

# THE 橋 BRIDGE

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Digitalisation in China:

## Writing the Digital Future

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Head of Digital China at ABB

中国的电子化

### 谱写数字化的未来

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商业信心调查 2019

经济放缓成为最令人担忧的问题





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Dear Reader,

The issue of Bridge you're holding in your hands deals with digitization. It is believed that in 2002, for the first time, humanity was able to store more information digitally than analogue. Today we can hardly imagine an analogue world anymore while watching how the digital development continues rapidly. Especially in China, we have a front row seat. As always, a new development is accompanied by many opportunities, but also some risks. I hope and believe that the opportunities offered by this technological development will lift mankind up, not tie it down.

At SwissCham, we have an exciting year. The Sino-Swiss Business Community is so active, vibrant and innovative that it deserves to celebrate itself from time to time. This is why SwissCham will again present the Sino-Swiss Business Awards in Beijing in the second half of this year. Details will be communicated soon. What we can tell you already now: It will be a great event and we hope to celebrate with as many of you as possible.

Now, dear Reader, it only remains for me to wish you a lot of fun with the latest issue of Bridge.

Samuel Baumgartner

亲爱的读者，

您手中的这期《桥》杂志聚焦数字化。人们相信在2002年，人类第一次能够以数字方式存储比模拟方式更多的信息。如今，我们难以想象这样的模拟世界还会如何迅速发展。特别是始终走在前沿的中国。新的发展一向是机遇与风险并存。我希望并相信这项技术发展所带来的机遇不会成为人类的枷锁，而是振奋人心的。

有中国瑞士商会的陪伴，您会度过令人振奋的一年。中瑞商业团体始终积极活跃，充满活力和创新精神，所取得的成就值得庆祝。因此，中国瑞士商会将再次于今年下半年在北京举办中瑞商业大奖。详细信息敬请期待。我们现在可以肯定的是：这会是一场盛会，我们期待与尽可能多的朋友共赴盛会。

亲爱的读者，我在此希望本期《桥》杂志能给您带来愉快的阅读体验。

柏嘉森

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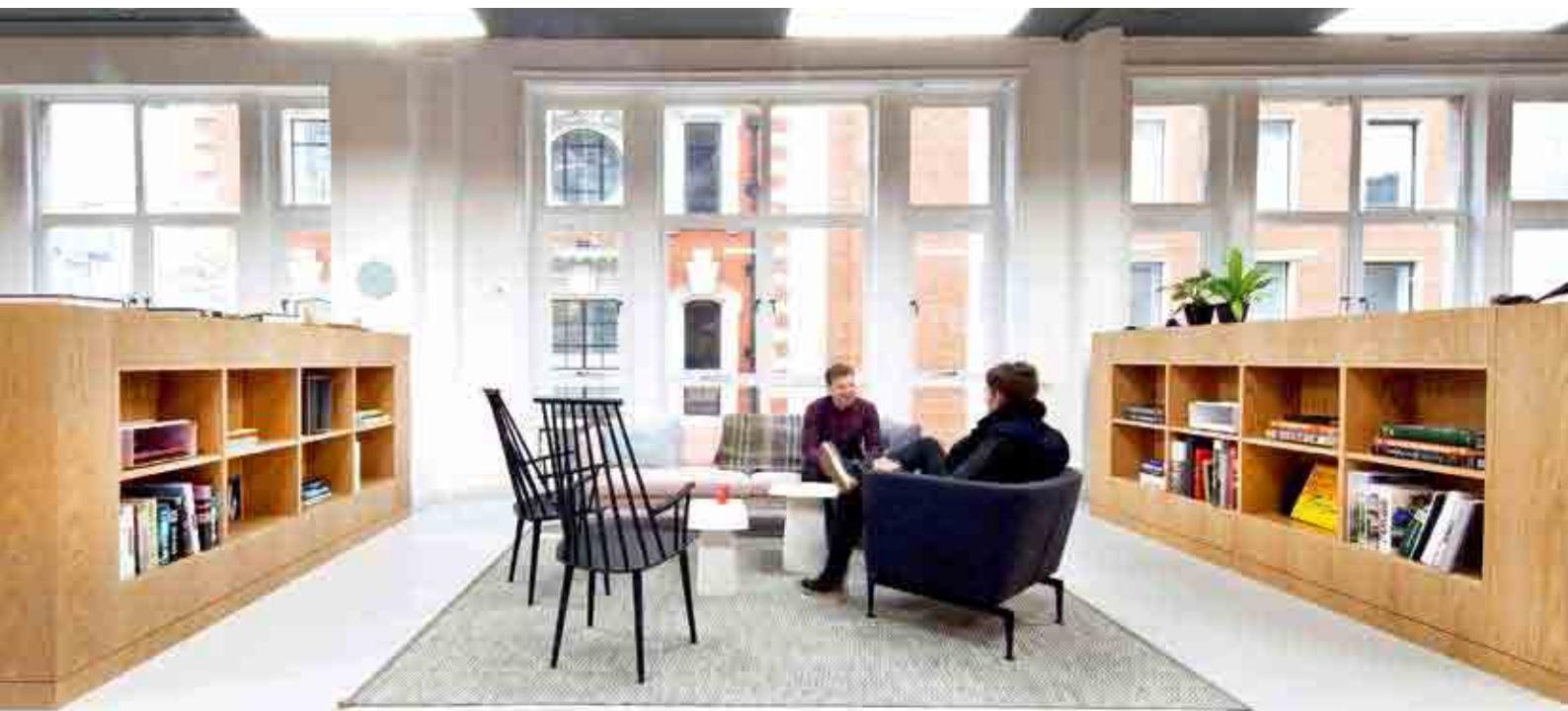
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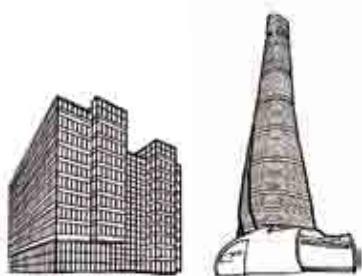


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# Swiss-China Business News

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

## Sensitive Data Stolen From Swiss-based Company

Swiss investigators have broken up a Chinese industrial spying scheme that stole hundreds of sensitive documents from a technology company in Switzerland, reports the SonntagsZeitung newspaper. Prosecutors confirmed that a technician was fined for his part in the affair. The SonntagsZeitung reports that the victim of this case was a Swiss subsidiary of the Dutch company Besi, which manufactures machines that make computer chips. The perpetrators were an unknown number of unnamed Chinese companies that used two Singapore-based agents to infiltrate the Swiss branch of the Besi firm, according to the article ( Source: swissinfo.ch)



## Credit Suisse Names Former CLSA Chairman Tang as China Chief

Credit Suisse has appointed Tang Zhenyi as its chief executive for China, where the Swiss bank has recently been moving to expand its business. Mr. Tang, who abruptly left Citic-owned CLSA in March as part of a management exodus at the Asia-focused broker, will be based in Beijing. The Swiss bank said in a statement that Mr Tang would take responsibility for "execution of Credit Suisse's strategy in China across its business and regulatory activities", citing his "substantial experience building businesses in China and enhancing connectivity between China and international markets". Citic Securities bought Hong Kong-based CLSA in 2013 and Mr. Tang later became chairman. Mr. Tang's stint as a senior official at Citic Securities, the securities and investment banking arm of one of China's largest state-owned conglomerates, followed many years as an official at the country's ministry of finance.

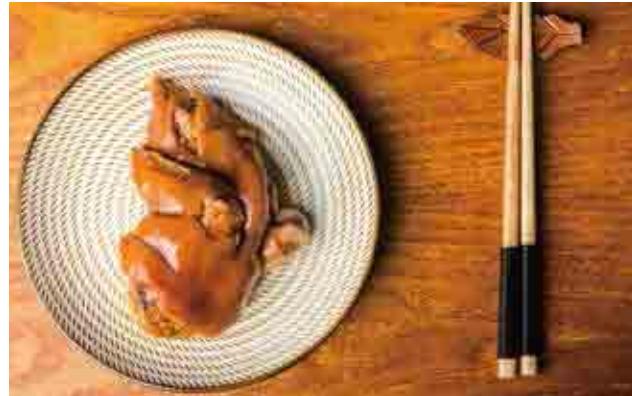


## SIX Swiss Exchange and Shanghai Stock Exchange Seek Closer Collaboration

The SIX Swiss Exchange and Shanghai Stock Exchange have been working together since 2015. Now, however, both parties are seeking to further deepen their collaboration. To this end, SIX and Shanghai Stock Exchange have renewed their Memorandum of Understanding (MoU) on 24 April, as announced in a press release issued by SIX. The President of the Swiss Confederation, Ueli Maurer, was also present for this. The feasibility of listing securities on respective markets will be assessed. This would allow companies listed on both stock exchanges reciprocal access to each other's liquidity pools. Moreover, SIX and the Shanghai Stock Exchange also intend to cooperate more closely on issues such as digitalization.

## Swiss Newly Export Pigs' Feet to China

An export licence has just been awarded to five Swiss firms that work together in a chain - two Swiss abattoirs, two meat processing companies and Swiss Nutrivalor, a company that recently opened a CHF20 million (RMB139 million) factory to clean and trim trotters before shipping them off to China, according to a report from swissinfo. The factory in Oensingen in northern Switzerland can process 20 tons per day. It took these companies a year and a half to fulfil the strict hygiene requirements imposed by the Chinese authorities, who insisted that pork and beef products be separated during processing to avoid the risk of cross contamination with diseases.



## Chinese Firm Buys Swiss Office Furniture Maker

Switzerland-based office furniture company Lista Office Group (LO) was recently acquired by Chinese manufacturer Zhejiang Henglin Chair Industry (Henglin), as the website opi.net reports. LO said the sale forms part of its international expansion and growth strategy, with its Leinhard family owners having been looking for some time for a strategic partner. After talks with a number of companies from the US, Europe and Asia, they opted for the offer from Henglin, a firm established 20 years ago by the Wang family and now publicly listed on the Shanghai Stock Exchange. Financial details were not released. Henglin is a major exporter of office chairs and employs around 3,000 staff. LO has two manufacturing sites in Switzerland, around 330 employees and annual sales estimated to be in the region of CHF100 million (RMB694 million).

## ChemChina Chief 'Confident' in Subsidiary Syngenta, Despite Ambassador Slapdown



Ning Gaoning, chairman of China's state-owned chemical giant China National Chemical Corp. (ChemChina), insists he is confident in subsidiary Syngenta and says there is no plan to sell the Swiss agrochemicals business. ChemChina's \$43 billion takeover in 2017 of the Swiss giant — the world's third-largest seed supplier and top pesticides-maker — remains the largest overseas acquisition by a Chinese company. Concerns persist about whether the Chinese buyer will be able to integrate the new business.

Last week, China's ambassador to Switzerland, Geng Wenbing, reportedly told Swiss media outlet Tages-Anzeiger that the deal was a mistake. "If Switzerland wants to have Syngenta back, I will convince ChemChina to sell the company again," Geng said, without giving a specific reason for his position. "If I had become ambassador here a year earlier, the takeover wouldn't have happened. It wasn't a good deal for the Chinese side." (Sources: Caixin/Bloomberg)



# Writing the Digital Future

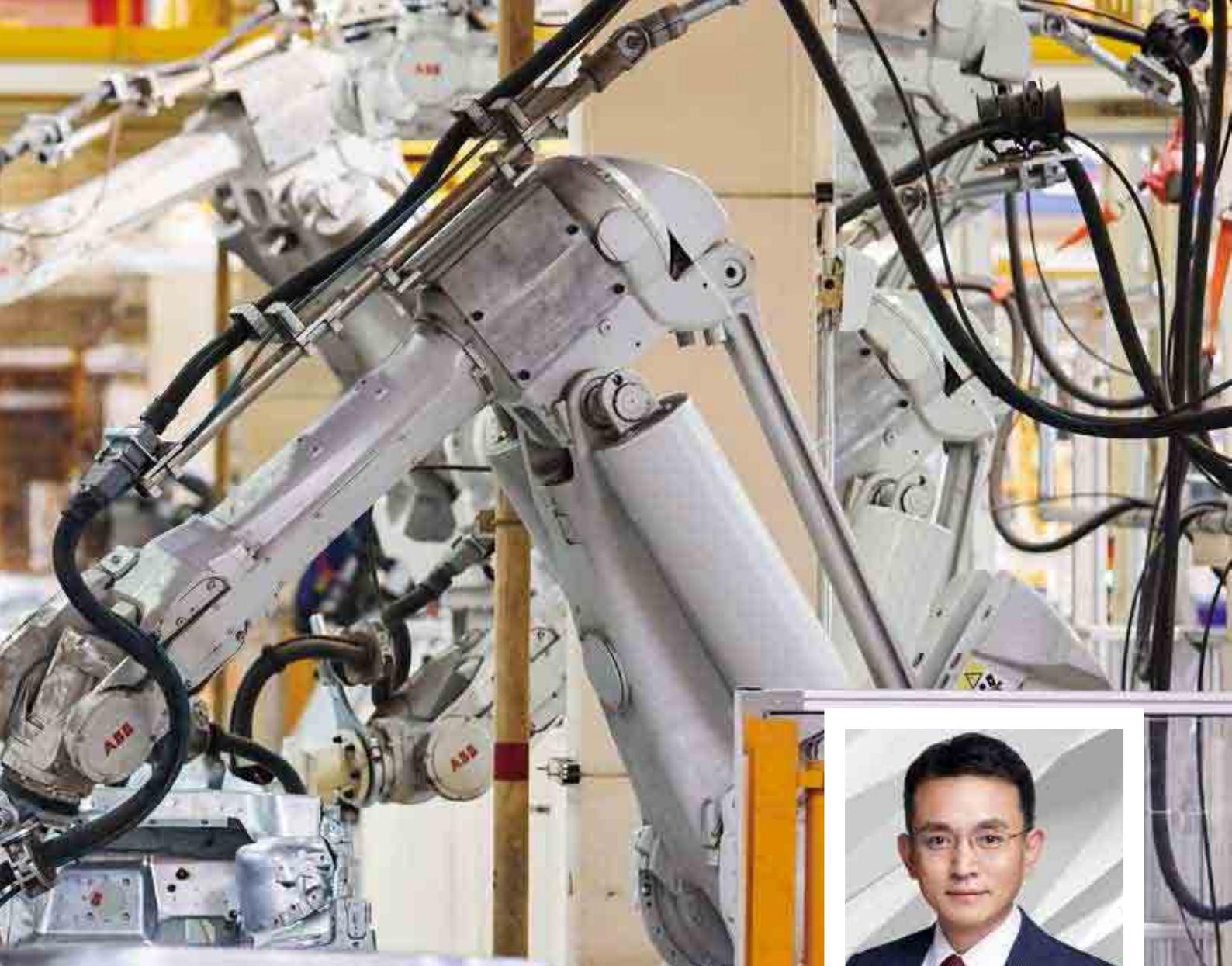
谱写数字化未来

Sees his job as the perfect combination of business  
and innovation: Jerry Li of ABB China.

