
Dear SCS members, partners and friends,

The Swiss Center Shanghai (SCS) together with the SwissCham Shanghai is glad to announce their renewed collaboration. Starting from this year, new SCS members will not only be entitled to the usual benefits that come with their membership, but will also enjoy a one-year membership of the SwissCham Shanghai. With the common aim to serve the Swiss business community and its friends with a wide range of dedicated services, this new partnership will strengthen the Swiss Business network in China to the benefit of its members and future business development.

With 2 more new members and 1 renewing members, SCS continues to extend the network, and at the same time brings more added values to our members. In the following newsletter, you will read more about our on-going projects, such as training services, new machinery and tool center in Shanghai Waigaoqiao Free Trade Zone. Please kindly feel free to contact us and inquire for more details.

SCS New Members - On the road to success in the Chinese market

The Swiss Center Shanghai is glad to announce **SONCEBOZ** and **Longwin** as new SCS members. **Renewal of SEFAR's SCS membership.**



Sonceboz

www.sonceboz.com

Created in 1936, Sonceboz is a Swiss company with a rich tradition and a leader of its industry. Sonceboz's core competencies consist of design, development and production of mechatronic drive systems and electric motors that operate in harsh environments. Today, Sonceboz employs 850 employees, and develops, produces and assembles over 55 million motors per year in a workshop of 20'000m². It attributes its success on its zero default policy, a high level of automation, a lean manufacturing approach, and a careful mastery and control of processes and products. This spirit has led to a recognized worldwide quality and customer loyalty. The company is covering 50% of the global market of engine for instrumentation working for clients such as FIAT, VW, Peugeot and Tata.



Longwin

www.longwinlgs.com.cn

Shanghai Longwin International Forwarding Co. Ltd, incorporated in Shanghai in 2004, is an A-Class freight forwarder approved by the Ministry of Commerce of China. Longwin, composed of an experienced team, offers full supply chain logistics, including Air and Sea Export/Import shipment, customs

clearance, inland transportation, warehousing and customized comprehensive logistics projects. They also provide import/export agency service to those customers without import/export licences. They have built a stable business with many well-known companies such as Volkswagen, Pioneer, ZF, SEGA, and many others.

SCS renewed membership



Sefar

www.sefar.com

Sefar looks back on a long history and tradition in the textile/weaving industry starting in 1830. Today Sefar is an independent Swiss corporation, controlled by the founding families, with activities throughout the world. Sefar is **the leading manufacturer of precision fabrics from monofilaments** for the screen printing and filtration markets. Its products are used in a wide variety of industries, reaching from electronics, graphics, medical, automotive, food and pharmaceutical applications to aerospace, mining and refining, and architecture. With its profound understanding of the business, Sefar helps its customers to achieve optimum results in their industrial processes.

We greatly appreciate the trust and support of our dearest members to further develop the Swiss Center Shanghai and we look forward to collaborating closely in the future.

SCS member news



Affolter China

www.affolterchina.cn

Using the SCS facilities for the past five years, Affolter Technologies SA has taken a big step and created this summer its new branch company, Affolter China Co., Ltd, in Shanghai. Affolter Technologies SA constructs and manufactures electronic and mechanical components for machines as well as machine-tools for micromechanical applications. Its standard products, as well as tailor-made developments, come from its experience of high-level applications.

The primary focus of the new company is on marketing development and after sales service for China. With newly decorated offices and a showroom, Affolter China will represent Affolter Technologies SA and better promote its brand, products and services in China. Please kindly visit Affolter's website www.affolterchina.cn for more details.

SCS New partners

Starting from this year, new Swiss Center Shanghai members will not only be entitled to the usual benefits that come with their membership, but will also enjoy a one year-membership of the SwissCham Shanghai. Benefits include:

- Being part of the Swiss business community gathering 500 members;
- Benefiting from this networking platform and attending events at preferential rates;
- Keeping informed about Sino-Swiss bilateral relations and Swiss business activities with the Bridge Magazine.

