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Low Visibility

Recovery, Uncertainty, Action Plans
& Outlook in the Aftermath of Corona

低能见度

后疫情时代的复苏，不确定性，
行动计划和展望

Economic Impact:

From Crisis to Consolidation

经济影响：

从危机到整合

SwissCham China Covid-19 Survey Shows:

Resilience and Dampened Optimism

SwissCham China Covid-19 调查显示：

乐观情绪降温 期待市场回暖

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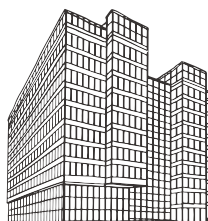
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Dear Members and Readers,

Since the last edition of The Bridge, the restrictions imposed by governments across the world as a response to COVID-19 have changed our everyday lives and completely disrupted business as we know it. Social distancing has led many companies to rely on work-from-home, industries relying on regular social activity are facing life-threatening challenges and the global supply chains are under threat from both trade restrictions and the increasing political tension between China and the West as the debate around responsibilities is taking prevalence in the public discourse.

This new environment creates additional uncertainty and pressure for the Swiss business community. Most companies have had to stretch their capabilities to their maximum and deploy treasures of creativity to weather the storm. But as we see activity gradually resuming across Greater China, there will also be opportunities for Swiss companies to display their resilience and capitalize on the image of excellence they often project in this part of the world. In spite of the challenges, the China markets have managed to contain the damage so far and supporting economic activity remains a priority in China's public policy. Hong Kong has sailed through the crisis relatively unscathed from a public health point of view; it now has an opportunity to play a leading role in the post-COVID-19 recovery if it manages to overcome its own internal struggle.

In this context, the summer edition of the Bridge will focus on how Swiss companies are coping with the consequences of COVID-19. Our Bridge team has been feeling the pulse and talking to a series of members across the country and various industries to provide you with unique angles and insights on this issue. We will look into the impact of COVID-19 on businesses, the measures that have been taken as a response and contingency scenarios for a possible worsening of the current situation, as well as what government support has been made available.

SwissCham China has also led an exclusive COVID-19 survey in cooperation with the Swiss Embassy and the Swiss Business Hub; we will publish the detailed results in this edition.

Thank you for your continuous support. On behalf of all the Swiss Chambers in China, I wish you a most successful second half of 2020.

Gabriel Mallet

President SwissCham Hong Kong

亲爱的读者们：

自上一期《桥》以来，全球各国政府作为对 COVID-19 的回应而实施的限制措施改变了我们的日常生活，彻底打乱了我们对商业的认知。社会限聚令导致许多公司依赖在家工作，令依赖社交活动的行业面临着巨大的挑战。与此同时，全球供应链正受到贸易限制，中国与西方国家之间日益紧张的政治关系，令社会产生热烈的讨论和影响。

这种新环境给瑞士企业界带来了更多的不确定性和压力。大多数企业不得不将自己的能力发挥到极致，并发挥创意宝库来抵御风浪。但是，随着整个大中华区的经济活动逐渐恢复，瑞士企业也将有机会展现出自己的应变能力，并利用他们在这地区的卓越形象。尽管面临重重挑战，中国市场至今仍能控制所受的损害，并且将支持经济活动成为中国公共政策的首要任务。从公共卫生的角度来看，香港在危机中相对平稳地渡过了难关；如果香港能够克服自身的内部斗争，就有机会在疫情受控后，成为启动经济复苏城市之一。

在此背景下，《桥》夏季版将重点关注瑞士企业如何应对 COVID-19 的后果。我们的团队在全国各地与一系列来自不同行业的会员进行交流和会谈，为您提供独特的视角和见解。我们将探讨 COVID-19 对企业的影响、已采取的应对措施、可能恶化的应急方案、以及政府提供了哪些援助和支持。

此外，瑞士商会与瑞士驻华大使馆和瑞士商业中心合作，进行了 COVID-19 的独家调查，我们将在本期发布详细结果。感谢大家一直以来对我们的支持。在此，我代表中国所有的瑞士商会祝愿大家在 2020 年下半年度展望美好的将来。

Gabriel Mallet

中国瑞士商会香港 主席



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President's Page 总裁专栏

04 Gabriel Mallet, President SwissCham Hong Kong

Gabriel Mallet, 中国瑞士商会香港 主席



Business News 商业新闻

10 Swiss-China Business News

瑞中商业新闻



Cover Story: Low Visibility in the Aftermath of Covid-19 封面故事：进入中国市场

12 From Crisis to Consolidation - The Economic Impact of Covid-19

从危机到整合——疫情对经济的影响

18 SwissCham China Covid-19 Survey: Investment Taking a Hit

新冠疫情令投资计划受挫

24 Swiss Business Leaders Talk About Uncertainty, Recovery, Action Plans & Outlook

瑞士商界领袖谈论不确定性、复苏、行动计划和展望



Insight China 洞察中国

28 "2020 CEIBS - Swiss Businesses in China Survey" reveals Fears Over Intensified Slowdown

对加剧放缓的担忧



Bilateral Relations 双边关系

32 Sino-Swiss Diplomatic Traffic

中瑞外交往来

Chamber News 商会新闻

34 Beijing

北京

38 Shanghai

上海

46 Hong Kong

香港

54 South China

中国南部

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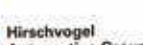
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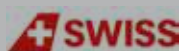
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Sino Swiss Business News

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

ABB Sees China Among Top Options for Investment

Swiss industrial giant ABB established its first manufacturing joint venture in China in 1992. Since then, it has invested more than 2.4 billion U.S. dollars in the country. Zhang Zhiqiang, managing director of ABB China told CGTN in May that the coronavirus pandemic hasn't shaken up the company's confidence in China, and it will continue its investment. Zhang said that China is among the most favorable markets for foreign investment. He revealed that China serves as ABB's second biggest market, where more than 90 percent of sales come from local production.



UNICEPTA Research Study: How COVID-19 Impacts Corporate Reputation

What impact is this epidemic having on the reputation of corporations? Media and data intelligence solutions provider UNICEPTA took a look at how 15 companies from five sectors were judged in the Chinese media between mid-January and mid-February. The reporting is most critical when it comes to the effects on business. But at the same time, the epidemic gives companies the opportunity to position themselves as an organization that is close to the customer. They can promote new services, get involved in CSR, demonstrate a clear commitment to employee safety and show that they are in compliance with government regulations.

Switzerland Safest Country in The World for COVID-19

Switzerland is the safest country in the world right now for COVID-19, according to a report by Deep Knowledge Group. The report is based on 130 quantitative and qualitative parameters and over 11,400 data points in categories like quarantine efficiency, monitoring and detection, health readiness, and government efficiency. Deep Knowledge Group is a consortium of companies and nonprofits owned by Deep Knowledge Ventures, an investment firm in Hong Kong.

Switzerland and Germany achieve the first and second positions in this new special case study specifically because of their economy's resilience, and due to the careful ways in which they are attempting to relax lockdown and economic freezing mandates in a fact and science-based manner, without sacrificing public health and safety, the study says. China ranked 7th in the list. (Source: Forbes)



These are the top 10 countries by COVID-19 safety, according to the Deep Knowledge Group:

- | | |
|----------------|-----------------|
| 1. Switzerland | 6. Austria |
| 2. Germany | 7. China |
| 3. Israel | 8. Australia |
| 4. Singapore | 9. New Zealand |
| 5. Japan | 10. South Korea |

Chinese Invest More in Switzerland

Switzerland is China's fifth biggest investment target in Europe, an EY study has found. In 2019, Chinese investors made 12 transactions in Switzerland, investing a total of USD 571 million (compared to USD 492 million in the previous year). Although there were slightly fewer transactions, the total value increased. In terms of value, Switzerland is sixth in Europe. EY placed Switzerland in joint fifth place with the Netherlands for the number of transactions. Over the past year, Chinese investors made 12 transactions in each of the two countries, compared to 13 in Switzerland in the previous year. There were 182 transactions in Europe last year, most of them in Germany. In Europe as a whole, Chinese investors invested USD 17.3 billion in 2019, with most of this sum going to companies in Great Britain.

UBS Applied for Virtual Bank License in Mainland China

Switzerland-based UBS Group, a global investment bank and financial services firm with around USD 1 trillion in assets, confirmed that it is planning to launch a digital banking platform that would reduce operational costs and stimulate growth. However, UBS said its plan depends on whether or not it can secure a digital bank license in mainland China. Edmund Koh, head of UBS' Asia-Pacific division, says China's framework digital banking guidelines should be available by June or July of this year. As reported by the SCMP, Koh is hoping that UBS' virtual bank application (for a countrywide, majority-owned digital bank license) will be approved or at least move forward in some way. If UBS' application is successful, then it will be joining Chinese tech giant Tencent Holdings' and Alibaba Group Holding's banking units in offering cost-effective digital financial services throughout China.

New Rail Link: Schweizerzug and RTSB Connect Switzerland and China

Since last April, Schweizerzug and RTSB connect Switzerland and China by rail once a week. This offer for maritime containers on the iron silk road includes Frenkendorf near Basel and Niederglatt near Zurich and serves both Xian (Shaanxi province) and Hefei (Anhui province). The new service offers a fast and reliable alternative to ocean and air freight, which are currently both restricted due to the corona virus outbreak. To carry out this service offer, Schweizerzug AG and RTSB Schweiz AG formed a joint venture. Schweizerzug AG is a Swiss service provider for intermodal container transport by rail, and RTSB Schweiz AG belongs to the international RTSB group, a transport company focused on transmodal connections between Europe and the CIS, Mongolia and China. The transit time for this new connection is approximately 15 days to Xian and 18 days to Hefei, which is about twice as fast compared to the Rotterdam-Shanghai sea route, according to hellenicshippingnews.com.



Nestle Picks JPMorgan to Handle China's Yinlu Sale

Nestle SA has chosen JPMorgan Chase & Co. to handle the sale of its Chinese unit Yinlu Foods Group, in a deal that could value the business at about \$1 billion, Bloomberg reports. Yinlu is famous for its ready-made Chinese porridge, and was acquired by Nestle in 2011. Nestle is reaching out to potential buyers including Chinese food and beverage companies like Dali Foods Group Co., Hangzhou Wahaha Group Co. and Uni-President China Holdings Ltd., the people said.

Covid-19 Economic Impact:

From Crisis to Consolidation

China is facing unprecedented challenges. Markus Herrmann and Jost Wübbeke of the European research-based consultancy Sinolytics analyse how the Chinese government is making strategic use of the health crisis. In addition to generating short-term growth, China's economic policies and stimulus measures also serve long-term goals, they say. For The Bridge, they put together five areas characteristic of China's strategic crisis management with a clear impact on foreign companies.

In his 2020 government report, premier Li Keqiang clearly signaled that China is facing unprecedented challenges. The government would not set a growth target for 2020 because "China's development is facing some impact factors that are difficult to predict". These statements show that China's leadership is highly alerted and aware of the tremendous challenges.

Yet, the leadership is also convinced that Covid-19 will not stop China's economic rise. Li says: "If we directly tackle the challenges [...] and utilize the period of strategic opportunity for our country's development, we will certainly overcome these difficulties". To further advance the vision of an economic and innovation superpower, China adopts an approach of strategic crisis management: in addition to generating short-term growth, economic policies and stimulus measures also serve long-term goals.

This reflects the belief that China can make use of the crisis and has a chance to win the upper hand in hegemonic competition and technological progress. Drawing on the experience of the 2008 financial crisis, Beijing fully understands that a worldwide crisis can shift the global economic power balance. This is an opportunity for China, as its economy is getting back to work.

China's leadership conceives of the current economic and industrial policy system as well suited to attain these ambitions. Covid-19 is no reason to initiate

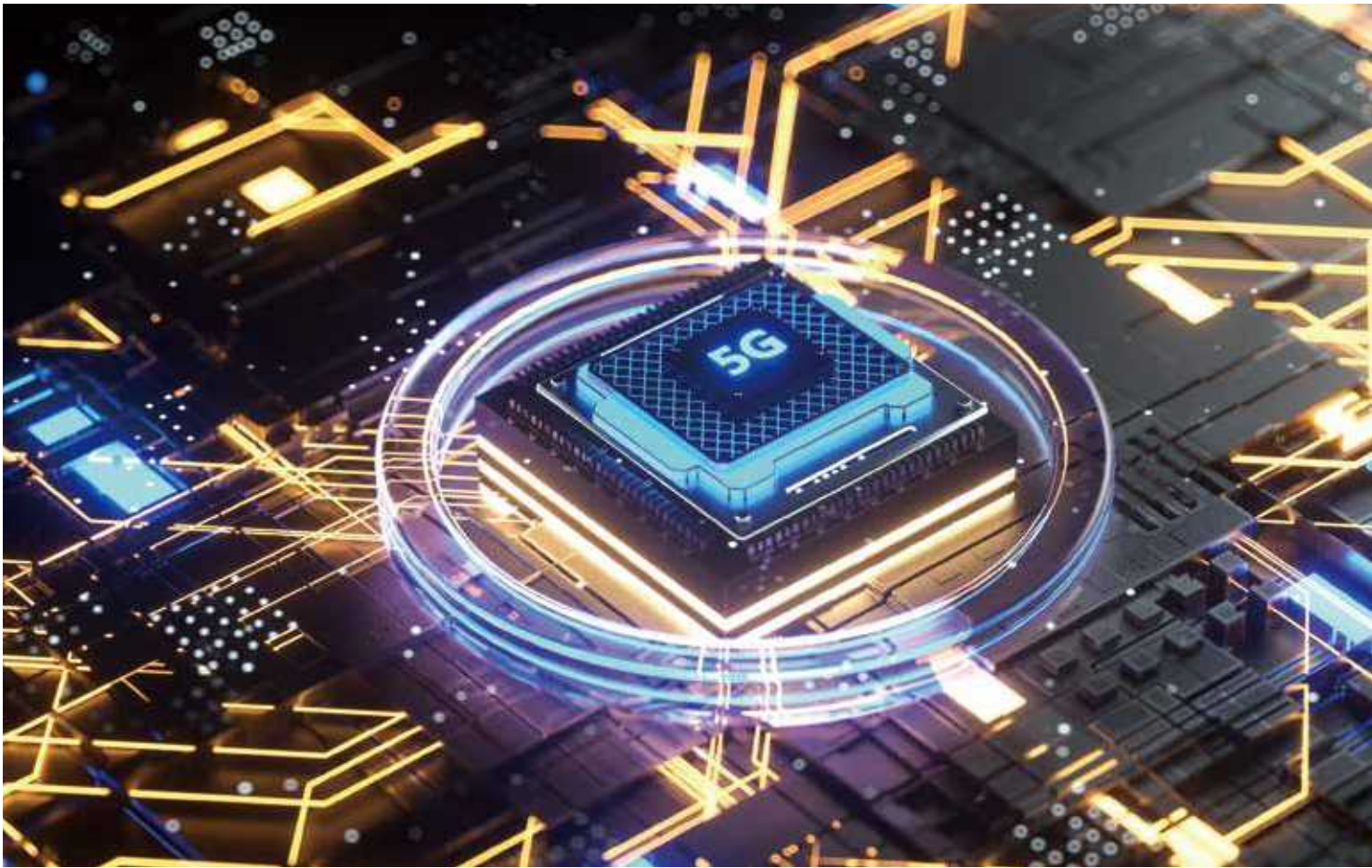
any systemic shifts, such as transitioning towards a free market economy, major SOE privatization or a structurally improved level-playing field for foreign companies. Rather, China's strategic crisis management is reinforcing and accelerating existing policy directions.