Interview **Fabian Gull**

“我的工作体现了商业与创新的完美结合。”

采访：**Fabian Gull**



**Jerry Li**  
Vice-President and  
Head of Digital China at ABB.

### The Bridge: What does the term “digitalization” mean at ABB?

**Jerry Li:** Digitalization can refer to different things in different organizations. It all depends on the definitions and context of use. At ABB, it covers the digitalization of our own processes, factories, sales, tools, etc. But what I am working on today is to digitalize our products and solutions that we offer to our customers. With the digital products, solutions, systems and services, ABB is supporting its customers across utility, industries, infrastructure and transport in their transformation towards a more efficient, reliable and safe operation. ABB has launched its digital strategy two years ago under “ABB Ability™” which consists of our digital solutions and platform for this purpose.

桥：在 ABB 公司，“数字化”意味着什么？

李清源：在不同组织中，数字化可以指代不同的事物，具体取决于使用的定义和背景。在 ABB，这个概念当然也覆盖了我们的内部流程、工厂、销售、工具的数字化提升等。我的工作主要是针对 ABB 的产品、解决方案和服务业务的数字化来支持电力、工业、基础设施和交通行业客户的数字化转型和运营。两年前我们宣布的“ABB Ability™”就包括了我们为此提供的数字化解决方案和平台。



#### What is your role in ABB China?

As the Head of Digital in ABB China, I am responsible for driving our digital business growth and implementing transformation with our customers thru industrial specific digital solutions and “Industrial Internet of Things” (IIoT) platform (Internet of Things which allows smart devices, et al, to send and receive data and perform advanced), as we address local market needs in China. Also, we are supporting the businesses in developing various enabling elements and capabilities within the organization to achieve all of these.

“Considering China is the world’s factory, the impacts of a broader enrollment of Industry 4.0 will be huge.  
考虑到中国是世界工厂，扩大工业4.0的注册规模将带来巨大的影响。”

#### What fascinates you the most in your job?

It is a perfect combination of business and innovation. On one side, we need to understand the market, customers, and the industries. On the other side, we work on the most innovative technologies from cloud, AI (Artificial Intelligence), IoT, digital twin etc. and apply them into the industries. It combines both operational technology (OT) and information technology (IT).

The spread of required skills is very wide. Since many enterprises in China are still in the early stages “Industry 4.0”, as a solution provider, as well as individuals, we can play an integral and important role in writing the future. Just thinking of the endless possibilities makes this job interesting and exciting!

#### 您在 ABB 中国所担任的角色是什么？

作为 ABB 中国的首席数字官，我负责推动 ABB Ability 数字业务发展并通过数字化解决方案和工业物联网 (IoT) 平台（物联网利用智能设备等采集和分析数据）来帮助客户企业实现数字化运营以及满足中国市场的特定需求。同时，我们为各业务部开发数字化行业解决方案提供支持，也包括组织内的能力提升。

#### 在工作中，您最为之着迷的是什么？

那一定商业与创新的完美结合。一方面，我们需要了解市场、客户和行业，与此同时，我们还在致力于云、AI（人工智能）、物联网、数字孪生等最具创新性的技术。这融和了运营技术 (OT) 和信息技术 (IT) 两个领域。

要做到这样对必备技能的多样性要求很高。很多企业仍处于第四次工业革命的早期阶段，所以，作为公司也好，个人也好，我们在塑造未来方面可以发挥很大的作用。仅仅想到无限的可能性以及因此带来的创新机会和挑战，就让这份工作充满乐趣又令人兴奋不已！

投资者对于价值链乃至整个经济体的数字化都兴奋不已。

其实这种兴奋已经有很长时间了，不过最近兴奋点有一些变化。

投资者在过去二十年的兴奋点主要集中在消费领域，而且已经取得了巨大的成功，对我们的生活、产品和商业模式带来了深刻改变。但是许多“传统”行业的数字化进程明显落后于消费领域。我说的兴奋点的变化就是现在我们能看到利用创新数字技术可以让各传统行业的巨大潜力有望得以释放。数字化可以帮助一个企业或者在企业间提升设计、调试、生产、运营到维护等整个价值链。我们也已经帮助很多客户实现了这样的场景，同时也看到了政府的推进作用和企业自身的强烈拉动需求。

## There is a lot of investor excitement about digitalizing value chains and even entire economies.

Indeed, it has been there for quite some time but with some recent evolution in the focus. The excitement in the past two decades has been mainly on the consumer side, which has demonstrated an overwhelming success. It is profoundly changing our lives, products and business models. However, the digitalization progress in many “traditional” industries is behind the consumer side. A huge potential is expected to be unleashed from industries using innovative technologies. Gains are covering the entire value chain from design, commissioning, production, operation, maintenance, within and beyond the boundary of a single enterprise. And we have delivered many of these types of cases, and witnessed a strong push and pull on this from both government and industries.

### How will the consumer ultimately benefit?

The benefits are manifold! For example, clients see an increased integration of cross enterprise value and supply chains. For example, in the industrial sectors ABB serves, digitalization can enable the development and design of better products from the feedback of operational data out of the IoT solutions, or provide support for mass customization based on individual needs, and better product quality with robots and artificial intelligence combined. Overall, flexibility, productivity and reliability in both production and operation will increase. Digitalization can lead

to improved safety and energy efficiency. This is addressing the real needs and solving real problems from our customers. This list is not conclusive, but gives you an idea of how they extend.

### What problems does ABB help its customer to solve or improve?

There is a lot we can do with digital. For example, we help aging infrastructure, utilities and industrial equipment to be more stable, providing a better uptime using our cloud-based “ABB Ability Predictive Maintenance” solutions for various critical assets running in plants or power grids, which helps to avoid huge potential costs of an unplanned shutdown. The use of digital twin technologies in ABB RobotStudio allows flexible manufacturing and reduces the setup time. We enable collaborative operation centers for refinery plants or offshore platforms with the connected and remote monitoring which helps to reduce labour resources and improve safety. With the help of AI, our systems facilitate the autonomous docking and route optimization for vessel captains when we put all different sensor and ambient data together. And, we implement smart city solutions to make cities cleaner and smarter by the integration of power grid, distribution, renewable energy generation, energy storage, building, or infrastructure for electric vehicles. As you can see, there is a vast array of applications (smiling).

### 消费者将如何最终受益？

消费者能得到的好处是多方面的！例如，客户会看到越来越多跨企业价值和供应链的整合。在我们所服务的行业，数字化将通过物联网解决方案的数据反馈为开发和设计更好的产品赋能，或者通过工业机器人和人工智能技术的结合支持多品种小批次的大规模定制以及更好的产品质量控制。总体而言，生产和运营的柔性、效率和可靠性都将得到提高。另外数字技术也可以帮助提高安全性和优化能耗。这些都针对非常真实的需求、解决存在的问题。当然这里并没有囊括所有方面，只是通过这些例子我们可以了解数字化的渗透方式。



### ABB 帮助客户解决或改善哪些问题？

有很多。例如，我们让超龄或者老化的基础设施、公用设施和工业设备更加稳定 — 通过基于云计算的 ABB Ability 预测性维护解决方案，让电网、工厂和城市中各类关键设施或设备处于更好的运行状态。在 ABB RobotStudio 中应用数字孪生技术可以更好地支持柔性制造、减少生产线的安装调试时间。利用远程连接和监控技术，我们为炼化厂或海上平台提供的 ABB Ability 协作运营中心可以减少人员需求和提升安全水平。利用人工智能技术并结合各种传感器和环境数据，我们的系统可以为船长提供辅助泊船功能和航路优化。当然我们还可以通过数字技术、专业的电气和控制系统整合及调度电网、配电、新能源发电、储能、建筑或电动汽车基础设施落地城市综合能源解决方案，使城市更清洁、更智能。如你所见，数字化的应用领域真的非常广泛（微笑）。

### 中国的数字市场有哪些特点？

首先，中国是一个很大的市场。尽管现在整体的增长速度比以前稍微慢了一点，但是还是全球增长最快的市场之一。市场规模是一个关于中国的基本面，而且也同样适用于数字化领域。

### What are some of China's digital market particularities?

Firstly, China is a huge market. And, despite the economic slowdown, it remains one of the fastest growing economies. The market size is a basic fact and it applies to the digital market as well. Secondly, in the past years, we saw a highly developed level of consumer digitalization vis à vis less developed industrial sectors in terms of adopting new technologies. This creates a big momentum today for the industrial sector to catch up. Chinese companies are moving very fast, many of them are investing heavily in digitalization and are scaling up quickly.

There are also specific requirements in China concerning regulations, e.g. the China cybersecurity law, which one has to consider. The acceptance of public cloud has not yet reached a very high level at this stage, especially for state owned companies, while private sectors are more open.

**“Digitalization is profoundly changing our lives, products and business models.**

数字化正在深刻地改变我们的生活、产品和商业模式。

**Chinese consumers are true digital enthusiasts. Yet, many Chinese industries are lagging behind in terms of digitalization. Why this gap?**

Well, you will always find companies in different stages in such a large country. China's demographics, a general openness for technology and changes, or even the prevalence of a few world leading top internet giants helped to push digitalization on the consumer side. But traditionally, industries have been under-investing in enterprise IT and automation, which is a critical part for industrial digitalization. Relying on low labour cost and high energy consumption was the business model in the past, which, to some extent, resulted in less innovation in industrial areas. However, this is no longer the case. Today, the focus is on improving productivity and competitiveness using technology in both traditional businesses and start-ups.

### Where does China stand in terms of Industry 4.0 internationally?

That is hard to compare - China is in a very mixed situation. Many enterprises are still in, say Industry 2 or 2.5, while others are very advanced. China is one of the countries putting the highest focus in this area. Especially considering China is the world's factory, the impacts of a broader enrollment of Industry 4.0 will be huge. Looking forward, I do foresee China playing a very critical role and making great progress. As ABB, we are excited to be part of this journey.

### What are current digital trends in China?

Let me answer in four catchphrases. From consumer to industries. From automated toward autonomous. From concept to reality. From follower to innovator.

其次，在过去我们看到一个比较明显的对比：消费领域数字化已达到高度发达的水平，而在工业领域相对较慢。今天这种差距以及压力为在工业领域应用这些创新技术创造了巨大的动力。中国企业发展很快，许多公司在数字技术方面投入也很大，增长迅速。

另外中国有一些具体的法律法规也对数字化作出了具体要求，例如网络安全法，这是我们必须考虑的。在目前阶段，公有云的接受度还没有达到很高的水平，特别是对于国有企业，而私营企业则显得更加开放。

**中国消费者是真正的数字爱好者。然而，中国许多工业领域在数字化方面却相对落后。产生这个差距的原因是什么？**

中国很大，同时发展也不是非常均衡。我们总是可以看到处在不同阶段的企业。中国的人口基数所造成的大市场、对技术和变化的普遍开放态度以及还有一些全球领先的互联网巨头的贡献造成了消费数字化的领先。但传统的各行业过去对企业信息化和自动化的投资明显不足，而这又是工业数字化的重要部分或者基础。中国过去依赖于廉价劳动力和高能耗的发展模式也一定程度上造成这方面进展缓慢。但是今天这个模式已经不再适用，企业非常关注利用科技提升生产率，比如大量引入工业机器人或者数字技术，我们在传统企业和创业公司里都看到这个很明显的趋势。

### 对于工业 4.0 方面，中国在国际上的地位如何？

这很难比较 — 中国情况非常复杂。许多企业处于工业 2.0 或者工业 2.5 的阶段，但同时也有些走在很前沿的领先企业。中国是对这一领域给予极大关注的国家之一。尤其是从中国作为世界工厂这个层面来看，工业 4.0 延伸更广之后，所产生的影响将是巨大的。我们还是往前看一些会更清楚从目前所发生的变化来预测，我相信中国在推进工业 4.0 方面会起到很重要的作用而且会有很多的成就。作为 ABB，我们很高兴能成为这个进程的一部分，用我们领先的技术和行业知识来支持中国的发展。

### 中国目前的数字化趋势是什么？

让我用四个短句来回答这个问题。从消费行业到产业、从自动化到自主化、从概念到现实、从追随者到创新者。

未来通过现在来创造。您预期下一个数字化浪潮是什么？

即使我知道答案，我也不告诉你（笑）。

我想，在工业环境中的数字化是高度资本密集型的。中小企业是否有足够财力去承担这种数字化？

当然！他们应该也必须能够。近年来所发展的基于数字化和互联网的先进技术的优点在于它将成本降低到非常低且可承担的水平。比如云计算。随着云计算和商品化计算硬件的发展，中小企业将可以无需就此进行大额投资而使用各种数字解决方案和产品。



**The future is now. What is the next digital wave that can be expected? I wouldn't tell you even if I knew the answer (laughing).**

**Digitalization in an industrial context is very capital intensive, I assume. Can SMEs afford it at all?**

Of course, they can! And they should. The beauty of recent digital and internet based advanced technologies is that it brings costs down to a very low, affordable level. Like cloud computing. With the development of cloud and commoditized computing hardware, SMEs can now switch to using various digital solutions without heavy investments.

In example, our smart sensor solution for motors. The cost is low, and it can be installed and activated within ten minutes. You don't need a huge investment and a PhD to avail of the benefits of these solutions. One thing the industries are learning from the consumer side is to leverage the scale of economy in the cloud era. Meanwhile, as solution providers, SMEs can also work in specific areas in the whole ecosystem. There is nobody who can provide all the solutions or pieces for digitalization. There are so many opportunities! We are fully devoted to developing scalable, reusable and affordable solutions. For big and small customers.

**What are relevant digital trends for SMEs?**

Go cloud, be brave to try, use digital technologies to improve productivity and reduce cost. Focus on quick and real benefits, rather than a lengthy and holistic approach.

