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Reader's Digest, 18 – 31 August 2018

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BILATERAL RELATIONS

[The Swiss Embassy in China Changed the External Service Provider for Visa from TLS to VFS Global](#)

Published by eda.admin.ch, 29th August 2018

The cooperation with the External Service Provider for Visa TLS is coming to an end. As of 3 September 2018, the new company VFS Global will be the new partner of the Swiss representations in China. VFS Global will continue to provide the same service and the same VACs (Visa Applications Centers) in all cities as previously TLS. The last appointments with TLS was on 31 August 2018. As of 5 September 2018, appointments slots with VFS Global will be opened. VFS Global opened its appointment booking system as of August 15, 2018.

BUSINESS NEWS

[Hainan Airlines Launches Shenzhen-Zurich Service on 27 August](#)

Published by prnasia.com, 27th August 2018

On 27 August, Hainan Airlines announced the formal launch of service between Shenzhen and Zurich. The service is the first non-stop flight connecting China's Guangzhou-Shenzhen area with Switzerland, and is also the airline's 7th intercontinental flight originating from Shenzhen. The airline will operate a Boeing 787 Dreamliner on the new route with two round-trip flights per week. Hainan Airlines flight HU741, the inaugurate flight of the carrier's new Shenzhen-Zurich service, took off from Shenzhen Bao'an International Airport at 1:20 am on 27 August Beijing time, and successfully landed at Zurich Airport the same day, at 7:55 am local time. Hainan Airlines spokesman said, "The non-stop Shenzhen-Zurich service will bring more convenience to passengers traveling on business and for leisure, further promoting the

development of the economies, cultures and tourism of the two countries, while offering more opportunities for collaboration between companies in European countries and in China." In 2018, Hainan Airlines launched the Shenzhen-Brussels, Shenzhen-Madrid, Shenzhen-Tianjin-Vancouver, Guangzhou-Tel Aviv and Shenzhen-Zurich services in China's Guangzhou-Shenzhen area, and is scheduled to launch the Shenzhen-Vienna service on 20 October.

[Swiss Watch Exports Up Again in July 2018](#)

Published by [hodinkee.com](#), 23rd August 2018

Switzerland's watch rebound continued in July, building on a strong performance in the first half of 2018. Exports rose 6.6% in value over the previous July to CHF 1.8 billion, according to the Federation of the Swiss Watch Industry (FH). (The figure is essentially the same in dollars.) For the first seven months of 2018, exports are up 10%, to CHF 12.3 billion. The data indicates wholesale, not retail sales. It represents the value of watches shipped from Switzerland to agents around the world. During the recent downturn, Swiss watch exports fell for 20 consecutive months stretching from July 2015 to February 2017. Last year, the tide turned. Exports have now increased for 15 consecutive months. July's growth was uneven, however. It came primarily from Far Eastern markets. Exports to that region rose 19.6%, according to FH data. Elsewhere, exports were soft, down 2.6% in Europe and up 1.1% in the both the Middle East and the Americas. "Hong Kong alone generated 37% of overall worldwide growth," the FH said. Hong Kong is Switzerland's top market; exports there jumped 27%. Japan (+17%), Singapore (+9%), South Korea (+42%), Taiwan (+20%) and Thailand (+35%) also posted big gains. The one notable exception to the Far East surge was mainland China, which was flat for the month (-0.4%). Year-to-date, however, exports to China are up 11%.

[Swiss Startup that Filters Plastics out of Water is Eyeing U.S. and China Markets](#)

Published by [marketwatch.com](#), 23rd August 2018

A Swiss startup that sells a high-tech filter that removes pathogens from water, including plastic particles, is up and running almost a year after a crowdfunding campaign that helped it raise the funds needed to launch a product for home use. Novamem is now selling about 100 of its DrinkPure filters a month, according to Chief Executive Christoph Kellenberger. The company raised more than USD 70,000 with its Kickstarter campaign, comfortably above its initial target of USD 40,000. Novamem scaled back early plans to take DrinkPure everywhere from China to India to the U.S. and is now taking a more step-by-step approach, building its presence in Switzerland and Germany and expanding through an Amazon.com Inc. AMZN, +0.13% sales channel that will eventually serve all of Europe, Kellenberger said. "I was surprised to find so many customers in Switzerland, where tap-water quality is good, but we have really struck a nerve," Kellenberger told MarketWatch. "Health is becoming a bigger issue, and people really care about what they eat and drink and consume."

