旦华润复星自行生产头孢比普，Basilea 将有资格按照产量分阶段获得产品销售 2 位数的版税。

2017年9月28日

瑞士空气罐头初创公司瞄准中国市场

一家瑞士初创企业，瑞士阿尔卑斯空气（Swiss Alpine Air）正将来自瑞士的新鲜空气装瓶准备销售给居住在中国，印度和一些受污染的亚洲国家的顾客以及游客。

该公司在新闻发布会上表示，从瑞士阿尔卑斯山周围的不同地点采集空气，并压缩成一个喷雾罐，



and contains enough air for 120 breaths or around 10 minutes' use.
21 September 2017

Swiss takeover panel asks China's HNA to clarify its ownership

Switzerland's takeover body has demanded that HNA clarify its ownership structure because of apparent changes to the acquisitive Chinese conglomerate's shareholder base after its CHF1.4 billion buyout of Swiss air services company Gategroup. The ownership of HNA has been shrouded in mystery since the company emerged as one of China's top acquirers of overseas assets in recent years. HNA has spent more than \$40bn on cross-border deals and is now coming under considerable scrutiny.

In a letter to HNA and Gategroup, the Swiss Takeover Board, which oversees mergers and acquisitions, noted that the shareholdings listed in HNA's prospectus for the original 2016 takeover of Gategroup differ considerably from statements recently made by the group's top leadership. Citing a story by the Financial Times (FT), the board asked HNA to clarify the prices at which shares in the group traded hands over the past year and a half. It also raised questions over a 29 per cent stake that was held by Guan Jun, a Chinese national. The stake was transferred to Mr Guan from Bharat Bhise, now living in New York, and was transferred again this year to a New York-based foundation. The board has asked the company to clarify on whose behalf Mr Guan and Mr Bhise had held the stake. It also asked why three HNA co-founders were listed by the company in 2017 as having significant stakes, but the 2016 takeover documents said that no single employee owned more than 3 per cent.

20 September 2017 O

附带一个面罩以便呼吸。7升罐装空气售价为19.95瑞士法郎（20.75美元），足够120次呼吸或连续使用大约10分钟。

2017年9月21日

瑞士收购委员会要求中国海航明示其所有权

瑞士的收购委员会要求海航明确其所有权结构，因为其以14亿瑞士法郎收购瑞士航空服务公司Gategroup后，该企业集团股东结构应发生明显变化。自从该公司频频收购海外资产以来，海航的所有权一直笼罩着神秘的面纱。海航已经在跨境交易上花费了400多亿美元，现在正受到相当严格的审查。

负责监管并购的瑞士收购委员会在给海航和Gategroup的一封信中指出，海航2016年收购Gategroup的招股说明书中所列的股份与该集团最高领导层最近的声明有很大不同。英国《金融时报》称，委员会要求海航公布过去一年半内该集团股票交易的价格。信中还提出了中国国民Guan Jun持有的29%的股份的问题。这笔股权是从现居住在纽约的Bharat Bhise先生那里转移到Guan Jun名下的，今年又被转移到了纽约的一个基金会。董事会要求公司澄清Guan Jun和Bhise先生是代表谁所持的股份。并质疑为何三名海航联合创始人2017年被公司列为重要股份持有人，但是2016年的收购文件却称任何一个海航员工都不会持有超过3%的股份。

2017年9月20日 O



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Although implementation problems still remain with the Sino-Swiss Free Trade Agreement, Swiss and Chinese companies are increasingly taking advantage of it, and trade between the two countries is flourishing.

by **Mark Andrews**

When The Bridge last examined the Sino-Swiss Free Trade Agreement (SSFTA) in its Autumn 2016 edition there was still much negativity as to the benefits that it had brought, particularly from the SMEs interviewed. The Agreement, which came into force in July 2014, was supposedly giving eligibility to 99.7% of Chinese exports and 84.2% of Swiss goods for zero rate tariffs, but few companies interviewed at that time said that they had experienced much benefit to their bottom line. A year later, however, there are signs that more companies are beginning to experience a real benefit that adds to their competitiveness.

After only three and a half years from its implementation it is perhaps still too early to quantify the direct effect of the

尽管《中瑞自由贸易协议》在具体实施上还存在一些问题，越来越多的瑞士和中国公司开始利用这一协议，两国之间的贸易日益繁荣。

作者：**Mark Andrews**

2 016年秋季刊《桥》针对《中瑞自由贸易协议》的采访中，很多人反映相较于对于其带来的便利方面，仍尚有更多不足之处，对于受访的许多中小企业来说尤其如此。《协议》自2014年7月生效以来，本应该使99.7%的中国出口商品和84.2%的瑞士进口商品获得零关税资格，但是当时受访的公司很少有表示从中受益的。一年后，有迹象显示更多的公司借助《协议》增强其竞争力。

至今《协议》刚刚生效三年半，现在计算它对贸易的直接作用为时尚早，

agreement on trade, especially as some of the reductions in tariffs occur on a sliding scale over a ten-year period. However, bilateral trade in 2015/2016 increased over 2013/2014 levels by 10.6% for exports from Switzerland, and 4.7% for imports. “The recent development in Sino-Swiss trade relations is particularly remarkable taking into account the overall demand in China – measured by GDP growth – has almost halved in recent years compared to the previously typically two-digit annual growth rates,” according to the Swiss Embassy in Beijing. Sectors that have led the charge of Swiss companies in China trade have been precision instruments, watches and jewellery, followed by chemicals, agricultural products and then stone and earth materials.

Of course, trade flows between the two countries are influenced not only by the SSFTA, but also by a wide range of variables such as exchange rates, economic factors and growth trends, so identifying the specific contribution made by the SSFTA is not easy. However, according to research by Professor Patrick Ziltener, from the University of Zurich and a member of the Sino-Swiss Competence Center (SSCC-HSG), the SSFTA provides extraordinary savings potential in all sectors. His research shows that the annual total savings potential for Swiss exporters equals about CHF300 million this year alone, increasingly thereafter to over half a billion CHF annually. Comparing sectors, the MEM (mechanical, electrical and metal industry) sector has the greatest potential with calculations showing possible savings of CHF90 million this year alone. This is followed by the watch, and chemical and pharmaceutical industries. The Swiss food industry also stands to benefit by up to CHF4.5 million,” according to the research.

Implementation issues

Since its inception, implementation and interpretation have caused a number of problems. In particular, the wording of the FTA when dealing with trade from seaport to seaport did not appear to clearly address the issue that as Switzerland is landlocked it has to trade via other European ports. “With the intensive use of the FTA, import processes in China have not always been without difficulties particularly at the beginning. Initial difficulties, in particular regarding the direct transport rule, have meanwhile been solved thanks to the regular contacts between the customs authorities of both parties”, according to the Swiss Embassy.



Professor Patrick Ziltener
University of Zurich

尤其这十年间其中一些关税的减免是按比例增减的。但是，2015/2016年度比2013/2014年度双边贸易中瑞士出口增长率为10.6%，进口增长率为4.7%。“考虑到近几年与之前通常为两位数的年增长率（以中国的国内生产总值增长速度为准）几乎下降了一半，近期的中瑞双边贸易发展是很可观的”，北京瑞士驻中国大使馆方面表示。瑞士在对华贸易中领先的行业有精密仪器，钟表和珠宝，接下来是化学制品和农产品，然后是石材和土壤材料。

当然了，《中瑞自由贸易协议》不是唯一的影响因素，汇率、经济因素、发展趋势等一系列其他变量也会影响到两国之间的贸易流动，因此衡量《协议》的具体贡献不是件易事。但是，根据苏黎世大学兼中瑞技术中心成员 Patrick Ziltener 博士的一项研究显示，《中瑞自由贸易协议》对各个产业节省进出口成本都有巨大的潜在影响。此研究显示，瑞士出口商仅今年就能节约三亿瑞郎成本，而此后还将增长到至少每年五亿瑞郎左右。对比各个产业，机械、电气和金属工业有望节约最多的开销，今年一年的潜在节约额就有约九千万瑞郎。接下来是钟表、化学产品和制药工业。根据这项研究，瑞士食品工业也将受益于此，有望节约四百五十万瑞郎。

实施《协议》遇到的问题

自启动以来，《中瑞自由贸易协议》的实施及解读已经引起了一系列的问题。尤其是《协议》中对于海港港口对港口贸易的相关规定并没有明确瑞士作为内陆国家需要通过欧洲其他港口进出口的问题。瑞士驻中国大使馆方面表示：

“《中瑞自由贸易协议》的广泛应用在中国进口流程问题上并不是一帆风顺的，尤其是在一开始。最初的一些困难，特别是在直接运输规则上的一些疑议，已经在两国政府海关的常规合作过程中解决”。

一些公司在运用《协议》的进出口流程中也遇到了一些问题。例如 Ferrum 公司，一家从事机械、电气和金属工业的传统瑞士中小型家族企业。在其主营的四大主营业务中，只有灌装技术和离心机技术是在中国运营的。其产品都是进口，中国运营的部门只负责销售、售后（主要是备件）、培训及技术支持。根据《协议》规定，此公司本应该少缴纳6%



Patrick Rohner
Ferrum

Certain aspects of the processing have also been a problem for some companies. An example is Ferrum, a classic family-run Swiss SME operating in the MEM sector. The company has four main business units of which only the canning technology and centrifuge technology units operate in China. All products are imported and its China operations consist of only sales, after sales (largely spare parts), training and technical support functions. According to the FTA the company should be able to save 6% on its import tariffs, but in practice this has not always been so easy to get. "In the beginning, each time we applied for the FTA status there were some complications," says Patrick Rohner, Ferrum's Head of Sales & Service Base China. "In one case, from the Swiss end we did everything correctly and uploaded the documents, but, the Chinese customs claimed they were unable to download the documents and so were not able to claim FTA status. In the case of our machines which we start to sell at around CHF 250,000 per piece, losing 6% is substantial. However, the situation seems to be improving."