比如我们针对工业电机的 ABB Ability 智能传感器解决方案。不但成本低，而且可以在 10 分钟之内轻松地安装和激活使用。你并不需要一个大的投资或者一个博士学位去享受这些技术带来的好处。传统行业从消费领域创新学习到的一个事情就是利用云计算时代的规模经济。另一方面，如果作为解决方案提供商，中小企业也可以作为生态系统的一部分专注于某些特定领域，毕竟没有任何一家企业可以为数字化提供所有解决方案或技术。数字化所带来的机会非常多！对于 ABB，我们致力于用我们的专长开发可扩展的，可重用的和能负担起的解决方案，让不管是大型还是中小客户都能从数字技术中获益。

**您是否还担任客户的数字战略师和顾问？**

我自己偶尔会。作为 ABB 我们会为客户提供设计思维 (design-thinking)，并与客户共同创造，提供咨询建议或服务。很多行业还处在这个过程的早期，人们会用不同方式去探索和制定实施路线。如果你是一个行业的领导者（不管是供应侧还是需求侧），你必须学会处理很多不确定性，那么自然需要想得稍微远一点。很多时候联合创新是一个很好的办法。

**中小企业的相关数字趋势是什么？**

拥抱云技术，敢于尝试，利用数字技术提高生产力，降低成本。关注能快速见效的场景，而不是采用需要很长时间的高大上的方法。

**How difficult is it to get the “digital” HR talent you want in China?**

Frankly speaking, it is not very easy. Especially in our context, we need people who understand both industry and digital technologies. The pure technical resources are not difficult to find, but competition with internet companies is strong. Fortune named us as a top 10 company in its “Changing the world” list. We are attractive to many talents.

**How do you create “digital innovation” or an environment that facilitates such?**

I would like to mention three pillars. First, always show the true value added. Do not just talk innovation, walk it. Next, free the organization from things that distract or hinder from “being innovative”. And lastly, learning and awareness are key, across all levels, from top to bottom.

**在中国寻找“数字化”人才的难易程度如何？**

坦率地讲，也不容易。特别是在我们的场景中，我们需要既了解行业，又懂得数字技术的人才。单纯的技术资源并不难获得，但在中国与互联网公司的竞争会比较激烈。财富杂志去年把ABB列为全球10大“改变世界”的公司，作为技术领导者我们对人才也是很有吸引力的。

**如何创建“数字创新”或促进构建此类创新的环境？**

我想提三大支柱。首先，始终展示创新所能提供的真实价值，不要只是说创新，要实践并用收获做到正循环；其次，将组织从一切不利于或者阻碍创新的事务中解放出来；最后，学习和认知是关键，从上到下，涵盖所有层级。

**Jerry Li**

Jerry Li is the Vice President and Head of Digital in China. As such, Jerry leads ABB's digital activities in China and drives the business development for ABB's digital solutions and offerings to its customers. Since joining ABB in 2000, Jerry has been working in various roles in ABB, including Production & Planning Consultant, Head of Internal Consulting in ABB China, CIO for ABB India, North Asia and China. He built and managed the IT landscape to support the entire value chain for ABB's operation, driving internal digitalization and building smart factories. Jerry has a Bachelor of Science in Civil Engineering from Tianjin University (China) and a MBA degree from the University of Applied Science in Esslingen (Germany). He is a Chinese citizen and lives in Beijing.

**李清源先生**

ABB中国副总裁兼首席数字官。李清源先生领导ABB在华数字化解决方案业务发展，平台建设及生态合作。自2000年加入ABB后，历任ABB中国流程咨询负责人，ABB印度首席信息官，ABB北亚区首席信息官等职位，搭建和管理IT领域，为ABB运营的整个价值链提供支持，推动内部数字化和智能工厂建设。加入ABB之前，李清源先生曾在汽车行业和基础设施行业从事市场和技术工作，有着丰富的国际化企业经验。李清源先生拥有德国艾斯林根科技大学MBA学位和天津大学工学学士学位。中国公民，居住于北京。



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# Unleashing the Potential of Blockchain

## 释放区块链的潜力

Blockchain technology will play a key role in the shape up of China's fourth industrial revolution. In a not too distant future, everything from banking, supply chains, law, accountancy, communications services or art may well have to be redefined, writes Pauline Houl, Co-Founder and CEO of monart.

区块链被认为是一项驱动世界进入第四次工业革命的技术，尽管大多数人对其商业模式知之甚少。当每次技术变革发生时，99%的人仍然停留在旧的商业模式。有些人成为推动变革的先驱，而有些人则后知后觉。正因如此，monart（蒙娜）在世界各地进行路演，帮助人们了解区块链革命。

After internet, blockchain is ruling the world of technology. Blockchain is the one of the proposed technologies that will drive the world into the fourth industrial revolution. It has already started disrupting almost all sectors, such as fintech, edtech, healthcare, art and more. Due to the progress of blockchain, hundreds and thousands of entrepreneurs and SMEs have jumped on to this bandwagon and have started implementing blockchain to reshape various sectors.

The blockchain allows data and metadata to be traced, offering many opportunities. It secures information while making it accessible anywhere, anytime. The art world may well be leveraging the technology further to make sure it remains relevant. From the artists themselves being tech-forward, to buyers and sellers of precious artworks, the blockchain offers a lot of advantages for the ecosystem.

As a fast-growing technology, the Blockchain development is supported by China, which is listed in China's "13th Five-Year Plan." The People's Bank of China (PBOC) announced that they planned to issue digital currency. The China Development Bank also signed a memorandum of understanding for a joint research cooperation on distributed ledger technology (DLT) like blockchain with Brazil, Russia, India and South Africa. China is now implementing blockchain for supply-chain management, tax collection, food and drug safety, and more. Blockchain has offered tremendous opportunities not only to large corporates, but also to SMEs in China.

### Fund-Raising for SME

How can SMEs find a solution and benefit from the blockchain? Blockchain and token or cryptocurrency are inseparably linked. As much as a decentralized form of token simply cannot exist without the security provided to it by blockchain, a blockchain cannot be created without giving people incentives to create it. SMEs could leverage the Initial Coin Offering offered by blockchain to raise funds.

According to the "One Belt, One Road initiative on the IPO market", the Chinese SMEs are encouraged to "go out" and enter into the international market. However, they will face more obstacles compared to the large-sized enterprises. For instance, it is hard to find financing due to the lack of high product evaluation and brand reputation. As an unbreakable contract, the blockchain technology is a risk-free way for businesses to manage and regulate relationships with vendors and subcontractors, which will definitely facilitate the SMEs to explore oversea markets, establish international partnerships and obtain the project contracts, moreover, to benefit the brand building and promotion.

### Limited risk of bankruptcy due to liabilities

Blockchain offers real-time solutions. Since the business transactions can be settled in real-time, the risk of fraud will be reduced. The automation of the blockchain technology can



Pauline Houl, monart (蒙娜) 联合创始人兼 CEO

继互联网之后，区块链正在技术圈占据着统治地位。它几乎已经开始突破各行各业，金融科技、教育科技、医疗健康、艺术等等。由于区块链的发展，成千上万的企业家，中小企业已经开始加入这个潮流，通过区块链实现各行业重组。

区块链可追踪数据及元数据，并提供无限可能。它可以随时随地对数据进行安全访问。艺术界则可进一步利用这项技术来确保数据的完整关联。区块链联结处于技术前沿的艺术家本身及珍贵艺术品的买家和卖家，为生态体系带来诸多优势。

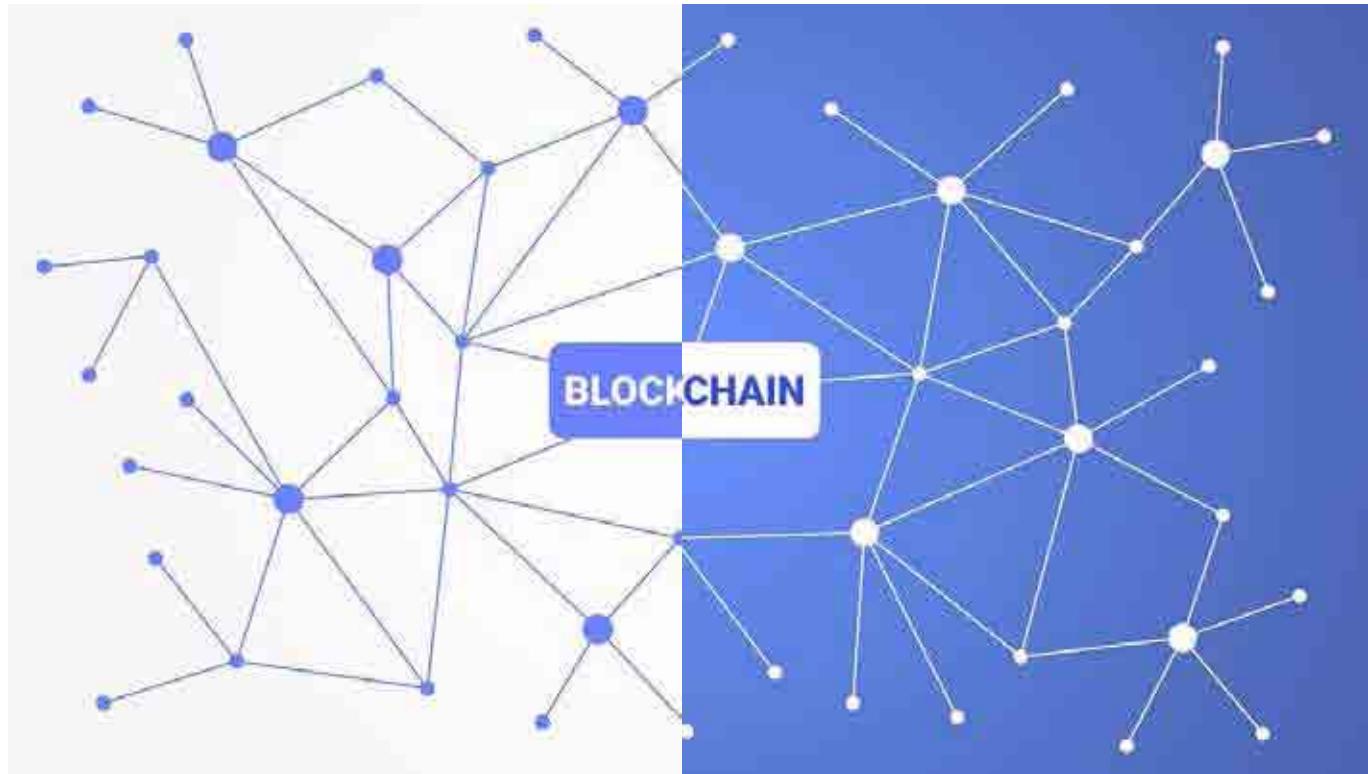
作为快速发展的技术，区块链开发得到了中国政府的大力支持，被列入中国的“十三五”规划。中国人民银行（PBOC）宣布计划发行数字货币。中国国家开发银行还与巴西、俄罗斯、印度和南非签署合作谅解备忘录，就区块链、分布式账本技术（DLT）进行联合研究。中国目前已将区块链运用到供应链管理、税收、食品和药品安全等领域。区块链不仅为大型企业提供了机会，也为中国的中小企业提供了商机。

### 募资

中小企业如何找到解决方案并从区块链中获益？

区块链和通证或加密货币是密不可分的。如果没有区块链的安全保障，去中心化的通证就不可能存在，如果缺乏激励机制，就不会有人去开发及运用区块链。中小企业可以利用区块链进行初始代币发行来筹集资金。

根据“一带一路针对 IPO 市场的倡议”，中国鼓励中小企业“走出去”，加入国际市场。但是，与大型企业相比，中小企业则面临更多阻碍。由于产品评价较低，品牌声誉不高，使融资变得困难。作为一项不可篡改的合同，区块链技术的应用，使供应商、分包商关系的规范和管理不再存在风险，这无疑将促进中小企业开拓



speed up the problem solving. Smart contracts can aid the efficiency of business processes. Blockchain technology facilitates transactions in the trusted way at the lowest costs. China is a market where the trust is low and very opaque.

Blockchain moves the market towards more transparency and sharing. To some degrees, small and medium-sized enterprises or start-ups may gain more, as they are finally qualified to compete with larger-sized business, thanks to the characteristics of blockchain - "trust, transparency and immutability", which are inevitable issues for companies of any size. Blockchain allows saving digital information and transactions in a way that they are tamper-proof.

#### **Transaction security, employee tokens and supply chain**

Blockchain makes the payment and transaction more secure, convenient, and faster - where all is recorded on the blockchain. You can accept payments, pay the vendors or subcontractors, or transfer wages to employees without an intermediary to control and charge for the services. Blockchain transactions are not restricted by country borders, which will increase the opportunities for businesses to grow globally, employ foreign workers and collaborate with foreign partners. However, the cryptos are not considered as financial products by some central banks and therefore are not regulated. If SMEs are considering to pay in cryptocurrencies, they may need to obtain permission in advance in China.

The token system based on the blockchain technology can play an important role in HR. The company can motivate employees by offering tokens, in this way, the SMEs can close the gap with large-sized enterprises in recruiting talents. This kind of incentive will provide companies with more chances to attract and retain the talents not only in China but from overseas. A good project and rewarding system will build an international "community" with talents from all over the world.

Supply chain is key in the Chinese market. Blockchain technology allows to

海外市场，建立国际合作伙伴关系，顺利拿到项目合约，并可促进品牌推广和建设。

#### **负债破产风险**

区块链提供实时解决方案。由于交易可以在接近实时的情况下进行结算，欺诈的风险自然会降低。区块链技术所带来的自动化可以加速问题解决的速度。智能合约可以提高业务流程的效率。区块链技术使交易更为便捷，且保证真实可信并将成本降到最低。中国市场现状信任度低且非常不透明。区块链使其成为更加透明、合作共享的市场。在某种程度上，中小型企业或初创企业可能会获益更多，因为它们终于有资格与大型企业一较高下。“信任，透明和不可变更”，这是任何规模的公司都需要面临的问题，区块链的这些特性使数字信息和交易有证可寻且不可篡改。

#### **支付 / 付款交易**

区块链使支付和交易更加安全和便捷，且都记录在区块链上。可用其进行收款、向供应商或分包商支付款项，或支付员工工资，免于中介的操控和服务费。区块链交易不受国家限制，企业将在全球得到更多商机，亦可雇用外籍员工或建立外国合作伙伴关系。但是，加密货币并不被某些央行视为金融产品，因此目前还受监管。如果中小企业正在考虑提供包括加密货币在内的支付选项，那么可能需要事先在中国获得许可。

#### **人力资源**

基于区块链技术的通证系统可以在人力资源领域发挥巨大作用。公司可以通过提供通证来激励员工，这样，中小企业可以拉近与大型企业在招聘人才方面的实力差距。这种激励措施将会给企业带来更多

keep and track the record of every stage of the shipping and logistics in real-time on the blockchain, getting a proof of provenance for all the details of each product. A study showed that over 20% of businesses use supply chain financing and the majority of companies are small and medium-sized enterprises (SMEs). The blockchain can be applied into the supply chain finance to: optimize cash flow, increase trust between buyers, sellers, and financial institutions, as well as prevent supply chain disruption, and lastly, secure and save the cost of transactions. Nevertheless, how to optimize the industrial chain and adopt the supply chain finance into the business becomes a challenge for traditional industries.

### Privacy and safe storage of data

Chinese authorities leverage blockchain technology to enhance many fields such as Tax/Auditing and Privacy and safe storage of data and more. By applying the automatic system such as pay-as-you-go (PAYG) for making regular payments towards your expected annual income tax liability, the blockchain technology simplifies tax management and makes verification requests fast and simple. This evidently saves time and cost.

