

Dear SCS members, partners and friends,

The Chinese premier Li's visit to Switzerland has certainly hit the headlines in the last few days. The two countries have concluded the 2-year-long FTA negotiation, making Switzerland the first country in continental Europe and the first among world's top 20 economies to sign a FTA with China.

Furthermore, they announced the launch of a financial dialogue mechanism, and a series of agreements in the watch-making business, sustainable development and personal training. Clearly, the interest of cooperation goes beyond the promotion of trade and investment. So why Switzerland is so special, and what Swiss has to offer to today's world No. 2 economy? Among others, the innovation capacity of Swiss manufacturing and service industries may help China accelerate its economic restructuring and speed up the growth pattern transition. In addition, the reputed Swiss banking industry can be a useful partner for China's financial reform and opening-up. The story of the Swiss Made success is indeed worth a thorough study.

Without any doubt, we can expect increasing cooperation and economic exchange between our countries. SCS is fully committed and happy to support your business development with our ever-growing network and more than 10-year experience in China. In this newsletter, you will read about some of our exciting projects, including the new workshop and machinery centre in Shanghai, the new books which will give you further insights on Swiss business in China and the untold story behind Switzerland's success. We hope you enjoy the reading!

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

The Swiss Center Shanghai is glad to announce KBA and NGL as new SCS members.



NGL Cleaning Technology

www.ngl-group.com

NGL Cleaning Technology was created in 1979 and since 2009 is wholly owned by the industrial holding company ABAQUE Finance. NGL develops, manufactures and promotes high added value solutions in the fields of **cleaning processes and chemicals** for its customers. It is recognized, worldwide, as a leader in the chemistry specialty.

NGL Nordic in Copenhagen, Denmark started operating in April 2013 and in June 2013 **NGL Shanghai** will open its doors. In order to support its customers locally and to offer them the right solutions and processes, NGL offers an international network of **Application Centers**. In addition, NGL runs the **NGL Academy**, a modern concept focusing on training collaborators, distributors and customers of cleaning technology and processes.



KBA-NotaSys SA

www.kba-notasys.com

Being the leading company in the art of banknote printing since 1952, **KBA-NotaSys** based its success on its dedication to improving the security and functionality of banknotes and other security documents. The fact that the majority of banknotes in circulation throughout the world are printed on KBA-NotaSys machines demonstrates their achievements in this area. The company remains a driver of innovation and excellence within its industry and working hand in hand with their clients and partners, it has continuously elevated the art of banknote printing to new levels.

Today KBA-NotaSys offers a unique range of products and services to authorised banknote printers and central banks enabling them to design, produce and issue banknotes according to their individual and specific needs.

SCS News – Gathering of the Chamber of Economy of Jura Bernois Region



Jura Region (l'Arc Jurassien) – China: Experiences and Opportunities

www.cep.ch



Earlier this year the **Chamber of Economy of Jura Bernois Region (CEP)** in collaboration with the **Swiss Center Shanghai** organised an event in order to share the experiences of Swiss companies in China. The complementary insights of the different specialists allowed the regional economic actors to get a comprehensive picture of opportunities this country holds for the industry of the region.

The previous ambassador of China, **Blaise Godet**, shared his personal experiences and outlook for China with the attendants. The representative of the Swiss Center Shanghai, **Nicolas Musy**, encouraged the entrepreneurs to tap the Biggest Business Potential of the Decade. Subsequently the entrepreneurs **Marc-Alain Affolter**, Managing Director of Affolter Technologies, and **Dominique Lauener**, President of AFDT and associate of LX Precision in Shanghai, described the milestones of the setup of the Chinese branches and summarised some advices for the audience. In addition, the advisory director of KPMG, **James Carter** shared about the dynamic environment of investments between Switzerland and China. This was complemented by two former residents of Beijing, **Holly Russell** and **Maxence Perret-Gentil** and last but not least **Zhen Xiao**, General Manager of Swiss Center Shanghai, concluded the evening by describing the activities of the Swiss Center Shanghai.

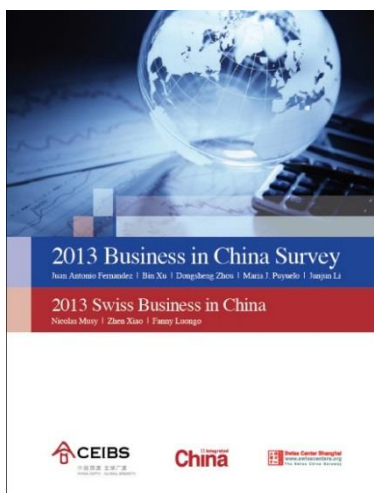
SCS News – Conference on CEIBS 2013 Business in China Survey