Handling paperwork also has proved to be an issue. Schuler Wine is eligible for tariff reductions from the FTA when importing Swiss wine into China. "At the beginning, we haven't enjoyed trade agreement benefits because of paperwork problems", says Schuler Wine China Head, Helen Zhang. Swiss wines have only recently been exported to China, after continuous communication between China and Switzerland this year, these problems will be sorted out, giving a significant cost advantage that the SSFTA brings against competing EU wines.

Another drawback has been that the time taken to process claims under the FTA increases the delay in customs clearance so that the company ends up spending more money on warehousing costs. "We have deliveries for which we ask for FTA status, and then we have deliveries for which we don't ask for it," says Ferrum's Rohner. "It seems that the ones which we don't ask for it are much faster to clear. The worst case so far was a three week delay, and typically it adds up to a week to clear customs under the FTA. Now, if we have very urgent parts we don't apply for the FTA, because we fear it might take too long."

Another issue with any bilateral trade treaty is that modern supply chain has become increasingly complex and it is commonplace for goods to be produced from components or raw materials that are sourced from numerous other countries. In the case of Switzerland, with its strong ties to the EU, this has proved a stumbling block. One example is Bertrams Chemical Plants. "The VNM (value of non-originating materials) for our raw materials is too big for us to enjoy savings from the FTA as these are mainly



Cao Ran
Bertrams Chemical Plants China

的进口税，但是实际上要享受这一优惠并不是那么容易。“一开始的时候我们每次申请中瑞自由贸易协议优惠都会遇到一些困难，”Ferrum的中国区销售和服务部主管Patrick Rohner说，“有一次，我们瑞士方面完全按规则办事，上传了所有相关文件，但是中国海关称他们无法下载我们提供的文件，因此我们不能得到优惠资格。我们每台机器定价在25万瑞郎左右，6%的损失是很严重的。但是现在情况似乎在好转。”

准备文件材料也成为了一个问题。轩乐酒业进口瑞士葡萄酒到中国是有资格享受减税的。“一开始我们因为一些书面材料的问题不能够享受这一政策优惠”，轩乐酒业的主管Helen Zhang表示。瑞士葡萄酒最近才被进口到中国，在今年中国与瑞士两国的不断沟通交流之后，这些问题将会得到解决

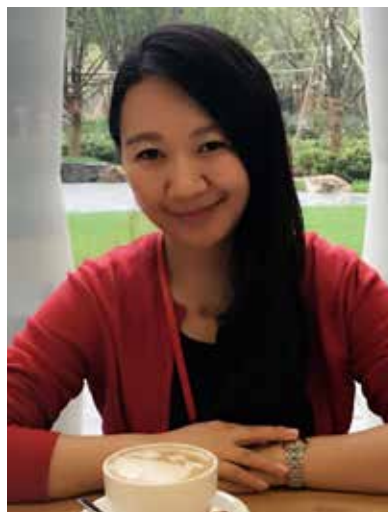
完善，《中瑞自由贸易协议》将给瑞士葡萄酒与其他欧洲葡萄酒竞争中带来的成本优势。

另一个劣势则是由于海关根据《中瑞自由贸易协议》处理进口优惠造成清关时间延长，许多公司最终会花费更多仓储成本。“我们有些订单是申请了减税优惠的，有些没有，”Ferrum的Rohner先生说，“而没有申请减税优惠的那些清关起来会快很多。目前最糟糕的一次是订单延迟了三周，而一般来说通过《协议》清关需要一周时间。现在如果有急单我们根本不会申请减税优惠，因为可能需要过多时间。”

任何双边贸易协议都有可能出现的

问题是现代供应链变得越来越复杂，而通常产品都是由来自无数不同国家的组件或者原材料生产而成的。对于瑞士来说，与欧盟的紧密联系已经变成了一个绊脚石。博特瑞姆斯化工技术有限公司是一个很好的例子。博特中国区董事总经理Cao Ran表示：“我们的原材料大都来自欧洲其他国家进口而非瑞士国产，因此非原材料的价格非常高，使用《中瑞自由贸易协议》进出口的话是无法节省成本的。”

采暖、通风和空调



Han Ying
Sauter

made in other European countries rather than Switzerland,” says Cao Ran, Managing Director Bertrams Chemical Plants China.

Sauter, a manufacturer of control systems and building management systems for heating, ventilation and air-conditioning, has a similar problem. “Part of our production has moved to Germany and is labelled ‘Made in Germany’. However, all shipments are still despatched from Switzerland,” says Han Ying, Quality Management & Administration Department Manager for Sauter China.

Still, it is not all doom and gloom. Swiss statistics show that the benefit for Chinese companies in duty saved on exports to Switzerland has been about CHF110 million. It is more difficult to quantify the benefit of exports to Swiss companies, but it is likely to be substantial.

An example of a firm that is deriving real benefits is Lonza, which operates in the pharmaceutical and biotech sector producing specialty ingredients. The 2017 savings in duty are expected to be “significant”, according to Vicky Zhao, Lonza China’s Senior Manager of Corporate Affairs. “Many items we import from Switzerland have been listed on the Sino-Swiss Preferential Tax List since the SSFTA was implemented on 1 July 2014, and a great deal of them have enjoyed their import tax rate decreasing year by year,” says Zhao. “For nitrile function compounds duty has reduced from 6.5% to 3.9%, and for other vitamins and their deviants it has gone from 4.0% to 2.4% - both reductions of 40%.”

There also are political benefits which are less tangible but also very important. “For China, a bilateral FTA is more than just a customs duty reduction device. It is also a confirmation of a solid, strategic relationship and hence a signal. One that is powerful and that can lead to government contracts, business partnerships, distribution deals, additional momentum when bidding for public tenders or local government support for Swiss companies in China,” says Tomas Casas, professor at University of St. Gallen (FIM-HSG) and academic director of its China Competence Center. And there is certainly a clear commitment on both sides to have the FTA work. Earlier this year Xi Jinping when visiting Berne signed a Memorandum of Understanding (MoU) to enhance the Agreement. With this MoU, Switzerland and China expressed their commitment to deepen the existing agreement in areas with respective potential, and to strive to eliminate or further lower tariffs on products that are currently not yet or only partially considered in the FTA. This should mean that going forward, more Swiss companies will see gains to their bottom line from the Agreement as it enhances their competitiveness in China against companies from the EU and beyond. ○



Professor Tomas Casas
University of St. Gallen

的控制系统和建筑管理系统制造商索特自控系统有限公司也遇到了类似的问题。索特中国区质量管理和行政部经理 Han Ying 说：“我们的生产线有一部分转移到了德国，并标上了‘德国制造’的标签。但是所有的订单都是从瑞士发货的。”

然而，情况也并不总是那么一筹莫展。瑞士数据统计显示，中国公司在出口到瑞士的关税方面节省了约一亿一千万瑞郎成本。要量化瑞士公司出口成本节

约比较复杂，但数目应该是很可观的。从事制药和生物技术的特殊成分生产的龙沙集团是从《协议》中获益的公司中的一员。龙沙中国公司事务高级经理 Vicky Zhao 表示，2017 年度关税方面的成本节约预期很高。“自 2014 年 7 月 1 日《中瑞自由贸易协议》实施以来，我们从瑞士进口的许多产品都被列入中瑞优惠税率名单，其中很多商品的进口税都在逐年减免” Zhao 说，“腈基化合物的关税从 6.5% 降低到了 3.9%，其他维他命及其衍生物的关税从 4.0% 降低到了 2.4% - 都降低了 40% 左右。”

《协议》所带来的政治影响虽然是无形的，但是也不容小觑。“对中国来说，《中瑞自由贸易协议》不仅仅是一项海关减税策略，也是一个信号，标志着中瑞双方稳固的战略关系。这一强大的联系将为瑞士在华企业获得政府合约、商业伙伴关系、分销协议、公开招标的额外考量或当地政府更多支持提供便利，”圣加伦大学国际管理研究所教授兼中国技术中心学术总监 Tomas Casas 提到。显然，两国政府都致力于《协议》的实施推广。今年年初，在访问伯尔尼的时候，习近平签署了促进《协议》实行的《谅解备忘录》。在《备忘录》中，瑞士和中国双方都表示扩大现有协议范围，以及努力减除或进一步减免目前协议没有覆盖商品的关税的决心。这表明今后瑞士公司将继续获益于《中瑞自由贸易协议》，在与欧洲公司和其他国家公司竞争中变得更加有竞争力。○

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Han Ying, Quality Management & Administration Department Manager, Sauter China

Vicky Zhao, Senior Manager of Corporate Affairs, Lonza China

Professor Tomas Casas, University of St. Gallen



Custom Service

海关服务

For many Swiss companies the Sino-Swiss Free Trade Agreement has still to deliver big benefits. The Bridge talks to Claudia Feusi, CEO of Swiss trade consultancy known as Zollschule.ch, and a leading expert on customs procedures and Swiss free trade agreements, about the state of its development.

by **Geoff de Freitas**

对于很多瑞士公司来说,《中瑞自由贸易协定》仍有很多裨益。《桥》杂志采访了瑞士贸易咨询公司 Zollschule.ch 首席执行官 Claudia Feusi, 与这位全球海关程序和瑞士自由贸易协定领域领先的专家就其发展状况进行了会谈。

作者: **Geoff de Freitas**

What are your views on Swiss free agreements and what services does Zollschule.ch offer in this respect?