As blockchain allows users to store data in a secure way, all blockchain users can mutually store and encrypt data on each other's computers. Blockchain offers a solution that enables businesses to keep their data secure from hackers or cybercrime.

### A new form of virtual nation?

However, the Chinese market is always challenging for foreign enterprises, particularly for foreign SMEs. Nevertheless, it is worth mentioning that the challenges for SMEs in China to develop and adopt the blockchain technology are still tough. Initial Coin Offering is completely banned in China. In regards to the mass adaption of DLT (Blockchain), we can disagree with those who said that it may not happen until the U.S. or Europe creates or adapts a decentralized currency to integrate it within their monetary system.

The blockchain raises a more fundamental question about a new world order. The making of a new world order will not happen overnight. But when 20% of the world population adheres to the blockchain ecosystem, it is a community large enough to sustain itself. It is more beneficial than a quick and superficial mass adoption. You cannot force people to embrace the values of the blockchain without creating unwelcome tension. Ultimately, the blockchain community may become a new form of virtual nation without borders with its own ecosystem. Although it is difficult to predict a timeline, a larger adoption of the population might happen as soon as the crypto winter is over.

Currently, Monart works with scientists who allow us to go beyond the field of art. They help us build solutions for the future of the blockchain that also offer a chance to eradicate poverty in the world. The radical truth is that blockchain is intimately related to the digital money. "Tokenization" is the next quantum leap in asset-based securitization, which is already happening in some of the traditional asset classes such as real estate, equity funding and even venture capital. The world will eventually move from securitization to tokenization, essentially because blockchain technology can automate the trustless transfer of digital assets thereby decentralizing and enabling the performance of valuable contractual deliverables without human engagement.

吸引人才、留住人才的机会，不仅是本国人才还有海外人才。一个好的项目以及合理的激励制度会形成汇聚全球人才的优质“社群”。

### 供应链

供应链对于中国市场意义重大。区块链技术将每个阶段的运输和物流实时记录在区块链上，且可随时追踪，获得每个产品的所有细节及来源证明。一项研究表明，超过20%的企业使用供应链金融，且大多数企业是中小企业。区块链应用于供应链金融，可优化现金流，增强买家、卖家和金融机构之间的信任度，防止供应链中断，保障交易安全，降低交易成本。然而，如何优化产业链组合，并将其导入产业链金融成为传统行业的当务之急。

### 税务 / 审计

中国已将区块链技术运用于改善税收 / 审计制度和隐私及数据安全存储等许多领域。通过将现收现付制 (PAYG) 扣缴税款等工作自动化，区块链技术简化了税务管理，并使验证请求变得简单明了，明显节省了时间和成本。

### 隐私和安全数据存储

区块链使用户安全的存储数据，所有区块链用户可以在各自的计算机上存储并加密数据。区块链提供的解决方案使企业能够保护其数据免受黑客或网络犯罪的侵害。

### 挑战

中国市场对于外国企业尤其是外国中小企业来说总是充满挑战。不得不说，中国中小企业对于区块链技术的开发和运用形势依然严峻。在中国进行首次代币发行是禁止的。有人认为DLT（区块链）技术不会被大规模采用，除非欧美创建并采用分账式货币，并将其纳入货币监管体系，我们并不赞同这一说法。区块链提出了一个关于世界新秩序的根本性问题。建立世界新秩序不会一蹴而就，但一旦世上20%的人拥护区块链生态体系时，它便形成了一个自给自足的社群，这比一味追求速度而敷衍的大规模采用更意义重大。

强求人们认同并欣然接受区块链的价值是很难的。但终有一天，区块链社区可能会成为一种无国界的生态体系。虽然很难说这需要多久才能实现，但随着加密货币寒冬的结束，越来越多的人将意识到区块链的价值。

目前，monart（蒙娜）与科学家携手旨在超越艺术领域，为区块链的未来建立解决方案，同时也为消除世界贫困作出努力。事实上，区块链与数字货币密切相关。通证化是基于证券资产的下一次重大飞跃，并已经在一些传统资产类别中应运而生，如房地产、股权融资甚至风险投资。世界最终将从证券化转向通证化。得益于区块链技术，可实现数字资产转移的自动化，从而在没有人为参与的情况下实现去中心化且有价值的合同交付。

# Economic Slowdown Becomes Top Concern

Swiss businesses are currently doing surprisingly well in an increasingly difficult business climate. Asked about their outlook, Swiss companies anticipate an increase of their business expansion. However, the trend for local Chinese companies is opposite. For three consecutive years, less and less Chinese firms reported sales growth. The slowdown of China's economy is the new biggest external challenge, the "2019 CEIBS - Swiss Businesses in China Survey" reveals.

By Swiss Centers Shanghai

## 经济放缓成为最令人担忧的问题

在日益艰难的商业大环境中，瑞士企业目前表现出奇的优异。当被问及对前景的看法时，瑞士企业预计他们的业务扩张势头将会增加。然而，中国本土企业的势头正相反。连续三年，中国企业报告的销售增长越来越少。“2019 中欧国际工商学院——瑞企在华调查”显示，中国经济放缓是新的最大的外部挑战。

“2019 中欧国际工商学院——瑞企在华调查”显示，瑞士企业目前在日益艰难的商业环境中表现出色。对于前景，瑞士企业预计会有业务扩张，而中国本土企业趋势相反。中国经济放缓已成为新的外部关注焦点，其次是“激烈竞争”、“劳动力成本上升”和“政府与法律”方面的挑战。2019 年，只有不到三分之二 (63%) 的中国企业预计销售额会“提高”或“大幅提高”，而超过四分之三 (76%) 的瑞士企业预计销售额会“提高”或“大幅提高”。规模较大的中国企业受经济放缓的影响更大。传统上中小企业活跃的利基市场似乎不太受经济放缓的影响。将一年前的增长预测与实际增长数据进行比较后，可以发现，中国企业对 2018 年的预测过于乐观。换言之，2018 年的经济放缓尤其让中国企业感到意外。

有意思的是，“劳动力成本上升”和“政府与法律”是中国中小企业最担心的两个问题，有别于其他调查对象的结果。这其中似无关联，不过值得注意的是，2018 年中国政府将企业全面落实劳动福利政策列入优先事项之一，同时也在全面有力地执行环境政策。中国与外国中小企业在调查结果上的差异，清楚地说明了前者在被强制合规(也因此承担与合规程度更高的外国竞争对手同样的成本)时所面临的困难。

虽然目前监管环境的改善可能已接近上限，但《中瑞自由贸易协定》的使用率正在不断提高。今年近 60% 的受访者表示，他们公司使用了自贸协定，而两年前这一比例为 46%。自贸协定以及瑞士企业的质量、创新和专业组织无疑是瑞士企业在中国取得成功的原因之一。

The “2019 Swiss Business in China – CEIBS” survey respondents are predominantly of Swiss (132) and Chinese origin (683). The high participation numbers from Swiss companies makes this survey particularly suitable to a comparison between Swiss and Chinese companies and gives a valuable picture of the state of SMEs and Swiss businesses in China. As in previous years, SMEs are defined as companies with less than 300 employees globally. This year, SMEs make up 44% of Swiss respondents. Foreign SMEs (including EU and US based ones) represent 30% of the foreign respondents.

This year, a larger proportion of respondents report growing sales than in the previous survey. While for 2019, 76% expect “higher” or “substantially higher” sales, this number was 72% in 2018, 68% in 2017 and 59% in 2016. It is worth to note that, on the Chinese side, the opposite trend unfolds. For three consecutive years, less and less Chinese firms reported sales growth. As a result, for 2019, less than two thirds (63%) of the Chinese firms expect “higher” or “substantially higher” sales, while over three quarters (76%) of Swiss ones do.

We believe that a key reason for this situation is that more of China’s growth happens in higher technology and higher quality sectors today than it was the case in the past. As a result, the growth in traditional sectors, where Chinese companies are active, is lower than in the newer and higher quality areas of the economy. This situation has been clearly identified in the automotive industry where better perceived, mostly foreign brands (Eg. Buick, Cadillac and German brands) are doing much better than the local ones in a stagnating market.

While larger foreign and Chinese enterprises are less optimistic about their sales growth, foreign SMEs show a unique improvement in sales expectation from last year, catching up with their Chinese competitors. In terms of profitability, Swiss companies have rebounded (69% announce to be “profitable” or “very profitable”), while the Chinese ones report a lower level of profits (75% are profitable or very profitable).

### Chinese firms caught by surprise

The chart beside (FIGURE 1), which we have computed for the first time, compares growth forecasts made from one year to the other, with the actual growth reported one year later. It reveals, interestingly, that Chinese firms have been over optimistic in their previsions for 2018, while they did not have such an issue the year before. In other words, the 2018 slowdown has specifically caught Chinese enterprises by surprise.

In fairness, it may be the case that the Chinese respondents to this survey are comparatively more exposed to business with the US, as it appears clearly in FIGURE 2. In such a case, the difficult to predict trade war certainly created more disruption to the previsions of the more exposed companies.

It is surprising that Chinese respondents consider the “trade conflict with U.S.” as a significantly less important challenge than their foreign counterparts do. That includes the Swiss. We do not have an explanation for this apparent contradiction, but certainly will look for more information while conducting the next survey.

This year, managers of Swiss subsidiaries are less prone to see China as a top priority for investment. Though a majority (53%) still see the country as a top three investment priority, it is significantly less than in the previous year (62%). The slow down and the

FIGURE 1 - EXPECTED GROWTH VS. REAL GROWTH IN CHINA PROFIT:

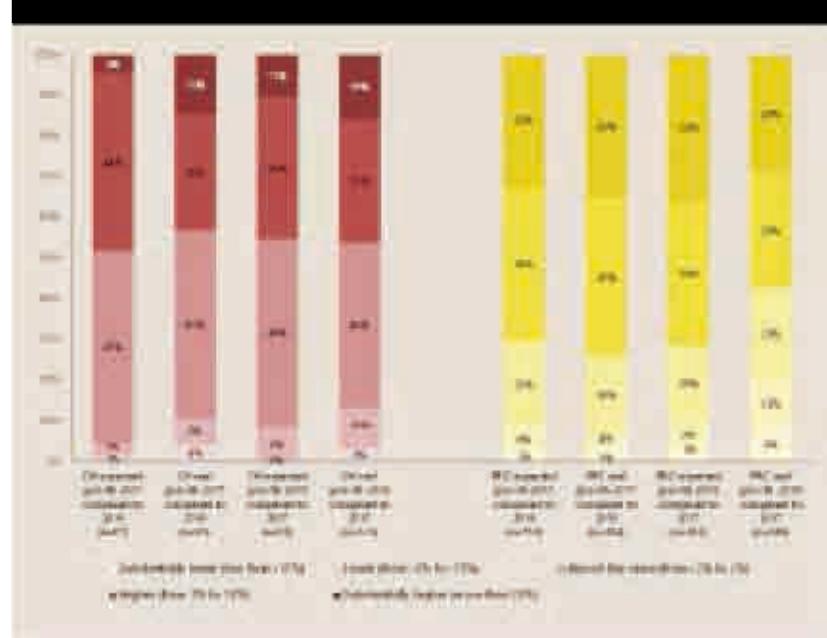
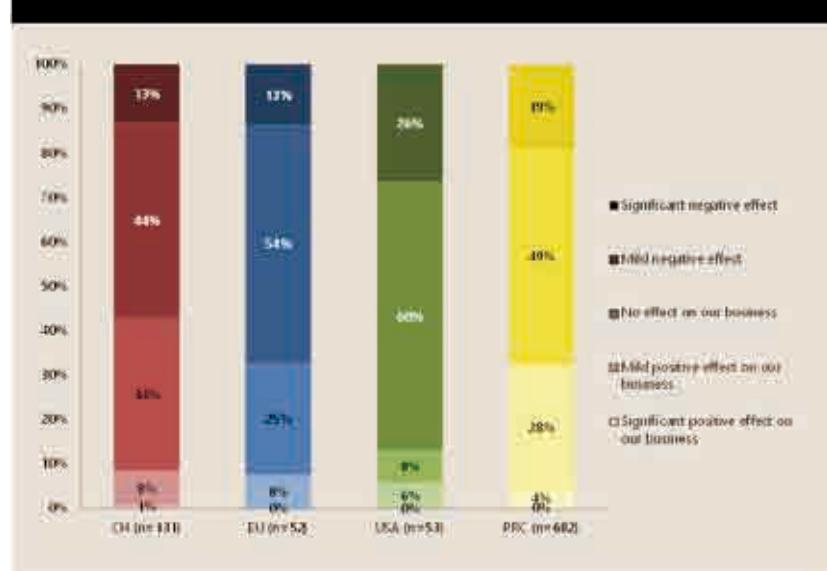


FIGURE 2 - WHAT IS THE EFFECT OF CHINA-U.S. TRADE CONFLICTS ON YOUR COMPANY'S BUSINESS?



trade war are certainly having an impact and generating a more cautious approach to investments. At the same time, the Chinese still invest significantly more aggressively than the Swiss and other foreign enterprises.

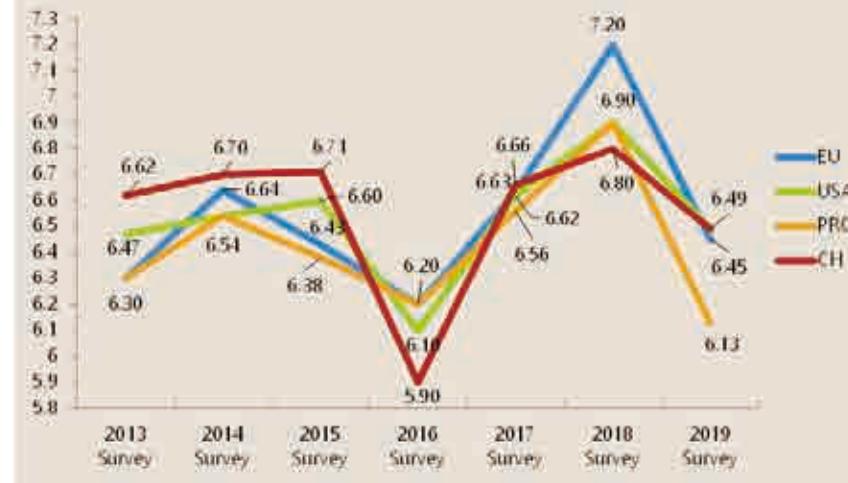
### Swiss firms' long term confidence is eroding

While the confidence index remains positive, there is a visible drop in confidence across all respondents, which is certainly linked to the slowdown and the US-China trade conflicts. Swiss companies however are again the most confident for their business prospects in China, even more than their Chinese counterparts (see FIGURE 3). However, when looking at the confidence level announced for business prospects in five years, the trend is certainly one of slowly but steadily eroding confidence.