China's policy and stimulus measures are currently taking place on many levels: support for SMEs, monetary easing, consumer vouchers, employment, and social security measures, and so on. In this article, we focus on five areas characteristic of China's strategic crisis management with a clear impact on foreign companies:

1. New Infrastructure: Linking stimulus measures to future ambitions

China's long-term strategy can especially be seen in the infrastructure stimulus. The current measures still focus very much on "traditional" infrastructure as a proven element of China's policy toolbox.

However, by coining the term "new infrastructure" (新基建) the strategic crisis management also closely links the infrastructure stimulus with China's long-term plans. Its exact scope is still unclear – various definitions include 5G, electric vehicle charging and data centers. The innovative turn is that it does not only consider physical infrastructure. The plan also focuses on software "infrastructure" for new digital applications, such as AI. Ideally, the stimulus will generate growth and accelerate the rollout of innovative technologies.



Many provinces have launched “new infrastructure” investment plans this year. Incomplete figures of local plans in 14 provinces suggest investments worth 827 billion CNY in new infrastructure in 2020. Shanghai, for instance, plans to spend 60 billion CNY over the next three years, plus an additional 210 billion in private capital.

Taking 5G as an example, new policies have intensified these efforts over the last months: An MIIT policy promotes construction of 5G base stations. Various provinces have announced ambitious investments to boost the technology. If these plans are realized, China will have 550k to 600k base stations by year end, according to MIIT and industry insiders. 198k had been installed by March 2020. China Mobile had already 43 million 5G subscribers by April 2020.


The effectiveness of the stimulus, however, is not yet clear. Infrastructure investments now generate less growth than back in 2008. “New infrastructure” represents only about 10-15% of total infrastructure investment. Fast roll-out can cause quality problems. Local governments such as Guangdong have increased local debt by issuing special-purpose bonds and others are planning to do so.

“**Ideally, the stimulus will generate growth and accelerate the rollout of innovative technologies**”

2. Companies have to operate in a highly dynamic policy environment

In addition to infrastructure stimulus, the strategic crisis management triggered a highly dynamic policy situation. New policies and regulations are coming out at a high speed, in some cases resolving previous policy deadlocks. Within days, the government is taking decisions that substantially affect entire industries.

A case in point is the dynamic situation in the automotive industry. In early February, the standing committee of the Politburo decided to support the car industry, with two major consequences:



“New policies are coming out at a high speed, in some cases resolving previous policy deadlocks.”

First, the government extended the purchase subsidy for electric vehicles until end-2022. The subsidies were originally to be phased out by end-2020. In 2019, however, a partial rollback of subsidies had already brought about a steep decline in sales. Now as Covid-19 kicked in, extending the subsidies was a natural option. However, the subsidies suddenly set new strict requirements, such as a minimum e-range of 300km. Vehicles would only be subsidized up to 300,000 CNY. The speed at which the decision was taken has not left much time to react. Those not meeting the requirements will be disadvantaged compared to their competitors. Tesla, for instance, decided to decrease the price of its Model 3 Sedan to qualify for subsidies.

Second, the government extended the transition period for complying with the China 6 emission standard. As the emission standard creates significant pressure to reduce vehicle emissions, this step brings some relief for automotive companies.

The two cases of the automotive industry show that for

Chinese and foreign companies, Covid-19 means more uncertainty and surprises. In some cases, these have clear negative impacts on business, in others, they can be positive.

3. Grown regulatory capacity drives more foreign market access

An obvious area of high policy dynamism during the crisis has been public health, where China's new Corporate Social Credit System (CSCS) became an instrumental regulatory steering tool: mere weeks into the Covid-19 crisis, a substantial number of tailored local and central government CSCS policies were issued, introducing operational relaxations, incentives, and restrictions to guide companies to support public health objectives. While the CSCS has proven its effectiveness as a tool able to respond to newly emerged and comprehensive market steering needs, this accomplishment falls under the broader trend of the Chinese government's rapidly improving regulatory capacity.

We predict that this regulatory capacity will accelerate foreign market access. Shanghai Municipality's

recent acknowledgment that 20% of employment, 27% of GDP, and 33% of tax revenues are contributed by foreign companies, is a timely reminder of the importance of foreign investors for the Chinese market. In recent years, many foreign equity restrictions have been slashed and more relaxations announced, but an even faster and more comprehensive revision of the negative list both on national level and for FTZs can be expected.

This dynamism will also spill over to a more consequential implementation of recent policies to improve the business environment (优化营商环境条例). However, fundamental behind-the-border challenges for foreign companies will not disappear such as access to licenses and public procurement.

Covid-19 is intensifying decoupling for two reasons: First, after some relaxation in January, a spiral of mutual recriminations has led to further deterioration in U.S.-China relations. That the U.S. president would even consider cutting diplomatic ties with China or countenance the possibility of a “Cold War 1.5” further pushes the divide into two different economic and technological ecosystems.

Secondly, as Covid-19 has revealed the vulnerability of global supply chains, we see an initial trend towards the localization of manufacturing. In Europe, the discussion revolves very much around the production of pharmaceuticals and medical equipment at home. In China, calls for localizing production are also intensifying. As production is ramping up again in



4. Covid-19 strengthens ambitions for self-sufficiency and decoupling

On the technological level, Covid-19 will also cause faster decoupling. For many years, Made in China 2025 has been calling to increase self-sufficiency and to replace foreign technology with Chinese versions. With new rules for “secure and controllable” products and the 3-5-2 policy, China is pushing an agenda for using domestic products. This has been further reinforced by the U.S.-China trade war and the export ban placed on a dozen Chinese tech companies.

“ A fast and comprehensive revision of the negative list both on national level and for FTZs can be expected. ”



“In China, too, calls for localizing production are intensifying.”

China, the country faces supply shortages of core components from abroad.

Decoupling is visible in many efforts. Huawei is developing its own Harmony OS as an alternative to Android. Huawei subsidiary HiSilicon will start to source systems-on-a-chip (SoC) from the mainland foundry SMIC. According to unverified media reports, its original supplier, the Taiwanese TSMC, may have to stop sales to Huawei to comply with the U.S. trade ban. On another note, domestic carmakers start to source more from domestic suppliers as prices of imported parts rise due to Covid-19.

At the same time, however, decoupling has its limits on the Chinese side. Replacing foreign technology is easier in some industries, such as railway, than in others, such as semiconductors. Although there have been some achievements in chip production, China has fallen behind cutting-edge chip design in the U.S. Chinese chipmakers account for only roughly 6% of the domestic market, far away from the 70% target in 2025. For companies doing business in China, Europe and the U.S., accelerated decoupling means they must operate in increasingly separate technology ecosystems that are more and more disconnected. Choosing one of the two can lead to being excluded from the other. Catering to both systems will increase costs of adaptation.

5. Shaping an adverse external environment in China's interests

While self-sufficiency policy addresses the US-China technology decoupling, China is further confronted with a fracturing global trading system. Despite reaching a fragile “ceasefire” in January, the Chinese economy has suffered from trade diversion caused by the US-China trade war.

The Covid-19 health crisis adds two dimensions: one, an international demand disruption with unclear recovery period and two, calls from European and Japanese leaders for less supply chain dependence on China, and in some cases, for reshoring of critical supplies, such as vaccines. In response to this challenging trade environment, we expect the Chinese leadership to reinforce three priorities:

A top priority will be a quick signing of the Regional Comprehensive Economic Partnership (RCEP), as evidenced by a recent MOFCOM statement in March 2020. Aside from the geopolitical value of counterbalancing the CPTPP, signing the RCEP will strengthen China's trading relations with ASEAN, which in Q1 2020 emerged for the first time as China's largest trading partner. It will also help to consolidate existing value chains in the face of calls for diversification.

Secondly, Chinese trade diplomacy will expedite processes for ongoing FTA feasibility studies and negotiations. MOFCOM statements already call for acceleration of the tariff-centered negotiations with Cambodia, Israel, Norway, Sri Lanka and the Gulf Cooperation Council, among others. There are also clear signs of momentum in the China-Japan-South Korea FTA negotiations.

Thirdly, another policy direction we expect – inferring from a recent Politburo meeting – is China's efforts to regionalize its own industrial supply chains for more

secure and resilient supply (产业链供应链区域化). Thereby, China will focus on those trading partners among economies participating in the Belt and Road Initiative (BRI) that feature solid political trust and alignment on trading rules – with an actual “Sino-centric trading community” taking clearer shape.

To support these priorities, we further expect the BRI to scale back its connectivity programs from far-flung Latin America, the politically instable Middle East, and from Central Asia, due to its underdeveloped manufacturing capacities, and reinforce its focus on ASEAN.



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Investment Plans Taking a Hit

新冠疫情令投资计划受挫



SwissCham China's Covid-19 survey results reveal resilience despite dampened optimism

By **Fabian Gull**

中国瑞士商会新冠疫情调查结果显示，乐观情绪降温，期待市场回暖。

作者：**Fabian Gull**

With all the uncertainty brought about by the Covid-19 crisis, many businesses have been faced with doubts and concerns. In an effort to get a better feel of their sentiments, SwissCham China organized a Covid business survey in April. With the help of the Swiss Business Hub and Embassy of Switzerland, the survey was conducted over a period of three weeks, with responses from over 120 companies. Composed mostly of SMEs, sectors represented were industrial manufacturing, consulting, legal services, healthcare and watches. Here is an overview of the key findings.

Reduced demand and travel restrictions

The top ongoing biggest challenges that companies are facing - named by 68% of the participants were - the overall “reduced demand”, followed by “travel restrictions” (61%) that are negatively affecting the business. The third and fourth ranking concerns, which stem from “reduced demand” were “reduced revenue” (60%) and consequently, “reduced profits” (49%). A third of the respondents listed “international supply chain disruptions” as another serious concern. Interestingly, this is more than double the respondents which were facing supply chain disruptions on a local level. On the distribution front, a low 13% of the respondents experienced “disrupted distribution channels” as a major concern. Contrary to many companies in Europe at the beginning of the outbreak, the availability of PPE in China was not deemed as a problem by the survey participants. Undeniably, the lockdown's toll is represented by the 28% who named “cash flow problems” as one of their biggest concerns at present.

The survey also aimed at finding out which of the challenges that hindered business operations were resolved by the companies on their own. Issues that companies were broadly able to resolve were in the areas of “staff shortages”, “general HR issues” and “local supply chain interruptions”. Also, dealing with an initial lack of protective equipment proved to have been an easy task. However, and as evidenced in the question on ongoing challenges, “reduced profits”, “disrupted distribution”, “disrupted international supply chain issues”, as well as “red tape and bureaucracy” remain serious and unresolved for a majority of respondents.

Less productive at home

Back in April, more than two thirds (68%) said that 75-100% of their office workforce have already returned to work. Of this 68%, more than half of the companies' office staff have already fully returned. However, the manufacturing facility returnees show a slightly lower number, with 61% of companies having 75-100% of their employees back in their manufacturing facilities.

Working from home on a larger scale is a fairly new concept to China. Asked about ‘work from home’ arrangements and how productivity has been affected, the survey reveals that the participants' overall productivity has been negatively affected. A high 42% of the companies stated they were less productive. Only 6% said they were actually more productive at home than in the office. A solid 36% felt that the productivity was the same whether at home or at office. 17% did not implement a work from home arrangement at all.

由于新冠疫情危机带来了各种不确定性，许多企业产生了疑虑和担忧。为更好了解他们的感受，中国瑞士商于4月组织了一次新冠疫情商业调查。在瑞士商业中心和瑞士大使馆的帮助下，该调查历时三周，得到了120多家公司的答复。调查对象主要由中小型企业组成，调查抽取的行业包括工业制造、咨询、法律服务、医疗保健和手表业。下文是对关键调查结果的概述。

需求减少和出行限制

这些公司目前面临并将持续面临的挑战是总体上的“需求减少”（68%的调查对象列出此项），其次，是对业务产生负面影响的“出行限制”（61%的调查对象列出此项）。排在第三和第四位的挑战均由“需求减少”造成，分别是“收入减少”（60%的调查对象列出此项）以及“收入减少”所导致的“利润降低”（49%的调查对象列出此项）。三分之一的调查对象将“国际供应链中断”也列为严重挑战，该群体的人数比认为本地供应链面临中断问题的人数高出一倍多，这一点很有意思。在分销方面，只有13%的调查对象认为“分销渠道中断”是一个重大问题。与爆发初期欧洲的许多公司相反，调查对象并不将中国的个人防护装备供应视为一个难题。不可否认的是，有28%的调查对象表示城市封锁措施也存在着代价，他们将“现金流问题”列为目前最大的担忧之一。

该调查还旨在发现，哪些阻碍商业运营的困境是公司自身就能化解的。公司一般能应对“员工短缺”、“一般性人力资源问题”和“本地供应链中断”等挑战。此外，现实已证明，疫情初期的防护装备短缺问题如今可以轻松解决。然而，正如上文持续性挑战相关的问题中所示，对于大多数调查对象来说，“利润减少”、“分销链受限”、“国际供应链中断问题”以及“繁文缛节和官僚作风”仍然是严重且尚未解决的问题。

居家办公的效率更低

早在4月，超过三分之二（占比68%）的公司表示，其75-100%的办公室劳动力已返岗工作。在这68%的公司中，有一半以上的公司的办公室员工已全员返岗。但是，制造工厂的复工人数略低，其中，只有61%的公司实现了75-100%的员工返厂工作。

在中国，大规模居家办公是一个相当新的概念。当被问及“居家办公”的安排以及生产效率如何受到影响时，调查显示，调查对象的整体生产效率受到了负面影响。高达42%的公司表示生产效率较低。只有6%的公司表示，员工们在家中工作实际比在办公室工作的效率更高。足有36%的公司认为，无论在家还是在办公室，生产效率都是一样的。17%的公司完全没有实行居家办公的安排。

Sharp drop in revenues

Given two possible scenarios, respondents were asked about expected revenues versus original budget assuming business activity returned to normal by either end of May (Scenario 1) or end of August (Scenario 2). The first scenario's results showed a glaring three fourths (72%) of companies expected up to 40% decrease in revenues. 18% felt it was too early to say and 2% felt there would be no change. 7 companies (6%) actually expected an increase in revenues over their budget.

