



THE SWISS CHINA GATEWAY
SINCE 2000

SCS NEWSLETTER AUGUST 2014

DEAR SCS MEMBERS, PARTNERS AND FRIENDS

We hope you all had a great celebration of the Swiss National Day!

The past month of July marks a new milestone of the Sino-Swiss relations, as the Free Trade Agreement between the two countries came into effect on July 1st 2014, followed by the inauguration of the Sino-Swiss Ecological Industrial Park in Zhenjiang.

In the same month, the Swiss Center Shanghai embraced our own milestone project – the Machinery, Trading and Business Center in the China (Shanghai) Pilot Free Trade Zone. We gladly announce that our brand-new facility started its operation with the first group of Swiss companies settling in.

In celebrating this important step of development, we are delighted to share with you our new corporate identity and refreshed website!

SCS NEW CORPORATE IDENTITY



NEW LOGO AND WEBSITE

Founded in 2000, the Swiss Center Shanghai (SCS) has become the largest cluster of Swiss companies in Asia, with 30 Swiss enterprises in the Shanghai Xinzhuang Industrial Park. Together with our partners, SCS has helped more than 250 SMEs to set up and operate successfully in China. Today, with the brand-new facility in the China (Shanghai) Pilot Free Trade Zone in Waigaoqiao, the Swiss Center Shanghai is moving towards a new chapter of its story that started 14 years ago. We look forward to continuing and upgrading our services to support the Swiss businesses,

especially the SMEs, to benefit from the dynamic and fast growing Chinese and Asian market!

This spirit is reflected in our new corporate identity: a consistent but current continuation of our work. The new logo embodies our characteristic strengths of being **concrete**, **connected** and **impartial**. The small squares in the logo, representing the individual businesses, pile up to build the white cross. Similarly the Swiss Center Shanghai gathers the SMEs to form a Swiss cluster with the concrete services and the solid network sharing expertise, experience and resources. We also refreshed our website to offer a clear and updated overview of the Swiss Center Shanghai!

www.swisscenters.org

SCS NEW DEVELOPMENT



SCS MACHINERY, TRADING & BUSINESS CENTER

The Swiss Center Shanghai's brand new Machinery, Trading and Business Center at Waigaoqiao has started its operation on July 11th 2014! The construction and decoration is now completed, and the first set of companies has moved into their new spaces. The offices and showrooms are taking shape, and the premise is coming to life.

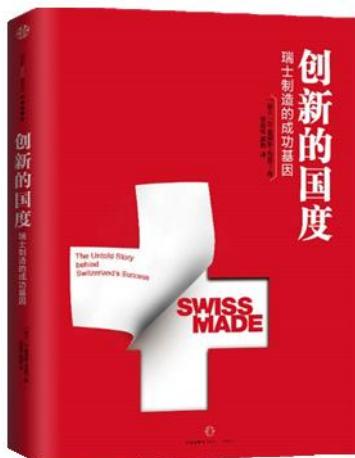
The SCS team on site will support the companies to take full advantage of the special policies in the zone. For example, companies can have their machinery exhibited free of tariff in the facility for demonstration, training and application engineering. Besides, with a guarantee letter of the zone, the equipment can be shipped to fairs and exhibition in China without paying deposit or tariff for up to 90 days. For the spare-parts distribution, the custom-

supervised warehouse facility can ship the parts out of the zone as fast as within 4 hours.

As it is part of the China Pilot Free Trade Zone launched on September 30th 2013, the companies will also be among the first to benefit from the undergoing reform which aims to build a more efficient business environment with simplified administration procedures and better access to the regulated business fields such as finance, education and healthcare services.

We are very happy to see the project being realized, and are looking forward to the coming exciting months with the Swiss Center companies at the forefront of China's reform 2.0.

SWISS MADE – THE BOOK



THE CHINESE VERSION NOW AVAILABLE

The Chinese Version of the book "Swiss Made -- the untold Story behind Switzerland's success" has been published and is available on the market since April 2014. It has been well appreciated and supported by the Swiss business community in China, including but not limited to Nestle, Schindler, Holcim, Sicpa, Syngenta, Sulzer, Buehler, BCGE, Belimo, Lemo and Norvatis.

On the occasion of the Sino-Swiss Economic Forum held on July 1st in Beijing, the author of the book, Mr. James Breiding, was invited as a panellist at the opening plenary. He shared his thoughts on the key features or value propositions of the "Swiss Made" that may have contributed to the fact that Switzerland was the first continental European country and the first among world top 20 economies to sign a FTA with China. Further, on July 3rd, The BiMBA Institute of the reputed Peking University hosted a well-

attended event based on the theses of the “Swiss Made” book, where Mr. Breiding and other panellists shared their opinions on why Switzerland has been so successful, especially on the value of innovation!