### "Competition" and "rising cost" remain key concerns

While "fierce competition", "rising labor costs", "government & legal" and "economy slowdown in China" remain the top four external challenges, their relative importance has changed. The lower economic growth, which ranked fourth in the previous survey, has become the key preoccupation for almost all kinds of foreign and Chinese companies (see FIGURE 4).

FIGURE 3 - HOW CONFIDENT ARE YOU THAT YOUR OPERATIONS IN CHINA WILL BE SUCCESSFUL IN THE NEXT YEAR?

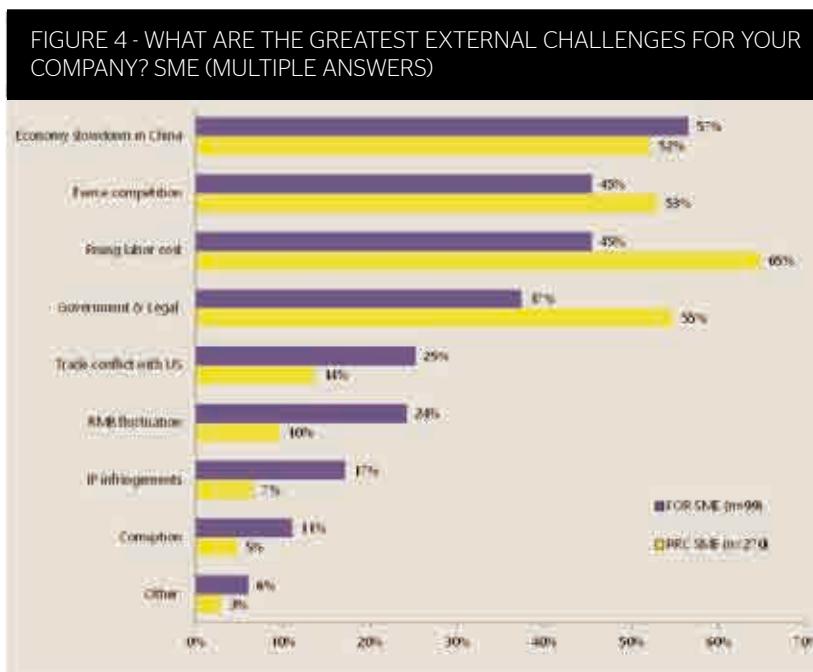


"IP infringement" and "corruption" go to the very bottom of the list of external challenges, providing an indication that the government campaigns in these aspects have delivered some results. In any case, these often mentioned challenges certainly do not take the precedence that the international press usually confers them. While it is hardly news that 2018 was slow, some other new elements are certainly noteworthy.

### Chinese firms feel the pain of policies enforcement

Very interestingly, smaller Chinese companies are unique in reporting "rising labor costs" and "government & legal" as their top two concerns. They would not appear to be linked unless one takes notice that 2018 is the year when full enforcement of

labor welfare payment by companies has become a government priority while, at the same time, environmental policies have also been strongly enforced across the board.



The discrepancy in answers of the Chinese SMEs when compared to the foreign ones in the below chart appears to us as a clear illustration of the difficulties that smaller Chinese firms face when forced to become compliant (and therefore when they incur the same costs as their usually more compliant foreign competitors). Larger Chinese companies actually show a similar though less marked picture, indicating that compliance has been a general problem.

### Larger Chinese companies suffer more

While large and small foreign companies rate the economic slowdown in almost equal ways, larger

Chinese companies mention it with 13 percentage points more intensity than the Chinese SMEs. And they also deem the slowdown as 8% more important than their foreign counterparts. This may indicate that the niches where SMEs are traditionally active are less affected by the slowdown. Yet, it may also be the case that larger companies, having easier access to funding may have over invested in anticipation of a growth that did not come as they forecasted.

All in all, it is interesting to note that respondents of Chinese firms experience all top four challenges with a considerably higher intensity than managers of Swiss businesses. This indicates that Swiss companies are, hopefully, keeping some strong competitive advantages in China.

### Corruption improvement hitting ceiling?

For the first year since 2014, Swiss managers are experiencing more challenges with regard to corruption when compared to the previous year. The trend is not as clear for the Chinese (and other international) companies, still it looks like improvements in corruption are plateauing.

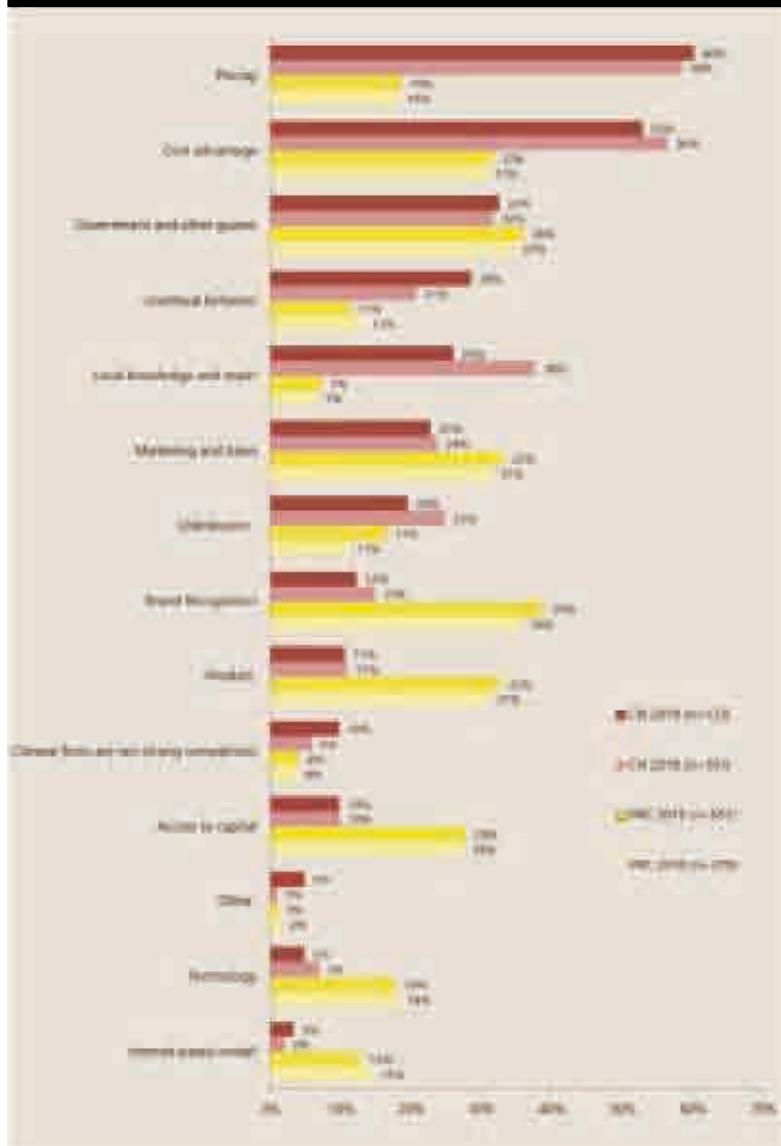
A similar picture appears when looking at how important the survey respondents view relationships with authorities. Adjacent chart (see FIGURE 5) on competitive advantages of competitors as perceived by Swiss and Chinese companies, shows little change from last year to this one with two exceptions.

Respondents representing Swiss businesses feel that competitors have less of an advantage in terms of reach and access. However, they do feel that competitors make use of more unethical behavior. All in all, the results depict a legal and governance environment in which improvements may be stalling after a period of continuous ameliorations.

### FTA utilization rate on the rise

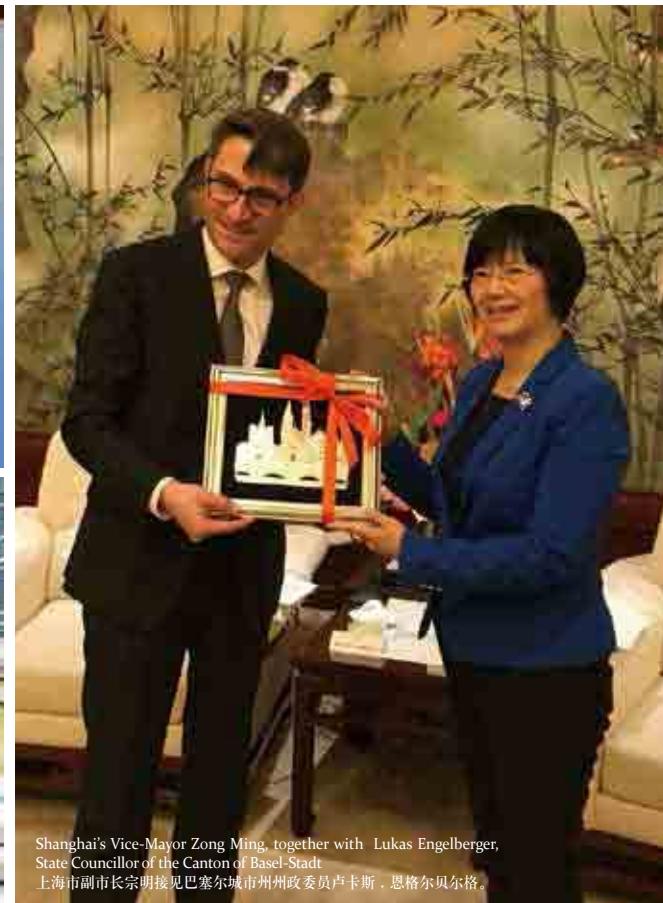
While improvements to the regulatory environment may currently be reaching a ceiling, the utilization rate of the Sino-Swiss Free Trade Agreement (SSFTA) is continuously improving. Almost 60% of this year's survey respondents announce that their companies use the SSFTA, against 46% 2 years ago. The Free Trade Agreement, along with the quality, innovation and professional organization of Swiss businesses, is no doubt one of the reasons for Swiss success in China.

FIGURE 5 - WHAT ARE THE COMPETITIVE ADVANTAGES OF YOUR MAIN CHINESE COMPETITORS? (MULTIPLE ANSWERS)



## 2019 Swiss Business in China Survey

The “2019 Swiss Business in China Survey” has been conducted by CEIBS, a premier business school in Asia, the Swiss Centers China (SCC), the Swiss Embassy in China, Swissnex, SwissCham, Switzerland Global Enterprise and China Integrated. The comprehensive survey comprises responses from 132 Swiss enterprises, from small and middle-sized companies to big players. The survey is believed to be representative of the approximately 600 Swiss companies that have established operations in China. Besides Swiss companies, the survey also includes responses from Chinese (683), EU & US (107) companies.



Shanghai's Vice-Mayor Zong Ming, together with Lukas Engelberger,  
State Councillor of the Canton of Basel-Stadt  
上海市副市长宗明接见巴塞尔城市州州政委员卢卡斯·恩格尔贝尔格。

# Basel Shanghai City Partnership Continues to Strive

巴塞尔 – 上海姐妹城市关系再上新台阶

Sister cities define priorities for the years 2020-2022.

姐妹城市确定 2020–2022 年度双方重点合作事项。

By **Fabian Gull**



As part of the city partnership between Basel and Shanghai, yet another high-level meeting took place, this time between Shanghai's Vice-Mayor Zong Ming and State Councillor and Head of the Department of Public Health of the Canton of Basel-Stadt, Lukas Engelberger. The meeting was held on 1 March, 2019. The subject of the exchange was the future focus of the cooperation of the two cities with a particular focus on the areas of excellence in health care, medical science, as well as education and research.

Basel and Shanghai have been cooperating since 2007 as part of the city-twinning project. According to a statement from the Canton of Basel-Stadt, the following are the key areas of cooperation: economy and logistics, life sciences and healthcare, education and scientific research, culture and society, as well as exchanges at the district level.

At the formal meetings on the government level, the current cooperations of the sister city partnership with Shanghai were discussed. In addition, the priorities for the coming years have been defined. These are to be codified in a joint memorandum of understanding (MoU) for the years 2020-2022.

The city twinning with Shanghai serves to increase the international network of Basel as a business and knowledge hub. As part of the delegation's agenda, meetings were also held with the partner hospitals of the University Hospital Basel in Shanghai, namely the hospitals Zhongshan, Huashan, Renji, Ruijin and the Fudan University Shanghai Cancer Center as well as with the Swiss pharmaceutical companies Roche and Novartis. As part of promoting Basel as a business location, Novartis and BaselArea.swiss also organized a targeted networking event with high profile panelists on digitization in the healthcare sector.

为增进巴塞尔与上海市姐妹城市关系，日前双方再度举行高级别会议，上海市副市长宗明与巴塞尔州政委员兼州公共卫生部部长卢卡斯·恩格尔贝尔格双双出席。会议于2019年3月1日召开。双方交流围绕着两座城市今后的合作重点，着重探讨了卫生、医药、教育与研究等领域的突出发展。

自2017年以来，巴塞尔与上海秉承姐妹城市项目达成的共识，一直坚持合作发展。巴塞尔发布声明表示，双方合作重点集中在以下几大领域：经济、物流、生命科学和医疗卫生、教育和科研以及文化和社会还有区县层面的交流活动。

在此次政府级正式会议上，双方探讨了自2007年结为姐妹城市以来双方目前的合作项目。此外，会上还商定了未来几年的工作重点。这些内容将在2020至2022年联合谅解备忘录(MoU)中编制成文。

作为商业和知识枢纽，巴塞尔通过与上海缔结姐妹城市这一举措拓宽了自身的国际交际网络。按照代表团访问议程，巴方还与巴塞尔大学医院在沪合作医院举行了会面，包括中山、华山、仁济、瑞金和复旦大学附属肿瘤医院，以及瑞士制药企业罗氏和诺华的在沪机构。为宣传巴塞尔的雄厚商业实力，诺华公司也与瑞士巴塞尔大区经济及创新促进局携手组织了专场交流活动，集结两国权威知名专家人士，共商医疗行业数字化未来。

# Sino-Swiss Diplomatic Traffic 中瑞外交往来



## Sino-Swiss Diplomatic Traffic - Signature Event Review SWISS PRESIDENT UELI MAURER MET CHINESE PRESIDENT XI JINPING

Swiss President Ueli Maurer was received by Chinese President Xi Jinping for a state visit on 29 April, 2019. Both sides acknowledged the good bilateral relations that exist between the two countries. President Maurer spoke of a historic high in terms of the frequency of visits and the range of common topics. The two countries are conducting bilateral dialogues in around 30 areas, covering issues such as human rights, science, finance and tax matters.

The topics addressed also included the work on expanding the free trade agreement, China's steps towards further opening up the financial sector, the bilateral framework for cooperation in this area, and multilateral governance. The Swiss delegation advocated that disputes on trade should be resolved in a multilateral framework.

