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中国瑞士商会会刊

THE 橋 BRIDGE

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Interview:

“China is a Multitude of Markets”

Hiufan Tsang of DKSH on FMCG trends in China, supply chain disruptions and market expansion strategies.

“庞大的中国市场”

Y1 DKSH的曾晓帆谈中国快速消费品趋势、供应链中断和市场扩张策略。

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Swiss Entrepreneur and Philanthropist Philippe Zwahlen:

Accessing Neurodiverse Talent

瑞士企业家和慈善家 Philippe Zwahlen:

吸引多样化人才





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National Level Jiaxing Economic & Technological Development Zone



嘉兴马家浜健康食品小镇
JIAXING MAJIABANG TOWN OF HEALTHY FOOD

JIAXING MAJIABANG TOWN OF HEALTHY FOOD



Jiaxing Majiabang Town of Healthy Foods, is located in the national level Jiaxing Economic & Technological Development Zone (JXEDZ). With a total planned area of 3.05 km², it's developed based on the national key cultural relics protection site, known as "The Origin of Jiangnan Culture"—The Majiabang site. Apart from the Majiabang Cultural Museum, heritage park and the multifunctional Town Lounge, JXEDZ has attracted Mars, Abbott, Hormel, Beyond Meat, Monin, Breadtalk and a series of well-renowned food companies to settle in the town, meanwhile set up the Tsinghua Yangtze River Delta Food and Health Research Institute, to forge a characteristic town integrating healthy food, productive services and cultural experience tourism.



Zengcheng Overview

Zengcheng is located in eastern Guangzhou, an important commercial county since Eastern Han Dynasty(A.D. 201), had become one of the districts of Guangzhou since March, 2014.

Located in southern Zengcheng, Zengcheng Development Zone was established in 1988 and promoted to national development zone in 2010, as an important part of Guangzhou-Shenzhen-Hong Kong-Macau Science and Technology Innovation Corridor inside the core area of Guangdong-Hong Kong-Macao Greater Bay Area.



Developed Transportation

Zengcheng has 3 transportation hubs with 8 expressways, 3 national high-speed railways, 3 light railways and 10 metro lines(including lines under planning or construction). It only takes 40 minutes to international airports of Guangzhou or Shenzhen and seaports of Huangpu or Xinsha, 1.5 hours to reach Hong Kong, Macao or any other Pearl River Delta urban area, with a potential consumer market of 70 million population.

Livable Environment

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Wanda Plaza



AEON Mall



Southern Hospital of Southern Medical University

Development of Industry Cluster

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SDP G10.5 Display Ecological Industrial Park



Visionox G6 Flexible AMOLED Module Manufacture Project

Fintech

Based on Ping An (Zengcheng) Science and Technology Silicon Valley and GBA Industry Convergence Park, Zengcheng brings in leading enterprises and institutions such as Autohome, Pingan Cloud, Pingan Finservice to build fintech industry cluster.

Guangzhou Zengcheng

Nice Place for Living Working Resting Travelling



Explosive Growth

Zengcheng has successfully attracted more than 100 foreign companies and other famous corporations to make investment, such as SDP, Visionox, Ping An, Denso, Aeon, Hitachi, Meiji etc. Moreover, Zengcheng district had reached 106 billion of GDP and 105.3 billion of fixed assets investment in 2020.

Automobile and New Energy Automobile

With Guangqi Honda and Beijing Automobile, Hitachi Automotive System, Lear etc., Zengcheng also puts emphasis on new energy car industry.



Guangqi Honda



Guangzhou Denso



Hitachi Automotive



Lear Automotive



Ping An Industry Park

Zengcheng Development Zone

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Dear Members and Friends of SwissCham China,

Time flies. To recap year 2021, China's GDP increased a marvelous 8.1% (source: National Development and Reform Commission) which even topped 30% above its own target, showing the best growth in a decade. In addition, approximately 12.7 million new jobs were created, which set the unemployment rate further down to 5.1%. Thanks to its high vaccination rate of the whole population along with other supporting measures, China's economy has not only sustained a steady recovery since the pandemic outbreak, but also leaped great forward in the post pandemic period, leaving its commensurate economies behind.

Aside from the great joy of the prosperity and promise driven by the above figures, we are confronted with new challenges looming ahead. GDP growth dropped to 4.0% in the final quarter of 2021 - a sharp contrast from this year's first half of 12.7%. Disruptions and delays in the supply chain such as semiconductors, power shortages, the ongoing pandemic with local Covid flare-ups, uncertainties in the property sector, combined with a weak consumption growth of only 1.7%, led to this slow down towards the end of 2021. As the downward pressure on China's economy is mounting, the Chinese central bank has swiftly stepped in and propped up the economy by cutting the interest rate for the first time since the outbreak of the pandemic.

Despite ongoing political and economic challenges, many Swiss companies still perceive China as one of most attractive investment countries. Please check the further details of the survey results conducted by SwissCham in this Bridge magazine.

Looking forward to 2022, SwissCham will continue to act as a networking and information platform for our Sino Swiss business community organization. Besides flagship events organized in all chapters and regions, the special highlight will be the first GBA Switzerland Economic Forum in the Greater Bay Area. Don't miss this opportunity to attend this forum, where we aim to bring leading experts from all over China and Switzerland to the GBA to share best practices and brainstorm solutions on the today's hot subjects such as smart cities, innovation, education, and green finance.

We thank you again for the constant support and wish you more success in year 2022 with the courage of Tiger!

Stephan Stalder

President of SwissCham South China

亲爱的瑞士商会的会员及朋友们，

时光飞逝。回顾 2021 年，根据国家发改委，中国的 GDP 增长高出 30% 的既定的目标，达到了惊人的 8.1%，刷新了十年来的最高纪录。此外，还创造了约 1270 万个新工作岗位，使失业率进一步降至 5.1%。得益于全民高疫苗接种率和其他配套措施，中国经济不仅自疫情爆发以来持续稳定复苏，而且在后疫情时期也实现了跨越式发展，直接将其其他的相当体量的经济体都抛在了后面。

在我们沉浸在上述经济繁荣带来的喜悦之时，新的挑战也悄然而至。

2021 年国内生产总值 (GDP) 增长率从上半年的 12.7% 骤然降至最后一季度的 4.0%。半导体等供应链的中断和延期，电力短缺，局部性的新冠病毒零星爆发，房地产业的不确定性以及仅为 1.7% 疲软的内销增长直接导致年底经济的迅速放缓。随着下行压力越来越大，中国央行迅速介入，自疫情爆发后首次降息以支撑经济。

尽管政治和经济挑战持续存在，多数瑞士公司仍然视中国为最具投资吸引力的国家之一。请您参阅本期《桥梁》杂志，瑞士商会调查结果给出更为详细信息。

展望 2022 年，瑞士商会将继续担任中瑞商业团体的网络和信息平台。除了在所有分会和地区举办的旗舰活动外，特别的亮点将是首届大湾区瑞士经济论坛。请各位不要错过参加这个论坛的机会，我们将邀请来自大湾区，中瑞两国的各领域专家，分享最佳实战经验，并就当今的热门议题提供集思广益的解决方案：智慧城市，创新，教育，绿色金融等等将在其随后的议程中相继被讨论。

我们再次感谢您的不懈支持，并祝愿您在 2022 年虎虎生威，更为成功！

Stephan Stalder

瑞士商会华南区主席



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FMCG Trends in China

Retailers and platforms continue to evolve their business models.

By **Fabian Gull**

China continues its shift towards a more consumption-led economy. In fact, according to the National Bureau of Statistics, local consumption contributed almost two thirds of China's economic growth in 2021. This figure highlights both the importance of domestic demand as well as the resilience of China's consumer market. According to data insight and consulting company Kantar, China's FMCG market is set to attain a healthy growth in 2022, helped by government initiatives designed to promote local consumption, combined with efforts from the multitude of market brands to improve supply. Within the universe of fast-moving consumer goods, the personal care sector is performing above the average. It is fuelled by higher demand for products that generally enhance quality of life at home and offer a more refined lifestyle.