We invite you to find all the privileges on SwissCham Shanghai link [Membership Benefits | SwissCham.org](#)

In gathering the strengths of Swiss organizations, we are looking forward to best serve the Swiss community.



In order to strengthen and facilitate access to the western part of Switzerland, the Swiss Center Shanghai is very glad to announce its new partnership with Air China. The company is currently the only one offering four weekly direct flights between Geneva and Beijing.

All employees, clients and friends from SCS will benefit from preferential conditions for direct flights between China and Switzerland, and internal Air China flights. Please kindly contact our Swiss Center Shanghai team to make the reservation, we will be happy to provide you the corporate rates for the various categories.

SCS Training



Swiss rates, per hour

SCS member: RMB 90
SCS friends: RMB 120

Within 3 months
12 lessons of 1.5 hours

English Training at the Swiss Center Shanghai or on site

The Swiss Center Shanghai runs its third session of English Training. The training is designed to enhance the English level of the employees of member companies and raise their confidence level to use English in a business environment.

Furthermore, it aims to raise the awareness of the participants about cultural differences in general and about different business practices in other parts of the world. In order to achieve this goal and to keep motivation high, we apply a dual program structure. The course content is divided into **grammar & vocabulary practice** and the teaching of **US/UK/European cultural and business practices**.

The English training is tailor-made for students with a basic English level (Level 1) and for students with an intermediate English level (Level 2).

If of interest, the training can also be organized at your company (minimum 6 participants). Otherwise, we kindly invite you to register for the **next session** that will begin in January 2013.



Swiss rates, per day

SCS member: RMB 2300
 SCS friends: RMB 2500
 Save up to RMB 1000

EIPM Training

In order to always better perform in the environment of purchasing management, the **Swiss Center Shanghai** has the great pleasure to inform its members and friends about the program of the next 3 month of the **European Institute of Purchasing Management** (EIPM 欧洲采购商学院). The Swiss community, through the Swiss Center Shanghai, can enjoy advantageous

CERTIFICATION COURSES AGENDA 2013	language	Fall 2013
LEVEL 1 Fundamentals of Cost Analysis	Chinese	16 oct.
LEVEL 1 Financial Risks/Opportunities in Supply Mgt	Chinese	4-5 Nov.
LEVEL 1 Contract and Legal Aspects	Chinese	6 Nov.
LEVEL 1 Practicing Advanced Negotiation and techniques	Chinese	2-3 Dec.
LEVEL 1 Fundamentals of Inventory Management	Chinese	4 Dec.
LEVEL 2 Advanced Cost Reduction Tools	English	11-12 Nov.
LEVEL 2 Supplier Development and optimization	English	13 Nov.
LEVEL 2 The Soft Skills in Hard Negotiations	English	9-10 Dec.
LEVEL 2 Value Contribution	English	11 Dec.
LEVEL 3 Leadership and Change Management	English	18-19 Nov.
LEVEL 3 Supply Chain Optimization for Purchasing Mgt	English	20 Nov.

rates.

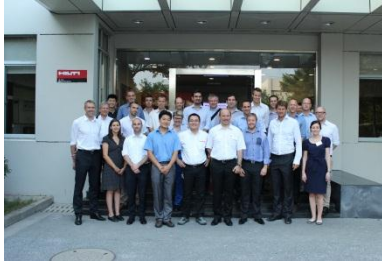
If of interest, please kindly contact Mr. Augustin Romaneschi from SCS per email: augustin.romaneschi@swisscenters.org or by phone +86 21 5442 880 ext. 804

SCS delegations



MSE Delegation, July 2013

The SCS had the great pleasure to organize a specific seminar for the jointly run program of 3 Swiss Universities of Applied Sciences HES-SO, ZHAW and SUPSI called “Engineering practice within Chinese and Swiss culture”, for Master students of Science in Engineering. 21 students attended a lecture about China’s economy development and its challenges. The seminar concluded with an active participation of the students on the topic of “Setting up Successful Quality Manufacturing in China”, having to develop and present their own case study on one of the Swiss Center Shanghai member companies.