In the second scenario (August 31), 65% projected their revenues to decrease by 20-40% or even more. The general opinion is clear: The longer it takes to operate normally, the more grave the financial dents the pandemic is leaving behind. Less than a fifth of the companies said it was too early to say. 3% remained positive with an expected increase and another 3% felt there would be no change in their projected revenues.

Asked by when they expect their company's business operations to return to normal, the closest months got the most replies. This shows that companies were positive the restrictions will be over fairly quickly.

SwissCham and local governments as top information sources

To mitigate risks, companies were asked if they would consider investing in additional supply chains outside of mainland China. 44% of the companies felt there was no need for this, which was by far the largest share of responses. On the contrary side, 9% have already started planning and 14% admit this is likely in the future. The remaining 33% have not decided on this matter yet.

Key focus of our survey was on the outbreak's impact on planned investments in China for 2020. 30% felt it was too soon to tell, and 22.5% confirmed that investment plans had not changed. Of those that did intend to decrease investments, the bulk (22%) would decrease investment figures between 20-40%. Around 9% plan for a decrease of over 40%. A minimal 5% of companies were intending to increase planned investments in 2020 (see table 1).

Getting quality information and help is viable, not just during

营收急剧下降

考虑到存在两种可能的情境，即假设业务活动在5月底（情境1）或8月底（情境2）恢复正常，基于这两种情境，调查对象被问及预期收入与最初预算之间的关系。第一种情境下的结果表明，四分之三（占比72%）的公司预期其收入会下降最多达40%。18%的公司认为，现在进行判断还为时过早。而2%的公司认为不会有任何改变。有7家公司（占比6%）预计其营收会超出预算。

Table 1: Impact on Planned Investments

To what extent do you expect the COVID-19 epidemic to impact your planned investments in China in 2020?

您预计新型冠状病毒疫情将在多大程度上影响贵司2020年计划在华业务的投资？

Time	%
To soon to tell	30%
Same as planned	22.5%
Decrease planned investments by 1%-10%	12.5%
Decrease planned investments by 20%-40%	21.67%
Decrease planned investments by over 40%	9.17%
Increase planned investments by 1%-10%	1.67%
Increase planned investments by 20%-40%	0.83%
Increase planned investments by over 40%	1.67%

在第二种情境（即8月31日恢复正常）中，有65%的公司预计他们的收入将减少20-40%或更多。大家普遍认同的观点很明确，即，恢复正常经营所需的时间越长，疫情所造成的财务损失越严重。不到五分之一的公司表示，现在进行判断还为时过早。3%的公司仍对预期的增长保持乐观态度，另外3%的公司则认为他们的预计收入没有变化。当问及他们预计公司的业务何时能恢复正常时，得到的大多数答复为最近几个月。这表明，公司对限制将很快结束持乐观态度。

瑞士商会和地方政府是最重要的信息来源

公司被问及是否考虑在中国大陆以外的地区投资其他供应链，以减轻风险。44%的公司认为没有必要，截至目前，这种回复所占的比例是最大的。与此相反的是，有9%的公司已经开始计划在中国大陆以外的地区投资其他供应链，而14%的公司承认将来有可能这样做。其余33%的公司尚未对此作出决断。我们的调查重点是，疫情爆发对已计划的2020年中国境内投资的影响。30%的公司认为现在进行判断还为时过早，22.5%的公司确认投资计划没有改变。在那些确实打算减少投资的公司中，大部分（占比22%）将减少20-40%的投资数额。约9%的公司计划减少40%以上的投资数额。仅有5%的公司打算在2020年对已计划的投资进行追加（见表1）。获取高品质的信息和协助无论在任何时期都是行之有效的。有63%的调查对象认为，当地政府在疫情

Table 2: Information and Support

When you needed information, support and assistance from third parties, who was able to help?

您需要来自第三方的信息、支持和帮助时，哪些渠道为您提供了帮助？

Time	%
Development zone	22%
Local government	63%
Consulting / law firms	38%
Swiss Embassy / Consulate	24%
Swiss Chinese Chamber of Commerce	41%
Other (please specify)	9%



these times. During the pandemic, 63% perceived their local governments as the most helpful entity.

The second highest source of assistance according to 41% was the Swiss Chinese Chamber of Commerce with its vast array of services. Consulting companies/law firms ranked third with 38%. The rest mention the Swiss Consulate/Embassy (24%) and Development Zones (22%) being of help (see table 2).

Key Findings at a Glance

Biggest challenges:	Travel restrictions, reduced demand, reduced revenue, reduced profit
Solved challenges:	Lack of protective equipment, staff shortages, general HR issues
Planned investments 2020:	31% expect a decrease of 20-40% or more, 22.5% expect no change
Supply Chains:	23% consider additional supply chains outside the Mainland to mitigate risks
Home Office:	Overall productivity has been negatively affected
Revenue Projection 2020:	If fully operational by May: 39% expect revenues to come in between 20-40% below budget If fully operational by August: 64% expect revenues to come in between 20-40% below budget

The Survey:

The COVID-19 business survey was prepared and organized by SwissCham China, with inputs from the Swiss Business Hub and the Embassy of Switzerland. The survey started in early April and ran over a three-week timeframe. A total of 121 companies participated, mostly SMEs and manufacturers for the Chinese market. The sectors represented were mostly in industrial goods manufacturing (44%), consulting / legal / services (18%), consumer goods (10%), healthcare (5%) and watches (4%). The company sizes varied with the bulk (58%) having less than 100 employees in China. 29% have between 100-1000, 9% have between 1000-10,000, and 3% have over 10,000 employees.

期间提供了最有力的帮助。

根据 41% 的调查对象的答复，排名第二的援助来源是瑞中经济协会，其服务范围十分广泛。咨询公司 / 律师事务所排名第三（占比 38%）。被提及的其他有帮助的实体还包括瑞士领事馆 / 大使馆（占比 24%）和开发区（占比 22%）。（见表 2）

关键调查结果一览

最大挑战:	出行限制、需求减少、收入减少、利润减少
已解决的挑战:	防护装备缺乏和人员短缺 / 一般性人事问题
已计划的 2020 年投资:	31% 的调查对象预计会减少 20-40% 的投资或更多 22.5% 的调查对象预期没有变化
供应链:	23% 的调查对象考虑在中国大陆以外拓展供应链，以减轻风险
居家办公:	总体生产效率受到负面影响
2020 年收入预测:	如果在 5 月前完全恢复经营: 39% 的调查对象预计收入将比预算低 20-40% 如果在 8 月之前完全恢复经营: 64% 的调查对象预计收入将比预算低 20-40%

关于该调查:

新冠疫情商业调查是由中国瑞士商会筹备和组织的，瑞士商业中心和瑞士大使馆对该调查提供了支持和协助。该调查于 4 月初开始，历时三周。共有 121 家公司参与该调查，其中大多数是针对中国市场的中小企业和制造商。调查抽取的行业主要为工业产品制造（占比 44%），咨询 / 法律 / 服务业（占比 18%），消费品（占比 10%），医疗保健（占比 5%）和手表（占比 4%）业。这些公司的规模各不相同，其中大部分（占比 58%）在中国的员工不足 100 名。29% 的公司的员工数量在 100-1000 之间，9% 的公司的员工数量在 1000-10,000 之间，3% 的公司的员工数量超过 10,000。

Uncertainty, Action Plans & Outlook:

Entering The Post-Covid-19 Era

不确定性、行动计划和展望：进入后疫情时代

The Covid 19 pandemic led to disruptions of global trade and brought to light supply chain vulnerabilities which many were unaware of until recently. How did Swiss companies experience the past months? Is their strategic footprint in China and the Asia Pacific region under review? And how confident are they, still? The Bridge spoke to five select business leaders across the country and industries. Here is what they have to say.

By **Fabian Gull**

2019 新冠疫情导致全球贸易中断，并暴露了直到最近才开始凸显的轻度供应链漏洞。瑞士公司过去几个月的经历如何？他们是否正在重新审视其在中国和亚太地区的战略足迹？他们现在仍有足够的自信吗？The Bridge 挑选采访了这个国家中来自各行业的五位商业领袖。以下，是他们一定要告诉大家的话。

作者：**Fabian Gull**

Soaring Airfreight Business

激增的空运业务

Thomas Kuhn, Director and Key Account Manager of Swiss logistics company Fracht Shanghai, is looking back at the first six months of the year. This time would be best described as a roller coaster ride. February was a tough month due to the lockdown. If production comes to a standstill, there is much less to be transported. However, the first half of March was very strong, with Europe and the US still open and China already being in the process of restarting its economy. "We were, of course, affected by the shutdowns in Europe and the US in the second half of March. Given PPE supply shortages in Europe, we were all involved in the spirit of PPE shipments to Switzerland in April and May", Kuhn says. This made up for previous losses suffered.

As worldwide sea freight volumes remained relatively stable (except for the US), the higher margin business of airfreight was literally soaring. Fracht was able to at least triple its airfreight volumes, providing a total of over 7500m³ of PPE materials on over 40 flights to Switzerland.



瑞士物流公司 Fracht Shanghai 的董事兼大客户经理 Thomas Kuhn 回顾了今年的前六个月。他认为，“像坐过山车一样”是对这六个月最好的描述。由于封锁措施的实行，今年2月是非常艰难的一个月。如果生产停滞不前，需要运输的东西就会少很多。但是，由于欧洲和美国尚未封锁，再加之中国已经开始经济复苏，3月上半月的表现却非常好。“当然，我们仍受到了3月下半月欧洲和美国停工的影响。鉴于欧洲的个人防护装备供应短缺，我们在4月和5月积极参与了向瑞士运送个人防护物资的业务。”Kuhn如是说。

“Overall, our business was good in the first half of 2020. And we expect a higher turnover compared to the same period last year”, Kuhn tells The Bridge, as he emphasises the China entity's sound standing within the group. The situation, however, is less favourable in select other countries being hit hard by the pandemic. But Fracht, as a family owned company with a strong cash flow, remains committed to further invest into additional staff and IT systems, aiming at coming out of the crisis stronger.

“Looking back to when the pandemic started, we turned out to be far too negative in our general views”, Kuhn analyses. “Moving forward, things are looking rather positive for now.” But Kuhn is well aware that there might be

全球海上货运量保持相对稳定（美国除外）的同时，航空货运的高利润率业务却在飞速增长。这家家族企业在飞往瑞士的40多趟航班中总共运送了超过7500立方米的个人防护装备材料，这意味着，其航空货运量至少可以翻三倍。

“总的来说，我们的业务在2020年上半年表现良好。我们预计，与去年同期相比，营业额会更高。”Kuhn告诉The Bridge，并强调了中国实体在集团内部的稳固地位。不过，在其他受到该疫情严重打击的国家中，情况却不太乐观。但是，Fracht作为一家拥有强大现金流的家族

far reaching consequences for the China business looming in the not too distant future. Much will depend on the wellbeing of the Chinese economy and whether Fracht's clients decide to reduce their exposure to China and reshape their global supply chains accordingly. "So far, we don't see any of that. But then again, people were too busy with the present and simply had no time to strategically look forward yet", Kuhn says.

Looking back, we turned out to be far too negative in our views.
回过头来看，我们的观点太消极了。

Most of the 75 staff in China made a smooth and immediate switch to home office mode. In this, Fracht was well prepared. The experiences gained were predominantly positive. The logistics provider wasn't benefitting from any rent reductions but remains most appreciative of the governmental support with social security payments. Should there be a second wave of the Covid-19 pandemic, there is currently no masterplan at hand. But the mood at Fracht Shanghai is positive and forward thinking, with confidence gained in the past crisis and the firm trust in the company's ability to respond and act.

企业，现阶段仍然致力于进一步对新增员工和 IT 系统进行投资，以期能更有效地摆脱危机。

“现在再回过头去看疫情刚开始的时候，我们那时候的观点普遍都太消极了，” Kuhn 分析道，“随着业务继续展开，目前看来情况相当乐观。”但是 Kuhn 深知，在不远的将来会出现一些结果，这些结果对中国业务在未来的发展有着深远影响。这些结果这很大程度上取决于中国经济的发展状况，以及 Fracht 的客户是否决定减少对中国的投资并据此重塑其全球供应链。“到目前为止，我们还未看到任何迹象。但是话又说回来，人们现在都太忙了，根本无法抽出时间进行战略性的展望。” Kuhn 说道。

在中国的 75 名员工中，大多数人都立即平稳地转换成了家庭办公模式。在这方面，Fracht 作好了充分的准备。这一举措收获的成果总体上是积极的。这家物流供应商并未从任何减租措施中获益，但仍感激政府所采取的社会保险的支持措施。目前，该公司还没有用于应对 2019 新冠疫情再次爆发的总体规划。但是，即便再次出现危机，由于有从过去危机中吸取的经验教训以及本着对公司应对和行动能力的坚定信心，Fracht 上海公司内部的情绪是乐观的，思维是具备前瞻性的。

High Dynamic of New Policies 新政策的高度动态性

Overall, Swiss manufacturer Mageba "sailed relatively unharmed through the pandemic", says Pascal Savioz, Regional President Asia Pacific. Mageba is a leading supplier of structural bearings, expansion joints, seismic protection devices, vibration damping products and structural monitoring systems. A slight sense of panic only started around three weeks after the extended CNY lockdown, when Mageba received the permission to reopen.

"China's policy response to the pandemic translated to a high dynamic of new rules and regulations. It was not always easy to keep track of all the information and changes", Savioz shares with The Bridge. As a consequence, significantly more admin work was put in to ensure that i.e. all 140 staff received the local government approval to resume work. For those employees who were outside Shanghai for CNY, additional documentation of witnesses were needed to confirm their home quarantine.