Several other FMCG trends can also be observed. The pandemic gave a big boost to O2O (online to offline business), where FMCG spending grew more than 50% in 2020. Temporarily locked-down consumers turned to O2O and maintained their habits after lockdowns ended. Another trend is livestreaming (see page 10). It accelerated during Covid-19 and continues to thrive after the pandemic. There now are two distinct flavours: key opinion leader (KOL) livestreaming on platforms like Taobao and Douyin, as well as brands' self-running shows that are gaining popularity.

The resurgence of regional retailers

Membership stores seem to become a hot format in modern trade. Throughout 2021, China's major retailers launched paid membership stores one after another. Walmart Group accelerated the expansion of Sam's Club with the opening of five new stores. Freshippo, Metro and Carrefour also entered the format for the first time. These stores are mainly located in first-tier cities such as Beijing and Shanghai, where families demand product differentiation, price performance and value-added services. These areas are about to become intense battlegrounds for consumer spending as purchasing power rises and infrastructure matures, providing many opportunities for expansion.

In 2022, digitalization, differentiation and multi-format development will remain the key to success for regional retailers. And there is still room for growth: data shows that the top 10 retailers in China only account for 38% of the overall modern channel, which is lower than in most Western markets.

The evolution of hypermarkets

A different picture when looking at hypermarkets. Increased competition, multi-format development and changes in consumer lifestyles all led to a gradual decline in footfall and sales for hypermarkets in 2021. Kantar Worldpanel's data shows that 67.8% of Chinese households visited hypermarkets, a decrease of 5% on the previous year.

In response, Walmart closed more than 30 hypermarkets, while local player Yonghui converted more than 50 into warehouse stores that offer affordable products and an optimised shopping experience. In 2022, hypermarkets might move from 'big and comprehensive' stores that target all customer groups to an era of refinement and focus, with upgrading the customer experience as a key priority.

While uncertainties remain, the FMCG market is set to achieve a healthy growth performance in 2022.

China's changing risk/opportunity profile

Only a few years ago, it seemed like a necessity for any decent foreign FMCG brand to pursue a China strategy of some kind. Today, while still the case for many, this is no longer a general rule. For example, Camille Bloch, a traditional and well-established Swiss chocolate maker (mainly known for its flagship products Ragusa and Torino) has no appetite for business in China. Their chocolates are not available in the territory and the company has no intention to change that for the time being. As a small family owned business, it is not attracted by sheer size in the first place, a spokesperson tells The Bridge. Throughout its history - the company was founded in 1929 - it has always pursued a rather careful international expansion strategy.

The Swiss SME is currently doing business in Germany, Scandinavia, France, U.S., Canada, Middle East and Israel, enjoying sufficient growth potential in these markets. Export accounts for around 20% of its turnover, with Switzerland being by far the strongest market. "Our export strategy is based on a rather small scale with strong local partners. This is crucial for us", the spokesperson tells The Bridge. As a niche product with one production site in the Bernese Jura hills, Camille Block prefers to keep critical operations close to home. Setting up production facilities in China, or elsewhere in the world for that matter, is no option.

Another iconic Swiss brand is potato chips producer Zweifel, whose products are not being sold in China to date. Zweifel is currently in the process of defining future cornerstones of its export strategy. As long as this process is ongoing, the company does not want comment on any China related questions by The Bridge.

Surging logistics cost

Raul Casserini, Founder and General Manager of "The Cheesery", started off in China as an importer of select Swiss cheeses. He wanted to market different Swiss cheeses under one umbrella in China. For quite a number of years already, the market has been changing towards more locally produced products in FMCG. This trend has been accelerated by the pandemic. However, cheese and the dairy industry in general, are a bit of an exception - for cultural reasons and lack of know how. But local cheese manufacturers are getting more awareness now in China. "This is good for us, too", Casserini tells *The Bridge*. "Overall, local demand for cheese is still low. We are looking at an annual average per capita consumption of 100 gram of cheese in China versus 20kg per person in Switzerland. Dairy consumption is still on the rise, and China is the largest dairy market worldwide", Casserini says. The cheese market grows between 20 and 30% per annum, providing considerable reasons for Casserini to remain positive about his business prospects.

"Marketing, branding, packaging are far more important in China than, say, in Europe, where you go to the cheese counter and go for a fresh slice of quality cheese", he explains. Also, licensing and regulatory hurdles are high in China. Frequent regulatory changes, suspensions, delays and uncertainties related to local covid outbreaks characterized much of his business last year. "Covid certainly did not help us, as more and stricter regulations on limiting exposure or food stuff imports were imposed. Frictions in the supply chain complicate our life, as we are dealing with foodstuff with a limited shelf life. And our logistics and handling costs went up significantly, particularly in airfreight". This, combined with a lower payment moral, also led to temporary cash-flow issues he had to overcome.

"We still see growth, but we have to adapt constantly. Before, our main sales activity was with hotels and

restaurants. Now we are developing the B2C market. Cheese is a luxury item, not a necessity. We try to develop non-traditional sales channels, in example co-branding cheese with wine", Casserini says. The importation process is not yet back to normal pre pandemic times, and he doesn't expect it to be for a while. Change remains to be one of the few constants of doing business in China.

Wine imports expected to grow

In the very competitive field of wine, China has seen many foreign players come and disappear again over the years. Still believing in the market potential for niche products, two Swiss players decided to join forces in late 2021. Swiss Wine Promotion and the Swiss Centers Group signed a partnership agreement in Château d'Auvernier, one of the largest and oldest wineries in the canton of Neuchâtel (Switzerland). Their goal is promoting Swiss wines in the dynamic Chinese market. "China currently is responsible for 5-6% of the Swiss wine exports. We expect that this share will increase, as Chinese consumers are becoming more and more fond of unique and exclusive products of high quality," explains Zhen Xiao, CEO of the Swiss Centers Group.

The Chinese wine market had attracted global attention when the imports grew from 286 million liters in 2010 to 679 million liters in 2018, an average annual growth rate of 11.4%. Swiss Wine Promotion is the national promotional organization for Swiss wines in Switzerland and abroad. Its Director, Nicolas Joss, explains the reasons for this new partnership: "We are proud to be able to offer to Swiss producers a recognized partner who knows the Chinese market and who will professionally accompany our wineries in developing their exports in a structured manner and adapted to the realities of trade in China."

In 2018 and 2019, wine imports have decreased considerably due to the country's slowing economy, trade wars, and of course, the Covid-19 pandemic. Despite the impressive growth since 2010, the Chinese wine market is still relatively young. While Swiss people on average drink 35l of wine per year, the Chinese average only one liter. However, sheer volume consumption puts China currently as the sixth largest wine consumer in the world, with 40% of the consumption from imported wines. Observers expect that China's imported wine demand will grow rapidly in the coming years, with demand for bottled wine continuing to dominate.

Fast-moving consumer goods (FMCG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.

Interview

Changing FMCG Market Dynamics

Hiufan Tsang is DKSH's General Manager for the Fast Moving Consumer Goods (FMCG) Business Unit in China. Together with his team of market expansion services specialists, Hiufan manages a portfolio of over 20 brands in China.

Interview **Fabian Gull**



The Bridge: Digital is getting more essential. What marketing trends do you see?

Hiufan Tsang: One of the trends that is critical for e-commerce is livestreaming, clearly emerging as a new form of digital advertising. The possibility for consumers to engage and interact is a

big asset of this marketing channel. Livestreaming caters mainly to younger consumers - the "Generation Douyin" with a shorter attention span. Before, consumer goods were focused on getting enough sales and maybe scoring TV commercials or non-traditional ads. The past years have been dominated by livestreaming, and business has seen a remarkable turnaround by top livestreamers, and some of them with an estimated reach of 30-40 million viewers per stream. However, these top streamers are not necessarily available or suitable for most foreign FMCG brands. There are other key opinion leaders, so-called "mini-livestreamers", who might be worth engaging with.