Switzerland's prosperity depends on international trade in goods and services, as well as its cross-border investment activities because we are deeply integrated into the world economy. Our economic structure is characterized by its pronounced outward orientation, and, consequently, the constant improvement of access to foreign markets is a core objective of Swiss foreign economic policy. The trade with China is very important for Switzerland, and we depend upon efficient access to this market for both imports and exports. Good free trade agreements are therefore very important to this.

My company offers a range of services to companies in respect of customs and trade. As well as providing expertise in handling customs and compliance procedures, we also provide practical and customized in-house training and seminars. These are structured to be of value to SMEs so that they can also develop the know-how to take advantage of Swiss FTAs. Companies can save a lot of money by using FTAs, but to do so, it's very important that they develop the required expertise. A good example where we can help is the area of rules of origin, which apply to duties on both imports and exports. Our consultants can calculate not only the financial costs of these, but also can recommend opportunities to reduce duties for companies through establishing origin declarations according to preferential origins as given in various trade agreements.

What is your overall view of the Sino-Swiss FTA compared with other FTAs?

The FTA with China is one of the first FTAs Switzerland set up with an Asian country, so it has benefited from having had some time to mature in the light of experiences gleaned since its implementation. In general, I think this is a very good FTA and it provides a big step up in optimizing the trade between Switzerland and China. But I am primarily an expert on preferential origin, so I am only really qualified to comment on that. If we focus on the specific product rules of origin of the FTA with China, they are (depending on product) generally easy to handle and the standardized structure of the FTA is exemplary. In contrast, if we look at the specific product rules of origin in Switzerland's bilateral FTA with the EU, they consist of more than 150 pages compared with the relevant rules in the Sino-Swiss FTA which come to only about 20 pages.

How well is the FTA working three years after it took effect; what works well and what is not working and can be improved?

I get a broad range of feedback on this from my customers that have regular imports and exports with China. On the positive

请介绍一下西诺迪斯在中国的发展历史？

瑞士的繁荣取决于货物和服务方面的国际贸易以及跨境投资活动，因为我们深深融入了世界经济。我们的经济结构具有明显的外向性，因此，不断加强同国外市场的联系是瑞士对外经济政策的核心目标。对瑞士来说同中国的贸易非常重要，而且我们在进口和出口方面都深深依赖着更高效的市场。因此良好的自由贸易协定非常重要。

我们公司在海关和贸易方面为顾客公司提供一系列服务。除了在处理海关和合规程序方面提供专业服务外，我们还提供实用和定制的内部培训和研讨会。这些都是为了给中小企业提供更多有价值的服务，以便于让他们能够更好地从《中瑞贸易协定》中受益。公司可以通过使用这一节省大量资金，但要做到这一点，专业知识是非常重要的。我们能够根据“原产地规则”提供帮助，适用于进口和出口的关税。我们的顾问不仅可以计算这些财务成本，还可以根据各种贸易协定的优惠原产地，通过获得原产地声明来推荐减少企业关税的机会。

与其他的自由贸易协定相比，您对《中瑞自由贸易协定》的整体看法是什么？

同中国的这项自由贸易协定是瑞士同亚洲国家最早建立的一系列自由贸易协定之一，所以自实施以来已经有一段时间，有较为成熟的实施经验和先例可循。总体来讲，我认为这是一项非常好的自由贸易协定，给优化中瑞双方的贸易提供了巨大的进步空间。但我作为优先原产地地区的专家，只能对我熟悉的这个领域发表看法。如果我们只关注《中瑞自由贸易协定》的具体产品原产地相关细则，通常（具体情况取决于具体产品）应用和操作流程简单易上手，贸易协定的标准流程非常具有指导意义。相反，如果我们来看瑞士和欧盟的双边贸易自由协定中对于原产地产品的细则，里面包含了150页的相关规定，而《中瑞自由贸易协定》只有20页。

《中瑞自由贸易协定》生效三年来效果怎么样？有什么优点和不足之处？

我从与中方有定期进出口产品往来的顾客方面得到了很广泛的反馈意见。从积极的方面来看，很多报告说，即使是进口货物先到达德国汉堡再转运到瑞士边境，持有有效的原产地证明就没问题。其他一部分人则报告说有这样那样的问题。直接运输证明或非操纵证明方面的不合

“The FTA with China is one of the first FTAs Switzerland set up with an Asian country

同中国的这项自由贸易协定是瑞士同亚洲国家最早建立的一系列自由贸易协定之一”

side, many report that they do not have any problems, even for imported goods that are shipped to Hamburg, Germany, and then forwarded by transit to the Swiss border with valid certificates of origin. Others, however, are reporting a range of issues. Unsatisfactory or irregular handling in respect of proof of direct transport or non-manipulation certificates is a common one. Other areas in which problems tend to be found are in dealing with the time-consuming bureaucracy, the terms for non-manipulation, document upload prior to shipment, different interpretations with regard to custom codes and the content of documents. An additional problem is that, not all customs stations in China are treating these processes the same. Swiss companies must also pay attention on 'cumulation' which is often the reason for additional workflows. Non-manipulation disclosures also do not seem to work very smoothly, and it would be a big improvement to the Agreement if we could avoid some of the excessive formalities currently in place. Switzerland has always been at the centre of Europe and its transit formalities there have been fully automated for decades.

Other complaints that I regularly hear are that companies are finding that they are faced with additional work, expenses and shipment delays. The admission process of products into the country is still a problem, and many Swiss companies are still waiting for optimized and consistent rules. But it is important to note that many of these are not problems with the FTA, but rather are a result of differences between the two countries in respect of the procedures for the admission of products, legal frameworks and cultures. These present challenges which cannot be solved by an FTA itself, but rather by developing know-how and actual experience in how to use it.

In a recent FTA survey carried out by SwissCham China, a number of Swiss companies said that they were finding difficulties with benefiting from the FTA due to higher processing costs and long waiting times. Do you think these issues should have been addressed and solved by now?

In my view the exchanges that have been taking place between China and Switzerland in developing the FTA are exemplary, considering the different political systems and legal frameworks of the two countries. It was expected from the beginning that the FTA's success would require ongoing adjustments that would develop from practical experiences of its implementation. Of course, the completion of its phases is necessary and should be pushed, as the agreement provides great opportunities for both economies, and of course it would be great if procedures for the admission of goods could be simplified. However, companies must realise that applying these agreements for optimum benefit will always require developing detailed expertise. Exports, particularly, need a lot of specific know-how, and for first time exporters they would be well advised to seek expert help before trying to make their first delivery to China. Different legal frameworks, incoterms, rules of origin, customs formalities, admission of goods and different cultures are just a few challenges they will need to overcome. ○

“The exchanges that have been taking place between China and Switzerland in developing the FTA are exemplary”

中瑞两国在发展自由贸易协定方面进行的交流是具有模范意义的”

格或非正常处理是常见的问题。其他问题包括效率低下的官僚作风,非操纵条款,装运前的文件上传,对海关规定和文件内容的不同解读。更严重的是,不是所有的中国的海关检查站在运用自贸协定的过程中都履行同样的流程。瑞士公司必须注意“累积”,这往往是需要额外工作流程的原因。非操纵性证明实施起来同样不是很顺。如果《中瑞自由贸易协定》可以避免现有的一些冗余程序,将是一大进步。瑞士一直是欧洲的中心,几十年来,它的过境手续已经完全自动化。

我经常听到的一些其他方面的抱怨是这些公司发现他们面临着额外的工作量,开销和运输延误。进入中国的产品准入程序仍然是一大难题,许多瑞士公司仍在等待更优化更持续的规则。但是值得注意的是,这些问题中很多都不是由《中瑞自由贸易协定》本身引起的,而是两国之间由于产品准入的程序,法律框架,和文化方面的差异造成的。现存的问题或许不能由《中瑞自由贸易协定》解决,而是由继续优化自己的知识和实际操作经验来逐步解决。

在瑞士商会最近进行的一项《中瑞自由贸易协定》调查显示,有相当数量的瑞士公司表示他们发现由于更大花销和更长等待时间,要从该协定中获益相当困难。您认为这些情况是否应该被重视并尽快解决?

在我看来,考虑到两国不同的政治制度和法律框架,中瑞两国在发展自由贸易协定方面进行的交流是具有模范意义的。从一开始,大家都预见了《中瑞自由贸易协定》的成功将需要不断的调整,要从实施经验中进行完善。当然,这个阶段的尽快完成是必要的并需要推动的。

《协定》为两个经济体提供了很大的机会,如果能简化货物的进口程序当然是很好的。但是,瑞士公司必须认识到为了获得最佳利益,应用这些协议需要大量的专门知识,出口更是如此。对于第一次出口到中国的企业来说,最好先寻求专家的帮助以确保第一次出口顺利。不同的法律框架,国际贸易术语,原产地规则,海关手续,货物接收和不同的文化只是他们需要克服的一部分挑战。 ○

The Free Trade Agreement Has Not Reached its Potential Yet

A new SwissCham survey shows that problems still hinder Swiss companies from taking full advantage of the Sino-Swiss Free Trade Agreement.

by **Peter Bachmann**

Three years after its implementation, the Free Trade Agreement between Switzerland and China (SSFTA) does not yet work smoothly. In a new survey, prepared by SwissCham China, more than half of the 90 participating companies indicate that they are facing issues.