Immediate measures taken included a two-week quarantine for all staff, sanitizer installations and temperature checks at their premises. On a group level, communication efforts were intensified



“中国应对疫情的政策表现为新规则和新法规的高度动态性。跟踪所有信息和变更并不总是那么容易。” Savioz 告诉 The Bridge。这种情况导致了，公司增加了大量的行政工作，以确保公司所有（140 名）员工都获得了当地政府颁发的复工许可。对于那些在上海以外地区过新年的员工，还需要额外的见证记录，以确认其已经进行了居家隔离。

公司也采取了一些即时性措施，包括：对所有员工进行为期两周的隔离；安装消毒装置；以及对其场所的温度检查。公司还加强了小组一级的交流沟通，并成立了新冠工作小组。对于社会保障金

支付从 2 月延期到 6 月的这一十分受欢迎的政府举措，Savioz 表示十分赞赏。政府还承担了一些在线培训费用。

Savioz 说：“转换为居家办公模式对我们来说是全新的体验。”为了促进新工作的顺利开展，Mageba 公司还进行了一些 IT 领域的投资，但按照最初的规划，这些投资本该在未来进行。居家办公模式运行得非常好，以至于现在有些员工希望居家办公的安排能更加长久。在工程和设计领域，生产效率获得了提升。但是，就总体而言，Savioz 不太确定生产效率是否

and a Corona task force was launched. With social security payments deferred from February until June, Savioz commends this most welcome move by the government. The government also shouldered some cost for online trainings.

“The switch to home office was a totally new experience for us,” says Savioz. To facilitate the new work set up, Mageba brought forward some IT investment initially planned for a later time. It worked so well that some staff now want to make the home office arrangement more permanent. In engineering and design, the productivity went up. Overall, however, Savioz is not so sure. Despite a few logistical challenges, Savioz speaks of a swift normalization taking place within weeks. This is contrary to some countries in Europe, where the lockdown was less strict and the reopening much slower.

“Basically, we had no turnover in February. Many projects were postponed, but none were cancelled. The economic impact on the whole year is expected to be moderate, with a lower topline in the low to middle single digit range.” Savioz is rather happy in admitting that their projections were too negative at the beginning of the outbreak.

Mageba's products are used for infrastructure, buildings and industrial structures. “We are prone to benefit from the stimulus package with enhanced infrastructure investment, but with a time lag of one to two years.”

Interestingly, there were no corona-related suspension of deliveries. A risk analysis of their entire supply chain resulted in no additional measures needing to be taken. However, for the past few years, Mageba has been striving to expand its global supplier base and reduce its dependence on China. This is not an easy task, as Mageba operates in a niche segment, where single scope suppliers are common. Often, there are simply no other providers.

These days, Mageba has a more differentiated view towards China. But this view has actually little to do with the Covid-19 outbreak. “China's overall investment friendliness in our industry has gone down in the past four years,” Savioz describes his perception. For example, profit repatriation is increasingly difficult, and there are more regulations and stricter enforcement in various fields such as banking and environment. On top of that, the Shanghai government does not seem to welcome heavy industry such as steelwork manufacturing as favourably as it used to, in particular because of the corrosion protection process. Shifting production to another Far Eastern country, for example Singapore, where Mageba just opened a new office, is not planned in the near future. But it may be something to consider further down the road.

获得了提升。尽管存在一些后勤方面的挑战，但 Savioz 表示，只需几周，就可以迅速正常化。这样的状况与欧洲的一些国家正好相反：虽然在这些国家的封锁措施不像中国那样严格，但是这些国家恢复运营的速度却比中国慢得多。

“The switch to home office was a totally new experience for us”
对我们来说，调到内政部是一次全新的经历”

Mageba 公司的产品用于基础设施，建筑物和工业结构。
“随着基础设施投资的增加，我们易于从经济刺激计划中受益，但要花一到两年的时间。”

有趣的是，因新冠疫情而导致的运送中断情况并没有出现。通过整个供应链进行风险分析，他们得出的结论是，无需采取额外的措施。然而，在过去的几年中，Mageba 公司一直在努力扩大其全球供应商基础，并减少对中国的依赖。这不是一件容易的事，因为 Mageba 公司处于利基市场领域，在该领域中，单一范围供应商很常见。通常情况下，该领域中也并没有除此以外的其他供应方。

如今，Mageba 公司对中国的看法已有所不同。但是，这种看法实际上与 2019 新冠疫情的爆发无关。“过去四年来，中国对我们行业的总体投资友好度有所下降。” Savioz 描述了他的感受。例如，利润汇回越来越困难，并且在银行和环保等各个领域出现了更多的法规，对法规的执行也越来越严格。最重要的是，上海市政府不像以前那样欢迎钢铁生产和防腐行业。Mageba 公司不久前在新加坡开设了新办事处，但是，在近期就将生产转移到新加坡是不可能实现的。但是，我们可能需要按照这个思路做进一步的考虑。

Cost Cuts, Hiring Freeze, Home Office

削减成本，雇用冻结，居家办公

Marco Bollier is the Chief Commercial Officer for China at Geistlich, a Swiss medtech company and in this role responsible for Sales and Scientific Education operations of the company. The family owned company's main business are biomaterials for dental and orthopaedic applications. Geistlich is the global and also Chinese market leader for regenerative dentistry. Geistlich's blockbuster, a granulate derivative made of cow bones, is mainly used for dental implants. The entire process know-how sits well protected in a single production location in Switzerland. When Geistlich started selling to China some 20 years ago, their clients were uniquely public hospitals. To date, 60% of their clients are privately owned dental clinics, where direct sales, service and education of dentists play a more important role. Geistlich employs over 60 staff in China, half of which are dedicated to sales.

Marco Bollier 是瑞士医疗技术公司 Geistlich 的中国首席商务官。这家家族企业的主要业务是用于牙科和整形外科的生物材料，可替代骨材料。Geistlich 的重磅炸弹是由澳大利亚牛骨制成的颗粒状衍生物，主要用于种植牙。整个过程的专有技术都在瑞士的一个生产地点得到了很好的保护。当盖斯特利希 (Geistlich) 大约 20 年前开始向中国销售产品时，他们的客户是唯一的公立医院。迄今为止，他们的客户中有 60% 是私人拥有的牙科诊所，在这些诊所中，直销，服务和牙医教育在其中扮演着更为重要的角色。Geistlich 在中国拥有 60 多名员工，其中一半致力于销售。

“Our immediate measures taken upon the coronavirus outbreak can be summed up as follows: home office, cost cuts mainly in marketing and events, and a hiring freeze”. Bollier points out that within Geistlich China and worldwide, nobody has lost his job. We have denied the government’s deferred tax payments, as we don’t really see these as the solution. The rent reduction by our landlord was minor. “China is the largest dental market for Geistlich, where a substantial market share of the global turnover comes from. “We underwent a steep learning curve in recent months. How to allocate personnel, IT, work plans, rotations, who is at the office...all learning by doing. Now we have a formalized process in place that can be reimplemented as needed. We tried to make smart use of the lockdown, dealing with some backlogs and database updates. This extraordinary period provided us with more time for online training and an online congress for our clientele and potential customers.

In terms of investment, there will be no fundamental changes for the next five years. We continue to expand. In the field of non-critical medicine, disposable income is a key growth determining factor. Our sales did suffer some setbacks, but we are still operating close to the same level as last year. We remain generally positive as we see the Chinese still value our products despite the current situation. Bollier comments that the risks of doing business in China have always been fundamentally higher than elsewhere, especially for foreign enterprises. Consequently, preparedness and detailed assessment of these risks and dynamics remain key to a successful operation in the Chinese market. “Until now, we were operating in fair weather conditions, with fast growth and a very strong market position. The travel restrictions pose a heavy burden on our business. My senior managers and I are stuck in Switzerland. Our General manager is in Beijing. We still don’t know when we can fly back to China.”

“New regulations will reshape our distribution channel and product management in China.”

新法规将重塑我们在中国的分销渠道和产品管理。

At this point, Bollier’s biggest concern is a second wave and the consequences it would impose. Another challenge is the new dual invoicing system, linked to new provincial regulations for public hospital tenders. These “sunshine platforms”, aimed at a more transparent bidding process and less middlemen involved, are meant to be linked nationwide as the government tries to lower healthcare cost. “This has far reaching consequences for us and requires a strategic shift that will reshape distribution channel and product management in China”, Bollier says.

“对于冠状病毒爆发，我们采取的立即措施可以总结如下：家庭办公室，主要在营销和活动方面的成本削减以及招聘冻结”。Bollier指出，在盖世德中国及全球范围内，没有人会失业或将要失业。我们没有实施政府的递延税款，因为我们并不真正认为这是解决方案。我们房东减租的幅度很小。



“中国是盖斯特利希最大的牙科市场，约占全球营业额的20%。”“最近几个月，我们经历了陡峭的学习曲线。如何控制人员，IT，工作计划，人员轮换，办公室里的人……都是边做边学。现在，我们已经有了一个正式的流程，可以根据需要重新实现它。我们试图明智地利用封城的契机，处理一些积压和数据库更新。这一时期还为我们的客户，牙医提供了更多的时间给我们。”

在投资方面，未来五年将没有根本变化。我们继续扩大。在非关键医学领域，可支配收入是关键的增长决定因素。我们的销售确实遭受了一些挫折，但我们的运营水平仍与去年相同。我们总体上保持乐观，因为尽管目前情况如此，但中国人仍然看重我们的产品。

博利尔评论说，在中国开展业务的风险一直比其他任何地方都高，尤其是对外国企业而言。因此，对这些风险和动态的准备和详细评估仍然是在中国市场成功运营的关键。“到目前为止，我们一直在良好的环境下运营，并且增长迅速，保持了强大的市场地位。旅行限制给我们的业务带来沉重负担。我和我的高级管理人员都留在瑞士。我们的总经理在北京。我们仍然不知道什么时候可以飞回中国。”

在这一点上，博莱尔最大的担忧是第二波及其带来的后果。另一个令人担忧的问题是，与新的省公立医院招标法规相关的新双向开票政策。这些“阳光平台”旨在提高招标程序的透明度，减少中间商的参与，旨在随着政府试图降低医疗成本而在全中国范围内建立联系。博利尔说：“这对我们产生了深远的影响，需要进行战略调整，以重塑我们在中国开展业务的方式。”

Build-Up Phase Came to Halt

新冠疫情令投资计划受挫

The “Covid-19 Survey” conducted by SwissCham China revealed that reduced demand and travel restrictions are the two biggest challenges companies are having to deal with (refer page 18). In example, Marco Cabalzar, a Swiss China executive in China, is affected by the international travel restrictions. Cabalzar is Head of Business Development for APAC at Rematec, a Swiss subsidiary of a leading German manufacturer of sealing and fire protection systems. Until the lockdown, the company was in the midst of a build-up phase in China. This has come to a temporary halt and is still going through delays. To date, their products are sold to China and the Asian region via a sophisticated network of distributors.



中国瑞士商会开展的“2019 新冠病毒疫情调查”显示，需求减少和旅行受限是公司必须应对的最大的两个挑战（请参阅第 18 页）。例如，瑞士—中国事务驻华高管 Marco Cabalzar 就受到了国际旅行限制的影响。Cabalzar 是 Rematec 公司的亚太地区业务拓展部门的主管，该公司是某德国制造商的瑞士子公司，该制造商是密封和防火系统领域的领军企业。到封锁措施开始实施之时，该公司还处于在中国的

业务扩展阶段。疫情导致该公司的前进步伐不得不暂时停止，其原定的计划不得不相应推迟。迄今为止，他们的产品已通过完善的分销商网络销往中国和亚洲地区。

Despite some setbacks, however, the company is willing to stick to its long-term plans to develop the China business. “Our general vision has not changed. We maintain course to enter the Asian Markets with our own subsidiary”, he tells The Bridge and adds: “We are convinced that Asia and China in particular are areas where we can grow our business and therefore, the region will continue to gain in importance within the group.”

业务扩展阶段。疫情导致该公司的前进步伐不得不暂时停止，其原定的计划不得不相应推迟。迄今为止，他们的产品已通过完善的分销商网络销往中国和亚洲地区。

尽管遇到了一些挫折，但该公司仍愿意坚持其发展中国业务的长期计划。“我们的总体愿景并没有改变。我们坚持通过自己的子公司进入亚洲市场的路线。”他告诉 The Bridge，并补充道，“我们坚信，亚洲，尤其是中国，是我们可以发展业务的地区，因此，该地区将在整个集团范围内继续受到重视。”

可以预见的是，中国的封锁措施会影响其境内的分销商，并导致很多项目的延误。他说：“尽管如此，自封锁结束以来，来自中国分销商的需求明显回升。”封锁结束后，在日常运营中，与分销商进行视频通话以及通过视频进行培训仍然是常用的交流和培训方式。全球供应链仅受到了轻微的影响。该公司的所有产品均在德国生产制造，并拥有来自欧洲和中国的供应商。为了减少其风险承担，该公司选择在危机初期增加库存。

他对中国的看法改变了吗？Cabalzar 说：“目前还没有根本性的改变。”但他也表示，根据当前情况的发展，他们看法可能会向消极转变，“我们密切关注事态发展，与此同时，也希望一切都能安好。”土木工程、建筑服务技术和电力供应行业的态势都与其公司能否在中国取得成功息息相关。所有这些行业都是中国政府推出的基础设施刺激一揽子计划的潜在受益者。他的公司是否也可以从中获益，还有待观察。

“Our general vision for China has not changed.”

我们对中国的总体看法没有改变。”

Predictably, the lockdown in China impacted their distributors in China and caused projects delays. “Nevertheless, demand from our distributors in China are notably picking up since the end of the lockdown”, he says. On a daily operational basis, video calls with distributors as well as video trainings are still most commonly used. Global supply chains were only slightly affected. All products are made in Germany, with suppliers in Europe and some in China. In an attempt to reduce their risk exposure, inventory was ramped up early in the crisis.

Has the way he perceives China changed? “Not fundamentally for now”, says Cabalzar. Depending on the development of the current situation, the perception may change unfavorably. “We closely observe the developments, while hoping for the best.” The areas that are relevant for their company’s success in China are civil engineering, building services technology and power supply. All these industries are potential beneficiaries of the infrastructure stimulus package the Chinese government launched. Whether his company is to benefit as well, remains to be seen.



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Fears Over Intensified Slowdown

In pre-Covid-19-times, the continued slowdown of China's economy was the biggest external challenge, the “2020 CEIBS – Swiss Businesses in China Survey” reveals. The pandemic is expected to further aggravate this trend.

By_Swiss Centers Shanghai

Our last year's analysis of Swiss Businesses in China, which was published in the 2019 summer edition of The Bridge was titled “economic slowdown becomes top concern”. This year around, our survey team was facing a special situation. The current survey was completed just days before the Wuhan lockdown and the main concern was a further intensified economic slowdown in China with 69% of Swiss firms listing it as a great challenge against only 51% in the 2019 survey (see figure 1).