Are you doing it for any brands you represent?

Very recently yes, with our Belgian chocolate client.

However, not all clients are willing to do livestreaming, as it entails huge investments with no exact guarantee of sales uplift.

What are the particularities of China's FMCG market?

It is characterized by a very different dynamic with regard to brand building and digital advertising. Local competition is fierce and has heated up even further in recent years. China is a highly fragmented and fast-moving market, where what holds true today, might not be relevant anymore tomorrow. It is easy to invest a lot and lose your shirt in China. So, do not overshoot and try to conquer the whole of China. Omni-channel services, such as speedy home delivery, QR code scanning, and self-check-out, have been widely adopted in major cities. The increasing internet penetration and ubiquitous use of smart phones help to unlock growth potential in rural areas and lower-tier cities. Also, the scale of China's online grocery market is increasingly dominating the region.

The market's dynamic has also changed in recent years, because there are a lot of venture capital-funded brands that are willing to burn money to gain traffic. Not everyone is willing to or capable of putting money upfront before getting sales back in. We need to explain that to our clients.

Did you notice a boost in e-commerce, recently?

E-commerce has always been growing in China. But, yes, we do see an additional boost and changing shopping habits due to the pandemic. WeChat has now livestreaming embedded to drive impulse purchases. By 2026, the biggest retailer will most probably be an e-commerce provider. Bear in mind, e-commerce started very early in China. There is a confluence of three factors: First, digital pay is something consumers have been very comfortable with early on. Second, delivery is cheap and safe. Third, the Government showed regulatory flexibility in terms of growing e-commerce. Nowadays, having a digital strategy is a must in China. There are a lot of different ways of playing e-commerce in China. And how to sell in TMall is very different from how to sell in JD.com, WeChat, or Douyin.

How important is e-commerce amongst your clients?

In my portfolio of over 20 brands, e-commerce accounts for roughly 35% of the business.

When clients entrust their products to you, what is the first thing you do?

Often, it is bringing down unrealistic expectations. Then, we normally get started with a study, analyzing the market and potential of the specific product. We want to get an in-depth understanding of the market and the product. Once this is accomplished, we show the client how we would sell the product in China.

You recently onboarded a Swiss granola brand. What is your approach?

The client has already been present in China for some time before we took it on. So, we are not tackling a complete relaunch, but prefer to build from the solid foundation we were entrusted with. As an example, we cross-brand the product with another brand we carry – in this case, a Swedish alternative dairy client. We aim to put both brands together and do co-promotions. The idea is that one brand can pull up the other. That is just one element of our strategy. Other elements of our strategy are getting the products into the supermarkets and on online platforms, getting them merchandised properly, and trying to get a fuller assortment, as in new flavors. In addition, we came up with a new Chinese name. The importance of having a Chinese brand name should not be underestimated by exporters. Generally speaking, the flexibility in terms of customizing products for the Chinese consumer is actually very important for a brand to be successful here.

Would you say this is a particular Swiss strength?

Having a local team that can help drive the changes to headquarters certainly helps. If the business is being conducted from Switzerland, we end up with an “outside look into China”, then we usually see less



Source: SPS

A lot of venture capital-funded brands are willing to burn money

flexibility in this respect. A Swiss way is typically to export first, have a feel of the market, and test the waters. Let me give you an example: Let's say, in China, we conclude that a chocolate bar is too sweet for Chinese consumers, suggesting some product reformulations. What may sound like an easy task, is actually not one at all. The regulation in China is very complex. At times, European companies are more hesitant to opt for such adaptations because of production interruptions, packaging issues etc. These are all very valid reasons and are all very understandable. However a comparably rather cautious and risk-averse mindset is not necessarily helpful when wanting to succeed in a highly competitive market with very demanding consumers like China. We are on hyper-speed in terms of product launches. As a European manufacturer, if you tweak an ingredient, naturally, it will take a longer time to market the product in China.

Many brands fail with their China conquest...

Correct. Trying to gain a foothold in China is difficult, costly, and risky. I have seen various foreign brands in the past 15 years that clearly have underestimated the Chinese market. Some start off as exporters,



Disruptions across the board caused additional delay and pressure on the supply chain

then, once volumes are required, they start filling up the market with excess stock that maybe the market cannot eat up yet. Wanting too much and too fast – this is often the root of the problem. Some brands who have overextended themselves decided to clear the excessive goods and sell cheap. Once you do that, you can never recover. Others exited the market completely. Our role as market expansion provider is to avoid these kinds of misvaluations.

What are the most common misconceptions that exporters think of?

That they only need to reach 1% of 1.4bn people to make it a success (smiling). It really does not work that way. Another mistake is looking at China as one market, instead of a highly complex, diverse multitude of different markets. It helps to look at China in a way you might think of Europe. What sells in Switzerland, might not sell in Portugal. The same applies here. We split the markets by tier, from tier 1 to tier 4. Even

within the same tier, however, markets can be very different. As an example, chocolates generally sell very well in East China, because people there have a sweet palate. In North China however, they do not sell well. In the same manner, in South China, chocolate is popular as a gift and less as a daily snack.

So, getting the clients perspective right is crucial.

Yes. We have to manage expectations, especially in the early stages of a market entry, but also when we take on established brands. Let me give you another example: Years ago, I was telling an Italian client that in terms of population, Shanghai alone is the size of a third of Italy. So, if you manage to saturate just Shanghai itself, you already have 30% additional business compared to what you have in Italy. Of course, I am not suggesting that a “one city approach” is the right strategy, as there are too many other KPIs to look at. My point is to compare apples to apples. Doubling sales in three years is another unrealistic statement I hear a lot.

Tell us more about unrealistic expectations.

The idea of having sales before you eventually ramp up your overall investment is an increasingly unrealistic expectation in China. Companies without set-up in China are sometimes dazzled by the size and the growth rates of the market. Also, due to their success in other markets, some clients expect to grow and gain market share in China way too fast.

How about serving the Asian region out of China?

As DKSH, we have a bonded facility in Shenzhen that

serves as a cross-dock for imported products, which we then repack and re-export to other markets in the region, such as Japan and South Korea. This helps with inventory pressures, as the balance stocks can also be imported through customs into China. This general shared stock with a re-export function business is foreseen to grow in the next years.

Have you experienced any supply chain disruptions?

Supply chain constraints continue to be a global issue. Logistics cost went up sharply. There was a mismatch of supply and demand, there were lockdowns here and there, local covid flare-ups in China, and the Suez Canal blockade, among other things. Getting a container was a problem to start with, then getting it on a boat to Asia made it ever more difficult. Disruptions across the board caused additional delay and pressure on the supply chain.

How do you respond?

One option we are looking into is rail. But it will take some time, as that particular part of logistics is not as mature yet. We are also advancing our orders wherever possible. But as we are dealing with food products with a short shelf life that is not always a viable option.

What's ahead for 2022?

Looking forward, we are positive and confident. We expect demand for the online grocery market to continue in underserved areas. Social commerce platforms will also continue to drive online sales.

What is using up most of your time?

50% is talking to the brands, explaining to them how to approach the market, managing expectations, and matching these with action plans. The other half would be following up the execution on a team level. A good strategy poorly executed is useless. I would rather have a 50% strategy that we execute 100% than a 100% strategy that is executed at 50%.

Where do you see growth, geographically?

I see significant growth in tier-2 cities like Chengdu, Nanjing, or Ningbo. The base business, however, remains in tier-1 cities like Beijing, Shanghai, Guangzhou, and Shenzhen.

In China, there is talk about decoupling and striving for a higher degree of self-sufficiency. Do you feel foreign investors are deprioritizing China?