The good news first: more companies seem to use the FTA today, compared to two years ago when the first FTA survey was conducted. In 2015, only 38% indicated that they used the Agreement. In the 2017 survey, 54% said they make use of the FTA. However, there is still a majority who find that it provides little value, albeit fewer than before. In

2015, 89% responded that there was no real benefit to their businesses. In the 2017 survey, this number had fallen to 63%.

These rather poor numbers for the success of SSFTA should be put into the context of the robustly growing trade between the two countries. Bilateral trade has grown substantially after the FTA was enacted in 2014. According to the Swiss Embassy in Beijing, the growth in trade can be attributed to several factors, one of which is the FTA. "While China's trade with its most important trade partners decreased in 2016, its trade with Switzerland continued to grow, showing that the Switzerland-



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China FTA still positively affects bilateral trade overall.” However, the Embassy states that the effect of an FTA cannot be purely gauged on the basis of trade statistics. “Trade flows are influenced not only by an FTA, but also by exchange rates, economic and growth trends.” The positive trade development between Switzerland and China continued in the first nine months of 2017. In this period, Swiss exports to the China mainland and Hong Kong reached CHF 12.3 billion, which is a plus of 16.2% year-on-year and an all-time high.

Satisfaction is limited

Despite the rosy performance of Sino-Swiss trade, many companies still face problems. In our survey, slightly more than 61% said they have encountered obstacles when trying to apply the FTA. Only 15% say their imports under the SSFTA regime work hassle-free. The problems that companies find are quite diverse: Most often, Swiss companies argue

“More companies seem to use the FTA today, compared to two years ago when the first FTA survey was conducted”

“Bilateral trade has grown substantially after the FTA was enacted in 2014”

that importing goods under the FTA needs more time than if done without the Agreement. Other problems relate to the direct transportation rule, excessive red tape and, at times, some Chinese custom officers do not seem to be knowledgeable about the SSFTA or its terms.

In response to being questioned as to why companies do not apply the FTA, answers are of similar nature. The most common reasons given are ‘procedures are too complicated’ and a ‘lack of know-how by the customs officers’. These two answers make up more than 50% of the responses. These are very specific statements, and it is surprising that after three years since the SSFTA has been in operation that problems in these areas are still so substantial.

For companies that say that they still perceive the procedures to be too complicated, one explanation might be that they do not ask enough for support from organizations such as government agencies, S-GE, industrial associations or SwissCham China. For the second, a lack of know-how by Chinese customs officers, it is difficult to find an acceptable explanation. ○

Survey Key Takeaways

- 47% of all surveyed companies are completely (3%), very (10%) or somewhat satisfied (34%) when importing to China. 53% are not at all satisfied (35%) or slightly satisfied (18%)
- 54% of companies indicate they are using the FTA (n=90). This is a substantial increase compared to the first survey in 2015, when only 38% of companies said they are applying the FTA (n=91)
- When asked why the FTA was not being used, the most common answers were:
 - Procedures are too complicated (27%)
 - Lack of know-how by the customs officers (26%)
- When asked if there were any problems when applying the FTA, 61% of all surveyed companies answered with yes
- The most common issues mentioned when trying to import under the FTA were:
 - there is more time needed to import goods than without the FTA (15%)
 - Red tape (13%)
 - The direct transportation rule (12%)
 - Customs officers are not informed about the FTA (11%)

调查要点

- 45% 参与调查的公司表示对于进口到中国的情况绝对满意 (3%)，非常满意 (10%) 或是比较满意 (34%)。53% 的公司表示完全不满意 (35%) 或者勉强满意 (18%)。
- 53% 的公司表示他们在应用《中瑞自由贸易协定》(n=90)。这一数据较 2015 年第一次调查结果有了显著提升，当时只有 38% 的公司表示他们在应用该协定 (n=91)。
- 当被问及为何没有应用《中瑞自由贸易协定》时，最常见的回答为：
 - 程序太复杂 (27%)
 - 海关官员缺乏相关知识 (26%)
- 当被问及在应用《中瑞自由贸易协定》过程中有没有遇到困难时，61% 公司表示“有”。
- 在《中瑞自由贸易协定》框架下进口的最常见的问题如下：
 - 相较不应用《协定》进口时，应用此《协定》耗费更多时间 (15%)
 - 官僚作风 (13%)
 - 直接运输规则的限制 (12%)
 - 海关官员对《中瑞自由贸易协定》认知不足 (11%)

品味成功

The Tastes of Success



The Bridge speaks to four Swiss SMEs - CHEERS Wines, Lindt, Ricola and Schuler - on how they have carved a successful niche for their brands in China's challenging wine and confectionery sectors.

by **Mark Andrews**

CHEERS Wines

Claudia Masüger, CEO and founder,

Can you explain why you created CHEERS Wines?

I come from a family that has been in the wine trading business since 1898. After coming to China in 2008, I founded MQ Wines, a B2B wine trading company. When a fire burnt down my warehouse, I considered my options, and started CHEERS Wines.

I wanted something non-traditional, colourful, affordable, understandable and most importantly that would be fun. So I started the first CHEERS Wines store with the aim to make wine drinking both fun and affordable. CHEERS Wines was the first in the local wine business to bring an imported bottled wine with nice quality and sell it for RMB29 on the shelves. With this step we changed the Beijing wine market and, more importantly, we introduced a new lifestyle to the young generation.



Are you expanding into second and third tier cities?

We currently have 50+ stores in 14 different cities. Many of those are second and third tier cities. Wine consumption is starting all over China now and is a strong trend.

Is competition in your market increasing?

Yes - a lot! There are now increasing numbers of e-commerce channels and apps, and wine stores appearing on every corner. Our team and I know we always must work hard to be better, faster and smarter. We reinvent CHEERS Wines constantly and make sure we stay on top of the market. We have a CHEERS Wines university and put a lot of focus on training. This makes us different than everyone else.

《桥》杂志采访了 4 家瑞士中小企业齐饮，瑞士莲，利口乐，和轩乐酒业，了解他们如何在中国富有挑战的葡萄酒和糖果行业为自己的品牌树立了成功的利基市场。

作者：by **Mark Andrews**

齐饮进口葡萄酒

的 CEO 兼创始人 Claudia Masüger

你当初为何要创办齐饮进口葡萄酒？

我的家族自 1898 年以来一直从事葡萄酒贸易。2008 年来到中国后，我创立了一家 B2B 葡萄酒贸易公司 MQ Wines。当一场大火烧毁了我们的仓库时，我考虑了诸多情况，并选择开始做齐饮进口葡萄酒 这个品牌。

我想要一些非传统的，丰富多彩的，并且价格合理，可以被大家理解的东西，最重要的是要有趣。于是我开始第一家齐饮进口葡萄酒葡萄酒专卖店，目的是让葡萄酒既有趣又实惠。齐饮进口葡萄酒是当地第一家做到将进口瓶装的优质葡萄酒以 29 元的低价在货架上出售的企业。通过这一步，我们改变了北京的葡萄酒市场，更重要的是，我们为年轻一代引入了新的生活方式。



你们正在计划扩张到二三线城市吗？

我们目前在 14 个不同的城市有 50 多家商店。其中许多是二三线城市。葡萄酒正在全国各地开始流行，是一个强劲的趋势。

你们在市场上的竞争激烈吗？

是的，有很多！现在到处都有越来越多的电商平台、手机应用和葡萄酒商店。我和我的团队都知道我们必须努力工作，做到更好，更快，更智能。我们不断重塑齐饮进口葡萄酒，并确保我们保持市场标准之上。我们有一所齐饮进口葡萄酒学院，并花费大量时间和精力在培训上。这让我们与众不同。

How easy is it to operate a franchise based business model in China?

Nothing is easy! Franchising is a great way to grow faster, but needs to be built up, controlled and supported with a lot of patience. We are very lucky as many of our employees become partners. They know us inside out and they are the most successful partners. Many of them have opened their second or third store already. The great thing with a CHEERS Wines franchise store is that you achieve cashflow breakeven within three months, and you can make good money. In this way we can grow very fast all over China.

What methods do you use to engage with Chinese consumers?

Customers are our core focus. 'CHEERS makes you smile' is our mission and our stores are more than just a wine shop. It is a place where people spend time between work and home, a place to meet friends, and enjoy a happy new lifestyle. We have a lot of events such as daily free wine tastings, our weekly Mini Wine School, but most importantly we want our customers to enjoy a happy time together.

What are the company's plans in China for the next 2-5 years?

The ultimate goal of CHEERS Wines is to open 888 stores all over China. We are now growing fast and learning how to scale even faster.

在中国运营基于特许经营的商业模式难度如何?

世上无难事! 特许经营是一个加快发展的方法, 但需要耐心地建立、控制和支持。我们很幸运, 因为我们的许多员工成为了特许经营的合作伙伴。他们完全了解我们, 是我们最成功的合作伙伴。其中的许多人已经开了他们的第二家或第三家分店。齐饮进口葡萄酒特许经营店的伟大之处在于可以在三个月内实现现金流收支平衡, 并且可以实现盈利。因此我们可以在全中国快速发展。

你们会用什么方法吸引中国消费者?