The slowdown that came, however, happened in the most unexpected and unforeseen way with the COVID-19 pandemic. Its enormous impact is not yet known, and it will be extremely interesting to have the result of the survey we will conduct at the end

FIGURE 1 - WHAT ARE THE GREATEST EXTERNAL CHALLENGES FOR YOUR COMPANY? (MULTIPLE ANSWERS)

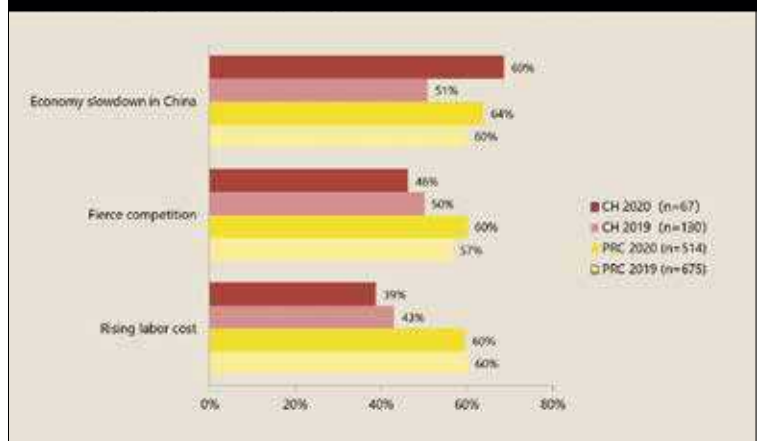
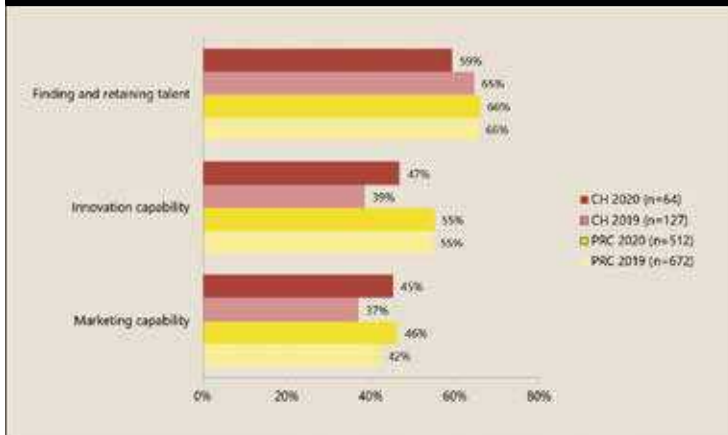


FIGURE 2 - WHAT ARE THE GREATEST INTERNAL CHALLENGES FACING YOUR COMPANY IN CHINA? (MULTIPLE ANSWERS)



of this year. But now, it is already safe to assume the pandemic has further aggravated concerns over a slowdown of the economy.

Meanwhile, the feedback we collected jointly with CEIBS, Swiss Embassy in China, Swissnex, Swisscham, Switzerland Global Enterprise and China Integrated, from December 2019 to January 2020, provides very valuable benchmarks on the performance realized in 2019 by Swiss businesses. Market trends are overall illustrated by the answers of over 500 Chinese companies as well as additional US and European companies sharing what they expected from 2020.

Finding and attracting talent remains top internal challenge

As ever since we conducted the first survey in 2005, Human Resources have been identified as the top challenge and factor of success. With slower growth, however, the intensity of the challenge is diminishing while innovation and marketing become key competitive advantages to build up for success. Building these advantages is certainly more and more important as competition and rising costs remain the other key external challenges that businesses face in the China (see figure 2).

“75% see China as their company’s top three investment destination”

Swiss sell on quality and brand

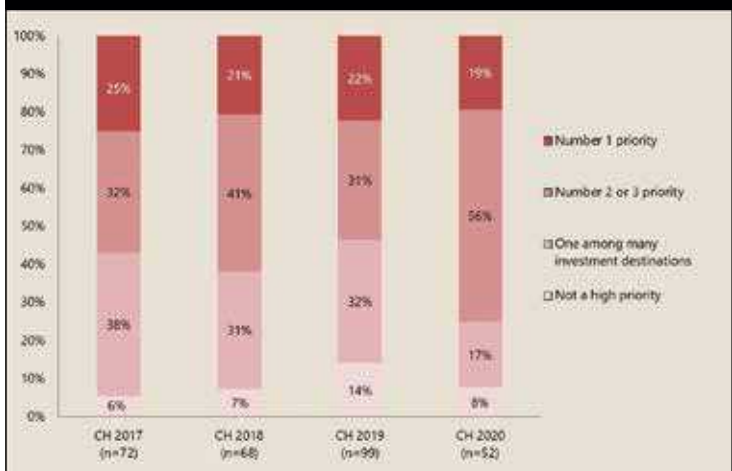
To sell, Swiss firms differentiate themselves very clearly from their Chinese competitors through “high quality” and “developing a strong brand”. Swiss companies also woke up to the critical importance of R&D and market research, two elements where they are this year on a par with Chinese respondents. Chinese firms are traditionally weaker at branding and innovating, but compete and differentiate by putting emphasis on service, distribution and providing cost effective goods and services. The focus is on the price/quality ratio.

This is well confirmed by the way Swiss and Chinese firms see the advantages of their competitors. “Cost advantage” and “pricing” remain the top advantages Swiss firms see in their competitors, even though “government relations”, “local knowledge and reach” come right after. On the other hand, Chinese businesses see “brand recognition”, “product”, “marketing and sales” as the stronger advantage of their competitors.

What to expect for 2020...

In 2019, Swiss and Chinese respondents reported slightly lower profitability than in the previous three

FIGURE 3 - HOW DOES CHINA RANK IN YOUR GLOBAL INVESTMENT PLANS? (CH COMPANIES)



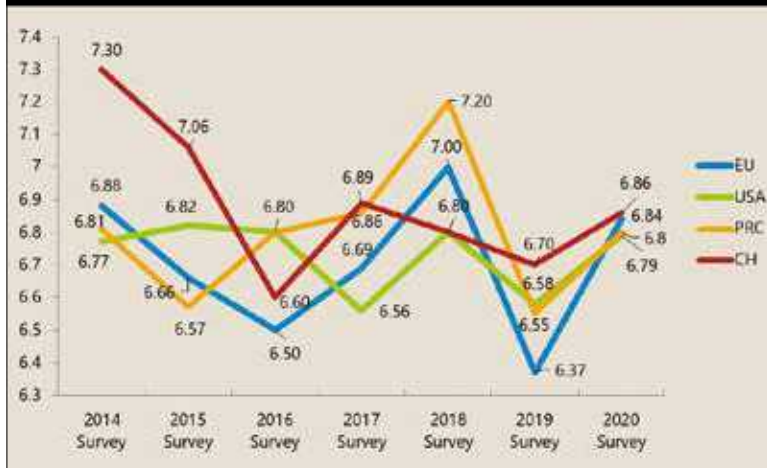
years. Still, most consider that their operations have been “very profitable” or “profitable”. When asked about expectations for this year (before the pandemic outbreak), Swiss have been optimistic for

2020 with a significantly larger number of firms expecting higher or substantially higher profitability when compared to previous years.

The confidence expressed by Swiss firms in terms of 2020 results is amply matched by their views of China as a priority market for development. No less than 75% see it in their company's top three investment destinations, a significant increase over the past 3 years average of 57% (see figure 3). It is difficult to expect that these projections will be realized considering the pandemic, but again, it will be most interesting to compare results of the survey that we will carry out at the end of this year, particularly in terms of how Chinese and other international firms will fare.

Overall and despite the geopolitical rivalry, trade war and increased top down management of the Chinese society, the Swiss have been confident about their business prospects for 2020 and in the 5 years to come. Their confidence level is as high as it has been in the last 5 years. In this respect, however, the Swiss optimism is remarkably shared by all other survey respondents over the long term (see figure 4).

FIGURE 4 - HOW CONFIDENT ARE YOU THAT YOUR OPERATIONS IN CHINA WILL BE SUCCESSFUL IN THE NEXT 5 YEARS?



Will this once in a century pandemic prove to be a turning point and fundamentally alter the business confidence that China has inspired to Chinese and foreign companies alike? Maybe, but the stimulus package of 10 trillion RMB announced at the end of May and the expected rebound of the Chinese economy in the second half of 2020 will no doubt be of much attraction when compared to the vastly depressed economies of the rest of the world.

2020 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 67 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 (519), EU&US (96) companies.

Executive Summary:

执行摘要:

对加剧放缓的担忧

在新冠疫情发生前，中国经济的持续放缓已经成为瑞士企业在中国面临的重大外部挑战。疫情预计将进一步加剧这一趋势。目前的调查是在武汉封城前几天完成的，主要担忧是中国经济进一步放缓，有 69% 的瑞士公司将其列为重大挑战，而 2019 年调查中这一比例只有 51%。

寻找和吸引人才仍然是内部最大的挑战。但是，随着增长放缓，挑战的强度正在降低，而创新和营销成为关键的竞争优势。竞争和成本上升仍然是中国企业面临的其他主要外部挑战。瑞士公司通过“高质量”和“强大的品牌发展”使其与中国竞争对手区分开来。传统上，中国公司在品牌和创新方面较弱，但它们通过强调服务、分销和提供具有成本效益的解决方案来参与竞争并实现差异化发展。

不少于 75% 的受访者将中国视为公司的三大投资目的地。在过去三年中，达到平均 57% 的显著增长。考虑到疫情，这些预测是否会实现，我们将在今年年底进行的另一项调查中揭晓。

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菲谢尔是瑞士领先的综合性商业律师事务所，有着150多年的悠久历史。有实力且富创新精神，切实有效地为中瑞客户解决法律、税务和监管事宜。

- 根植于瑞士，深入了解中国；专注，而不失特色
- 以解决问题为导向，不断超越创新，致力于推动中瑞经贸往来
- 多语，高效，控制成本，只为提供最好的客户体验

YOUR EXPERTS FOR YOUR CHINA UNDERTAKINGS

你的瑞士法律和税务团队



Sino-Swiss Diplomatic Traffic

中瑞外交往来

RECENT EVENTS AND VISITS

Bilateral News

Sino-Swiss Relations: Celebrations Kicked Off to Mark 70th Anniversary

Ushering in a year-long celebration of the 70th anniversary of diplomatic relations between Switzerland and the People's Republic of China, the Embassy of Switzerland in China hosted a concert and a grand reception on January 17 in the presence of Isabelle Moret, President of Swiss Parliament, Chen Zhu, Vice Chairman of the Standing Committee of the National People's Congress of China, Swiss Ambassador to China Bernardino Regazzoni and more than 200 distinguished guests at the Ambassador's residence.

Precisely on the same day back in 1950, the then President of Swiss Confederation Max Petitpierre sent a telegram to President Mao Zedong, officially recognising the People's Republic of China. The two countries formally established diplomatic relations on September 14 in the same year.

近期活动与访问

两国关系要闻

中瑞关系： 开展建交七十周年纪念活动

为庆祝瑞士与中华人民共和国建交 70 周年，瑞士大使馆于 1 月 17 日举办了一场音乐会和盛大的招待会。瑞士议会主席伊莎贝尔·莫雷特 (Isabelle Moret)、中华人民共和国全国人大常委会副委员长陈竺、瑞士驻华大使贝纳迪诺·雷加佐尼 (Bernardino Regazzoni) 和 200 多名来宾出席了本次活动。

在 1950 年的这一天，时任瑞士联邦总统的马克斯·佩蒂特皮埃尔 (Max Petitpierre) 向毛泽东主席发送了电报，在外交上正式承认了中华人民共和国。两国于同年 9 月 14 日正式建交。



Source: Courtesy of Mr. Rüdiger Stiller (图片来源: Rüdiger Stiller)



Source: Courtesy of Mr. Rüdiger Stiller (图片来源: Rüdiger Stiller)



Source: Swiss Federal Archives (图片来源: 瑞士联邦档案馆)

A Relationship Rich in Milestones

In the seven decades of diplomatic ties, bilateral relations have reached many milestones—Swiss elevator maker Schindler formed the first ever Sino-foreign industrial joint venture in 1980, Switzerland became the first European country to open a tourism office in Beijing in 1998, Switzerland and China signed a comprehensive bilateral Free Trade Agreement (FTA) in 2013, the first FTA China had with a continental European country. And the two countries established an Innovative Strategic Partnership in 2016, the first of its kind between China and a foreign country. The bilateral relations have been flourishing in recent years, marked by frequent reciprocal visits of top officials and close exchanges on all levels. The two countries also signed a Memorandum of Understanding focusing on financial and economic matters related to the Belt and Road Initiative.

富有里程碑意义的双边关系

在建交的七十年中，中瑞双边关系的发展达成许多里程碑：1980 年，瑞士电梯制造商迅达成立了有史以来第一家中外工业合资企业；1998 年，瑞士成为了在北京开设旅游办事处的第一个欧洲国家；2013 年，瑞士和中国签署了全面的双边自由贸易协定 (FTA)，这是中国与欧洲大陆国家的首个自由贸易协定。两国还于 2016 年建立了创新战略合作伙伴关系，这是中国首次与其他国家开展的此类合作。近年来，两国关系蓬勃发展，高层官员频繁互访，各级官员交流密切。两国还签署了一项谅解备忘录，重点是与“一带一路”倡议有关的金融和经济事项。

Events, New Members and Agenda

EVENTS



Business Luncheon - Individual Income Tax Law Update

Venue: Hotel Éclat Beijing

Organized by: SwissCham Beijing, Rödl & Partner

Speaker: Christina Gigler LL.M., Senior Associate; Sebastian Krobbach, Head of BPO and Tax, Rödl & Partner

Details: The last business luncheon of the year took place at Restaurant George at Hotel Éclat Beijing. We invited our guest speakers, Ms. Christina Gigler Senior Associate at Rödl & Partner and Mr. Krobbach Senior Associate, Head of BPO & Tax at Rödl & Partner Beijing office to share their experience and latest updates about individual tax regulations.



Raclette Evening

Venue: Beijing Hotel NUO

Organized by: SwissCham Beijing, Swiss Club Beijing

Details: This unmissable evening was the opportunity for the Sino-Swiss business community to meet and mingle around a typical Swiss dinner in an alpine atmosphere! This was also the rare chance to eat "Raclette". The exquisitely prepared Swiss specialities were the highlight of this unforgettable evening, which marked the end of a year full of fantastic events.