No, we do not feel much of that on the ground, nor on an operational level. As with any market entry, barriers will always be high. But as long as brand owners do their homework, show persistence as well as patience, and possess local market understanding, there are still opportunities out there.



China is a multitude of markets

Hiufan Tsang

Hiufan Tsang is DKSH's General Manager of the Fast Moving Consumer Goods (FMCG) Business Unit in China. He has more than 20 years of professional experience in FMCG as a manufacturer, distributor, and retailer, of which more than half has been exposed in international trade. DKSH, also known as DiethelmKellerSiberHegner, is a Swiss holding company specialising in market expansion services in Asia. It is headquartered in Zurich and looks back at over 150 years of Asia experience.

Hiufan is managing a portfolio of ~20 brands that are imported into Mainland China from multiple locations such as the USA, Switzerland, UK, Belgium, Spain, and Taiwan, to name a few. In China, products are warehoused, distributed, and marketed through an omni-channel approach. This covers international key accounts such as Costco, Metro, Carrefour, premium supermarkets such as Ole, and e-commerce platforms such as Alibaba's Tmall and JD.com. Deeper distribution involves the management of tier-2 to tier-4 cities' sub-distributors, that cover roughly more than 100 cities around all of Mainland China. Hiufan is Chinese and holds a Bachelor of Science degree, specializing in Marketing Management from De La Salle University, Philippines. He is married and has one son. He lives in Shanghai.

Accessing Neurodiverse Talent

Swiss entrepreneur and philanthropist Philippe Zwahlen aims to support building China's first competence centre for neurodiversity and children with autism.

By **Philippe Zwahlen, Founder and CEO of SIMC**



A growing number of companies around the world are reforming their HR processes in order to access neurodiverse talent. With the mission of creating medical and healthcare excellence in China, Swiss medical consultancy company SIMC has taken its first step in Putian, Fujian province,

to support the establishment of a "center for exceptional children living with autism" called CEC. From the CEC project's very first day, SIMC has been involved in providing the know-how to pursue the best practice experiences being applied in the field, focused on neurodiversity, specialized education and care.

Neurodiversity is attributed to Judy Singer, a social scientist in the 1990s. It refers to variations in the human brain regarding sociability, learning, attention, mood and other mental functions in a non-pathological sense. Neurodiversity advocates denounce the framing of neurodevelopmental disorders as requiring medical intervention to "cure" or "fix" them. Instead, the approach presented is one that promotes support systems such as inclusion-focused services, communication technologies, professional training experiences, and independent living support. The intention is for individuals to receive support that honors authentic forms of human diversity, self-expression, and auto determination, rather than treatment which coerces or forces stereotypical or limited references to normality.

Reformed HR processes

Around the world, special qualities and talents within the context of neurodiversity have been discovered, encompassing many fields. Accessing these remarkably unique talents can be very beneficial for companies. But despite their talents, autists are often too quickly disqualified because of their non-compliance with standard HR and management criteria and procedures.

However, the good news is that nowadays, a growing number of prominent companies around the world have reformed their HR processes in order to access neurodiverse talent. Among them are SAP, Hewlett Packard Enterprise (HPE), Microsoft, Willis Towers Watson, Ford, and EY. Many other companies, including Caterpillar, Dell Technologies, Deloitte, IBM,



**Inclusive companies,
people with autism,
and communities
all benefit alike**

JPMorgan Chase, and UBS, have start-up or exploratory efforts underway. This is happening because of the significant added value companies have recognized through promoting neurodiversity.

Therefore, SIMC and CEC firmly advocate the promotion benefits of understanding neurodiversity in China, together with all the companies which are ready to share and explore the great potential behind it. Social responsibility is not a just an empty concept. By accomplishing it together, we can try to achieve a result that benefits the people living with diversity, inclusive companies, and communities. SIMC and CEC are ready to initiate the creation of support systems that can help identify the value of diversity within all our lives.

In the last 15 years, autism has awoken more and more attention in China. People are starting to have more scientific awareness about it – and therefore, an increased number of key words like 'inclusion' and 'integration' start to appear in the media. We truly believe that as we promote the value of diversity and neurodiversity, communities will not only acquire a better understanding, but a more welcoming experience of inclusion and integration.



中瑞（常州）国际产业创新园

Sino-Swiss (Changzhou) International Industrial Innovation Park

Changzhou Sino-Swiss

Brief Introduction

Sino-Swiss (Changzhou) International Industrial Innovation Park is located in Changzhou National Hi-Tech District (CND) about **40 minutes** away from Shanghai by high-speed railway. The park covers a total area over **664,000 sqm**, including sufficient green land which can be divided based on investor's requirement, and **around 290,000 sqm** standard workshops with the size ranging from **500 sqm to 8,000 sqm**. Industries namely high-end equipment manufacturing, new energy automobile & key components, new materials, new medicine & medical devices and new generation technology information especially from Switzerland or other European countries are strongly welcomed.



Incentives

Preferential Land Price

Rent Free of Workshop

Factory rent discount or exemption within 5 years

Tax Holiday

CIT, VAT, IIT refund within 5 years

Equipment Subsidy

Up to 12% of equipment purchasing amount refund

Free Temporary Office

Additional Support

Factory decoration funds, BTS proposal, headquarter & functional institution reward, R&D institution funds, talent policies and apartment shall be provided.

Specialized Service Team

Free "one-stop" service ranging from design, environmental assessment, human resources, financial outsourcing and other third-party services are available.

Science & Technology-oriented Projects

Start-up, innovation, incubator projects, education & training projects are encouraged with relevant incentives.



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SwissCham Survey: Investment Sentiments

Swiss Companies Remain Upbeat On China Investment

Despite ongoing political and economic challenges, many Swiss companies still perceive China as an attractive investment location, and local players as their top competitors, as a recent SwissCham survey shows.

By **Peter Bachmann**, Executive Director of SwissCham Shanghai

The second largest economy in the world has seen better times. Problems either just keep coming or simply don't go away: power shortages and blackouts that force companies to manufacture at night or just a few days per week, unprecedented uncertainty and financial defaults in the real estate market that impact businesses in construction and related industries, supply chain issues, geopolitical twists, new laws and regulations that need to be explained if not justified... the list is long. As a result, economists say, one should not be surprised that China's economy will grow only moderately in 2022.

Good or very good investment climate

But despite all the doubts and difficulties, China remains one of the most attractive investment locations in the world. As a matter of fact, in 2020, the Middle Kingdom recorded higher FDI inflows (USD 163 billion) than the United States (USD 134 billion). It was the first time in history that this happened. More recent figures show that money from around the world continues to flow

into China's economy. In 2021, FDI has increased another 20.2% year-on-year, to USD 173.48 billion.

In a recent survey by SwissCham Shanghai, 66% of the 63 participating companies indicate that the current investment climate in China is "good" or "very good / better than before COVID-19". The main reason for investing is the "market size and opportunities" (88%), followed by the pressure of "existing clients to expand in the Chinese market to satisfy their demand" (24%). One could think this is in stark contrast to the problems mentioned above. But let's not forget, China's market is unique, it can't be compared to any other country in so many ways.

Shanghai is the most favorable location

When asked which city, province or region is the best to spend the money, nearly 75% say Shanghai. 40% consider the Guangzhou/Shenzhen area as a good investment area, followed by Jiangsu province (37%) and Zhejiang province (29%). The

South-west region with Chongqing and Chengdu (21%) and Anhui province (14%) are seen more favorable than the Shandong province (11%) or the north-eastern / Dongbei region (2%).

The bulk of Swiss firms present in China are small and middle-sized companies. But this does not necessarily mean the Chinese market is not of great importance. In an earlier survey this year, over 54% of surveyed companies said they generate between 10% and 50% of their worldwide revenue in China. It is therefore not surprising that in this new survey, almost 30% say they invested RMB 100 million or more in China in the last five years. 10% say they spent more than RMB 1 billion. Many respondents are willing to keep spending money. 59% want to invest additional funds in the Chinese market in the next 12 months. Another 16% want to do so in the next 24 months. Within this time frame, 31% plan to spend between RMB 100 million and RMB 1 billion.