客户是我们最关注核心部分。“齐饮进口葡萄酒让你微笑”是我们的使命, 我们的商店不仅仅是一个葡萄酒商店。这是一个人们在工作之外度过愉快时光, 结识朋友, 享受快乐的新生活方式的地方。我们有很多活动, 比如每日免费品酒会, 每周的迷你葡萄酒学校, 最重要的是我们希望顾客能和我们一起享受欢乐时光。

未来 2-5 年, 公司在中国的计划是什么?

齐饮进口葡萄酒的最终目标是在全中国开设 888 家店面。现在我们正在快速发展, 我们仍在学习如何更快地扩张。

Lindt & Sprüngli

What is Lindt's history in the Chinese market?

Lindt & Sprüngli founded its own subsidiary for marketing and distribution of its premium chocolate in China in 2012 in Shanghai.



What has been Lindt's general experience with the market?

The chocolate market in China holds a lot of potential as consumption per annum is only 150g per person compared to several kilograms in North America and Western Europe. In highly developed cities such as Shanghai and Beijing, chocolate consumption is growing as middle class consumers seek new experiences. The gift-giving market, e-commerce and the wedding market are especially fast-growing markets for Lindt. One of the key products, Lindor, is particularly popular for the Chinese New Year, due to its characteristic red wrapping.

Is the company expanding operations to second and third tier cities?

At the moment the Lindt brand is represented at about 5,000 points of sale in China and is a growing business. Distribution is expanding to key modern second and third tier cities as China develops fast.

Is the overall Chinese chocolate market increasing?

Although chocolate is still a relatively small business in China, it is a growing business and Lindt & Sprüngli sees the biggest opportunities with young urban middle class consumers who travel the world and seek new lifestyle experiences.

Has Lindt experimented with any direct sales approaches such as online sales in China and to what success?

The e-commerce business has developed rapidly. Mostly behind a strong performance of the Lindt flagship store on Tmall and JD where Lindt has recently launched attractive Corporate gifting options as well but also behind other online platforms. Marketing support has helped to establish strong brand awareness through activities such as online TV advertisements and product sampling via platforms such as the Tmall supermarket.

对瑞士莲的采访

瑞士莲在中国市场的历程是什么样的?

瑞士莲 (Lindt & Sprüngli) 于 2012 年在上海成立了自己的子公司, 在中国销售和分销高级巧克力。

你们对于中国市场的总体经验是什么?

中国的巧克力市场潜力很大, 因为每年人均消费量仅为 150 克, 而北美和西欧则为数千克。在上海和北京这样高度发达的城市, 随着中产阶级消费者寻求新的经历, 巧克力消费量正在增长。礼品市场, 电子商务和婚庆市场是瑞士莲快速增长的市场。主要产品之一 Lindor, 由于其特有的红色包装, 在中国春节期间特别受欢迎。

公司是否在将业务拓展到二三线城市?

目前, 瑞士莲在中国的代理销售点已经达到 5000 个左右, 并且仍在发展壮大中。随着中国快速发展, 分销渠道正迅速扩展到二三线城市。

中国巧克力市场整体上是在增长吗?

虽然巧克力在中国仍然是一个相对较小的市场, 但一直在不断增长, 而我们认为, 游历世界, 勇于尝试新鲜生活方式的年轻一代城市中产阶级消费者将是我们的主要目标客户。

你们是否尝试过任何直销方式, 比如线上销售, 以及取得什么样的成功?

电子商务业务发展迅速。这主要归功于我们在天猫和京东的旗舰店的优异业绩, 尤其是最近在此两大平台推出了十分有吸引力的企业礼品服务, 当然同时也受益于其他在线平台。通过线上网络电视广告, 天猫超市试吃等市场营销活动, 有助于树立强大的品牌意识。

Stephan Huber, Regional Director East Asia, Ricola

Is China currently a major market for Ricola?

Ricola is well-known for its herb-based lozenges for soothing the mouth and throat, and China is one of the priority markets for our company. The relevant consumer base is one of the biggest and the acceptance of the product is proven. We thus believe in the potential of China to become a major market for Ricola.

Are you expanding into second and third tier cities?

The main focus currently remains on southern China and Shanghai, but we are strategically penetrating second tier cities such as Hangzhou and Chengdu.

Is competition in your market increasing?

We are still confronted with the same competitors, but the competition is getting more intense.

Is being from Switzerland an important element when selling to Chinese customers in your market?

A product coming from Switzerland is perceived in China as indicating that is high quality, safe, clean and peaceful, so it's very positive. In fact, some brands display a Swiss flag or a 'Swiss Made' label that's bigger than the brand's name. This indicates the value of Swiss origin.

What methods do you use to engage with Chinese consumers?

Our methods to engage with Chinese consumers range from promotions to samplings, media, e-commerce (our Tmall Flagship store) and in particular social media (WeChat).



利口乐东亚地区总监 Stephan Huber

中国目前是利口乐的主要市场吗？

利口乐因其润喉含片而闻名于世，而中国是我们公司的重点市场之一。相应消费者群体是最大的市场之一，产品的接受度也得到市场的良好反馈。因此，我们相信中国有可能成为利口乐的主要市场。

利口乐正在扩张到二三线城市吗？

目前主要集中在华南和上海，但我们正在战略性地渗透到杭州和成都等二线城市。

你们在市场上面临的竞争激烈吗？

我们仍然面对同样的竞争对手，但竞争越来越激烈。

在向中国客户销售时，瑞士产品是否是一个重要卖点？

来自瑞士的产品在中国被认为是高质量，安全，清洁和无害的产品，因此是非常正面的印象。事实上，一些品牌会直接展示比品牌名气更大的瑞士国旗或“瑞士制造”的标签。这表明瑞士作为原产地的市场价值。

你们会用什么方法吸引中国消费者？

我们与中国消费者互动的方式包括试吃，媒体宣传，电子商务（天猫旗舰店），尤其是社交媒体（微信）。

Helen Zhang, China head, Schuler



Is China currently a major market for Schuler?

Schuler, founded in 1694 in Switzerland, is one of the world's oldest and the most famous winemakers and wine merchants, and entered the Chinese market in 2012, initially concentrating on sales of its wines via e-commerce and retail sales channels. Since 2016, the company has expanded its operations to wholesale and restaurant sales. Schuler operates in twelve cantons in Switzerland and China is one of the major markets for us. As for most products the potential here is huge.

Are you expanding into second and third tier cities?

From this year we've started to develop in second and third tier cities.

Every year, many wine companies come to China. In Shanghai there are many competitors and marketing is going mature, whereas in the second and third tier cities there are still many potential clients and marketing is changing there, so we want to develop this market.

What methods do you use to engage with Chinese consumers?

We are not just an importer: we actually own the brands and own products we sell. The brand history and philosophy is very important along with its quality, when engaging with the consumer. This attracts a lot of customers and makes them to believe us and prepared to spend more money. To do this we use social media, and marketing events, alongside offline events such as tastings and roadshows.

What are the company's plans in China for the next 2-5 years?

Over the next two years we are focusing on building wholesale clients and distributors in second and third tier cities. In Shanghai, we are focusing on traditional sales channels, hotels and restaurants etc. ○



Schuler 酒业中国区负责人 Helen Zhang

中国目前是 Schuler 的主要市场吗？

Schuler 公司成立于 1694 年，是瑞士历史最悠久，最著名的酿酒商和葡萄酒商之一，并于 2012 年进入中国市场，最初专注于通过电子商务和零售渠道销售葡萄酒。自 2016 年起，公司已将业务扩展至批发及在餐厅销售。Schuler 在瑞士有 12 个州的市场，而中国是一个巨大的市场。对于大多数的产品来说，中国市场潜力是巨大的。

你们正在扩张到二三线城市吗？

从今年开始，我们开始在二三线城市发展。每年都有不少葡萄酒公司来到中国。在上海我们有很多竞争对手，整个葡萄酒市场越来越成熟。而二三线城市还有很多潜在的客户，那边的市场情况正在发生变化，所以我们会去发展这个市场。

你们用什么方法吸引中国消费者？

我们不仅仅是一个进口商：我们拥有自己的品牌和自己的产品。与消费者互动时，品牌历史和理念是非常重要的。我们的品牌历史吸引了很多顾客，让他们相信我们，并愿意花更多的钱购买我们的产品。为了宣传品牌历史和理念，我们同时有利用社交媒体和营销活动，以及品酒活动和路演等线下活动。

未来 2-5 年，公司在中国的计划是什么？

在接下来的两年里，我们将致力于在二三线城市发展批发商和分销商。在上海，我们会专注于传统的销售渠道，酒店和餐厅等。○

Sino-Swiss Diplomatic Traffic

中瑞外交往来

RECENT EVENTS AND VISITS

Bilateral News

President of Swiss Council of States pays official visit to China

The President of the Council of States of the Swiss Federal Assembly, Mr. Ivo Bischofberger, paid an official visit to China from October 30 to November 3, at the invitation of Mr. Zhang Dejiang, President of the Chinese Parliament. During their meeting in Beijing, Mr. Ivo Bischofberger and Mr. Zhang Dejiang addressed bilateral and international issues. Switzerland and China have maintained good bilateral relations for many years. With the entry into force of the Free Trade Agreement between Switzerland and China in July 2014, these relations have further intensified.

As a guest of honour, Mr. Bischofberger also attended the opening of the Swiss School in Beijing on October 30. As the first Swiss School in China, it offers a German-speaking syllabus in an international environment.