JAN

16

Exclusive Breakfast with the President of the Swiss Parliament and Insights on China 2020

Venue: Beijing Hotel NUO

Organized by: SwissCham Beijing

Speaker: Isabelle Moret, President of the Swiss Parliament; Laurent Wehrli, President of the Swiss China Parliamentary Group; Franc Kaiser, Director China at InterChina

Details: On the occasion of the 70 years anniversary of the diplomatic relations between Switzerland and China, a Swiss parliamentary delegation visited Beijing in January. The breakfast was successfully held with the presence of Ms. Isabelle Moret President of the Swiss Federal Parliament, Mr. Laurent Wehrli President of the Swiss China Parliamentary Group, and Swiss Ambassador to China His Excellence Mr. Bernardino Regazzoni. 15 High-level management representatives from Swiss and Chinese companies attended the event and enjoyed the sharing on "Chinese Business environment in 2020" from our special guest and speaker, Mr. Franc Kaiser, Director at InterChina.



FEB

18

Webinar on Understanding the Impact of the COVID-19 on Business

Organized by: SwissCham China

Speaker: Samuel Baumgartner, President of SwissCham Beijing; Magnus Callavik, Board Director of SwissCham Beijing, General Manager at ABB; Yves Reymond, Honorary Member of SwissCham Beijing, Head of Economic & Commercial Section at the Embassy of Switzerland; Chen Liu, Vice-President & National Representative of SwissCham Shanghai, Managing Director at Weidmann; Cornelia Camenzind, Consul General, Consulate General of Switzerland in Chengdu

Details: In order to keep our members and friends up-to-date and support them during these difficult times, our team is working full time to make cancelled events available online. Our first webinar was a big success; a hundred people followed our updates on the current business challenges. SwissCham China in cooperation with the Swiss Embassy is happy to present you the results of the business survey. We especially thank SwissCham yearly sponsors for their support.

MAR

09

Webinar on Legal and Tax Implications of the COVID-19 outbreak

Organized by: SwissCham China

Speaker: Suzanne Streit, Head of Financial Affairs, Economic, Financial and Commercial Section at the Embassy of Switzerland; Liu Yaqi, Board Member of SwissCham Shanghai, Resident Partner and Wuhan Liaison at Wenfei Attorneys-at-law Ltd.; Martin Ngai, Partner and Northern China Tax Leader at Ernst&Young, TMT Tax Leader, Greater China

Details: This webinar was held to better understand legal aspects and impacts on corporate taxes resulting from newly implemented regulations. We especially thank our speakers for sharing their insights and experiences.



Webinar: Impact of the COVID-19 on Logistics and Supply Chains

Organized by: SwissCham China

Speaker: Glenn Bai, Managing Director China, Militzer & Muench International Freight Forwarding (Beijing) Co., Ltd.; Jing Wang, Business Development Manager, Sustainability Services, SGS

Details: According to the business survey, which was conducted by SwissCham China in cooperation with the Swiss Embassy, among the biggest challenges companies are facing due to the COVID-19 outbreak is the disruption of distribution and supply chains. This webinar was held to better understand impacts of the COVID-19 outbreak on logistics and supply chains for companies in and doing business with China.



Webinar on the Impacts and Opportunities of the COVID-19 outbreak for Human Resources

Organized by: SwissCham China

Speaker: Zach Lichtblau, Partner, Bonnard Lawson Shanghai; Nicolas Musy, Founding Partner from China Integrated, CEO from Alexander Hughes China; Vanessa Yu, Director of Investment Promotion & Service Bureau, Pinghu Economic Technological Development Zone

Details: To better understand its impacts and opportunities for human resources, SwissCham China organized a webinar to understand the measures by the Chinese government to support employers, the measures in the context of Chinese labour law, the opportunities in terms of HR management, as well as the economic opportunities.

MEMBER NEWS

Swiss Ambassador to China, H.E. Bernardino Regazzoni Paid a Visit to LEM China Factory

Supported by SwissCham Beijing, on March 24th 2020, Swiss Ambassador to China, H.E. Bernardino Regazzoni, the Counsellor and Head Swiss Business Hub China, Mr. Yves Morath, and Deputy Head of the Economic, Financial and Commercial Section of the Swiss Embassy, Ms. Suzanne Streit, paid a visit to LEM China factory and expressed their concerns and exchanged views on the short-term and long-term effects of the coronavirus on LEM China and its work resumption. Mr. Zonghui Zhang, General Manager of LEM China, and Mr. Guo Zuojie, Human Resources Administrative Manager introduced the current production and operation status and the work on pandemic control and prevention. Mr. Zhang stated that "LEM China has now resumed work. Based on strict national directives and policies for epidemic control and prevention, our production capacity has been basically restored, meanwhile LEM China also ensure the health and safety of our employees. LEM China's overall business has not been much affected, but we will be ready to face the challenges and uncertainties in the global economy and customer demand in the future, considering the global outbreak of the COVID-19." The Ambassador highly praised the Chinese government's supporting policies to business. In the future, China and Switzerland would continue to strengthen friendly relations and cooperation and work together to promote global economic development. LEM China will also continuously fulfill its social responsibility and contribute to the healthy development of the Chinese market!

The Swiss Company IQ Air is Playing a Crucial Role in Combating the Disease

As the deadly coronavirus continues to send jitters worldwide, panic-stricken countries are looking at ways to combat the spread. To limit the spread of the virus, hospitals in China are using Swiss manufacturer IQ Air's purifiers. The air purifiers gained prominence in 2002 when the Hong Kong Hospital Authority deployed its air purifiers in facilities treating patients. CEO Jens Hammes outlined the company's plans and explained how his company's product can help in dealing with the epidemic. Several hundred IQ Air purifiers were sent on a freight to the hospitals when coronavirus first broke out in January. Now, IQ Air has orders from China, South Korea among other Asian countries such as Thailand and Vietnam where they want to prepare effectively as they lack infection control rooms.

NEW MEMBERS

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YOUNG PROFESSIONAL

Jonas Ledermann

EVENTS

NOV
08**Visit to Xinzhuang Industrial Park****Venue:** XinZhuang**Organised by:** SwissCham Shanghai, in association with Swiss Centers**Speakers:** Patrick Lin, Premec; Oliver Zehnder, Consul General of Switzerland in Shanghai, Government Officials, Representatives of Swiss Companies**Details:** Led by Consul General of Switzerland in Shanghai, in association with Swiss Centers, SwissCham Shanghai organized a visit of Shanghai Xinzhuang Industrial Park (SHXIP). SHXIP is one of the first park in China to welcome more than 30 Swiss companies. During this visit, guests received presentations from 2 established Swiss companies as well as got engaged in open roundtable discussion with both Swiss representatives and government officials from SHXIP.NOV
12**The Corporate Social Credit System: What It Means for Your Company****Venue:** swissnex China Shanghai office**Organised by:** SwissCham Shanghai, in association with FBCS**Speaker:** Markus Herrmann, Sinolytics**Details:** Sinolytics, leveraged on its extensive research on Corporate Social Credit System (CSCS) as well as its practice from advising leading European MNCs, has recently published a joint report ("The Digital Hand - How China's Corporate Social Credit System Conditions Market Actors") with EUCCC about the CSCS and in particular its strategic implications on foreign companies.NOV
14**CFO Forum - The Platform for Finance Professionals****Venue:** GALAPAGOS**Organised by:** SwissCham Shanghai, in association with BenCham Shanghai**Supported by:** Lindt**Speaker:** Andreas Hunziker, Lindt & Sprüngli (China)**Details:** The newly launched CFO forum of SwissCham Shanghai welcomed senior financial managers of several Swiss and other European companies for an informal exchange. Our guests enjoyed a pleasant evening in Galapagos. We thank our board member Andreas Hunziker for the initiative and support.

NOV

21

Roundtable: Sino-Swiss Free Trade Agreement

Venue: swissnex China Shanghai office

Organised by: SwissCham Shanghai, in association with Swiss Centers, swissnex China, University of St. Gallen

Speakers: Lucky Ding, Swiss Centers; Mr. Liu, Shanghai Customs; Mr. Wu, Shanghai Customs

Details: We welcomed nearly 50 guests to our 3rd FTA Roundtable event. 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. Both governments have agreed to upgrade the agreement in the near future.

Lucky Ding from Swiss Centers moderated the discussion and gave a presentation of relevant information with a case study of Arcolor AG. After the presentation Mr. Liu and Mr. Wu from the Shanghai Customs answered the questions raised by the audience.



NOV

28

The New Foreign Investment Law is Coming – What Companies Need to Know

Venue: Grand Kempinski Hotel Shanghai

Organised by: SwissCham Shanghai, in association with Swiss Centers

Supported by: Lindt

Speakers: Cheng Chen, Kellerhals Carrard; Sabine Neuhaus, Kellerhals Carrard

Details: SwissCham Shanghai welcomed over 40 guests to its event about the new foreign investment law. The law will take effect on January 01, 2020 and will replace three existing joint venture laws. To better understand the implications for foreign companies, we have invited Cheng Chen, Of Counsel and Sabine Neuhaus, Associate, of Swiss law firm Kellerhals Carrard. The presentations were followed by an active panel discussion with Dr. Huini Li, Partner of Adamas Avocats Associés and Karen Liu, Senior Partner of Huiye Law. The session continued with the networking part along with light food and drinks. We thank the Grand Kempinski Hotel in Pudong for its support and Lindt for its continuous chocolate sponsorship.



NOV

28

Future with 5G & AIoT

Venue: swissnex China Shanghai office

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

Speakers: Qian Hao, Taro Software & Smart Hardware Platform; Sergio Medyk, Nokia; Lucas Rondez, nihub

Details: On the night of November 28, SwissCham Shanghai, in association with swissnex China, hosted a joint lecture with Nihub on the Future Impact of 5G & AIoT. Two keynote speakers - Qian Hao and Sergio Medyk - offered their qualified insights on these two interconnected fields. They discussed how the combination of 5G and AIoT would impact our day-to-day lives as well as business.

DEC

03

InterChamber Christmas Mixer

Venue: Paulaner Brauhaus Shanghai EXPO

Organised by: Advantage Austria, AHK, AustCham, BenCham, BritCham, CII, CCI, Dusa, European Chamber, FBCS, Italian Chamber, HKCCC, MayCham, MexCham, PhilCham, SingCham, Spanish Chamber, SwissCham Shanghai, Thai Chamber

Details: Over 300 guests joined us in the social event co-organised with all major Chambers of Commerce in Shanghai for networking in a vibrant atmosphere.

DEC

05

Women in Business Christmas CONNECTORS

Venue: The ZUK Bar, The Sukhothai Shanghai

Organised by: SwissCham Shanghai, in association with BritCham Shanghai, Italian Chamber, IPWS, La Ruche

Details: Together with BritCham, SwissCham Shanghai warmly invited members and friends to this year's Christmas CONNECTORS. The CONNECTOR event always welcomes you to bring your colleagues, team-members and friends to get CONNECTED!

DEC

09

Swiss Drinks with Glühwein

Venue: Abbey Road

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

Details: We gathered for our fourth and last Swiss Drinks Event of this very successful year. SwissCham was very pleased to have welcomed many friends and new faces to come and enjoy a cozy evening with Glühwein and Lucky Draw session. If you weren't amongst the winners of the Lucky Draw, make sure to attend our next Swiss Drinks Event and perhaps you'll be blessed with more fortune. Nevertheless, Lucky Draw winner or not, we hope that you enjoyed the event as much as we did, and SwissCham looks forward to meeting you at one of our many upcoming events in 2020.



DEC

12

Revenue Management: A Best Practice Case from the Hotel Industry

Venue: The Shanghai EDITION

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

Speakers: Rainer J. Burkle, Marriott International; Jennifer Liu, Marriott International

Moderator: Alfonso Troisi, Nespresso Greater China

Supported by: Nespresso, Lindt

Details: We welcomed more than 30 guests last night to our Hospitality event. SwissCham Shanghai's President Alfonso Troisi from Nespresso Greater China opened and moderated the event. Our two distinguished speakers Rainer J. Burkle and Jennifer Liu from Marriott International shared their experience and insights to help our guests gain a better understanding of revenue management in the hotel industry and new challenges under the influence of China's specific social media channels and distinct younger luxury customer base. The presentations were followed by a Q&A session.

Our guests enjoyed a pleasant evening in the Shanghai EDITION hotel with delicate canapés and drinks.



JAN

19

How to Boost Conversion and Understand China: Data-Insights & CRM Systems

Venue: Four Season Hotel (Puxi)

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

Speakers: Chenyin Pan, Fireworks; Daphne Tuijn, Chaoly & WebshopinChina.com

Details: During this session, we discussed how you can use data to overcome the challenges to increase your online sales in China. In addition, we addressed China's latest digital commerce trend, and helped you to understand how an integrated CRM will support the growth of Western brands in China.

FEB

18

[Webinar] Understanding the impact of the coronavirus on your business in China

Organised by: SwissCham China, in association with the Embassy of Switzerland

Speakers: Yves Reymond, the Embassy of Switzerland; Magnus Callavik, ABB (China) Co., Ltd.; Chen Liu, Weidmann

Moderator: Samuel Baumgartner, Wenfei Attorneys-at-law Ltd.

Details: The outbreak of the coronavirus / COVID-19 has a major impact on companies doing business in and with China. To better understand the current challenges, SwissCham China, in cooperation with the Swiss Embassy, organized a webinar on Tuesday, February 18, 2020. The following panelists were invited to provide their insights and experiences, and to answer questions. Our first webinar was a big success, with over 70 people following our live stream on the current business challenges.

FEB

26

[Webinar] Supporting policies and legal implications in Taicang and Changzhou

Organised by: SwissCham Shanghai

Speakers: Ke Su, Taicang Investment Promotion Bureau; Jay Jiang, Foreign Investment Promotion Bureau of Changzhou National Hi-tech District; Philip Lazare, Luther Law Offices

Moderator: Sabine Neuhaus, Kellerhals Carrard

Details: SwissCham Shanghai hosted a practical webinar, with around 40 guests following our live stream on Feb 26. According to the results of our recent survey of February 18, 39% of the 130 participating companies lack clarification regarding the official regulations. To provide a better understanding of the supporting policies and legal implications in Taicang and Changzhou, we invited Ke Su from the Taicang Investment Promotion Bureau and Jay Jiang from the Changzhou National High-Tech District to introduce the local policies and regulations. In addition, Philip Lazare from Luther Law Offices was invited to present the legal implications related to the resumption of work and production. In the lively Q&A session, critical issues companies faced were raised and answered by our speakers. Special thanks to our moderator Sabine Neuhaus, who is an Associate with law firm Kellerhals Carrard and a Board member of SwissCham Shanghai.