Concerns over regulation, costs and travel restrictions
Obviously, companies do not only see opportunities, they also see the risks. “Unclear/changing regulations

and laws” tops the list when asked which factors might jeopardize future investments. Other issues are increasing “labor costs” (51%) and “higher production costs for electricity, land, inputs and raw materials” (45%). Close to 40% believe that the ongoing travel and visa restrictions will impact future engagements in the country. To be more specific about travel and visa restrictions, 44% say that they have a direct impact on investments and led to the postponement or cancellation of projects.

When asked about the competitive environment, is it interesting to note that 68% of the respondents believe that their fiercest competitors are Chinese companies. 35% indicate that fellow European companies are the most to fear, followed by Japanese (31%) and American businesses (22%). While the Chinese market is quite unique in terms of size and opportunities, we wanted to know which other country or region offers the greatest chance to ensure future growth. 53% say that the United States is the right place to invest, followed by India (43%), ASEAN countries (35%) and the European Union (29%).

SwissCham Survey: Communication with the headquarters

Lack of Real China Understanding at HQ

A SwissCham Shanghai survey reveals the intricacies between senior China managers and their headquarters in Switzerland.

By **Peter Bachmann**, Executive Director of SwissCham Shanghai

Given the importance of the Chinese market and its size, a large part of the country heads believe that they do not have enough autonomy and decision power. Our survey results show that over 70% said their headquarters do not understand the Chinese market enough, and over 74% said that decisions take too much time. 48% of the 73 participating Swiss companies are of the opinion that they are not receiving enough resources from Switzerland.

When asked what kind of characteristics from headquarters cause problems, the survey reveals an

apparent dissatisfaction amongst the executives in China. Close to 58% said the HQ lacks a real understanding of the Chinese culture. Other issues of concern are: 1) the perception that the HQ wants to play a certain role in every decision concerning the Chinese market (33%), and 2) the requirement by the head office to explain everything, yet unable to make the right decision in time (34%).

Daily or weekly communication prevails

These disagreements are somehow softened when asked who is going to make the final decision when

opinions differ. Most respondents (54%) say that both sides will find a solution, which makes good sense for the business. In other words, a compromise is found. 43% say that the HQ has the final say, and 18% reveal that the management in China makes the final decision.

Another positive takeaway from the survey was recorded when asked how often the China management and the head office communicate. Over 64% of the respondents indicated they communicate daily or several times a week. Only five companies (7%) said they get in touch with HQ once a month. Given the current travel restrictions, communication is happening online, mostly via Email (89%), Microsoft Teams (80%) and phone calls (65%). Wechat (22%) and Zoom (15%) are used, but to a much lesser extent.

Language is not the problem

When asked how the communication with respective headquarters can be improved, 61% indicated that this could be achieved by giving more decision power to the

Chinese senior management. 45% believe that the HQ should receive more information about the Chinese market and 43% think visits to China could help to improve the understanding and communication. 40% would find it helpful if their headquarters had a dedicated China team in Switzerland that is supporting both sides. Interestingly, only five company representatives (7%) believe that language training for either side would be helpful. More important than the language seems to be cultural training, which is favored by 36% of all respondents.

In terms of the topics that are on the agenda, the vast majority (85%) discusses regular updates, yearly targets and strategy. Other major topics are new challenges, competition and markets, which are mentioned by 68%, followed by new market opportunities and investment options (56%) and supply chain changes (37%). When asked when and where the next meeting with their headquarters will take place, the most common answer was “not sure” (47%), while about 1/3 believe they will have the next face-to-face meeting in 2022.

Representing SwissCham China

As a very active business organization with nationwide chapters, SwissCham China regularly takes an active part in engaging in various dialogues, both on governmental levels as well as with other business communities. Below are a few high-profile events where our National Chairman of SwissCham China, Martin Mueller, best represented the organization. Once again, he took the occasion to highlight the chamber's and its members interests:



The 87th International Forum on China Reform

Topic: China in Building a New Development Paradigm
Discourse on: “Global implications of China's new development paradigm”

The 4th Shanghai Hongqiao International Economic Forum

Topic: China's Modernization and New Opportunities for the World
Discourse on: “The role of young professionals in improving global governance”

The Hangzhou West Lake Dialogue

Topic: Talent-driven Economic Development for Common Prosperity
Discourse on: “Building a global city for talent acquisition”

The 3rd South-South Human Rights Forum (Beijing)

Topic: Putting People First and Global Human Rights Governance
Discourse on: “Multilateralism and Global Human Rights Governance”

SwissCham Beijing is delighted to announce that Beatrice Rossi becomes the Chamber's new General Manager as of July 2021. After joining SwissCham in January 2021 as Event & Marketing Manager, Beatrice has been already involved with many aspects of the Chamber. Led by the General Manager, the entire team will continuously help you to increase your business and visibility amongst the Sino-Swiss business community.

Events Review and New Members

EVENTS



Young Professionals Online Networking Event

Organized by: SwissCham Beijing, SCCC

Venue: Online Webinar

Details: In collaboration with the Swiss-Chinese Chamber of Commerce, SwissCham Beijing organized the quarterly online networking events for young professionals. After an Input-Talk by SCCC President and experienced China advisor Felix Sutter, the young professionals interested in China had an opportunity to meet and exchange with like-minded people in the Sino-Swiss economic sphere.



Company Visit at Syngenta Innovation Center (Beijing)

Organized by: SwissCham Beijing

Venue: Syngenta Innovation Center

Details: This half-day trip provided our members and friends with a rare and exclusive chance to take part in an innovation experience by visiting the facilities and learn more about Syngenta's mission. The visit to the greenhouses and transformation laboratories, which focus on developing and analyse a broad spectrum of tools and technologies for genome editing in crops, gave participants a deeper understanding on the process that the transgenic plants need to follow before reaching the herbicide screening and finally the greenhouses. Thank you to Syngenta and to our guests for joining this tour!



Swiss Networking in the Terrace of Kerry Hotel

Organized by: SwissCham Beijing

Venue: Kerry Hotel Beijing

Details: We would like to thank everyone who joined us for our Swiss networking event on May 27 in the terrace of Kerry Hotel Beijing. The lovely evening gave the opportunity to our members and friends to expand their network, meet business partners and mingle with friends at the spacious outdoor terrace with amazing views.



JUN

09

Swiss Cheese & Wine Tasting

Organized by: SwissCham Beijing

Venue: Hotel Éclat Beijing

Details: SwissCham Beijing held the first culinary event of the year - Swiss Cheese and Wine tasting on June 9. The taste of the cheeses from The Cheesery, the explanation and the perfect wine-matching from EMW made another successful evening possible. We would like to thank our guests for joining us, and to the Hotel Éclat Beijing for giving us a private space where to make this happen.



JUN

17

Luncheon on Cybersecurity

Organized by: SwissCham Beijing

Venue: Hotel Éclat Beijing

Speakers: Anson Chen, Senior Manager at Ernst & Young Hua Ming LL; Nengwu Sun, Head of Legal and Compliance at Swiss Re

Details: SwissCham Beijing had the pleasure to invite guest speakers from Swiss Re and E&Y for a luncheon on Cybersecurity at Hotel Éclat Beijing. The insights provided on the new Data Security Law (DSL) and the Personal Data Protection Law (PIPL) gave us some thoughts on the risks and challenges ahead for many companies in China.



JUN

24

SwissCham BBQ and Raclette Buffet Dinner

Organized by: SwissCham Beijing

Venue: Beijing Hilton Hotel

Details: We would like to thank everyone who joined us for our BBQ & Raclette Buffet Dinner on June 24 in the terrace of Beijing Hilton Hotel. The lovely evening gave the opportunity to our members and friends to enjoy a delicious dinner with raclette cheese and other Swiss delicacies. We also bid farewell to our outgoing General Manager, Daniela Reinau. SwissCham would like to thank her for the work and dedication throughout her time at the Chamber and wishes best of luck for future endeavours!