Economic News

Swiss Embassy leads economic mission to Wuhan

The Embassy of Switzerland in China and the Consulate General in Shanghai recently organized an economic mission to Wuhan Municipality, Hubei Province, to exchange with the local government and business community. The economic mission, from October 30 to November 1, was led by Ambassador of Switzerland to China Mr. Jean-Jacques de Dardel, and attended by representatives from 20 Swiss companies and institutions from various industry backgrounds.

The delegation had fruitful exchanges with local government officials. During the Switzerland-Wuhan Business Match Making Seminar, insights and experiences were shared among the Swiss business representatives and the stakeholders from local business community.

1st edition of SwissWeek in Chengdu

Swiss food and beverages, home appliances, diverse cultures and winter sports were only some of the highlights at the SwissWeek Chengdu. The first Swiss Week in the southwest Chinese city, held from November 1 to 5, attracted more than 30 Swiss brands and companies, and a large number of visitors, thanks to the interactive showcases of Swiss products, traditional folklore, artworks and the Swiss



近期活动与访问

双边关系

瑞士联邦议会联邦院议长对中国进行官方访问

受中国全国人大常委会委员长张德江的邀请，瑞士联邦议会联邦院议长比绍夫贝尔格于10月30日至11月3日对中国进行正式访问。在同张德江委员长的会谈中，双方就中瑞双边问题和国际问题交换了看法。瑞士一直同中国保持着良好的双边关系。自2014年7月中瑞自由贸易协定开始实施后，中瑞两国双边关系更加紧密。

作为特邀嘉宾，比绍夫贝尔格议长于10月30日出席了北京瑞士学校的成立仪式。作为中国首个官方瑞士学校，学校以国际化的教育环境为依托，提供德语母语教学。

经济新闻

瑞士驻华使馆带领企业代表团武汉考察



瑞士驻华大使馆与瑞士驻上海总领事馆近期成功组织企业代表团前往湖北省武汉市同当地政府和企业合作进行经贸交流活动。考察团由瑞士驻华大使戴尚贤带领，包括来自瑞士的20多家不同领域的企业和机构。

10月30日至11月1日，代表团同当武汉政府官员进行了卓有成效的交流。在武汉—瑞士企业对接会上，瑞士企业代表同当地企业家们进行了交流互动，交换见解和经验。

首届成都瑞士周成功举办



瑞士特色食品和饮料、家用电器、多样文化以及冬季运动，这些仅是成都瑞士周的部分亮点。11月1日至5日在中国西南城市成都举办的首届瑞士周吸引了30多家瑞士品牌和公司的积极参与。瑞士产品、传统音乐艺术、瑞士艺术家的画作以及瑞士自行车队的互动展示更是吸引了大量的参观者。瑞士成都周由瑞士驻成都总

Team of Trial Cyclist.

The SwissWeek Chengdu was supported by the Consulate General of Switzerland in Chengdu. Opened in November 2016, it focuses on enhancing the economic and trade relations between Switzerland and China's southwestern region.

Switzerland-China Innovation Summit held in Hebei

The Switzerland-China (Hebei) Innovation Summit was held in Shijiazhuang, Hebei on November 7, with the aim to facilitate collaborations in the field of innovation between Switzerland and Hebei Province, to enhance cooperation between Swiss and Chinese companies engaged in innovation and winter sports. Swiss Ambassador to China Jean-Jacques de Dardel, officials from Hebei Provincial government, representatives from Swiss and Chinese companies attended the event. MoUs were signed among Hebei Industry and Information Technology Department, Switzerland Innovation, and Water Tree SA company from Switzerland for further collaboration.

Sino-Swiss Year of Tourism

Saint Bernard dogs tour China to promote Tourism Year

In the framework of the 2017 Switzerland China Year of Tourism, two Saint Bernards, the iconic Swiss dog breed, traveled to China in September to promote the country as the world's most original and sustainable mountain tourism destination in summer and winter. The two dogs, named Apero and Bricotine, participated at the World Winter Sports (Beijing) Expo 2017 and engaged with visitors in Beijing and Shanghai.

Following the tour, four pairs of statues of Saint Bernards and pandas will be exhibited across China till early next year. Follow the exhibition on Sina Weibo (@狗到瑞士).



Culture News

Zurich Meets Hong Kong 2017

Zurich Meets Hong Kong 2017: A Festival of Two Cities, the weeklong festival was held in Hong Kong from October 21 to 29, and introduced Zurich to Hongkongers through more than 30 events. Visitors were offered comprehensive overview of Zurich in the fields of arts, culture, business, commerce, tourism, lifestyle, science, education, and innovation. The festival was expected to strengthen the ties between the two cities through workshops and conferences, films and performances, as well as exhibitions and concerts

Discover Swiss architecture on your smartphone or tablet

Zurich Meets Hong Kong 2017: A Festival of Two Cities, the weeklong festival was held in Hong Kong from October 21 to 29, and introduced Zurich to Hongkongers through more than 30 events. Visitors were offered comprehensive overview of Zurich in the fields of arts, culture, business, commerce, tourism, lifestyle, science, education, and innovation. The festival was expected to strengthen the ties between the two cities through workshops and conferences, films and performances, as well as exhibitions and concerts. ○

领事馆支持。成立于2016年11月，总领事馆重点负责推进瑞士同中国西南地区的经济、贸易发展。

中国·瑞士企业创新发展国际交流活动举行

中国(河北) 瑞士企业创新发展国际交流活动11月7日在石家庄举行。此次活动旨在推动瑞士及河北省的创



新型企业的合作，促进中瑞企业在创新发展、冰雪文化产业等领域有效对接。瑞士驻华大使戴尚贤、河北省政府官员以及中瑞企业代表出席活动。河北省工业和信息化厅与瑞士国家创新工业园、瑞士 Water Tree SA 集团签署三方合作框架协议。

中瑞旅游年

圣伯纳犬中国行，推广中瑞旅游年

在2017中国瑞士旅游年的框架下，两只瑞士特有的犬种圣伯纳犬于9月份前往中国，推介瑞士作为夏季、冬季最原味、最生态的山地旅游目的地。两只名为哈罗和哈尼的圣伯纳犬除参与2017国际冬季运动(北京)博览会外，还在北京与上海与观众互动。

中国行之后，4对圣伯纳犬和大熊猫的雕像将在不同城市展出至明年年初。关注新浪微博(@狗到瑞士)分享展览。

文化新闻

苏黎世与香港的约会

为期一周的苏黎世与香港的约会：两座城市的节日于10月21日至29日在香港举办，通过30多场活动向香港市民展示了充满活力的国际都市苏黎世。活动通过文化与艺术、商业与贸易、旅游与生活以及科技、教育与创新等领域呈现多面的苏黎世。同期举办的工作坊、讨论会、电影、表演以及展览和音乐会则将进一步加深两个城市间的友谊和联结。

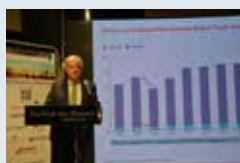


瑞士建筑 App 中文简版上线

一款介绍瑞士全国600多座重要建筑的历史和建筑美学的中文简版App日前已上线，便于中国用户更好地了解瑞士历史及当代建筑。瑞士是欧洲首个推出同类App的国家。《探索瑞士艺术》由瑞士艺术史学会开发，可在智能手机或平板电脑客户端下载。App以文字和图片的形式展示了瑞士当代建筑师们建筑作品的历史亮点以及杰作，并按不同风格年代检索。○

Events, New Members and Agenda

EVENTS

OCT
18

Ambassador's Briefing With His Excellency Dr. Jean-Jacques de Dardel

Venue: Hotel Éclat Beijing**Organised by:** SwissCham Beijing, Swiss Embassy**Details**

2017 has been another year of intense interaction between Switzerland and China as both countries continue to strengthen their relations. Highlighting current trends, Swiss Ambassador Dr. Jean-Jacques de Dardel provided a comprehensive overview of the state of Sino-Swiss affairs—domestically, bilaterally and regionally.

OCT
26

Beijing

The Art of E-commerce: Your Way into China

Venue: Israeli Business and Cultural Center

Organised by: SwissCham Beijing and IsCham

Speakers: Daniel Albrecht, Director at Starke; David Wang, CEO of KingNature; Yoav Sadan, BD Manager at Up2china; Robbert Görris, Business Development Manager at Sovereign Group

Details

This seminar provided top tools, techniques and examples of e-commerce in China, and explained the impact of this huge market shift and of online shopping. The multinational gathering of experts presented from various perspectives. Four speakers helped the audience better understand the different primary providers in the market and its 3rd party providers, as well as learn about the legal aspects of the field and gain first-hand knowledge from an SME.

OCT - NOV
30-1

Economic Mission to Wuhan

Venue: Wuhan, Hubei Province

Organised by: The Swiss Embassy and Consulate General in Shanghai

Details

With the support of SwissCham, the Swiss Embassy and Consulate General in Shanghai organised an economic mission to Wuhan, Hubei Province from October 30 to November 1, 2017. The delegation was led by the Ambassador of Switzerland to China Mr. Jean-Jacques de Dardel, accompanied by the Consul General of Switzerland to Shanghai Mr. Alexander Hoffet. More than 20 Swiss companies and organisations participated in the mission. The visit offered these Swiss companies opportunities in acquiring better understandings of the local business and investment climate, establishing contacts with the governmental and industry stakeholders.

The programme of the mission included Official meetings with both provincial and municipal officials, company visits and also business match-making event with local enterprises.