FEB

28

[Webinar] Challenges and experiences of the machinery industry in the Coronavirus environment

Organised by: SwissCham Shanghai

Speakers: Joe Liu, FRAISA (Shanghai) Co., Ltd.; Rene Naef, Urma Trading (Shanghai) Co., Ltd.; Johnson Chen, GF Machining Solutions Limited Company; Tim Jutta, Komax Group; Shuo Xu, Wintool China

Moderator: Peter Bachmann, SwissCham Shanghai

Details: An insightful machining webinar was organized by the Machinery Committee of the SwissCham Shanghai on Feb 28, 2020. We saw a peak viewership of 70 during the webinar, showing a great turnout.

The webinar started with the analysis of the recent survey among machinery companies, presented by Rene Naef of Urma. Joe Liu, our chairperson of the Machinery Committee, followed by indicating that his company Fraisa is confident to see a quick rebound in its business in the months to come. Afterwards, Johnson Chen (GF Machining Solutions), Tim Jutta (Komax) and Shuo Xu (Wintool) shared their insights and experiences amid the current COVID-19 situation. HR, supply chain and production are all currently impacted according to their presentations. We'd like to extend special thanks to our speakers Joe Liu, Rene Naef, Johnson Chen, Tim Jutta and Shuo Xu as well as all your active participation in the Q&A session.

MAR
09**[Webinar] The Legal and Tax Implications of the COVID-19 outbreak****Organised by:** SwissCham China, in association with the Embassy of Switzerland**Speakers:** Suzanne Streit, the Embassy of Switzerland; Yaqi Liu, Wenfei Business Consulting (Shanghai) Co., Ltd.; Martin Ngai, Ernst & Young**Moderator:** Samuel Baumgartner, Wenfei Attorneys-at-law Ltd.**Details:** SwissCham China organized a webinar on current legal and tax challenges companies face amid the coronavirus outbreak, on March 9, 2020. 46 attendees followed our live stream. From a Swiss perspective, Suzanne Streit, Head of Financial Affairs at the Swiss Embassy, addressed the services and support provided by the Embassy. Yaqi Liu, Resident Partner at Wenfei Business Consulting and Board member of SwissCham Shanghai, shared her inputs in relation to Force Majeure and related topics. In addition, Martin Ngai, Partner with EY, discussed the implementation of tax relief on businesses to support prevention and control of the COVID-19. Special thanks go to our speakers Suzanne Streit, Yaqi Liu, Martin Ngai, and our SwissCham Beijing President Samuel Baumgartner, who acted as moderator, as well as all your participants in the interactive Q&A session.MAR
12**[Webinar] COVID-19 Updates and Recovery Planning for Business****Organised by:** SwissCham Shanghai, in association with AustCham Shanghai**Speaker:** Kent Kedl, Control Risks**Details:** SwissCham Shanghai hosted a webinar in partnership with AustCham and Control Risks on Thursday, March 12, 2020. Tune in to hear about the strategy on getting companies back to normality under the post crisis circumstances from Kent Kedl, Partner and Head of Greater China and North Asia, Control Risks.MAR
19**[Webinar] Reconsidering Digital Marketing During the COVID-19****Organised by:** SwissCham Shanghai, in association with FBCS**Speaker:** Rixin Jiang, Nordic Friend**Details:** In association with FBCS, SwissCham Shanghai organized a webinar trying to conclude the current situations, and to provide possible solutions for both B2B and B2C marketing approaches. It ended with an interactive Q&A session.MAR
20**[Webinar] Logistics & Supply Chains Challenges amid the COVID-19 outbreak****Organised by:** SwissCham China**Speakers:** Glenn Bai, Militzer & Muench International Freight Forwarding (Beijing) Co., Ltd.; Jing Wang, SGS Standards Technical Services (China) Co., Ltd.**Moderator:** Chen Liu, Weidmann**Details:** SwissCham China organized a webinar in relation to logistics and supply chain challenges amid the COVID-19 outbreak, with 47 attendees following our live stream on March 19.

During the webinar, our speaker Glenn Bai of logistics firm Militzer & Muench pointed out the rail freight is currently the most efficient way and he expected there would be more disruptions in global supply chains coming up. Wang Jing of SGS gave out several short-term solutions and mid/long-term strategies for current supply chain problems. She also forecasted the trend on customer services, health care and the airline & marine industry. In addition, case studies were presented to our attendees to help them get more insights.

We thank Glenn Bai and Wang Jing for sharing their expertise, and our Board member Chen Liu for his moderation of the webinar.

MAR

26

[Webinar] Labor Law & Economic Insights, with Bonnard Lawson, Pinghu and China Integrated

Organised by: SwissCham China

Speakers: Zach Lichtblau, Lawson Law Firm; Nicolas Musy, China Integrated Co., Ltd.; Vanessa Yu, Investment Promotion & Service Bureau of Pinghu Economic Technological Development Zone

Moderator: Samuel Baumgartner, Wenfei Attorneys-at-law Ltd.

Details: On Mar 26, SwissCham China organized a webinar about the application of the labor law and the development of the current economic situation in China. We welcomed 50 attendees to our live stream.

The first speaker, Zach Lichtblau of Bonnard Lawson, presented the current measures taken by the Chinese government to support employers amid the COVID-19 outbreak. He also emphasized the possible cases on terminating labor relations and the possibility of applying Force Majeure. After that, Nicolas Musy from China Integrated illuminated the bright side on HR management, and forecasted the economic recovery in the mid- to long term. Our third speaker, Vanessa Yu from Pinghu Economic Technological Development Zone, provided an overview of how the zone is handling enterprises' work resumption and how companies can be supported.

We thank the speakers and SwissCham Beijing President Samuel Baumgartner, who moderated the session.

MAR

31

[Webinar] Fireside Chat with Lucas Rondez

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

Speaker: Lucas Rondez, nihub

Details: Together with swissnex China, SwissCham organized our first Fireside Chat (webinar via Zoom) in 2020 with Lucas Rondez from nihub to discuss his entrepreneurial career. Lucas shared his background, his experiences, his failures, his decision to challenge himself, the use of the ecosystem to grow, and his knowledge about "open-ecosystem" to focus on innovation.

APR

02

[Webinar] Insights into the Hospitality Industry

Organised by: SwissCham Shanghai, in association with AustCham Shanghai

Speaker: Jolyon Bulley, InterContinental Hotel Group (IHG) Greater China

Moderator: Jack Brady, AustCham

Details: SwissCham Shanghai, in association with AustCham Shanghai, organized a webinar on April 02, Thursday, 2020.

We invited Jolyon Bulley, CEO of InterContinental Hotel Group (IHG) Greater China to share the latest insights and advice on how the hospitality industry is weathering the COVID-19 outbreak and assisting the Chinese government during this time as well as future growth and recovery planning discussions.

APR

02

[Webinar] HR Solutions and Preferential Policies, with CMS Legal and Firmenich

Organised by: SwissCham Shanghai, in association with SwissCham Beijing, SwissCham Hongkong, BritCham Shanghai, and Spanish Chamber Shanghai

Speakers: Jeanette Yu, CMS China; Gilbert Shen, CMS China; Susan Zhang, Firmenich Aromatics (China) Co., Ltd.

Details: We welcomed more than 50 participants joined this webinar. Speakers from CMS Legal shared their legal perspective insights that employers could take actions concerning employment relationships and HR management solutions, as well as the preferential policies from the central government and the local side. Susan, HR Director of Firmenich, shared their practical case study of their company. How to apply agile HR management at this challenging moment.

APR

08

[Webinar] Financial and Tax-related Relief for Businesses, with PwC and MS Advisory**Organised by:** SwissCham China, in association with BenCham, BritCham, Spanish Chamber**Speakers:** Rock Wang, PwC; Raoul Schweicher, MS Advisory (Moore)**Moderator:** Cécilia Vermeulen, BenCham

Details: The webinar covering Financial and Tax-related Relief for Business, with PwC and MS Advisory by SwissCham Shanghai, in association with PwC and MS Advisory (Moore), welcomed over 40 participants following the live stream. During the Webinar, Rock Wang from PwC provided a brief introduction of several preferential tax incentives implemented by the national government during the outbreak of COVID-19. He also shared the requirements of specific categories of science and innovation enterprises and presented the various tax deduction policies accordingly. Furthermore, Rock brought the latest update on VAT Special E-invoice and offered important recommendations from PwC. Brian Blömer from MS advisory (Moore), clearly interpreted national and local implementations of financial and fiscal support that help business, especially the SMEs pull through the difficulties during the outbreak of the epidemic. He also recommended companies keeping an eye on announcements updated by the local authorities.

APR

16

[Webinar] Best Measures for Moving Brands Online in the China Market**Organised by:** AustCham Shanghai, in association with SwissCham Shanghai**Speaker:** Ryan Molloy, RedFern Digital

Details: In partnership with RedFern Digital, we hosted a webinar on April 16 to discuss strategies on moving brands online in the China market. Ryan Molloy, CEO of RedFern Digital provided an informative and insightful session for our attendees. Ryan talked through the market reaction to Covid-19 in China, factors to consider before entering the market, the online consuming behavior of the Chinese consumers and tips for doing branding and e-commerce effectively in China; and compared the major e-commerce platforms in China, and explained the role of social and paid media. He also introduced some of the effective online marketing tools such as product seeding, livestreaming, KOLs and in-app marketing.

APR

22

[Webinar] Export, import and distribution in China amid the COVID-19 pandemic**Organised by:** SwissCham China, in association with Swiss Centers**Speakers:** Joe Liu, Fraisa; Lucky Ding, Swiss Centers; Jessie Chu, Kuehne + Nagel Limited; Rick Gao, Swiss International Air Lines Cargo

Details: On April 22, we invited four speakers to present at the webinar regarding Export, Import and Distribution in China, during the pandemic. We welcomed on top of 55 audiences participated in our webinar. During the Webinar, Joe Liu, the Managing Director of Fraisa and board member of SwissCham Shanghai, started and shared Fraisa's experiences when it comes to import and logistics in the machining tools industry. Then, Lucky Ding from the Swiss Centers took the turn to present an overview and outlook of import and export guidelines, the impact on the Sino-Swiss Free Trade Agreement and new customs regulations regarding medical supplies. Jessie Chu, Key Account Management at Kuehne + Nagel focused on PPE exports out of China. In the end of the webinar, Rick Gao from Swiss International Airlines Cargo shared his insights of how to handle the Airfreight Export, what challenges remain given the coronavirus aftermath and how companies deal with these challenges.

APR

24

[Webinar] China Today: Navigating the Risks, with PwC**Organised by:** FBCCS, in association with SwissCham Shanghai, SwedCham, NBA, and DCCC**Speaker:** Paul Tan, PwC

Details: According to PwC's Global Economic Crime Survey 2020, 60% of China-based respondents said that they had experienced fraud or economic crime in the last two years. This is significantly higher than the global average of 47% and other countries in the region. The most common issues in China continue to include bribery & corruption, asset misappropriation and accounting fraud, with companies suffering from economic losses, operational disruption and reputation damage as a result of falling victim. Unfortunately, it is to be expected that any impending downturn in the Chinese and global economies could result in more frauds occurring and being exposed. In light of the challenges faced by foreign companies in the current environment, a forensic specialist from PwC hold a webinar by sharing China highlights from PwC's recent Global Economic Crime Survey, and to discuss typical issues observed in recent times, as well as practical insights for navigating the risks.

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EVENTS

OCT

08

JOINT MONTHLY LUNCHEON: Investment With A Purpose, an Entrepreneurial Journey to Impact Investment.**Venue:** Oolaa, G/F, Bridges Street, CentreStage, Soho, Mid-Levels, Hong Kong**Speaker:** Ms. Catherine Chen, Founder and Managing Partner of AvantFaire Investment Management Ltd**Details:** In October 2019, the Swiss Association and the Swiss Chamber of Commerce hosted a Joint Monthly Luncheon focused on Investments. The speaker, Ms. Catherine Chen, Founder and Managing Partner of AvantFaire Investment Management Limited, talked about her intention and journey from operating her family office to establishing her impact investment company. Catherine has founded AvantFaire Holding and Impactlytics, a company with a strong presence in Hong Kong and Canada and focused on impact investment management and analytics.

OCT

10

Monthly Cocktail at PICADA**Venue:** Picada, 3F, 29 Wyndham Street, Central, Hong Kong**Details:** SwissChamHK organized a networking event in a famous area of Hong Kong, Lan Kwai Fong, neighborhood known for its buzzing streets.

The colourful space and hidden Oasis Terrace welcomed the guests that enjoyed artfully crafted food, specialty drinks and great company with a special happy hour price.



OCT

29

Finance Committee - Closed Door Luncheon**Venue:** UBS, 52/F, Two International Finance Centre, 8 Finance St, Central, Hong Kong**Speaker:** Mr. Deniz Guven, CEO of SCB Virtual Bank**Details:** SwissChamHK hosted a closed-door luncheon session on Tuesday, 29 October, 2019. The speaker talked about the current state of preparation of the virtual banks due to go live anytime from Q4 2019 onwards as well as potential implications of virtual banks on the established Private Banks and Wealth Managers in HK.

OCT

31

Joint Business Community Luncheon with Chief Executive of the HKSAR

Venue: Grand Hall, Hong Kong Convention and Exhibition Centre, Wan Chai, Hong Kong

Speaker: HKSAR Chief Executive, Mrs. Carrie Lam Cheng Yuet-Ngor

Details: The Chief Executive accepted the invitation to speak to the Hong Kong business community at this joint luncheon, which was held on Thursday, 31 October, 2020. Attendees were able to hear Mrs. Lam discuss the reasoning behind the priorities in her Policy Address, and learn more about her initiatives to tackle key issues such as housing, land supply, the labour market and the environment, and her plans for improving Hong Kong's competitiveness in the 2020 year.



NOV

04

JOINT MONTHLY LUNCHEON: The Rise Of The Family Office – A New Global Force?

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

Speaker: Mr. Nicolas Fu, Chief Investment Officer of KHI Holdings Group

Details: In November 2019 the Swiss Association and the Swiss Chamber of Commerce hosted a Joint Monthly Luncheon focused on the rise of the Family Office. A cover in "The Economist" depicted family offices as a new force in global finance, whose leaders cut out middlemen by running their own investment firms. Is this a new trend which the financial world should brace itself for, or just hype? The attendees had the chance to hear the perspective of Nicolas Fu, whose grandfather Y.C. Fu established KHI Holdings in 1947, one of Hong Kong's first family offices. As a CIO, Nicolas oversees all investment activities of the Group and shared with the attendees his insights into how a Hong Kong family office navigates the global investment landscape and his perspective on changing trends in family office wealth management.