[Bovet Commemorates Bicentenary of Edouard Bovet's Arrival in China](#)

Published by [blouinartinfo.com](#), 20th August 2018

Bovet commemorated the bicentenary of Edouard Bovet's arrival in China, recently. Edouard Bovet's first arrival in China was on 16 August 1818. The day is marked as an auspicious day that forever linked the Swiss watchmaking Maison with the nation of China. Within a period of two decades, Edouard Bovet and his brothers established the success of their Maison, built on the burgeoning trade with China. "The watchmaker Edouard Bovet left his home village of Fleurier with his brothers Alphonse and Frederic in

1814, heading for London, which was at the time a major trading centre for European watchmaking. In 1818, aged 21, Edouard Bovet left for China as the representative of an English trader. He left London on 20 April on board the Orwell, a ship belonging to the East India Company, arriving on 16 August in Canton, the obligatory point of entry for merchandise arriving from Europe. He quickly sold four pocket watches for the sum of CHF 10,000, the equivalent of one million francs today. Realizing the exceptional potential of the Chinese market, Edouard founded the Maison BOVET in 1822, with his brothers Frederic and Alphonse, Gustave and Charles. Their business extended from Fleurier, where the pocket watches were made, to London, the hub of commercial exchange, and Canton, where Bovet timepieces were sold," says the official press release.

CULTURE & SOCIETY

[Swiss Work Permit Hassles Put Off Foreign Workers](#)

Published by swissinfo.ch, 22nd August 2018

Switzerland has lost some of its appeal for foreign labour, according to a survey by an American multinational management consulting firm. Compared with 2014, Switzerland finished in eighth place – down three positions. The authors of the Decoding Global Talent report say the drop is due to a loss of appeal of Switzerland among citizens from Russia, China, the United States as well as Germany and Italy and increasing difficulties to receive a work permit. However, employees from abroad still find Switzerland's living standards attractive, according to the report of the Boston Consulting Group. Meanwhile, respondents in Switzerland have shown markedly less interest in working abroad. The proportion of people keen to find a job outside of Switzerland dropped from 77% to 60% over the past four years. The main motivation for working abroad remains to "broaden horizons". The best destinations to do so are the US, Canada and Germany, according to the Swiss-based respondents. The report is based on interviews with more than 366,000 employees and job seekers in 197 countries.

GENERAL INTEREST

[This "Destination of a Lifetime" Restaurant will Soon be Looking for a New Manager](#)

Published by lonelyplanet.com, 23rd August 2018

If your dream has always been managing a restaurant perched on a cliffside surrounded by the Swiss Alps, then there's a job opening you definitely will be interested in. The Äscher restaurant sits snugly on a cliff above the village of Wasserauen, in the Swiss canton of Appenzell Innerrhoden, in the north-west of the country. Around it, there are a wide number of hiking trails and also the Wildkirchli caves, which contain traces of prehistoric habitation. And as of next November, the Äscher will be looking for a new manager willing to take on one of the most beautifully-located restaurants in the world. The Äscher's current tenants, Nicole and Bernhard Knechtle-Fritsche, have been managing the restaurant since 2014 and have decided to leave on 1 November, which means that the restaurant will "soon be re-opened for lease," as it reads in the official statement. The restaurant was pretty much an insider's secret until 2014, where it was mentioned for the first time by the Huffington Post. After that, it appeared on the cover of National Geographic's 2016 "Destinations of a Lifetime," and now hundreds of people walk to the Äscher every day.

[Swiss Innovation Week and the Inauguration Ceremony of ETH Alumni Chapter Beijing](#)

Published b alumni.ethz.ch, 23rd August 2018

During the Swiss innovation week from 2 - 7 July 2018, the board members of ETH Alumni Chapter Beijing had the opportunity to hold an official inauguration ceremony and invited their members to take part in diverse events organised by the embassy of Switzerland in China. Ms. Mulan Sun, the president of the ETH Alumni Chapter Beijing, presided the inauguration ceremony on behalf of the ETH Alumni Association. After the welcome speech by H.E. Jean-Jaques de Dardel, der Schweizer Botschafter in China, Mulan Sun presented the ETH Alumni Chapter Beijing, its reviews and previews of activities. The ETH Alumni Chapter Beijing was reactivated last year and has the aim to increase social interaction and networking among ETH alumni living in Beijing and its region. Mulan Sun expressed her gratitude to the board members, Chai Qian, Stefan Schuppisser and Huang Shuo for all their great contributions along the way and together with H.E. Jean-Jaques de Dardel, awarded them with a certificate of appreciation.

INDUSTRIES

Engineering / Manufacturing

[European Freight Forwarding Group Ties Up with Chinese Automotive Logistics Specialist](#)

Published by handyshippingguide.com, 25th August 2018

Swiss freight forwarding and logistics firm, Kuehne + Nagel has announced a partnership with Sincero, a Chinese automotive logistics group with a nation-wide operation coverage, to invest in a joint venture focusing on contract logistics for the automotive sector. Kuehne + Nagel will hold the majority share of the joint venture. Gianfranco Sgro, member of the Managing Board of Kuehne + Nagel International AG, responsible for Contract Logistics, commented: "Contract logistics for the automotive industry is a strategic focus area for Kuehne + Nagel globally and especially in China, the biggest automotive market. The joint venture confirms Kuehne + Nagel's position as a leading international provider of automotive logistics in China. Following the recent launch of our digital platform for e-fulfilment centres in China this investment further strengthens our presence in Asia." In recent years, Kuehne + Nagel has been developing a strong automotive footprint in the country by 'organically expanding' the partnership with premium European brands. The company will now enlarge this footprint by almost 70% serving major Chinese brands and Tier 1 suppliers. The Chinese corporate group Sincero focuses on five divisions: international freight forwarding, automobile logistics, integrated logistics, contract manufacturing and pre-assembly work for precision components for the automobile industry and customer support. Automotive logistics is the largest of these.