JUN

30

EUCCC Confidence Survey Presentation

Organized by: SwissCham Beijing, European Chamber, CCI FRANCE CHINE and Benelux Chamber

Venue: CCI FRANC CHINE Beijing Office

Details: We would like to thank everyone who joined us for our European Business in China Business Confidence Survey 2021 presentation on June 30, in collaboration with European Union Chamber of Commerce in China, CCI FRANCE CHINE and Benelux Chamber. The seminar gave the opportunity to our members and friends to learn more about the latest data collected from the European business community in China. We also thank our speakers who reviewed the results on a range of topics, including financial performance, COVID-19 travel restrictions, supply chain adjustments, the politicization of business, long-standing market access and challenges, and so forth.

AUG

26

SwissCham BBQ Dinner

Organized by: SwissCham Beijing

Venue: Kempinski Hotel

Details: We would like to thank everyone who joined us for our BBQ Dinner at Signature's Restaurant, at Kempinski Hotel Beijing (Lufthansa Center) on August 26, 2021. The lovely evening gave the opportunity to our members and friends to enjoy a buffet BBQ with delicious appetizers and desserts, as well as mingle with business partners in Sino-Swiss community.



SEP

16

Luncheon: Changes in Beneficial Individual Income Tax (IIT) Policies

Organized by: SwissCham Beijing

Speakers: Jonathan Wagener, Senior Tax Consultant People Advisory Services at Ernst & Young; Flora Yang, Senior Tax Manager at PwC International Assignment Service

Venue: NUO Hotel Wangfujing

Details: SwissCham hold another successful luncheon at the beautiful NUO Wangfujing on September 16. We would like to thank all our guests who joined us to learn more about the changes in the beneficial IIT policies, and to our speakers, Jonathan from E&Y and Flora from PwC for the clear insights on the upcoming changes.



SEP

29

Swiss Networking & Cocktails in the Terrace of BULGARI Hotel

Organized by: SwissCham Beijing

Venue: BULGARI Hotel Beijing

Details: We would like to thank everyone who joined us for our Swiss networking and cocktail event on September 29 in the terrace of BULGARI Hotel Beijing.



Beijing



Sino-Swiss Business Awards 2021

Organized by: SwissCham Beijing

Venue: China World Summit Wing

In collaboration with: Embassy of Switzerland in China, Swissnex in China, Swiss Business Hub/Swiss Global Enterprise

Details: Sustainability was key for the 5th edition of the Sino-Swiss Business Awards

The biannual Sino-Swiss Business Awards announced this year's winners of eight categories at an exclusive gala evening attended by political and business dignitaries including Ambassador of Switzerland to China H.E. Bernardino Regazzoni at the China World Summit Wing on October 21.



After four successful editions in 2013, 2015, 2017 and 2019, this is the fifth edition of the Sino-Swiss Business Awards in Beijing. In different categories, the Awards celebrated the efforts of many Swiss and Chinese companies, particularly for their leadership, transparency, and commitment to sustainable business practices.



Companies also showcased distinct results and high level of dedication to the Sino-Swiss business community, Swiss foreign trade and the promotion of Switzerland in China and vice-versa.

This year more than 55 Swiss and Chinese companies competed for awards in eight categories, with more than 80 applications received. Aligning with this year's key focus on sustainability, **STOR-H**, with their efforts in promoting clean energy and enabling zero CO2 mobility, won the Swissnex Award for the Most Innovative Start-up.

The four winners of the sustainable awards were the biggest surprises of the night. **Buhler** won the Award of Sustainable High-Tech and Financial Solutions with its innovation for a better world; by taking actions along the whole value chain **Nestlé** was the winner in the category of Sustainable Production and Supply Chain; the manufacturer of mountain spring beer **Brauerei Locher AG** received the Nestlé award for Health and Environmental Responsibility, while the Swiss engineering giant **ABB** received the Award for Social Responsibility, Diversity and Education.

Producing innovative Biomaterials for regeneration of bone, soft-tissue and cartilage, **Geistlich Pharma** won, once again, the Nestlé award in the category of Outstanding Achievements of an SME (Small and Medium-sized Enterprises), while **Shanghai Roche Pharmaceuticals** received again the Swiss Re award of Outstanding Achievements of an MNC (Multinational Corporation).

The final star of the night was the Award in the category of Best Chinese Innovator/Investor, which went to **China Nobleness** for its global cross-cultural education exchanges combining art and education.



The Vice-President of SwissCham Beijing, ZZ Zhang, opened the ceremony with a congratulatory remark to all those companies that engage in sustainable business practices and applauded those enterprises that succeeded during challenging times created by the global pandemic of last year: "Your flexibility and determination have kept the wheels turning during these unprecedented times, and for this you are the champions!"

"With their Chinese partners, Swiss companies' expertise in climate change, water management, green finance and financial resilience can help to live up to the engagements of the Paris Agreement and to fulfil the Sustainable Development Goals. The solutions developed are what we celebrate here today," said Swiss Ambassador Bernardino Regazzoni in his opening remarks.

Around 450 distinguished guests including top political and business representatives from both Switzerland and China gathered on Thursday evening's event. Among the guests were Rashid Qureshi, CEO of Nestlé Greater China Region, Cornelia Camenzind, Swiss Consul General in Chengdu and Chang-hee Lee, Director of ILO.

The event was organised by the Swiss Chamber of Commerce (SwissCham) in China in collaboration with the Embassy of Switzerland in China, Swissnex in China and the Swiss Business Hub.

Each company application was judged and evaluated by an independent Jury consisting of eleven impartial representatives including Swiss and Chinese leaders, specialists in the field of sustainability, education and investment, as well as SwissCham's Directors. The jury selected the final winners of each award category.



Beijing

The winners of the Sino-Swiss Business Awards 2021



1. SWISSNEX AWARD FOR THE MOST INNOVATIVE START UP/ENTREPRENEUR
SWISSNEX K 7•ï 7 < / <Ev,

STOR-H Technologies SA / 斯道氢行科技有限公司

2. BUSINESS AWARD FOR SUSTAINABLE HIGH-TECH AND FINANCIAL SOLUTIONS
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Buhler (Wuxi) Commercial Co., Ltd / 布勒 (无锡) 商业有限公司

3. BUSINESS AWARD FOR SUSTAINABLE PRODUCTION AND SUPPLY CHAIN
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Nestlé / 雀巢

4. NESTLÉ BUSINESS AWARD FOR HEALTH AND ENVIRONMENTAL RESPONSIBILITY
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Brauerei Locher AG / 瑞士阿彭策尔洛赫酿酒厂

5. BUSINESS AWARD FOR SOCIAL RESPONSIBILITY, DIVERSITY AND EDUCATION
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ABB (中国) 有限公司

6. NESTLÉ BUSINESS AWARD FOR OUTSTANDING ACHIEVEMENTS OF AN SME
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Geistlich / 瑞士盖氏制药

7. SWISS RE BUSINESS AWARD FOR OUTSTANDING ACHIEVEMENTS OF AN MNC
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Shanghai Roche Pharmaceuticals Ltd. / 上海罗氏制药有限公司

8. BUSINESS AWARD FOR THE BEST CHINESE INNOVATOR/INVESTOR
K D ï S 7 • g ' < v,

China Nobleness (Asia) Limited / 华高国际 (亚太) 有限公司

swisscham.org



MANY THANKS TO OUR SPONSORS AND PARTNERS OF THE SSBA 2021

DIAMOND



PLATINUM



GOLD



SILVER



IN-KIND



FOOD & BEVERAGE



LUCKY DRAW



CORPORATE TABLE



AUDITOR



MEDIA



DESIGN & EVENT



VENUE



Beijing

NOV

01

European Business in China: Position Paper 2021/2022

Organized by: SwissCham Beijing, European Chamber, CCI France China

Venue: CCI France China Beijing Office

Details: We would like to thank everyone who joined us for our supported event - European Business in China: Position Paper 2021/2022 on November 1. This event offered insightful perspectives on the 14th Five-year Plan (FYP), especially on the areas of risk and opportunity, both for European businesses and for China's economy.