NOV
7

2017 Switzerland-China (Hebei) Innovation Summit

Venue: Cuipingshan Hotel

Organised by: SwissCham

Details

The goal was to promote collaboration and help the development of Switzerland-China Corporate partnerships. The Summit was centered on innovation, the winter sports industry, as well as bilateral cooperation in culture and education, focusing on opportunities to support the economic transformation of Hebei. Both B2B meetings and high level panel discussions took place, which allowed the parties to build a core connection in Hebei at a governmental level to the business sector.

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National Hi-Tech District**

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INDIVIDUAL MEMBERS

Mr. François-Alexis Fournier-Barrand

EVENTS

SEP

9

Welcome Back Event**Venue:** Zeitgeist**Organised by:** Swiss Club, Supported by SwissCham Shanghai**Details**

Together with Swiss Club Shanghai, we welcomed more than 50 guests to the welcome back event at Zeitgeist on Sep 09. The guests enjoyed the networking after the summer vacation over nice Bavarian food.

SEP

17

**Joint Chamber Soccer Game 2017****Venue:** Jing'an Workers Stadium**Organised by:** Spanish Chamber, Supported by SwissCham Shanghai**Details**

At the first joint chamber soccer game lead by the Spanish Chamber, we had two Swiss teams (Premec and Swisslog) who joined the competition. The full day event offered all the participants, their families and friends a fun Sunday in an relaxing and healthy environment.

SEP

19

Controlling & Finance Workshop: "Order to Cash - How to improve A/R Collection in Long-term Customer Relationships in China?"**Venue:** Le Royal Meridien Hotel Shanghai**Organised by:** German Chamber, Supported by SwissCham Shanghai**Speaker:** Eric Yang, VP Finance Controlling at Bosch**Details**

While China continues its path as a global growth engine for many foreign enterprises, a lot of them are concerned about smooth collection of outstanding receivables. At the same time, foreign enterprises that have built up long-term customer relationships in China over the long term, do not want to put them under strain with more aggressive collection procedures.

During this event, Mr. Eric Yang, the VP Finance Controlling with Bosch in Shanghai shared with our participants his insights on how the A/R collection can be improved while respecting long-term customer relationships.

SEP

21

Impress with Chinese Table Manners**Venue:** Jinjiang Hotel Shanghai**Organised by:** Danish Chamber, Supported by SwissCham Shanghai**Speaker:** Charles Chio, Fengshui master**Details**

Good table manners are not only about sophistication, but they are also about giving the best, the most professional image possible. This event offered our guests a great opportunity to learn from our special speaker Mr. Charles Chio on how to really impress others with authentic Chinese table manners.

SEP
26

Environmental Protection: How Novartis, Firmenich and Clariant Stay Ahead of Regulatory and Policy Trends

Venue: Le Royal Meridien Hotel Shanghai

Organised by: SwissCham Shanghai, supported by German/Australian/British/Danish and Finnish Chambers

Speaker: Olegario Monegal, President Firmenich China; Felix Ding, Head of Health, Safety, Environmental & Business Continuity Management (HSE & BCM) Campus Shanghai and Commercial Operation China, Novartis; Peter Corne, Managing Partner, Dorsey & Whitney LLP; Julia Coym, Senior analyst of Control Risks

Details

We welcomed more than 60 guests to the event with the topic of 'Environmental Protection Rules and Regulations'. Prominent speakers from leading multinational companies shared their practical insights about the topic, the approaches they favour, and how they deal with these challenges.

For the second part of the evening, we also had a panel discussion to discuss the topic in more depth, and to explore how businesses can get and stay ahead of environmental policy, and related regulatory and enforcement trends.

Shanghai

SEP
27

Made in China 2025 - CIIF Presents China's Policy on Manufacturing

Venue: Spanish Economic and Commercial Office

Organised by: SwissCham and Spanish Shanghai together with CIIF

Speaker: Chuck Yao, the Marketing Manager of China International Industry Fair

Details

During this two-hour event, Mr. Chuck Yao shared with us his insights about Intelligent Manufacturing 2025 in China and the China International Industry Fair. Some other topics were also covered during his presentation including an insightful interpretation of 'Made in China 2025'. He also gave details on how foreign companies can prepare for and participate in the China International Industry Fair.

OCT
16**Shop Floor Management Training****Venue:** TRUMPF in Taicang**Organised by:** Staufen Shanghai, supported by SwissCham Shanghai**Details****Trainer:** Ms. Yaping Lu

Shop Floor Management training brings leadership to the place where it is needed most - the Gemba. Managing cross-functional teams in order to detect deviations and solve problems are brought into focus. In addition, the training programme helps employees and managers to improve their problem-solving and social skills in daily-business routines by using Shop Floor Management techniques.

OCT
18**Legal & Tax Workshop: 'Tax Digitalisation in China'****Venue:** Le Royal Meridien Hotel Shanghai**Organised by:** German Chamber, Supported by SwissCham Shanghai**Speaker:** Martin Ng, Managing Partner at WTS Greater China**Details**

Nowadays, digitalisation has been broadly adopted in all aspects of our lives, and taxation is no exception. To better manage the mass of data which it collects from such a huge base of taxpayers in China, the State Administration of Taxation (SAT) is also constantly looking at ways to improve its digitalisation processes. Recently, the SAT introduced the Golden Tax System Phase III (GST III) nationwide, which if implemented properly can deliver convenience in tax compliance procedures for taxpayers on the one hand, while bring to light impactful risks on the other.

This seminar focused on sharing best practices and real-life case studies of risks that can be brought to light using tax digitalisation, and how best to control them.

OCT
25**Costly Mistakes During the Hiring Process and How to Do it Right****Venue:** swissnex China office**Organised by:** SwissCham Shanghai, supported by Australian/British and Danish Chambers**Speaker:** Hsiao J. Chiu, Managing Partner of JP International Search Consultants Co., Ltd**Details**

It was an evening full of practical lessons, cases studies, and first-hand information. 35 guests came for the workshop led by Mr. Hsiao J. Chiu from Shanghai JP International Search Consultants Co., Ltd. Mr. Fabian Werner, General Manager of Rampf, was also invited to give comments. In the Q&A session, guests actively participated and shared their insights and experiences.

OCT - NOV
30 - 1

Swiss Economic Mission to Wuhan

Venue: Wuhan, Hubei Province

Organised by: The Swiss Embassy and Consulate General in Shanghai

Details

With the support of SwissCham, the Swiss Embassy and Consulate General in Shanghai organised an economic mission to Wuhan, Hubei Province from October 30 to November 1, 2017. The delegation was led by the Ambassador of Switzerland to China Mr. Jean-Jacques de Dardel, accompanied by the Consul General of Switzerland to Shanghai Mr. Alexander Hoffet. More than 20 Swiss companies and organisations participated the mission. The visit offered these Swiss companies opportunities in acquiring better understandings of the local business and investment climate, establishing contacts with the governmental and industry stakeholders.

The programme of the mission included Official meetings with both provincial and municipal officials, company visits and also business match-making event with local enterprises.

Shanghai

NOV

7

Chemicals Management in China

Venue: German Chamber Office

Organised by: German chamber, Supported by SwissCham Shanghai

Speaker: Björn Noll, Managing Director of GBK GmbH; Jinhe Chen, Head at Hazchem Registration, NRCC, SAWS, China

Details

From the experience gained from the "8.12" Massive Explosion in Tianjin Port, the Chinese government decided to strengthen the safety supervision of hazardous chemicals constantly and promote the implementation of comprehensive management work forcefully.

The seminar introduced to our guests the current situation of chemicals management in China mainly in followed aspects: The development of hazardous chemicals supervision in China; Registration process of hazardous chemicals; Emergency Telephone number in China.

Among the enforcement measures of hazardous chemicals supervision, the registration of hazardous chemicals is a very important aspect. Detailed comprehension of the existed hazardous chemicals is the first and most fundamental step of managing chemicals. Mr. Chen detailedly explained the updated registration process of hazardous chemicals in China. Mr. Noll explained the Chinese Emergency Telephone number and the Cooperation between GBK and NRCC.

NOV
9

Ambassador's Briefing with His Excellency Dr. Jean-Jacques de Dardel

Venue: Sofitel Shanghai Hyland

Organised by: SwissCham Shanghai with the support from the Swiss Embassy

Speaker: His Excellency Dr. Jean-Jacques de Dardel

Details

We welcomed more than 130 guests to our Ambassador Briefing with H.E. Dr. Jean-Jacques de Dardel at Shanghai Sofitel Hyland Hotel on Nov 09.

Highlighting the current trends, the ambassador provided a comprehensive overview of the state of Sino-Swiss affairs - domestically, bilaterally and regionally. During the briefing, he addressed the milestones and major events in the history of Sino-Swiss economic relations and extended the vision to more current themes such as the Belt and Road Initiative, the regional security environment, the pillars of Swiss foreign trade policy, and Switzerland's FTA network. The presentation was followed with an active Q&A session.

Afterwards, the guests enjoyed networking over a buffet dinner with Swiss cheese, chocolate and Swiss wine.

NOV
17

Communication Skills Training

Venue: Shanghai Equatorial Hotel

Organised by: Simitri, Supported by SwissCham Shanghai

Speakers: Claudio Grillenzoni - Group Retail Director of Florentia Village

Details

Trainer: Jessica Zhao

This one-day Communication Skills Workshop enables the participants to communicate in different situations, at different levels of an organisation, and to different styles of stakeholders within their workplace. During the workshop, we spent time practising the three key pillars of communication: listening, questioning and presenting. By having a better understanding of their own communication styles, as well as that of the person with whom they are communicating, participants will be more productive and efficient in the workplace.