Swiss Business in China: Success, Challenges and Innovation

On the occasion of the Swiss Week **swissnex China**, **China Integrated** and **Swiss Center Shanghai** jointly organised a conference on Swiss business in China. The speakers shared their perspectives and expectations for the future. **Professor Dominique Jolly** from CEIBS-SKEMA outlined the key learnings from the analysis of foreign companies' activities in innovation and R&D with an emphasis on the changing nature of what foreign companies do in China. **Pierre-Alain Ceralli** from Firmenich introduced the perspective of a Swiss executive doing business in China, through sharing his personal observations with the audience. **Maria Puyuelo** gave an overview of the survey and an analysis of implications for Chinese and foreign companies. In the following discussion, **Nicolas Musy** and **Sarah Edmonds** from China Integrated introduced the Swiss analysis and gave the international audience the opportunity to interact with the speakers about the keys to success, management practices, challenges and the role of innovation in China. Subsequently, the official opening ceremony of the Swiss Week took place in Yandang Road, where the participants had the opportunity enjoy Swiss food and wine in a relaxed atmosphere within the Swiss community and friends.

We thank all the participants for their attendance and look forward to see you at our next event!



Swiss Business in China Survey

The results of the latest survey by the **Swiss Center Shanghai (SCS)**, **China Integrated** and the **China Europe International Business School (CEIBS)** shows consistently that Swiss companies are doing particularly well in penetrating the Chinese market. The comprehensive and most answered survey to date combines 1369 responses including responses from Chinese as well as foreign companies in China. The survey indicates that Swiss companies' profits in China increased almost 10% on average in 2012 and that the level of confidence for the current year rose compared to 2012. Furthermore, Swiss managers are more confident for their business in China than Chinese competitors and consequently over 60% of Swiss companies plan to increase their investment. In home countries a strong misperception about corruption, rule of law and protection of intellectual property of foreign companies in China prevails. When asked if corruption is important in China a large majority (78%) of Swiss companies see it as "serious", whereas when asked about corruption in their industry only 11% of Swiss companies say it is a serious problem. In addition, the survey shows that there is a growing perception gap between very positive managers on the ground and the Swiss headquarters.

To download the PDF of the survey, please refer to the following link: [PDF](#)
If you are interested in obtaining the hard copy, please kindly contact Ms. Désirée Meili from SCS per email: desiree.meili@swisscenters.org

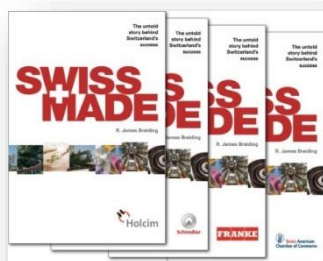
SWISS MADE the book by R. James Breiding

Chinese version:

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



The book “Swiss Made” written by R. James Breiding is an amazing well-written testimony of Swiss success first published in English and translated into French, and soon 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:

[SWISS MADE English](#)

SCS New Development – Growing towards a new decade!



New Workshop in Xinzhuang Industry Park

Swiss Center Shanghai has the chance/opportunity to introduce you to a new workshop located in Xinzhuang Industry Park. The building holds two floors from which the second floor will be available starting from June. The workshop offers 540sqm of bright work space with a ceiling height of 4.5 meters and a loading capacity of 500 kg/sqm. Furthermore, the building includes an elevator.

If you are interested in renting workshop space in Xinzhuang Industry Park, please don’t hesitate to contact us for further information or to arrange a visit.



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 civic 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

SCS Waigaoqiao Exhibition Logistics

Exhibits through SCS Waigaoqiao:

- No need to pay deposit fees to the custom
- Exhibition without time limit in the Free Trade Zone
- Low transportation costs
- Exhibits can attend exhibitions in China repeatedly without being exported
- Convenient custom declaration procedure of exhibits for sale
- Low storage costs of exhibits

Spare parts Distribution Service

Clearance through SCS Waigaoqiao:

- Simplified procedure
 - Short time for custom declaration
 - Monthly invoice for declaration (low bureaucracy & low cost)
 - High customer satisfaction
- Spare parts can be sent out within 4 hours after receipt of order

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.

New SCS Services



Training modules in Strategic Sourcing and Supply Chain Management

Swiss Center Shanghai has the great pleasure to inform its members and friends that together with the **European Institute of Purchasing Management** (EIPM 欧洲采购商学院) we will launch two Purchasing Training programs in July and September 2013.

The first program **Financial Risks / Opportunities in Supply Management** is a **two-day module on the 4th and 5th of July** with the objective of ensuring a basic knowledge of business finance in order to optimise your sourcing strategy to improve your business performance and to monitor the health of current and potential suppliers. This module is designed for buyers, lead buyers and commodity managers.

If it is of your interest, please kindly contact Ms. Désirée Meili from SCS per email: desiree.meili@swisscenters.org or by phone +86 21 5442 880 ext. 804



The Swiss Center Shanghai wishes you a good departure into the summer season! We look forward to continuing being of your support in the coming months.

With our best regards.

Swiss Center Shanghai Team