As the official partner of the Swiss Made book project, the Swiss Center Shanghai extends our sincere thanks to the organizers of these events including the Swiss Embassy in Beijing, the Swiss Business Hub in Beijing, SwissCham Beijing, Peking University, and the support of Nestle.

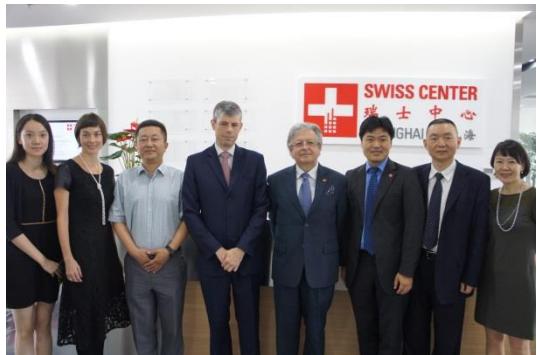
We truly believe that this book is a great tool to further promote the country image value and to enrich the understanding among Chinese about Switzerland and “Swiss Made”, with its well-written journey through the history of Swiss economy and trade, covering different sectors and companies. We welcome any suggestion or ideas to capitalize this great product for the promotion of Switzerland and the Swiss business in China!

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Details in [Chinese](#) or in [English](#)

SCS DELEGATIONS



VISIT of HIS EXCELLENCE AMBASSADOR MR. H.-E. JEAN-JACQUES DE DARDEL PH. D.

On July 17th, we had the great honour to welcome His Excellency Ambassador of Switzerland in China, Mr. H.-E. Jean-Jacques de Dardel Ph. D.

Together with the Consul General of Switzerland in Shanghai, Mr. Heinrich Schellenberg and the Head of the Economic Section of the Consulate General, Mrs. Stella Nie, he was one of the first visitors to see our new premise, the Machinery, Trading and Business Center in operation. After a presentation of SCS activities by Mr. Zhen Xiao, General Manager, the delegation made a small tour of the facilities including a stopover at our Swiss neighbor GF Machining Solutions. It was a great pleasure and honour for us and we would like to warmly thank Mr. de Dardel for the interest shown and time taken.

VISIT OF MR. DANIEL KÜNG, CEO of S-GE



On July 3rd, Mr. Daniel Küng, CEO of Switzerland Global Enterprise, Mr. Wolfgang Schanzenbach, Asia Pacific Regional Director, and the S-GE Swiss Business Hub China Team paid a visit at the Swiss Center Shanghai. By showing the SCS Machinery, Trading and Business Center we gave our guests an introduction to both the China (Shanghai) Pilot Free Trade Zone in Waigaoqiao as well as the Swiss Center Shanghai's latest developments.

As a Certified Expert of S-GE, the Swiss Center Shanghai very much appreciates the partnership and looks forward to continuing the fruitful collaboration with Switzerland Global Enterprise!



S-GE CHINAPLAS EVENT

On the occasion of the Chinaplas fair taking place in Shanghai in April, Swiss entrepreneurs working in the plastic industry exhibited their products in the Swiss booth organized by S-GE. The Swiss Center Shanghai had the chance to organize an information and networking event for the exhibitors at the SCS Machinery, Trading and Business Center. We were treated with the hospitality of GF Machining Solutions, who had at that time already set up their facility in the Pilot Free Trade Zone. In their impressive auditorium we enjoyed presentations by Mr. Heinrich Schellenberg, the Consul General of Switzerland in Shanghai, Mr. Kilian Widmer, Head of the Shanghai Office of the Swiss Business Hub in China, Mr. Zhen Xiao, General Manager of the Swiss Center and Mr. Laurent Castella, Head of the Market Asia Region of GF Machining Solutions. Many thanks to all the speakers for sharing their views and making the event a successful and insightful one!

SCS NEW MEMBER



DEC GROUP

Founded in 1987, DEC group has revolutionized powder handling and greatly improved both security and productivity for companies handling bulk materials. Today, the group is a leading global provider of process systems to the pharmaceutical, chemical, food and cosmetic industries. DEC Group provides standard and customized solutions in all areas of solids handling including transferring, discharging, filling, dosing, blending, sampling, micronizing and containment technology.

www.dec-group.net

SCS NEW PARTNER



CINOBIZ

Cinobiz Shanghai Co., Ltd. is a well-established and fast growing company that mainly focuses on offering services and supports to pharmaceutical and chemical industries. As strategic partner of several European and US-American companies, they aim to building a bridge between China and the overseas market. They aim to provide first class services to the relevant industries, customers, suppliers and partners, by providing all necessary importing and exporting rights in China. Their location is in the CBD Shengchuang Enterprises Home, the gate of Shanghai West.

www.cinobiz.com

We would be glad to be of support, should you have any further inquiry please do not hesitate to [contact us!](#)

Your Swiss Center Shanghai Team

