



## SWISS MADE the book by R. James Breiding

- + Why has Switzerland been so successful?
- + Is this success sustainable?
- + What can others learn from the Swiss experience?

## Don't miss the Chinese version and Share

the untold story behind Switzerland's success among your customers, your suppliers, your friends, your family and your "Guanxi".

As a testimony of Switzerland strength

As a messenger of Sino-Swiss friendship

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(price on page 4)

# SWISS MADE the untold story behind

## Switzerland's success

No other country of its size has achieved such a **high level of disposable income** while maintaining a relatively **equitable distribution** of rewards. No other country of, or even near, its size **holds leading positions in so many industries**. No other developed country has so far **avoided burdening future generations with large debts** or fostering illusions among its people about meeting pension and healthcare costs. In no other country are **individual citizens so powerful and so certain that their voices count**.



- The Swiss have played a prominent role in the 20<sup>th</sup> century pharmaceuticals business.
- Switzerland and its actors reinvented the watch industry.
- From the watch industry, Switzerland became a leader in medical devices.
- Switzerland-based companies dominate international commodity trading.
- Innovation has always been at the heart of the Swiss Success.
- Switzerland has become in its own right a 'brand' – possessing similar characteristics as its most respected products like Nescafé, Rolex or Ritz Hotels.
- Switzerland has the highest number of patents per head of population, and has won more Nobel prizes per capita than any OECD country.
- Swiss firms lead the world in logistics, whether it is transportation over rail, water or air.
- The Swiss invented winter sports as a business.

In this book it is described what has contributed to Switzerland's undeniable out-performance. The key factors include self-reliance, discipline, suspicion of concentrations of power and fads; social solidarity and openness to ideas and people.



**Schindler**

# They testify

"Switzerland has achieved low inflation, low unemployment, and a high standard of living. It bounced back after Japan destroyed its traditional watch manufacturing industry. And it delivers health care and other social benefits without a large central government. Anyone who wants to know how the Swiss do these impressive things should read this book."

**Professor Martin Feldstein**, Harvard University  
 President Emeritus, National Bureau of Economic Research  
 Former Chief Economic Advisor under President Regan

"At a moment when European capitalism is on the defensive in many places, this important book makes a very strong case for the Swiss model. All of those concerned with future of economics should carefully consider this book."

**Professor Lawrence Summers**, President Emeritus of Harvard University.  
 Formerly: Director of the National Economic Council for the Obama Administration;  
 Secretary of the Treasury for the Clinton Administration;  
 Chief Economist of the World Bank.

"Whether Switzerland is a special case in politics remains debatable. However, it most certainly is a special case in economics. This is revealed in an impressive way by this book"

**Dr. Daniel Vasella** Chaiman Novartis AG

Important because it stresses the key role of innovation, so critical to Swiss industry's success! Insightful because it provides many practical examples of how Swiss corporations have gone about to implement innovation. A "must read".

**Professor Peter Lorange**, President / Owner,  
 The Lorange Institute of Business , Former President IMD, Lausanne

"This well written book provides the reader with astonishing insights about how a considerable number of small Swiss enterprises in different industries could rise to become leading global players. "

**Professor Rudolf Minsch**, Chief Economist, Economie Suisse

# Swiss Center Shanghai

## Official Partner of SWISS MADE Chinese version

The book "Swiss made" written by R. James Breiding is an amazing well-written testimony of the Swiss Success first published in English, and translated into French, and soon Chinese. The Swiss Center Shanghai, as a witness of the Swiss business success in China for the past 12 years, has the honor and pleasure to be designated as the exclusive official partner and of the Chinese version, which includes more than 10 Swiss companies' success story on the Chinese market.

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### The contacts

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