NOV

18

Swiss Business Drinks

Organized by: SwissCham Beijing

Venue: Intercontinental Beijing Sanlitun

Details: On November 18, SwissCham gathered members and friends, once again, at Intercontinental for the monthly Swiss Business Drinks. As we are approaching 2022, this was our last networking event. We hope our guests enjoyed the good atmosphere, food and drinks! Special thanks to our member hotel, Intercontinental Sanlitun, for welcoming us once again for a successful event!



NOV

25

Thanksgiving Art Afternoon Tea

Organized by: SwissCham Beijing

Venue: Choo Noble Art Café

Details: On November 25, SwissCham celebrated together with members and friends Thanksgiving Day at Choo Nobleness Art café. The mulled wine, colored pencils and live music created a wonderful Swiss atmosphere, that we hope to repeat very soon! Thank you to our host and our guests! Make sure to visit the cafe at the China World Shopping Mall for a coffee or tea (and a Swiss whiskey)!



DEC

08

Legal & Risk Update on China's GDPR: New PIPL

Organized by: SwissCham Beijing, SwedCham

Venue: Volvo Studio

Speakers: Xiaomin Qu (Specialist Counsel at Wikborg Rein), Lars-Åke Severin, (CEO & Founder of PSU (China) Consulting Co., Ltd).

Details: SwissCham Beijing, in collaboration with the Swedish Chamber, had the pleasure to invite guest speakers for a seminar on the new Personal Information Protection Law (PIPL).

The seminar helped participants breakdown the new legal requirements and risks associated by using real examples and case studies and provided practical suggestions for compliance.

DEC

15

SwissCham Christmas Night

Organized by: SwissCham Beijing

Venue: China World Summit Wing

Sponsors: Lucky Draw: Madori Jewelry, Oris, Swissflex, Cellcosmet&Cellmen, E.I.S.(Swiss), KingNature, BODHI, China World Summit Wing, Nespresso, Taozi Tree Yoga, Greenwave, Appenzeller Beer, Provino, Lucy Q and NZ Cherry Crop.

Details: SwissCham Beijing would like to thank our guests for attending the last event of the year, the SwissCham Christmas Night, which gathered more than 100 guests on the 80th floor of the China World Summit Wing.

As many of us stayed in Beijing for Christmas this year, we gathered all members and friends to experience the joy of our very own Christmas night in a festive winter setting! We provided a Gourmet Christmas Buffet with all the traditional Swiss trimmings, including unmissable Raclette and other specialties, a variety of desserts and a fine selection of beers and wines throughout the meal. Congratulations to all the winners of our valuable Lucky Draw prizes!



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EVENTS

MAY
14**Visit to Taicang City and Exchanges with Taicang Roundtable**

Venue: Four Points by Sheraton Taicang
Organised by: SwissCham

MAY
26**CFO Dinner**

Venue: The Ritz-Carlton Shanghai, Pudong
Organised by: SwissCham

Details: The third CFO event, launched by the Corporate Services Committee of SwissCham Shanghai, welcomed 13 CFOs and financial directors of member companies. Andreas Hunziker, Board member of SwissCham Shanghai and CFO of Lindt & Sprüngli, opened the event with a welcome speech to all the guests. Later on, the guests exchanged best practices and discussed market and financial opportunities and challenges over dinner.

MAY
27**CIO/CTO Roundtable for C-level Innovation/Technology Professionals**

Venue: Swissnex Residence
Organised by: SwissCham

Details: The first CIO/CTO Roundtable was launched by the Innovation/Digital/Sustainability Committee of SwissCham Shanghai and welcomed 10 CIOs and CTOs. Dr. Felix Moesner, Vice President and co-chair of IDS committee of SwissCham Shanghai, opened the roundtable with a welcome speech. Later on, Dr. Dong-Fang Chen, Vice President of R&D Asia Pacific of Firmenich, and Dr. Yong Yang, Innovation Head of Buhler, gave their speeches and followed by open discussions.

JUN
18**Visit to Pinghu EDZ, Autoneum China, and Great Wall Motors**

Venue: Pinghu Economic & Technological Development Zone (PEDZ)
Organised by: SwissCham

JUN
22**Credit Risks for Business in China**

Venue: White Space

Organised by: SwissCham in association with Asian Risks Management Services, AustCham, CanCham, FBCS

Speakers: Benoît Ganzmann, Coface; Stéphane Grand, S.J. Grand; Marc Burban, Asian Risks Management Services

Details: During the seminar, Benoît Ganzmann first presented the outcomes of the China Payment Survey 2021 by Coface, indicating a shorter payment delay in most business sectors. Then Stéphane Grand highlighted the importance of issuing fapiao after the payment, contrary to what many companies are doing today. Finally, Marc Burban elaborated on the importance of the credit risk management process and how it can reduce bad debts while increasing profit growth.

JUN
28**Swiss Drinks – Summer Spirit**

Venue: Cotton's
Organised by: SwissCham

JUL

12

Meet the New Board of SwissCham Shanghai

Venue: Abbey Road

Organised by: SwissCham

Details: SwissCham Shanghai organized a casual event for our members to meet the new Board and say farewell to the Board members that are leaving. We are delighted to officially announce our new Board (in alphabetical order): Paul Andersson of Firmenich, Franz Arnold of Schindler (new), Andreas Hunziker of Lindt & Sprüngli, Joe Liu of Fraisa, Chen Liu of Weidmann, Felix Moesner of swissnex, Sabine Neuhaus, Lucas Rondez of Nihub, Olivier Suter (new), and David Wang of Buhler. Honorary Board member Consul General Olivier Zehnder will continue to support the Board. We congratulate the Board members!



JUL

21

Intellectual Property Protection for Manufacturing Companies

Venue: Hyatt on the Bund

Organised by: SwissCham in association with Luther Law Offices, FBCS, SwedCham

Speakers: Raymond Kok, Luther Law Offices; Yuemei Zhang, Luther Law Offices; Sven O. Otten, TUENKERS; Ulrich Mierswa, Schwartz

Details: We were delighted to welcome 40 guests to discuss the importance and challenges of IP protection for manufacturing companies. Raymond Kok and Yuemei Zhang shared their professional insights about IP protection and patent laws, industrial design and copyrights, as well as IP infringement. Sven O. Otten and Ulrich Mierswa then joined the speakers to discuss the legal issues and their experiences from a corporate point of view.



JUL

30

Visit to the Premium Lifestyle Pavilion

Venue: Premium Lifestyle Pavilion

Organised by: SwissCham

Details: SwissCham Shanghai was delighted to welcome 18 attendees and pay a visit to the Premium Lifestyle Pavilion in Shanghai, grandly opened by EUhome in 2021. EUhome, established in 2002, has developed a premium collection of high-end home product brands from Europe including Swiss brands such as Swissflex, Strässle, Laurastar, Cellcosmet. During the visit, the guests were given an elaborate introduction about these brands and had the chance to experience the products themselves.

AUG

23

CEO Dinner of SwissCham - Machinery Committee

Venue: Merrystar Cruise Ship

Organised by: SwissCham

Details: The Machinery Committee of SwissCham Shanghai was delighted to invite 21 C-level representatives of machinery, machining tools, cutting tools, and precision tools companies to this invitation-only CEO Dinner on the Merrystar Cruise Ship on the Huangpu River. In addition, it is our pleasure to have the attendance of the Deputy Consul General of Switzerland in Shanghai, Istvan Kocsis. After the welcome speech, SwissCham President Joe Liu gave the guests a short presentation of metalworking statistics and development in 2020 and shared his inputs. During the dinner, the attendees exchanged their insights while enjoying the view on the Huangpu River.