With a view to the 2022 Olympic and Paralympic Games in Beijing, the two sides discussed cooperation between Switzerland and China in winter sports, referring to the relevant declaration of intent between Switzerland and the Chinese Ministry of Commerce. Appropriately, President Xi was presented with an official gift of a pair of Swiss-made skis.

A Memorandum of Understanding (MoU) focusing on financial and economic matters related to the Belt and Road Initiative (BRI) was signed. The aim is for both countries to expand cooperation on trade, investment and finance for projects in third countries along the routes of the BRI. Cooperation will be based on five key principles: private capital for private projects, sustainable handling of debts, consideration of social impacts, environmental protection criteria, and transparency.

President Maurer was also received by Prime Minister Li Keqiang. During his time in China he also met with Vice Prime Minister Liu He, Finance Minister Liu Kun and the Governor of the central bank Yi Gang.

### 中瑞外交往来—标志性事件回顾

### 瑞士联邦主席毛雷尔同习近平主席举行会谈

2019年4月29日，瑞士联邦主席于利·毛雷尔（Ueli Maurer）应邀对中国进行国事访问，并同中国国家主席习近平举行会晤。会见中，双方一致认可了两国间的友好关系。毛雷尔主席高度赞扬了两国间近年来创历史新高的频繁互访以及广泛的共同话题。两国目前在30多个领域开展双边对话，内容涵盖人权、科学、金融以及税收事务。

双方会谈也讨论了关于进一步拓宽中瑞自由贸易协定、中国进一步开放金融市场的步伐、在此领域的双边合作框架以及多边治理。瑞士官方代表团认同并表示贸易争端应该在多边框架下解决。

谈及2022年北京冬季奥林匹克运动会以及残奥会，双方探讨了瑞士和中国在冬季运动方面的合作，并提及瑞士与中国商务部此前签署的有关促进中瑞冰雪运动产业合作的联合意向书。提及此话题时，瑞士代表团向习近平主席送上一副瑞士制造的滑雪板作为官方礼物。

国事访问期间，两国签署了与“一带一路”倡议相关的、特别关注金融和经济事务的谅解备忘录。备忘录目的在于促使两国进一步拓展在“一带一路”沿线第三方市场有关贸易、投资和项目融资的合作。双方合作将基于以下五个关键原则：私人资本用于私人项目、债务的可持续性处理、充分考虑对投资所在地的社会影响、环境保护准则以及坚持项目的透明原则。

与习近平主席的会晤之外，毛雷尔主席也同中国国务院总理李克强举行会谈。在中国期间，毛雷尔主席还同国务院副总理刘鹤、中国财政部长刘昆、中国人民银行行长易纲举行会谈。



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CHINA

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# Events, New Members and Agenda

## EVENTS

NOV

01

### Seminar: Sharing on China Customs Related Topics

**Venue:** AustCham Beijing Office**Organized by:** SwissCham Beijing, AustCham, Finnish Chamber and French Chamber**Details:** With China being one of Switzerland's most important trade partner, understanding the regulations surrounding imports and exports is essential for doing business in China. Participants gained valuable insights into China's customs and trade regulations.

NOV

01

### Monart Roadshow at 798 Art District

**Venue:** Monart Blockchain Space**Organized by:** Monart, Starup Grind Beijing**Details:** Monart hosted the 5th roadshow events at Beijing 798 Art District. The guest speakers, including H.E. Dr. Ambassador De Dardel, Ambassador of Switzerland to China, shared their points of view on the topics of art, innovation, blockchain, technology and leadership.

NOV

21

### The OTHER Perspective: Round Table on Women Leadership and Entrepreneurship

**Venue:** Italian Institute of Culture**Organized by:** SwissCham Beijing, Italian, European and French Chambers**Details:** The seminar was to celebrate women's leadership and entrepreneurship across borders and sectors, and ultimately inspire young women in search for a positive role model.

DEC

07

## SwissCham Night 2018

**Venue:** Hilton Hotel Beijing

**Organized by:** SwissCham Beijing

**Sponsors:**

**Gold:** Nestlé, SWISS

**Silver:** Beijing Delong Electronic Power Equipment, Bernina, CARAN D'ACHE, CHEERS Wines

**Corporate Table:** Celcosmet Cellmen, Embassy of Switzerland, SHG Gesundheits, Helsinn, Hidrostal, KingNature, Swiss Business Hub China, Syngenta, SSZEIP

**In-kind:** CHEERS Wines, CIM, Dragonfly, SHG Gesundheits Medical Management (Tianjin), KingNature, NB8, Nespresso, Zinòr Qu

**Lucky Draw:** Asian Trails, Caran d'Ache, CHEERS Wines, CIM, HORMETA, IDC Dental, IQAir, Nespresso, Oris, Rosewood Hotel, SWATCH, SWISS, Swissflex, The Peninsula Hotel, TRB, Waldorf Astoria

**Visual Sponsor:** 5 Star Plus

**Event Company:** Restart Branding

**Details:** With the presence of H.E Dr. Ambassador De Dardel, Swiss Ambassador in the P.R. of China, the fourth edition of the SwissCham Night gathered more than 230 persons among which high representatives from big Swiss and Chinese companies, representatives from the Swiss Embassy, representatives from many Swiss organizations as well as many guests and families from the Sino-Swiss business community! This event also welcomed a keynote speech by Adam Dunnett, Secretary General of the Executive Committee of the European Chamber of Commerce in China about the effects of the current economic tensions between the USA and China as well as its effects on the global economy.



Beijing

JAN

22

**Find Out More About the Individual Income Tax 2019****Venue:** Hotel Éclat Beijing**Speaker:** Caroline LU, EY**Organized by:** SwissCham Beijing, BenCham and CCI France Chine**Details:** Ms. Caroline LU from EY presented the most recent information regarding the new individual income tax law in China. Participants also enjoyed a delicious Swiss Fondue as well as exclusive wines.

JAN

23

**Chinese New Year InterChamber Buffet Cocktail****Venue:** Yika**Organized by:** SwissCham Beijing, AustCham, BenCham, CCI France Chine, IsCham**Details:** A Buffet Cocktail was served, and it was the chance to expand one's network, meet new business contacts, mingle with friends and enjoy a fun evening.

FEB

15

**Breakfast with Nicolas Bideau, Ambassador & Head of Presence Switzerland****Venue:** Roof Café Swiss Chalet, Parkview Green**Organized by:** SwissCham Beijing**Details:** The event was a highly exclusive breakfast with Nicolas Bideau, Ambassador & Head of Presence Switzerland. It offered members and friends the great opportunity to learn about the quality, innovation and other secrets of "Swiss Made".

FEB

21

## Ambassador's Review

**Venue:** Davidoff Club

**Organized by:** SwissCham Beijing

**Details:** The Ambassador talked about the development of the Sino-Swiss relationship during his time in China and shared his words of farewell before updating on the current state of Sino-Swiss affairs. The participants also got the rare opportunity to enjoy the featured Davidoff cigars.



FEB

28

## All Chamber Welcome Back Networking

**Venue:** JW Marriott Beijing

**Organized by:** SwissCham Beijing with other 19 chambers of commerce in Beijing

**Details:** This gathering is the largest networking event of the year and more than 400 attendees from different industries are expected to take part in this fun and dynamic session.



MAR

07

## Lianghui and Foreign Investment Law Outlook Breakfast

**Venue:** The Opposite House

**Organized by:** SwissCham Beijing with other 6 chambers of commerce and organizations in Beijing

**Details:** The expert speakers gave a close reading of the 2019 Work Report of Government and its indication of Chinese economic trends, along with the latest analysis of China's foreign investment law.



Beijing

MAR

15

**Beijing Regional Annual General Assembly (RAGA) 2018/2019****Venue:** NUO Hotel Beijing**Organized by:** SwissCham Beijing**Details:** Following the Regional Annual General Assembly (RAGA), we are glad to present SwissCham Beijing's newly elected BOD:**Beijing BOD Member 2019-2020**

**Samuel  
BAUMGARTNER**  
President & Nat. Representative  
Resident Partner  
[Wenfei Attorneys-at-law Ltd.](#)



**Martin MUELLER**  
Vice President & National Chairman  
CEO  
[SKC Group Ltd.](#)



**Yvan SPRUENGLIN**  
Vice President & Nat. Representative  
General Manager  
[SICPA Product Security \(Beijing\) Co. Ltd.](#)



**Pauline HOUL**  
Secretary General  
President / CEO  
[Eurohold China](#)



**Daniel AELLEN**  
Treasurer  
Executive Vice President & Chief Financial Officer  
[Nestlé Greater China Region](#)



**Magnus CALLAVIK**  
Board Member  
General Manager  
[ABB \(China\) Ltd](#)



**Bruno LEFEUVRE**  
Board Member  
Head of Vegetable Seeds, China  
[Syngenta \(China\) Investment Co., Ltd.](#)



**Dr. Matthias GOEBEL**  
Board Member  
Representative for China  
[Swiss International Air Lines](#)



**David WANG**  
Board Member  
CEO China  
[KingNature](#)



**Jenny XIONG**  
Board Member  
Representative European Business Development  
[PwC](#)



**Olivier GLAUSER**  
Board Member  
Co-Founder & CFO  
[Shankai Sports](#)



**Yves REYMOND**  
Honorary Member  
Head of Economic & Commercial Section  
[Embassy of Switzerland](#)

MAR

15

## Swiss Traditional Dinner 2019

**Venue:** NUO Hotel Beijing

**Organized by:** SwissCham Beijing

**Cooperation Promotion Partner:** Guiyang National High-tech Industrial Development Zone

**Silver Sponsor:** CARAN D'ACHE

**Corporate Tables:** Beijing Delong Electronic Power Equipment, Embassy of Switzerland, Enics, HUBER+SUHNER, Lausanne Hospitality Consulting, Presence Switzerland, Shankai Sports

**In-Kind Sponsors:** 3B Dynasty, CHEERS Wines, Helvetski, KingNature, Lindt, Mammut, Nestlé, Orange Garten, Ricola, Swissflex, Switzerland Tourism, Swiss School Beijing, Top IT Global

**Food & Beverage:** Embassy of Switzerland, CHEERS Wines, Nespresso, Shangri-La Beer, Zinòr Qu

**Visual Sponsor:** CASE+

**Event Company:** Restart Branding

**Details:** After the elections of the BOD, more than 200 guests from the Sino-Swiss business community as well as representatives from the Embassy including Ambassador Raphael Naegeli, Assistant State Secretary, Head of the Asia and Pacific Division (FDFA), accompanied by the designated Ambassador of Switzerland to the PRC, H.E. Bernardino Regazzoni, enjoyed the Swiss Traditional Dinner at the NUO Hotel Beijing. We wish to thank all our sponsors as well as the numerous company delegations, SwissCham members and other guests, who made the evening a success!



Beijing

MAR

25-29

## Fact-Finding Mission to Guizhou

**Venue:** Guizhou Province

**Organized by:** SwissCham Beijing, SCCC, Swiss-Chinese Association and CCPIT Guizhou

**Details:** This event has helped participants to better understand the local business and investment environment, well explore the market opportunities in Guizhou and to establish good contacts with the government and entrepreneurs in Guizhou as well. It was our great honour to have received the support from governmental institutions as well as economic and development zones of Guizhou, to bring together decision makers of local corporations and our delegation of Swiss / European entrepreneurs. A special highlight of the week was the Guizhou-Switzerland Business Cooperation Forum, that included inspiring speeches and B2B meetings.



APR

13

## Exclusive Breakfast Networking with a Delegation from the Canton of Aargau

**Venue:** The Opposite House

**Organized by:** SwissCham Beijing and Canton of Aargau

**Details:** The session was held in an informal breakfast setting and covered the topic of "Market entry and Investment opportunities for Swiss Companies in China". Following a brief introduction by members of the SwissCham Board of Directors, SwissCham members who were interested also had the opportunity to introduce their company to the delegation and further discussed with them the challenges and opportunities for Swiss Companies in China.



APR

18

## Business Luncheon: New Retail, New Design in Cooperation with 5 Star Plus Retail Design

**Venue:** Hotel Éclat Beijing

**Organized by:** SwissCham Beijing, 5 Star Plus, BenCham and British Chamber

**Speaker:** Barbara Seidelmann, 5 Star Plus

**Details:** Our guest speaker, Ms. Barbara Seidelmann, Founder of 5 Star Plus shared the experiences in new retail design and how to technologically integrate through design to enhance the consumer shopping experience, while also considering market specific retail trends.



APR

24

## Exclusive Dinner with the Secretariat for Economic Affairs (SECO) Delegation

**Venue:** Hotel Éclat Beijing

**Organized by:** SwissCham Beijing, SECO and Embassy of Switzerland in China

**Details:** This highly exclusive dinner with the Swiss delegation from the State Secretariat for Economic Affairs (SECO) led by State Secretary Marie-Gabrielle INEICHEN-FLEISCH offered our high level executive member representatives the opportunity for networking and exchanging over the current state of the economy with SECO members, as well as with representatives from the Embassy of Switzerland and the Board members of SwissCham.



# NEW MEMBERS

## CORPORATE MEMBERS

### Ms. Jessica Li

#### M&M International Freight Forwarding (Beijing)

名门国际货运代理（北京）有限公司

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**Email:** mumcnbe@mumnet.com

**Website:** www.mumnet.cn



### Mr. Yexiang XUE

#### Gesundheits Medical Management (Tianjin) Co., Ltd.

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**Email:** info@shg-swiss.com

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### Ms. CAO Xiang

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凯兰帝中国

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**Telephone:** +86 10 8771 9422

**Email:** pr@ifdcchina.com

**Website:** www.ifdcchina.com



Genève

## CORPORATE ASSOCIATE MEMBER

### Ms. Joyce JIN

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北京华尔道夫酒店

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**Postcode:** 100076

**Telephone:** +86 10 8520 8946

**Email:** joyce.Jin@waldorfastoria.com

**Website:** www.waldorfastoria.com/beijing



### Mr. William Hopkins-Trumm

#### Hopkins & Billion Co., Ltd

格生德医疗管理（天津）有限公司

**Address:** Room 1812, Building 8, Bihuju, No. 9 Chaoyang Park West-

Street, Chaoyang District

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**Telephone:** +86 10 6538 1848

**Email:** info@hopkinsbillion.com

**Website:** www.hopkinsbillion.com



### Ms. Yuxin Cong

#### Qingdao West-Coast Investment Promotion Co., Ltd.

青岛西海岸投资促进有限公司

**Address:** No. 2877, Tuanjie Road, West Coast New Area, Qingdao

青岛西海岸新区团结路 2877 号

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**Email:** yuxin.cong@sgep.cn

**Website:** www.sgep.cn



## YOUNG PROFESSIONAL

### Mr. Jackie Yu

## JOURNALIST

### Ms. Katrin Büchenbacher



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# EVENTS

NOV

07

## New Retail - Making Retail Great Again

**Venue:** The Westin Bund Centre**Organised by:** AustCham, in association with SwissCham Shanghai**Speakers:** Jerry Clode, Resonance; Hector Zhang, Alibaba Group - Tmall Business Unit; Olivia Plotnick, Ogilvy Marketing & Communications Manager, China**Details:** New Retail combines tech-driven integration with traditional models of commerce to enhance the overall retail experience, creating a real-time manifestation of the individual consumer's commercial desires by blending the digital and physical together. Our expert speakers explained and discussed the future of (New) Retail with our guests.

