

## PRESS RELEASE

### **Swiss Center Shanghai: Zhen XIAO new General Manager – Bertrams Chemical Plants Ltd. to set up a WFOE in China as new SCS member**

*Zhen XIAO, a Chinese national with extensive Switzerland experience, took office as the new General Manager for the Swiss Center Shanghai. SCS also welcomes a new member company: The Swiss Bertrams Chemical Plants Ltd. opens up a Wholly Foreign Owned Enterprise (WFOE) in Beijing to serve the growing Chinese market.*

Shanghai (3 December 2010) – Swiss Center Shanghai (SCS), a non-profit organization facilitating the market entry and successful operation of Swiss companies in China, announces the start of new General Manager Zhen Xiao. The 32 year old Chinese national will be based in Lausanne, Switzerland, where he has recently worked as China Relations Coordinator for the Swiss Federal Institute of Technology Lausanne (EPFL). The graduate from Nanyang Technological University worked and lived in Switzerland for eight years. “We want to further increase the visibility of SCS in Switzerland and cooperate closely with our clients and partners. We also plan to develop new services to support our members and others interested SMEs in China and in Switzerland”, explains Xiao.

#### **New SCS member: Bertrams Chemical Plants Ltd.**

Bertrams Chemical Plants Ltd., a new member of Swiss Center Shanghai, is in the process of setting up a Wholly Foreign Owned Enterprise in Beijing. “Our company in Beijing will start operations in February 2011 – with twelve employees and the goal of growing quickly”, explains Bertrams CEO Dr. Axel Goth. The Swiss experts for Alkali concentration and other chemical plants are active in the Chinese market for 17 years already. 70 plants of Bertrams are at work all over China. “The competition in this huge market is growing rapidly, with many Chinese companies trying to expand. That is the main reason for Bertrams to set up a WFOE in Beijing. We want to keep our market shares in the long term, be closer to our clients and provide better service”, states Dr. Goth. Bertrams will continue to do the basic planning in Switzerland. The company in Beijing will be responsible for the detailed planning and will purchase parts in China and sell the complete plants to clients in China.

#### **SCS: the China experts**

Booming Swiss exports to China – Swiss September exports to China and Hong Kong grew ten times faster than the overall exports – point out China’s increasing importance for Swiss companies. SCS, by far the largest cluster of Swiss companies in China, offers a network of experts to support these Swiss enterprises. “Especially SMEs need guidance entering the complex Chinese market. SCS offers not only workshop and customer service space, but also legal support, strategy consulting, government relations, and more”, states SCS Managing Director Nicolas Musy. Earlier this year, SCS opened its Machinery Center in Shanghai’s Xinzhuang Industry Park, providing 2’300sqm additional workshop space adapted for the promotion of Swiss equipment. Mr. Musy: “The SCS Machinery Center opens the door for Chinese potential clients to Swiss manufacturing excellence.”

*Legend: Alkali concentration plant by Bertrams: The Swiss experts for chemical plants open up a WFOE in Beijing, China.*

*Legend: Further development of Swiss Center Shanghai to better serve the Swiss SMEs interested in China: the new SCS General Manager Zhen XIAO.*

## **In brief: new General Manager for SCS**

**Zhen XIAO** (32) is the new General Manager of Swiss Center Shanghai. The Chinese national will be based in Lausanne, Switzerland. After graduating from Nanyang Technological University, Xiao worked in Switzerland for eight years – recently as China Relations Coordinator for the Swiss Federal Institute of Technology Lausanne (EPFL). Swiss Center Shanghai, by far the largest cluster of Swiss enterprises in China, is a non-profit organization facilitating the market entry and successful operation of Swiss companies in the Far East.

**About Swiss Center Shanghai (SCS):** Founded in 2000, SCS is by far the largest cluster of Swiss enterprises in China with a rich experience in business set-up and China operations management. SCS not only offers instant workshop, office and desk space, but also supports the companies with government relations and a broad network of experts. SCS served more than 100 companies in China – both SMEs and large enterprises. Among other, the SCS experts performed set-ups of 20 production companies and more than 30 offices and trading companies. For more information, please visit: [www.swisscenters.org](http://www.swisscenters.org).

**About Bertrams Chemical Plants Ltd.:** Bertrams Chemical Plants Ltd. is an internationally active enterprise with around 80 employees, sales offices in India and China and representatives in many other countries around the globe. The headquarters is located in Muttenz, near Basel, Switzerland. The field of activity in the Chlorine-Alkali industry ranges from the preparation of feasibility studies, basic engineering and overall planning up to the realization of turn-key installations. Global presence ensures optimal realization conditions for Bertrams customers. Over the past 40 years more than 200 plants have been designed and built worldwide using the technology of Bertrams Chemical Plants Ltd. For more information, please visit [www.bertrams.ch](http://www.bertrams.ch).

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