Swiss Ball 2021 Carnival Fiesta

Venue: W Shanghai - The Bund

Organised by: SwissCham

Details: The Swiss Ball 2021 with the theme of "Carnival Fiesta" took place on Saturday, September 11 at W Shanghai - The Bund. This year, about 650 ladies and gentlemen dressed up and joined to enjoy this festive night, thrilled by circus dancing performances, live band, and non-stop dance vibes. More than 100 prizes were given away for the Best Dress Award and the lucky draws. The funds raised by the sales of raffle tickets throughout the night were unreservedly donated to two organizations: the Renewal Center and the You Dao Foundation. We wish to thank all our sponsors as well as SwissCham members and guests, who made the evening an unprecedentedly glamorous night!



Shanghai

Swiss Ball 2021

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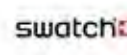
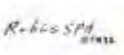
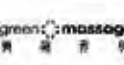
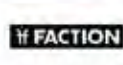
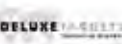
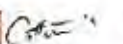
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SEP
24

Fine City, Happy Weihai

Venue: Swissôtel GRAND Shanghai
Organised by: SwissCham

OCT
19

Swiss Drinks

Venue: Pistolera Mexican Cantina
Organised by: SwissCham

OCT
29

CEO Breakfast: Data Security and Privacy Protection

Venue: The Portman Ritz-Carlton, Shanghai
Organised by: SwissCham

Speakers: Dr. Michael Tan, Taylor Wessing; Jesmine Yan, Schindler

Details: The first CEO Breakfast was launched by the Corporate Services Committee of SwissCham Shanghai and welcomed 26 guests. After the breakfast, Dr. Tan went through the important concepts and key principles of the two laws and discussed the impacts these laws may have on international companies and violation liabilities. Then Jesmine took over to share how the laws affect traditional manufacturing companies and how Schindler is adapting to comply with the new laws.

NOV
08

Swiss Drinks

Venue: Abbey Road
Organised by: SwissCham

NOV
11

Expats in China 2022: IIT Reform and Immigration Requirements

Venue: Innovation Center of PwC

Organised by: SwissCham in association with PwC, AustCham, FBCS, NBA

Speakers: Faye Yu, PwC China; Ray Xia, PwC China

Details: We welcomed over 60 guests for this dynamic seminar. Faye first advised how expats can adapt to the upcoming IIT changes regarding the tax burden increments. Additionally, she explained the mobility challenges and considerations during the post-pandemic period. Later, Ray presented some pertinent topics about PU Letter, China PR Card application process and benefits, travel policies, and domestic quarantine measures for Covid-19.



Shanghai

NOV

19

Company Visit to DEHN and LX Precision

Venue: DEHN and LX Precision

Organised by: SwissCham

Speakers: Erich Reuss, DEHN; Nicolas Musy, LX Precision

Details: 15 guests joined us for this full-day company visit. In the morning, Alexandre Licina, the General Manager of DEHN, greeted the guests and Erich Reuss gave the attendees an in-depth presentation about DEHN and the importance of surge protection on a corporate level. The guests were then invited to a laboratory demonstration displaying potent damage without proper surge protection. After lunch, guests walked to LX Precision where Nicolas briefly introduced the company and invited the participants to visit two factories dedicated to machining and medical devices.



DEC

13

[Webinar] China Travel Update with Swiss / Lufthansa Group

Organised by: SwissCham

Speakers: Qian Chen, Lufthansa Group Airlines; Hao Cui, Embassy of Switzerland in China

Details: More than 60 participants joined our webinar regarding China's travel updates. Mrs. Chen discussed the impacts of the pandemic on the overall capacity. She also presented Lufthansa's winter flight schedule for Mainland China and Hong Kong with their respective domestic travel requirements. She also briefed the travel hygiene measurements and the flexible ticket fare conditions during the Covid time. Later on, Mr. Cui, shared his inputs and joined the Q&A session, providing his insights from the government's perspective.

DEC

16

Swiss Drinks Deluxe

Venue: Grand Kempinski Hotel

Organised by: SwissCham

Details: We launched our first deluxe edition of the Swiss Drinks in the Havana Bar of the Grand Kempinski Hotel where many guests joined and enjoyed cold cuts, cheeses, raclette, pass-arounds, desserts, Swiss wine, Swiss beer as well as free flow of mojito accompanied by regular luck draws. We thank our sponsors: Firmenich, Fraisa and Nihub; Frey, Green Massage, Jiahui Health, Lindt, Mövenpick, Nespresso, Ricola, Schuler, Swiss Butchery, Swiss Delice, and Switzerland Tourism. Our appreciation goes out to Swissnex and the Swiss Club for their support, and to anyone who made this evening a memorable one.



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Mr. Chyngyz Sherniazov

Mr. Jose Videira

Mr. Sebastian Gehr

EVENTS

JUL

21

Annual General Meeting

Venue: Grand Hyatt, 1 Harbour Rd, Wan Chai, Hong Kong**Details:** This event represents a great opportunity for you to come and engage directly in person with the board of directors, providing feedback on our activity and highlighting topics our members would like the Chamber to focus on.

OCT

27

A conversation with Swiss Ambassador in Beijing, H.E. Bernardino Regazzoni: Switzerland's new China Strategy

Venue: The Foreign Correspondents' Club, Lower Albert Road 2, Hong Kong**Moderator:** Mr. Rolf Frei, Consul General of Switzerland to Hong Kong and Macau**Speakers:** Mr. H.E. Bernardino Regazzoni, Ambassador of Switzerland to the People's Republic of China, Mongolia, and the Democratic People's Republic of Korea**Details:** During the lunchtime talk, Ambassador Regazzoni shared online his experiences in Beijing and the significance of the new Strategy for Swiss companies in Mainland China and Hong Kong.

NOV

30

Lunch & Learn: Cryptocurrency

Venue: The Foreign Correspondents' Club, Lower Albert Road 2, Hong Kong**Moderator:** Mr. Frederic Rolli, Director, The Swiss Chamber of Commerce in Hong Kong**Speakers:** Mr. Avaneesh Acquilla, CIO of Arrano Capital**Details:** During the lunchtime talk, Mr. Avaneesh Acquilla shared with over 80 guests insights on the Cryptocurrency global market. The highly engaged audience had the chance to ask questions to the speaker and express their thoughts during the Q&A and networking session.

NEW MEMBERS

CORPORATE MEMBER

Nectar Asia Limited

Audemars Piguet

Roger Dubuis

Tiger Jade Capital LLP

Rhenus Logistic Hong Kong Limited

Richterion Limited

J. Rotbart & Co.

INDIVIDUAL MEMBER

Daniel Kohler

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Isabelle Mustapic

Carole Wong

Satyam Shrivastava

YOUNG PROFESSIONAL

Benjamin Marc

Camilla Venanzi

Dominic Dubois

John Li

Olivier Smaga

Tony Lau

Jonathan Patterson

EVENTS



FRANKE Visit

Details: For over 110 years, Franke has been thriving on innovative engineering and outstanding design. Franke offers tailor-made solutions for the complex needs of customers in residential, foodservice and coffee industries. Franke set up its China facilities in 1994 and has large China operation with around 500 employees in Heshan.

11th Fondue Event in Shenzhen

Details: November is a good time to enjoy a fondue even in the South. Over 80 members and friends of SwissCham and of Swiss cheese celebrated the 11th SwissCham Fondue Event in Shenzhen in a cozy and happy atmosphere. Harry our Chef de Fondue spoiled us this year again with his delicious Fondue and crispy baguette. We were glad to bring some Swiss food culture to our Chinese and Western friends and are looking forward to the next fondue.



South China

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然而正是细节成就卓越。



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