NOV

07

Monthly Cocktail at Estiatorio Keia

Venue: Estiatorio Keia, 2F, H Queen's, 80 Queen's Road, Central Hong Kong

Details: The Swiss Chamber of Commerce in Hong Kong organized the November Monthly Cocktail at Estiatorio Keia, an unique venue located in the heart of Central, Hong Kong. The attendees enjoyed a very elegant and traditional Greek atmosphere and had the opportunity to meet new friends and potential business partners.



NOV
20**INSIDE Series - Visit to the Swiss Chocolate Factory in HK****Venue:** 6/F, 44 Lee Chung Street, Chai Wan, Hong Kong

Details: Schoggi Meier is the leading chocolatier in Hong Kong. Affectionately named after its founder Jurg Meier, himself an expert chocolatier from Switzerland. Schoggi Meier handcrafts its sumptuous delights with premium couverture from Felchlin in Switzerland. Each chocolate masterpiece embodies the passion of its skillful chocolate masters. They are freshly made in Hong Kong every day in a specialized factory under the strictest quality control. The brand keeps creating new confectionery ideas to enrich its star-studded product lineup which includes truffles, pralines, chocolate bars, macarons, seasonal and festival flavours, to name but a few.

Swiss Chamber had the chance to learn more about the story behind Schoggi Meier and see the secret of the chocolate factory thanks to Mr. Rene Frauenfelder, the co-founded Schoggi Meier and a professional baker, confectioner and national master chocolatier.

DEC
02**Joint Christmas Charity Luncheon 2019****Venue:** Harcourt Suite, The Hong Kong Club, 1 Jackson Road, Central, Hong Kong**Speaker:** Ms. Gretchen Ryan, Trustee of Home of Loving Faithfulness

Details: SwissChamHK organized a gourmet Christmas Lunch, followed by a live auction and a lucky draw with fabulous prizes to support the HOLF (Home of Loving Faithfulness). Since August 1965, the Home of Loving Faithfulness (HOLF) has opened its doors to provide lifelong Christian love and care to children and adults with special needs ranging from mild to severe intellectual and developmental disabilities.





Meet The Board Cocktail 2019

Venue: Mr Wolf, 5th Floor, 70 Queens Road, Central, Hong Kong

Details: The Board of the Swiss Chamber of Commerce in Hong Kong together with the Young Professionals Committee invited its members to the annual "Meet the Board Cocktail". Thank you to our Gold sponsors - Credit Suisse and Silver Sponsors - Mammut, the attendees had the chance to meet the Board members of the Swiss Chamber of Commerce in Hong Kong and meet & mingle with existing and new members of the Swiss and international community in Hong Kong. The evening started with the welcome speech by Mr. Nick Baumann, Director of the Swiss Chamber of Commerce and the speech by Mr. Lukas Dörig, Head Swiss-Asia Entrepreneurs Hub of Credit Suisse (Gold Sponsor). All the attendees had a fun night and interactive evening in a relaxed environment.



Hong Kong



Monthly Cocktail at FoFo by el Willy

Venue: FoFo by el Willy, 20, M88, 2 Wellington Street, Central, Hong Kong

Details: The last Monthly Cocktail of the year took place at FoFo by el Willy, rooftop in Central, Hong Kong on Thursday, 19th December. The guests enjoyed the great cocktails and amazing views of the city.



JAN

06

Joint Monthly Luncheon – Global Market Outlook 2020

Venue: UBS, 52/F, International Finance Centre Tower 2, Hong Kong

Moderator: Ms. Lynn Raebtsamen, CFA, Founder Swiss Vanquest AG

Panelists: Mr. Hartmut Issel, APAC Head Equity at the Chief Investment Office WM at UBS Wealth Management; Mr. Jack Siu, Director of Credit Suisse and Senior Investment Strategist for Asia Pacific; Mr. Jean-Louis Nakamura, CEO in Hong Kong and CIO in Asia Pacific for Lombard Odier group

Details: The first Monthly Luncheon of the year hosted a panel discussion of distinguished speakers and investment experts including Hartmut Issel, APAC Head Equity at the Chief Investment Office WM at UBS; Jack Siu, Director & Senior Investment Strategist for Asia Pacific at Credit Suisse; Jean-Louis Nakamura, CEO HK & CIO Asia Pacific at Lombard Odier. 2019 has been an eventful year, marked by twists and turns in geopolitics and financial markets. Uncertainties loom with the US-China trade talks reaching new intensity levels, the Brexit deal or no-deal dragging on, and a black swan-event hitting Hong Kong.



JAN

16

Monthly Cocktail at The Globe

Venue: The Globe, Garley Building, 45-53 Graham Street, Central, Hong Kong

Details: SwissChamHK organized its first monthly cocktail of the year at The Globe. The guests enjoyed extended happy hour deals until 9pm and the networking event was a good opportunity to meet new and old friends and potential business partners after the holiday season.



MAR

16

Webinar | Legal and Tax Implications of the COVID-19 outbreak

Venue: Webinar

Speakers: Ms. Suzanne Streit, Head of Financial Affairs, Economic, Financial and Commercial Section at the Embassy of Switzerland; Ms. Liu Yaqi, Board Member of SwissCham Shanghai, Resident Partner and Wuhan Liaison at Wenfei Attorneys-at-law Ltd.; Mr. Martin Ngai, Partner and Northern China Tax Leader at Ernst&Young, TMT Tax Leader, Greater China.

Details: The outbreak of the Novel Coronavirus / COVID-19 is having a major impact on companies doing business in and with China. To better understand legal aspects and impacts on corporate taxes resulting from newly implemented regulations, SwissCham China organized a webinar on Monday, March 9, 2020 focused on the Role of the Swiss Embassy, Force Majeure, Incentive policies provided by the government, Cashflow management, Corporate Tax.

Panelists from the Embassy, Wenfei Attorneys-at-Law and Ernst&Young provided their insights and experiences.

MAR
16**Webinar | Personalised healthcare in Hong Kong, and COVID-19 testing****Venue:** Webinar**Moderator:** Mr. Rolf Frei, Consul General of Switzerland in Hong Kong**Speakers:** Ms. Louisa Shen, General Manager for Roche Diagnostics Hong Kong and Macau; Dr. Daniel Thurley, General Manager for Roche Pharmaceuticals in Hong Kong and Macau.**Details:** The Swiss Chamber of Commerce in Hong Kong organized its first webinar on Personalised healthcare in Hong Kong, and COVID-19 testing on 16 March 2020. We had the opportunity to host a panel discussion of sophisticated experts: Dr. Daniel Thurley, General Manager for Roche Pharmaceuticals in Hong Kong and Macau, and Ms. Louisa Shen, General Manager of Roche Diagnostics Hong Kong and Macau, moderated by Mr. Rolf Frei, Swiss Consul General in Hong Kong. The speakers shared their insights and a perspective on how Roche is supporting optimal testing in Hong Kong for COVID-19.MAR
20**Webinar | Impact of the COVID-19 on Logistics and Supply Chains****Venue:** Webinar**Moderator:** Mr. Chen Liu, Vice-President & National Representative of SwissCham Shanghai, Managing Director at Weidmann Electrical Technology (Jiaxing) Co. Ltd. (National)**Speakers:** Mr. Glenn Bai, Managing Director China, Militzer & Muench International Freight Forwarding (Beijing) Co., Ltd; Ms. Jing Wang, Business Development Manager, Sustainability Services SGS**Details:** SwissCham China organized a webinar on Friday, March 20, 2020 on the impact of the COVID-19 on Logistics and Supply Chains and the SwissChamHK supported the event. The outbreak of the Novel Coronavirus / COVID-19 is having a major impact on companies doing business in and with China. The webinar focused on Insights from the logistics industry in times of great uncertainty and insights from the Supply Chains.MAR
26**Webinar | On the Impacts and Opportunities of the COVID-19 outbreak for Human Resources****Venue:** Webinar**Moderator:** Mr. Samuel Baumgartner, President of SwissCham Beijing and President Partner at Wenfei Attorneys-at-law Ltd.**Speakers:** Mr. Zach Lichtblau, Partner Bonnard Lawson Shanghai;

Mr. Nicolas Musy, Founding Partner China Integrated, CEO Alexander Hughes China, Ms. Vanessa Yu, Director of Investment Promotion & Service Bureau of Pinghu Economic Technological Development Zone

Details: The outbreak of the Novel Coronavirus / COVID-19 had a major impact on companies doing business in and with China. To better understand its impacts and opportunities for human resources, SwissCham China organized a webinar on Thursday, March 26, 2020. The webinar focused on the following topics: Measures by the Chinese government to support employers, Understanding the measures in the context of Chinese labor law, opportunities in terms of HR Management, economic opportunities, forecast and recovery timing, speakers from Bonnard Lawson and China Integrated were invited to provide their insights and experiences as well as answering the questions of the attendees.

MAR

26

Joint Business Community Financial Secretary Webinar: 2020-2021 Budget

Venue: Webinar

Speaker: The Honourable Paul MP Chan, GBM, GBS, MH, JP, Financial Secretary, the Government of the HKSAR

Details: The Honourable Mr. Chan accepted the invitation to discuss his Budget with the Hong Kong business community on 26 March 2020. This Joint Business Community Webinar was an ideal opportunity to learn more about the insights behind his latest Budget plans. Attendees had the chance to hear directly from the Financial Secretary about the Government's plans to steer its fiscal policy, enhance Hong Kong's competitiveness and encourage growth in the innovation, technology and R&D sectors. He also discussed other plans to help Hong Kong's economy recover from the recent unrest and slowing global economy.



APR

08

COVID-19 Webinar | Financial and Tax-related Relief for Businesses, with PwC and MS Advisory

Venue: Webinar

Moderator: Ms. Cécilia Vermeulen, General Manager at BenCham Shanghai

Speakers: Mr. Rock Wang, Partner of Tax Services at PwC; Mr. Raoul Schweicher, Managing Director of MS Advisory

Details: SwissCham Hong Kong supported a webinar organized by the SwissCham Shanghai on 8 of April 2020 with PwC and MS Advisory (Moore), two leading consulting firms, on financial and tax-related relief for businesses.

APR

13

Innovation through Covid-19: A(n) (un)necessary action? [Supported event]

Venue: Webinar

Moderator: Mr. Graham Brown, Storyteller, Founder & CEO of Pikkal & Co

Speakers: Mr. Wesley Boers, Transformation & Innovation Coach; Mr. Michel Huguenin, CEO Imavox Group, Mr. Koen Cardon, CEO Katoen Natie Asia, Mr. Cédric Mainguy, Chief Innovation Office Palo IT, Co-founder of several startups in Asia and North America, Mr. Scott Bales, Thought Leader on the Digital Shift

Details: 2020 has brought us an unprecedented global challenge with the outbreak of Covid-19 and we all observed significant changes in world economics, industry dynamics and customer's behaviour. The SwissChamHK supported a webinar organized by Innovationscircle, a collaboration between Planitwiss and INN-Gage about this specific topic. The event, free of charge for Members of the SwissCham was held on the 13 of April 2020.



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16

Webinar | Building Strategies in a COVID-19 Context [Supported event]

Venue: Webinar

Speaker: Mr. Arnaud Frade, Chief Commercial Officer, Ipsos

Details: SwissChamHK in collaboration with SwissCham Singapore, hosted a webinar on building strategies in a COVID-19 Context. The speaker, Mr. Arnaud Frade, shared data from Ipsos' global COVID-19 survey and contextualized it in reference to global trends and their impact on business strategies - to help the attendees to navigate this crisis with more confidence and robust understanding. The event was free of charge for members & non-members.





Webinar | Managing Supply Chains during the Corona Crisis

Venue: Webinar

Speaker: Mr. Edwin Keh, CEO of Hong Kong Research Institute of Textile and Apparel (HKRITA)

Details: SwissChamHK in collaboration with SwedCham welcomed their guests to "Managing Supply Chain In Challenging Times" webinar. The guests learned more about the current situation for supply chains in Asia. Some of the issues that were discussed: the current challenges for global supply chains brought about by the Coronavirus pandemic, the impact of the imbalance in market supply and demand, how businesses along the supply chain can work together to capture new opportunities, what the industry can learn from the current pandemic situation. The speaker, Edwin Keh, CEO of Hong Kong Research Institute of Textile and Apparel (HKRITA) shared his opinions and experience within the field.



Webinar | A New Normal: Digital consumer

Venue: Webinar

Speakers: Mr. Anson Bailey, Head of Consumer & Retail, ASPAC / Head of Technology, Media & Telecoms, Hong Kong, KPMG China; Ms. Leonie Marshall, Associate Director, People & Change, KPMG China; Mr. Adam Stuckert, Partner, Advisory, KPMG China

Details: The Swiss Chamber of Commerce in Hong Kong supported the "A new normal, Digital Consumer" webinar, organized by the Hong Kong General Chamber of Commerce. The expert panelists shared insights on IT enablement and talent management strategies for businesses adjusting to the new normal. The speakers discussed shifts in consumer behaviour amid an evolving industry landscape, and ways to capitalize on emerging opportunities.



Webinar | Managing cash and working capital in turbulent times

Venue: Webinar

Moderator: Mr. Mark Sims, Stan Group (Holdings) Limited

Speaker: Mr. Chris Ball, Director, Advisory of KPMG

Details: The SwissChamHK supported a webinar about managing cash and working capital in turbulent times on 29 April. The speaker, KPMG Director, Chris Ball talked through some fundamental items to consider to help building a robust cash and working capital management strategy, demonstrating how improved information around a company's cash position can lead to enhanced and informed decision making in difficult times.

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16

9TH SWISSCHAM FONDUE NIGHT

Location: Shenzhen

What better way to welcome the cold winter season than with an authentic Swiss Cheese Fondue! This signature event of SWISSCHAM is one of the most popular and well attended Swiss events in the Guangdong Province, with attendees enjoying the novelty of the fondue meal with convivial company.



DEC

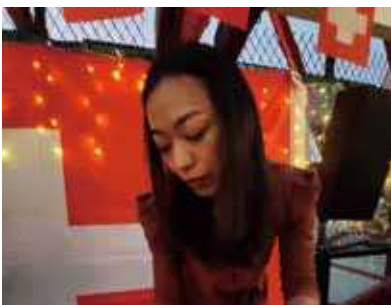
14

SWISS XMAS PARTY

Location: Guangzhou (Restaurant Happy Monk)

As a fabulous close to 2019, the Guangzhou chamber hosted its first Christmas party! A large group from the Swiss community were in attendance with up to 80 participants. Everyone took part in the year end festivities with lots of Swiss raclette, cheeses and more traditional delicacies.

The entertaining evening was filled with live music, Christmas songs, mulled wine and the main highlight - Santa Claus with surprise gifts for the children!



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