NOV

12

## Swiss Drinks

**Venue:** Abbey Road**Organised by:** SwissCham Shanghai, in association with swissnex China, Swiss Center Shanghai, Swiss Club Shanghai and Young Swiss in China**Details:** Almost 60 guests joined us for a cozy and pleasant evening in the yard of Abbey Road. Swiss Drinks bring the Swiss community in Shanghai closer with drinks and great lucky draw prizes as always.

NOV

13

## Roundtable: Sino-Swiss Free Trade Agreement

**Venue:** swissnex China office**Organised by:** SwissCham Shanghai, in association with swissnex China, Swiss Center Shanghai and University of St. Gallen**Details:** The Free Trade Agreement (FTA) signed between Switzerland and China in 2013 is among the most ambitious trade deals signed by both countries to date. For this seminar we invited the Shanghai customs authorities and Swiss companies to discuss main challenges in the application of the FTA. This seminar offered each Swiss company the opportunity to present their most pressing challenges to the panel for discussion and troubleshoot.

NOV

16

## Jinshan -- A New Era of Smart Factory: Excursion to Jinshan & Company Visit to Siemens & Riello

**Venue:** Jinshan Industrial Zone

**Organised by:** SwissCham Shanghai, in association with German Chamber, supported by Jinshan Development Park

**Speakers:** Huang Tao, Shanghai New Jinshan Industrial Investment & Development Co., Ltd; Yavor Nikolov, Siemens Circuit Protection Systems; Fausto Dalle Mese, Riello Heating Equipment (Shanghai) Co., Ltd

**Details:** We had organized a successful visit to Shanghai Jinshan Industrial Park (JIP). This exclusive opportunity helped our guests know more about Jinshan Industrial Park and its five industrial clusters. The Vice General Manager of Shanghai New Jinshan Investment and Development Co., Ltd, Dong Ji, gave us a very detailed introduction about JIP and answered all the questions our visitors had. After the lunch buffet, the general managers of Siemens Circuit Protection System Company and Riello Heating Equipment Company gave us two informative presentations respectively and guided us on comprehensive tours inside their factories.



NOV

26

## SME Seminar: WeChat, HR, Free Trade Zone, Retail Design

**Venue:** Level 2 of BEA (Bank of East Asia Tower)

**Organised by:** SwissCham Shanghai, in association with Swiss Center, FBCS, CanCham and AustCham, supported by Jinshan Development Park

**Speakers:** Samantha Chalmers, Client Manager for 5 Star Plus Retail Design in Shanghai; Ahmet Tombul, Managing Director from Vauman Shanghai; Alexander Vnuk, Fiducia Management Consulting; and Lucky Ding, Swiss Centers China

**Details:** Around 45 guests attended our SME seminar. Our four speakers from different industries shared their expertise and experience in the aspects of new retail design trends in the Chinese market, WeChat ecosystem and platform, the paradigm change of HR, and how to hire and retain qualified leaders, and the Free Trade Zone and their preferential policies.



NOV

27

## How Smart Cities are Changing China's Urbanisation

**Venue:** Four seasons Hotel Shanghai (PUXI)

**Organised by:** FBCS, in association with SwissCham Shanghai

**Speakers:** Mary Boyd, The Economist Group; Jyri Eskola, PES-Architects Helsinki-Shanghai

**Details:** The 'smart city' model employs technology as a strategy to optimize processes and operations, increase efficiency of systems, and monitor urban dynamics to ultimately get a precise control over the whole city. Our speakers and guests explored the topics of how we can capitalize on these concepts, and how we see their effect as increased social and environmental sustainability of our built environment, or eventually leading to even more technology centered and standardized patterns of living.

NOV

28

## Crisis Turnaround - War Stories from Professionals

**Venue:** The Executive Centre

**Organised by:** SwissCham Shanghai, in association with Asia Transformation and Turnaround Association, IsCham, AustCham, and BenCham

**Speakers:** Zach Lichtblau, Bonnard Lawson & Equasia Group; Arie Schreier, PTL Group - China; Jenny Yip, ECFO Services; Sarah Köchling, Blossom; T. T. Chen, Interim GM & Executive Coach; Michael J. Meagher, APAC General Counsel & American International Acquisition Corporation; and Alex Claypool, Lancaster Holdings

**Details:** Professional crises can build over time, or they can occur rapidly when least expected, and the consequences often threaten the reputation and livelihood of your organization, its stakeholders and clients. Crisis management thus become the focus when dealing with a significant or sudden negative event that takes an organization to the brink.

SwissCham Shanghai, BenCham, IsCham, AustCham, and the Asian Transformation and Turnaround Association put together a panel of professionals who work daily helping companies in distress to share their stories of crisis and turnaround, helping more than 50 guests better avoid the mistakes that others have made.

NOV

29

## Contractual Negotiations in M&A of SME targets in China

**Venue:** ATLAS Workplace

**Organised by:** SwissCham Shanghai, in association with FBCS, SwedCham, DCCC Shanghai, and BritCham

**Speakers:** Dr. Leonardo Cereghetti, Kellerhals Carrard; Cheng Chen, Kellerhals Carrard; Dr. Guojian Xu, Boss & Young; Manfred Ortmaier, DKSH Shanghai

**Details:** We welcomed around 50 guests to our "Contractual Negotiations in M&A of SME targets in China" last night at ATLAS Workplace.

During this event, some principles of encouragement and support for foreign companies investing in China Mainland by mergers and acquisition (M&A) were addressed by the experts and practitioners from different perspectives. As a partner of Kellerhals Carrard in Zurich, Dr. Leonardo Cereghetti has a long and vast experience in the areas of M&A, corporate finance and banking as well as real estate. Cheng Chen from Kellerhals Carrard shared his own cases on assisting important Chinese state-owned and private companies in their investments and acquisitions in Switzerland. Dr. Guojian Xu from Boss & Young discussed cross-border M&A, foreign investment and international commercial arbitration. Mr. Manfred Ortmaier from DKSH Shanghai shared their business model of investments and divestment, and cases of selling its healthcare business. The presentations were followed by an active Q&A session and panel discussion.



DEC

05

## InterChamber Christmas Mixer

**Venue:** Paulaner Brauhaus Shanghai (Raffles City Changning)

**Organised by:** AmCham, AustCham, Austrian Consulate General Shanghai Commercial Section, BritCham, BenCham, CanCham, Dusa, DCCC Shanghai, European Chamber, CCI France Chine, FBCS, German Chamber, China-Italy Chamber of Commerce, Confederation of Indian Industry, Shanghai Japanese Commerce & Industry Club, MexCham, MayCham China, SwissCham Shanghai, SwedCham China, Spanish Chamber, SingCham Shanghai Chapter, and Thai Chamber of Commerce in China

**Details:** Over 500 guests joined us in this social event co-organised with all major Chambers of Commerce in Shanghai for socialising and networking in a relaxing atmosphere.

DEC

06

## Machinery Committee Roundtable: Challenges in the Chinese Market

**Venue:** swissnex China office

**Organised by:** SwissCham Shanghai, in association with SWISSMEM

**Details:** SwissCham Shanghai's new Machinery Committee has organized its first Roundtable to discuss the questions raised by the challenges that Swiss companies in the machine tools and cutting tools industries are facing in the Chinese market.

The Secretary General of Swissmem, Christoph Blättler and our Machinery Committee board members - Joe Liu, the Managing Director of Fraisa, Johnson Chen, the Head of Market Region China of GF Machining Solutions, Rene Naef, CEO of Urma Trading and Michelle Dong, General Manager of Agathon all attended this kick-off meeting as a start to build connections among companies in this field and seek for more cooperation in the future.



DEC

19

## Women in Business Christmas CONNECTORS

**Venue:** The Sukhothai Hotel Shanghai

**Organised by:** BritCham, in association with SwissCham Shanghai, AustCham, Boss Lady, BenCham, CanCham, FBCS, German Chamber, IPWS, and SingCham

**Details:** The CONNECTOR event welcomed over 70 guests to get CONNECTED! There's no better way to enhance the networking experience than by having a greater mix of people mingling over tasty canapés and drinks as the Christmas festive feelings begin to set in.

JAN

1

## How Digital Transformation is Re-shaping China's Economy and Society

**Venue:** Four Seasons Shanghai (PUXI)

**Organised by:** FBCS, in association with SwissCham Shanghai

**Speaker:** Michael Chang, Nokia Greater China

**Details:** Due to the leading ICT industry capacity, extremely vigorous & autonomous internet service and vast market scale, China has been the top digital markets on par with the US. Digital transformation and industry upgrade have been identified as a Top government strategy to better position China in the globalization event. How well does China digital economy run as of today? What the national strategy like "Made in China 2025", "Internet plus" will do to change the industry landscape? On the emerging technology frontline e.g. 5G, China is also committed to take the lead. How's 5G gonna enable the digital transformation in verticals? What has China planned to do, to bolster its ambition in the digital era? And how will that change the development trajectory of China's economy and society?

25 guests joined us for this breakfast event to find out these hot and fascinating topics.

Shanghai

JAN

17

## Recycle Today for a Better Tomorrow - Visit to a Recycling Plant

**Venue:** TES-AMM China

**Organised by:** SwissCham Shanghai, in association with Nespresso, FBCS and CanCham

**Details:** Followed comprehensive presentations from Nespresso and TES-AMM, our 40 guests took a tour to witness the process of coffee capsules being recycled.

Awakening people's awareness of protecting the environment, Nespresso works with TES-AMM to encourage consumers to recycle their products and thus turning trash into assets. As Waste Electrical and Electronic Equipment (WEEE) is a global focus of sustainable development, TES-AMM is also actively recycling various products including PCs and mobile phones.



JAN

22

## Property Outlook 2019

**Venue:** ATLAS Workplace

**Organised by:** BritCham, in association with SwissCham Shanghai

**Speakers:** Shaun Brodie, Occupier Research Greater China/Cushman & Wakefield; Ling Wei Tan, JLL; James Macdonald, Savills Research China

**Details:** 2018 marks a new round of China's opening-up. From new policies being launched earlier this year covering automotive, finance, healthcare, manufacturing, services and more, to the first China International Import Expo (CIIE) in November, a lot has happened in the last 12 months. Hosted by the British Chamber Shanghai's Construction & Property Focus Group and supported by SwissCham Shanghai, this session offered a comprehensive overview of the different sectors of the Shanghai property market to the 25 guests attended. The event concluded with a panel Q&A discussion session where speakers shared insights on additional topics such as outbound property investment, industrial property markets and more.

JAN

24

## IIT Update: China's Individual Income Tax Reform

**Venue:** Bund Centre

**Organised by:** AustCham, in association with SwissCham Shanghai

**Speakers:** Tiffany Li and Eve Yu, Deloitte China

**Details:** In 2018, China continued its pursuit towards a significant transformation of its tax system. In prior years, we have seen significant reform of the corporate tax system and the introduction of VAT. This year, a significant overhaul of the individual income tax system has been introduced.

Around 50 guests joined us for an overview of the developments and changes in China tax law in 2018 and a forecast for the year ahead with a focus on the impacts to individuals and organisations, operating in China.

FEB

25

## Swiss Drinks

**Venue:** Abbey Road

**Organised by:** SwissCham Shanghai, in association with swissnex China, Swiss Club Shanghai and Young Swiss in China

**Details:** We hosted our first Swiss Drinks in 2019. Around 60 guests enjoyed a cozy night with old and new friends. Many guests won amazing lucky draw prizes which brought a hint of Spring into the air.



FEB

26

## How to Manage Flexible Working and Gender Equality

**Venue:** Nespresso Training Center

**Organised by:** SwissCham Shanghai, in association with BritCham, CanCham and Austrian Consulate General Shanghai Commercial Section

**Speakers:** Jeannette Yu, CMS China; Olegario Monegal, Firmenich China; Susan Zhang, Firmenich China; and Godelieve van Dooren EDGE & Mercer

**Details:** Flexible working hours are on the rise around the globe. In a recent workforce study with over 24,000 professionals organized by Polycom, 85% of the respondents in China said their company offers flexible working arrangements. Worldwide, nearly two thirds of the global workforce take advantage of anywhere working. However, Gender equality is another hot topic that keep companies busy.

Our four speakers, our Board member Olegario Monegal and Susan Zhang from Firmenich China, Jeannette Yu from CMS China, and Godelieve van Dooren from Mercer addressed the issues above and shared their expertise and insights. The guests stayed after the presentations for white wine, finger food and a cup of Nespresso coffee, and exchanged their ideas.



Shanghai

MAR

**Company Visit to Komax**

07

**Venue:** Komax**Organised by:** SwissCham Shanghai, in association with Komax**Speaker:** Christian Morf, Komax Shanghai

**Details:** We organized a comprehensive visit to one of the most dynamic Swiss SMEs in the China market, the Komax Group. The Technical Manager Christian Morf gave our 25 visitors a detailed presentation and introduced the history and outlook of Komax in the China market. He also shared the experience of Komax' success, and answered questions raised by the audience. After the presentation, the visitors were given a tour to the showroom and assembly lines. The presentation was supported by Raphael Senn and Christian Daut. Komax is a pioneer and market leader in the field of automated wire processing and provides innovative and sustainable solutions for the automotive, aerospace, telecom/datacom and industrial markets.



MAR

**International Women's Day Breakfast Event Unicorns in Waiting: Secrets to Entrepreneurial Success Companies**

08

**Venue:** W Hotel**Organised by:** BritCham, in association with SwissCham Shanghai, German Chamber, SinCham, IPWS**Speakers:** Siok Siok Tan [Moderator], Entrepreneur & Professional Photographer; Barbara Ex, WhiteSpace; Erin Leigh, Spare Leash

**Details:** Around 50 guests joined us to celebrate this International Women's Day with a group of talented and driven women who are making it big in China! During this interactive panel discussion, our speakers and guests shared their experience of becoming a successful entrepreneur in a startup world still dominated by male founders.