IFZ Delegation, August 2013

The MBA program jointly run by the University Of Applied Sciences and Arts of Lucerne and SECA (Swiss Private Equity & Corporate Finance Association) of Switzerland included 25 part-time MBA students, working in the Swiss financial industry. They visited the Swiss Center Shanghai, one of the Swiss companies in Xinzhuang Industrial Park, Sika Sarnafil as well as the company from Liechtenstein Hilti. The day was followed by a visit and presentation at the Swiss Consulate, Shanghai, the Swiss Business Hub and swissnex China.



CACS EPFL Delegation, September 2013

The Centre for Area and Cultural Studies (CACCS) of EPFL has organized the third part of the 2013's Minor in Area and Cultural studies in Bangalore and Shanghai. The Swiss Center Shanghai had the great pleasure to organize one day out of town, in Zhenjiang. Taking the high-speed train to reach the **Sino-Swiss Zhenjiang** Eco Industry, the students had the opportunity to witness the industrial development of China in this new zone and gather an understanding for the significance of international collaborations.

SCS new premise



our new premises

“The cluster” of Swiss machinery and tools

Shanghai Wai Gaoqiao Free Trade Zone

Swiss Center Shanghai is pleased to introduce to you the newest development concerning our facilities.

The new project of SCS in the **Waigaoqiao Free Trade Zone (FTZ)** aims to gather the Swiss community in the Waigaoqiao FTZ in order to strengthen the relations and make the most of the advantages offered by the **International Machine Tool Center (IMT)** and the support of SCS Business Center.

The Location : Pudong New Development Area, 18km from the city centre, 27km from Pudong International Airport, 33km from Shanghai Hongqiao International Airport



SCS in Waigaoqiao for Swiss Industry **3-floor building of 5800 sqm**

- 1st floor (2500 sqm) with Showroom, Service/Training center
- 2nd floor (2500 sqm) Showroom, Office, Spare parts warehouse
- 3rd floor (800 sqm) Office, Meeting room

If you are interested in renting work space in the SCS Waigaoqiao, please feel free to contact us for further information or to arrange a visit.

SCS benefits

SWISS MADE the book by R. James Breiding

Chinese version:

A customized hardcover with your company logo, a perfect CORPORATE GIFT!



The book “Swiss Made” written by R. James Breiding is a great testimony of Swiss success stories. Originally published in English, it has been translated to French, and will soon be coming in Chinese. The Swiss Center Shanghai, as a witness of the Swiss business success in China for the past 12 years, has the honour and pleasure to be designated as the exclusive official partner of the Chinese version. The book combines financial awareness with detailed understanding of Switzerland’s strengths as it focuses on fourteen individual business sectors to show how this remarkable success has been achieved. The success of Swiss companies on the Chinese market, like Bühler, Holcim, Nestlé, Sicpa, Sulzer amongst others, will be featured in the Chinese version.

Share the story among your customers, your suppliers, your friends and your “Guanxi” and offer them the opportunity to learn more about Switzerland and its strengths. The SCS offers to your company or institution the opportunity to get a customized hard cover with your company logo imprinted on the hard cover. For more information, please kindly refer to this document:

*on bulk order of minimum 50 books



board wifi on the SCS minivan

The Swiss Center Shanghai is glad to remember you that we offer the possibility to enjoy of the professional chauffeur-driven SCS minivan at highly competitive prices.

The SCS minivan has been newly equipped with a on-board wifi internet connectivity.

Thanks to this you will be able to keep the contact with your business during the transportation with a 100 Mb/s speed for only RMB 80.



For any question or reservation, please do not hesitate to contact our team.

The Swiss Center Shanghai wishes you all the best in your business development with China! We look forward to continuing being of your support in the coming months.

**With our best regards.
Swiss Center Shanghai Team**