NOV
23

SME Seminar: Governance, Branding & Marketing, Made in China 2025, Labor Law

Venue: Sofitel Shanghai Hyland

Organised by: SwissCham Shanghai, supported by Swiss center Shanghai, Australian/Finnish/Danish and Swedish chamber

Speaker: Giovanni Pisacane of GWA; Chantel Huang of Process Brand Evolution; Marshall Chen of Fiducia; Karen Zhang of Comet AG

Details

SwissCham Shanghai organised the 2017 SME Seminar in the afternoon of Nov 23. During this half-day event, we discussed some of the most important topics and challenges that foreign SMEs face in China, including Corporate Governance for SMEs in China, Branding and Marketing in Chinese market, Made in China 2025: A New Competitive Landscape and the development and special applications of the Chinese labor law. We have invited four experts in each field to share with us their insights and experiences. It was an evening full of touching stories with power, inspiration, and encouragement. More than 60 guests came for our five truly inspiring speakers. Everyone got the opportunity to boost their courage and faith with a belief in "no pain, no gain!"

Shanghai

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CORPORATE MEMBERS

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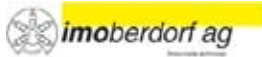
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**INDIVIDUAL MEMBERS****Mr. Vidhi Tambiah**

EVENTS

JUN
2**Company Visit, The Music Group****Details**

On June 2 we visited the Music Group, the world's largest holding company for professional audio and music products. Thank you to Mr. Graham Rowlands for giving us a very interesting and insightful tour around the factory. We look forward to visiting their new production site in Nanlang in 2018.

JUN
30**Interactive workshop on Strategic Roadmapping****Details**

Swisscham GZ organized an interactive workshop on Strategic Roadmapping. Our guest speaker, Dr. Clemens Chaskel, Industrial Fellow at the Institute for Manufacturing at Cambridge University, provided us with a comprehensive introduction to this topic. Thank you also to our member SSM for offering the use their premises for this event.

AUG
1**Swiss National Day celebrations****Details**

Many of our members attended our August 1 party in Shenzhen. The outdoor venue was amazing and everyone enjoyed each other's company and listening to Swiss music.

NOV
17**Ambassadors Briefing****Details**

This was the first time that the Ambassador's Briefing was held in Guangzhou and we are hoping to make it an annual event on the Swisscham GZ calendar. His Excellency Dr. Jean-Jacques de Dardel highlighted current trends and provided a comprehensive overview of the state of Sino-Swiss affairs.

NOV
24**Swisscham GZ Annual Fondue & Jass Night****Details**

Our annual Fondue & Jass night was again a great success. This year we had a total of 34 people attending this event. Les 5 Chefs once again prepared a delicious fondue and a wonderful setting. Thank you to Harry, Claudio and the staff of the 5 Chefs for making this event so successful.

Guangzhou

NEW MEMBERS

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INDIVIDUAL MEMBERS**Mr. Christian Brodard****Mr. Bruno Stauffacher****Mr. Stephan Stalder****Mr. Christopher Kahl**

EVENTS

SEP

4



Joint Monthly Luncheon with Mrs. Kathryn Shih, President APAC of UBS - Impact and Opportunities for Banks with Fintech

Venue: The Hong Kong Club, Central

Details

With China targeting a leadership role in developing artificial intelligence over the coming decades, the balance of power in fintech is going to shift to Asia. Future success in the financial world will come from the collective knowledge of financial institutions, fintech and technology companies cooperating with each other and setting up partnerships to develop the next breakthroughs. As the regional leader of the world's largest wealth manager, Mrs Shih talked about the impact of fintech and opportunities for banks within fintech.

SEP

7

SwissChamHK's September Cocktail

Venue: Mercedes me

OCT

9



Joint Monthly Luncheon: A World Class Racing Club that Acts Continuously for the Betterment of our Society with Mr Winfried Engelbrecht-Bresges, HKJC CEO

Venue: The Hong Kong Club, Central

Details

Founded in 1884 as a membership club to promote racing, today the Hong Kong Jockey Club operates a unique integrated business model comprising racing and racecourse entertainment, a membership club, responsible sports wagering and lottery, and charities and community contribution. This enables the Club to generate substantial economic and social value for Hong Kong. Mr Winfried Engelbrecht-Bresges had shared the Club's journey to world class racing, its purpose of acting continuously for the betterment of our society, and the core values that drive it.

OCT
11**Night At The Races****Venue:** Happy Valley RacecourseOCT
25**Zurich Meets HK: Invitation to the Seminar: Skills for Success - Practice- and Labour Market- Oriented Education as a Key to Economic Success****Venue:** UBS AG, IFC 2, CentralOCT
26**SwissCham & Zurich Meets HK: Meet The Board Cocktail****Venue:** The Work Project, Causeway Bay**Details**

The Board of the Swiss Chamber of Commerce in Hong Kong together with Zurich meets Hong Kong jointly held "Meet The Cocktail" at The Work Project on 26 Oct, 2017. Our members and guests had an opportunity to meet and mingle with existing and new members of the Swiss and international community in Hong Kong.

Special thanks to our sponsors**Gold Sponsor****Silver Sponsor**

Julius Bär

OCT
31**Co-host Business Luncheon with the Honourable Mrs Carrie Lam Cheng Yuet-ngor of the HKSAR Chief Executive****Venue:** Hong Kong Convention and Exhibition Centre, Wan ChaiNOV
6**Joint Monthly Luncheon: 500 trips to Shenzhen - Entrepreneur or Wantrepreneur with Mr. Derek Kwik Managing Partner, BraveSoldier Ventures Capital****Venue:** The Hong Kong Club, Central**Details**

Hong Kong born venture capitalist, Derek Kwik, has one goal - to give back to the local community. He has found a way to weave his three unique passions: mentoring entrepreneurs, participating in youth education initiatives and animal welfare into his normal working week of investing in start-ups while juggling his new role as a father of twins. Given the frantic pace that is the norm of Hong Kong, Derek shared his personal experiences of his highest highs and lowest lows: from investing in entrepreneurs like Alibaba's Jack Ma, through building confidence in our youth by writing a children's book, to running across the Amazon jungle for the benefit of animal welfare while managing hamburger feet.

NOV
9**SwissChamHK's November Cocktail****Venue:** Wahtiki Island Lounge, CentralNOV
16**Visit of T Park****Venue:** T Park, Tuen Mun**Details**

During this visit, our members got a better understanding of how 'self-sufficient' can apply in three aspects to T Park, which has no external supply of water and electricity due to the extreme remoteness of the site. First, "heat energy" can be generated through the burning of sludge at a high temperature at up to 800 degrees Centigrade, which supports three spa pools, as well as the heating and cooling system of the facility. Second, "electricity" is generated by incinerators, turbines and condensers working together to recover heat energy and generate electricity to support the daily operation of the entire facility. Surplus electricity is sold to the electricity companies for generating revenue to support the operation costs of T-park. Last of three, "total water management" covers an on-site desalination plant supplying potable and processed water. Waste water is treated and reused for irrigation, flushing and cleansing purposes. T Park was open in May 2016 with over 41,000 visitors.

NEW MEMBERS

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AGENDA

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

For details, please contact Ms. Joyce Yan at Tel: +852 25240590, fax no. +852 25226956; email: admin@swisschamhk.org or www.swisschamhk.org

Monthly cocktail

Welcome to our monthly after-work cocktail, Members and their friends meet for a casual after-work cocktail every first Thursday of the month. If you are interested, please contact Mr Jeremie Smaga at jeremie.smaga@swisschamhk.org or follow our facebook page.

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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@bc.swisscham.org	SwissCham Shanghai Address: Carlton Building, 11F, Office 1133, 21 Huanghe Road, Shanghai Tel: +86 21 5368 1270 Email: info@sha.swisscham.org	SwissCham Guangzhou Address: 22th 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 2524 0590 Email: admin@swisschamhk.org
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Sino-Swiss Economic Data And Indices

中瑞经济数据与指标

Bilateral Trade of Switzerland with China in the First Half of 2017

瑞士与中国在 2017 年上半年的双边贸易

	Import from China Value (Million CHF) 从中国的进口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)	Export to China Value (Million CHF) 向中国的出口额 (百万瑞士法郎)	Percentage (%) 百分比 (%)
Total Trade Volume 总贸易额	5,988	100	5,753	100
Forestry and agricultural products, fisheries 林业和农产品、渔业	77	1.2	82	1.4
Energy source 能源资源	0.8	0	3	0
Textiles, clothing, shoes 纺织品、服装、鞋	1,097	18.3	67	1.2
Paper, articles of paper and products of the printing industry 纸张、纸制品、印刷业制品	45	0.8	13	0.2
Leather, rubber, plastics 皮革、橡胶、塑料	291	4.9	57	1
Products of the chemical and pharmaceutical industry 化学和医药制品	502	8.4	2,716	47.2
Stones and earth 石材、泥土	69	1.2	28	0.5
Metals 金属	328	5.5	228	4
Machines, appliances, electronics 机械、电器、电子产品	2,444	40.8	1,170	20.3
Vehicles 车辆	82	1.4	79	1.4
Precision instruments, clocks and watches and jewellery 精密仪器、钟表、珠宝	583	9.7	1,298	22.6
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	470	7.8	11	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)	2015		2016		2015		2016	
			2015	2016	2015	2016				USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %	USDm 百万美元	Growth rate % 增长率 %
Shanghai 上海	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. 数据来源: 上海市商务委员会、江苏省、浙江省和安徽省商务厅、中华人民共和国商务部。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。



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