MAR

**The New Foreign Investment Law - What Changes and How Will It Impact Companies**

14

**Venue:** Four Seasons Shanghai (Puxi)**Organised by:** SwissCham Shanghai, in association with BenCham, AustCham, FBCS and SingCham**Speakers:** Ralph Koppitz, Taylor Wessing; and Sven Agten, Rheinzink

**Details:** Changes to China's foreign investment law are eagerly awaited by the foreign business community and politicians around the globe. To cover the upcoming amendments, SwissCham invited Ralph Koppitz from Taylor Wessing law firm and Sven Agten from Rheinzink to discuss the changes and what they could mean for the foreign companies.

After the presentations, our guests enjoyed a social networking session with nice Swiss wine and tasty finger food.



MAR

22

## Regional and National Annual General Assembly 2019

**Venue:** Grand Kempinski Hotel Shanghai

**Organised by:** SwissCham

**Details:** We welcomed over 70 guests to the Regional National Annual General Assembly 2019 of SwissCham Shanghai and the National Annual General Assembly of SwissCham China on Friday, March 22.

During the event, the Board has reported on last year's activities, financials and achievements, and provided an outlook for the year 2019/20. Herewith, SwissCham Shanghai thanks Alberto Bertoz (Managing Director, V-zug), Gianna Abegg (Attorney at Law, Eiger), and Martin Zuercher (CFO, FluidSolids) for their longstanding support and efforts as active board members, and welcome the new Board Members: Sabine Neuhaus - Kellerhals Carrard, Roger Bischof - Bonnard Lawson and Yaqi Liu - Wenfei Law.

The National Board of SwissCham China also provided an overview and consists of the following members: Rene Forster (Guangzhou, Co-Chairman), Martin Mueller (Beijing, Co-Chairman), Bruno Stauffacher (Guangzhou), Samuel Baumgartner (Beijing), Alfonso Troisi (Shanghai), Chen Liu (Shanghai) and Marco Hasler (Shanghai).



(From left to right) Chao Liu - Fraisa, Chen Liu (National Board) - Weidmann, Felix Moesner - swissnex, Alfonso Troisi (President & National Board) - Nespresso, Sabine Neuhaus - Kellerhals Carrard, Roger Bischof - Bonnard Lawson, Olivier Zehnder - Consul General, Yaqi Liu - Wenfei Law, Olegario Monegal - Firmenich, Andreas Hunziker - Lindt & Sprüngli. Not on the photo: Marco Hasler (National Board) - Schindler



APR

08

## Fireside Chat: LIGHT & SHADOW with Daniel Heusser

**Venue:** swissnex China Office

**Organised by:** SwissCham Shanghai, in association with swissnex China

**Speaker:** Daniel Heusser, Virtuarch

**Details:** Under the lead of swissnex, we continue our Fireside Chat series with Swiss individuals who have been in China for an extended period of time and therefore can tell us about their China experience. This time we have the pleasure to invite Daniel Heusser, who is the owner of Virtuarch. As a typical founder of a company, Daniel shared his experience in building up and developing the company, managing the company while, for key projects, laying out the strategy for the projects and overlooking the entire project progress. With his background, he is especially involved also in concept design, detail design and construction design, and of course in the crucial coordination with the owner. Daniel believes that good projects need good owners, and are always the result of a teamwork.

Shanghai

APR

13

## Swiss Ball 2019 - Hollywood Night (Be the Movie Star You Want to Be)

**Venue:** Pudong Shangri-La Hotel, Shanghai

**Organised by:** SwissCham Shanghai

**Details:** With the theme of "Hollywood Night - Be the Movie Star You Want to Be", more than 600 guests dressed up to participate in the Swiss Ball 2019 on Saturday, April 13, at Shangri-La Hotel Pudong. Thrilled by non-stop dance vibes, music, magic show, live band, DJ, and plenty of lucky draw prizes, every attended guest has the chance to engage in the party throughout the whole night. Thanks to the great lucky draw tickets selling of this year, SwissCham Shanghai donated RMB 51,000 to three charity organizations: the Shanghai Charity Foundation You Dao Special Fund, the Renewal Center and the Kids Strong.





Shanghai

APR

17

## Chinese Entrepreneurship: How to Leverage Technology and Business Innovation in China

**Venue:** Huangpu Campus of Fudan University

**Organised by:** Fudan FiSFFEMBA, supported by SwissCham Shanghai and FBCS

**Speaker:** Prof. Michael Sung, Fudan University & Hong Kong University of Science and Technology

**Details:** Prof. Michael Sung, Professor of Finance MBA in Fudan University gave us an impressive presentation in exploring different case studies of how disruptive technologies have affected business practices as a means of developing an intuition for how technology can change societal and business landscapes.

APR

26

## Tax Digitalization: Trends, technologies and solutions for companies

**Venue:** PwC Office

**Organised by:** SwissCham Shanghai, in association with BritCham, BenCham and FBCS

**Speakers:** Feiya Zhao, Xiaoyun Liu and Kenneth Liu, PwC

**Details:** The event helped our guests to achieve effective and efficient tax management and provide high-quality financial and tax data for business decision-making process. After an opening speech given by our Board Member Ms. Sabine Neuhaus, SwissCham invited three speakers Feiya Zhao, Xiaoyun Liu and Kenneth Liu from PwC to share with us the trend of tax digitalization and automation and the latest tax technologies and solutions on April 23. From the presentations, we had a better understanding on the tax profile and potential risk areas when deploying digitalized tax and invoice management solutions as well as more powerful tax analytics tools in daily operation.



APR

27

## Women In Business CONNECTORS Breakfast

**Venue:** The Sukhothai Shanghai

**Organised by:** BritCham, in association with SwissCham Shanghai and German Chamber

**Details:** SwissCham is happy to support the British Chamber Shanghai's Women in Business Focus Group and welcomed around 30 guests to the CONNECTOR event. All our guests had an array of opportunities to make new friendships and business connections!

MAY  
16

## Retail and Cross-Border Ecommerce in China

**Venue:** Four Seasons Hotel Pudong, Shanghai

**Organised by:** SwissCham Shanghai, in association with BenCham, CanCham, FBCS and Spanish Chamber

**Speakers:** Marshall Chen, Fiducia; Benny Xu, Schuler Wine

**Details:** In order to help foreign companies to navigate and master their retail and cross-border E-commerce activities in China, SwissCham Shanghai organized an event with Marshall Chen of Fiducia Consulting and Benny Xu of Swiss-based Schuler wine. Marshall Chen explained the types and behaviors of Chinese consumers, listed a few examples of retail & E-commerce market strategies and highlighted main issues and challenges in the market. Benny Xu shared different perspectives of structuring brand distribution in China, finding reliable business partners and preparing properly for the market entry and market expansion. The event was run under SwissCham's SME Committee and was moderated by our Board member Andreas Hunziker. Over 40 guests participated and enjoyed the hospitality of the Four Seasons Hotel Pudong.



## NEW MEMBERS

### CORPORATE MEMBERS

#### Dr. Anton An

#### Bioengineering Trading (Shanghai) Co., Ltd.

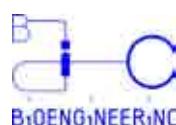
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Shanghai

## EVENTS

Hong Kong

**NOV  
14****Joint Business Community Luncheon with Chief Executive of the HKSAR****Venue:** Grand Hall, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong**NOV  
15****Meet the Board Cocktail 2018****Venue:** Madame Fu, 3/F, Barrack Block, Tai Kwun, 10 Hollywood Road, Central, Hong Kong**NOV  
22****Joint Luncheon: "A World in Disarray: How can partnerships overcome humanitarian challenges?" By Mr. Peter Maurer, The President of the International Committee of the Red Cross (ICRC)****Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong**Details:** As leader of the world's largest humanitarian organisation, respected for its neutrality for 150 years, Peter is able to sit down with rebels, armies and politicians on all sides, then advocates for humanitarian solutions in the corridors of power, from the UN Security Council to Davos or business boardrooms. He is known for his skillful mediation but is also forthright in the face of attempts to undermine the Geneva Conventions. With more people than ever before displaced by conflict, he is a key thinker, not just on diplomacy but on innovations and new kinds of partnerships that will shape the future of humanitarianism.**NOV  
27****The 69th InterCham Young Professionals Cocktail****Venue:** Watermark, Shop L, Level P, Central Pier 7, Star Ferry, Central, Hong Kong

DEC

04

## Christmas Charity Luncheon with Mr. Jeff Rotmeyer, Founder and Director of Impact HK

**Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong

**Details:** Thanks to all who participated in the Christmas charity luncheon and supported the Raffle Tickets sales. All the funds collected were donated to The ImpactHK. Special thanks to our sponsors too for their continuous support.



DEC

05

## Visit to Hutchison Ports and DKSH Mapletree Healthcare Distribution Centre

**Venue:** Hutchison Ports, Kwai Chung and Mapletree Logistics Hub, 30 Tsing Yi Road, Hong Kong

**Details:** HUTCHISON PORTS are the world's leading port network with over 30,000 employees, operating ports and terminals in 26 countries in Asia, the Middle East, Africa, Europe, the Americas and Australasia. In 1866, they started as the Hong Kong and Whampoa Dock Company, constructing and repairing ships. In 1994, as their international network of ports grew, they became Hutchison Port Holdings Limited (Hutchison Ports). Further expansion followed, into logistics and transportation businesses, including cruise ship terminals, airport operations, distribution centres, rail services and ship repair.

DKSH, Asia's leading Market Expansion Services provider, continues to lead the way for healthcare companies seeking to grow their business in Asia with the recent addition of innovative automatization solutions to one of its distribution centers. By introducing state-of-the-art automated storage and warehousing features, the new healthcare distribution center features automation equipment such as mobile storage systems and a fleet of robotic-enabled Automated Guided Vehicles (AGVs) designed to provide efficient distribution and seamless logistics support to its international clients and consumers in Hong Kong. Complementing the AGVs, the vertical carousels included in the new distribution center are ideal for smaller medical devices or piece-pick pharmaceuticals, while the mobile racking system substantially reduces footprint by up to 45 percent as compared to traditionally used racking systems. The facility also houses a series of automated systems that showcases DKSH's digital and innovation strategies. Concepts such as "machine learning" and "advanced data analytics" are put into practice in daily distribution operations.



DEC

06

## SwissCham's December Cocktail at Employees Only

**Venue:** Employees Only, 19 Lan Kwai Fong, Central, Hong Kong

Hong Kong

JAN

14

**JOINT MONTHLY LUNCHEON: Will banks still exist in 20 years? - Entering the race of innovation and disruptive technologies by Ms Cat Rüst Head of Innovation Technologies Greater China, UBS Wealth Management**

**Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong



JAN

17

**SwissCham's January Cocktail at Le Tambour**

**Venue:** Le Tambour, 52A Peel Street, Central, Hong Kong

JAN

23

**Night at The Race 2019**

**Venue:** Happy Valley, Causeway Bay, Hong Kong

FEB

11

**JOINT MONTHLY LUNCHEON: Forecast for Year of Pig 2019 by Mr. Raymond Lo, Feng Shui Master**

**Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong



FEB

12

**The 70th InterCham Young Professionals Cocktail**

**Venue:** Jamie's Italian TST, Harbour Centre, Level 4 Ocean Centre, Shop 412, Tsim Sha Tsui, Kowloon, Hong Kong

FEB

21

**New Year Cocktail 2019****Venue:** The Garage Bar, Level 4, Cordis Hong Kong, 555 Shanghai Street, Mongkok, Kowloon, Hong Kong

FEB

26

**InterSME Breakfast Seminar: Employment Essentials - What Every Start-up & SME Should Know****Venue:** UniCredit, Prague Room, 26/F, Man Yee Building, 68 Des Voeux Road Central, Hong Kong

MAR

04

**JOINT MONTHLY LUNCHEON: Lacking talent for your business? The challenges of adapting education to required market skills by Mr. Danny Lee, Partner of Blue Pool Capital****Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong

MAR

14

**Monthly Cocktail with Dutch Chamber at the Hive****Venue:** Monthly Cocktail with Dutch Chamber at the Hive

MAR

19

**Joint Business Community Luncheon 2019-2020 Budget in honour of The Honourable Paul Chan Mo-po, GBM, GBS, MH, JP****Venue:** Convention Hall, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong

MAR

**Visit to The Mills**

22

**Venue:** 45 Pak Tin Par Street, Tsuen Wan

**Details:** The Mills, Nan Fung Group's landmark revitalization project transforming its former textile factories into a new destination for heritage and innovation, has officially opened. It is essentially a reinvention story, preserving the best of Hong Kong's past and combining it with the future to offer a new platform for inspiration and creativity. The Mills represents the movement from 'textile to techstyle', symbolizing the transition from its heritage to innovation, from old to new.



MAR

**Made in Asia: The Sourcing Symposium**

28

**Venue:** The Grand Ballroom, 1/F, Harbour Grand Hong Kong, 23 Oil Street, North Point, Hong Kong

APR

**JOINT MONTHLY LUNCHEON: The Business Climate for Companies in Hong Kong by Mr. Alessandro Pedrinoni, CFO and Member of the Managing Board of Fidinam Group Worldwide**

01

**Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong

APR

**SwissCham's April Cocktail at the Murray Lane**

11

**Venue:** Murray Lane at The Murray, 22 Cotton Tree Drive, Central, Hong Kong

# UPCOMING EVENTS:

**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 Helios Lo at Tel: +852 2524 0590, fax no. +852 2522 6956: email: admin@swisschamhk.org or www.swisschamhk.org

Annual General Meeting on 5 June, 2019

## Monthly Cocktail

Welcome to our monthly after-work cocktail. Members and their friends meet for a casual after-work cocktail every first/ second Thursday of the month. If you are interested, please contact Mr Alexander Lerch at alexander.lerch@swisschamhk.org or follow our facebook page.

# NEW MEMBERS

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## Individual Members

### Mr. Carson Chan

### Mr. George Siu

### Ms. Micaela Schedlbauer

## EVENTS

MAR

16

**SwissCham Gala Night in Guangzhou****Venue:** Hilton Tianhe, Guangzhou**Details:** The SwissCham Gala night is a new annual event, with this year held at an exceptional location. Having a unique theme to celebrate the success of the chamber with all members and guests, the event was also a great opportunity for networking, exchange of experiences in business and living in China, as well as exploring the culture of the SwissCham organization.

We are thankful to our members who made this glamorous evening event an unforgettable highlight of the year!



MAR

16

**RAGA in Guangzhou****Venue:** Hilton Tianhe, Guangzhou**Details:** This year RAGA, was held on 16th March before the SwissCham gala event. After 3 years as President of SwissCham Guangzhou, Mr. Philip Kinseher handed over his duty to his successor, Mr. Bruno Stauffacher.

All SwissCham members are very thankful to Philip and appreciate his excellent work and his contribution to develop the chamber into a successful organization in the South China region.

Besides the election of the new president, the Swisscham GZ also elected a new member of the Board, Ms. Theresa Ding. She is a Chinese national and works as an Executive Director of the Sino Swiss Shenzhen Hub.



Ms. Theresa Ding



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