[Roche's Alecensa Latest Beneficiary of Faster China Drug Approvals](#)

Published by reuters.com, 20th August 2018

Roche's Alecensa lung cancer medicine became the latest beneficiary of China's efforts to speed up approvals in the world's second-biggest drug market, which is gaining importance for global pharmaceuticals companies' growth plans. China's National Drug Administration backed the Swiss drugmaker's Alecensa to treat an aggressive kind of lung cancer, called anaplastic lymphoma kinase-, or ALK-positive, less than a year after European and U.S. approvals, Roche said on Monday. China, where drug approvals historically have come years after those elsewhere, has opted to accept overseas trial data to accelerate approvals after high costs and a lack of access to new treatments have forced desperate patients to turn to the gray market when they get sick. Roche said China's speedy approval shows officials responsible for vetting new drugs have changed their thinking. "It... represents a significant regulatory shift,

with the approval received under unprecedented timelines,” Sandra Horning, MD, Roche’s chief medical officer. Alecensa is one of the Basel-based company’s newest medicines and targets a relatively rare kind of lung cancer, affecting about 5 percent of non-small-cell lung cancer sufferers.

Bank / Finance / Insurance

[Private Banks are Starting to Breach the Wall Around China's Wealthy](#)

Published by bloomberg.com, 30th August 2018

It’s hard to put numbers on the vast private banking opportunity in China, but here are some: USD 29 trillion in household wealth and USD 15 trillion in the asset management industry. Perhaps the most crucial number right now is the more than USD 1 trillion packaged by local Chinese money managers into principal-guaranteed investment products, which are the focus of a government crackdown. That intervention has given global banks a reason to re-evaluate onshore China, a market that none of them has come close to conquering. What has long looked like a slam-dunk opportunity—the second-biggest pool of ultra-rich people in the world—also comes with cumbersome regulations and strong competition from homemade financial brands. But Francois Monnet, head of private banking North Asia at Credit Suisse Group AG, is betting it’s still better to arrive early to the party than late. “Going onshore is a necessity for foreign banks in the next five to 10 years, and it has to start when the market opens up, which is pretty much now,” Monnet says. Credit Suisse is working on a business plan that involves targeting rich Chinese entrepreneurs as the bank’s onshore client base and, later, forming partnerships with local banks and insurers. It would be following UBS Group AG, which has doubled its wealth management head count in China in the past two years and is still hiring. Most other big names in private banking are managing Chinese money from Hong Kong and Singapore.

[UBS Group AG Acquires 5,104 Shares of WISDOMTREE TR/CHINA EX ST OWNED E \(CXSE\)](#)

Published by fairfieldcurrent.com, 29th August 2018

UBS Group AG lifted its position in WISDOMTREE TR/CHINA EX ST OWNED E (BMV: CXSE) by 4,598.2% during the first quarter, according to its most recent 13F filing with the Securities and Exchange Commission (SEC). The firm owned 5,215 shares of the company’s stock after acquiring an additional 5,104 shares during the period. UBS Group AG owned approximately 0.87% of WISDOMTREE TR/CHINA EX ST OWNED E worth USD 460,000 at the end of the most recent quarter. Other large investors have also recently made changes to their positions in the company. Global Financial Private Capital LLC acquired a new stake in WISDOMTREE TR/CHINA EX ST OWNED E during the 1st quarter worth approximately USD 309,000. Citadel Advisors LLC acquired a new stake in WISDOMTREE TR/CHINA EX ST OWNED E during the 1st quarter worth approximately USD 3,898,000. Finally, PNC Financial Services Group Inc. raised its holdings in WISDOMTREE TR/CHINA EX ST OWNED E by 5.4% during the 1st quarter. PNC Financial Services Group Inc. now owns 87,150 shares of the company’s stock worth USD 7,686,000 after buying an additional 4,450 shares during the period.

[EFG's Hire of Top Banker Talent Underlines Regional Ambitions in Asia](#)

Published by hubbis.com, 20th August 2018

EFG International in late June announced the hiring of Richard Straus as the new head of its private bank in Hong Kong. Straus moved from rival Julius Baer, where for the previous three years he was Group Head of their Greater China wealth management business. Hubbis met up with Straus a few days later, along

with the banker Straus now reports to, Kees Stoute, EFG's Chief Executive Officer in Hong Kong. Stoute is another veteran private banker with long experience in Asia; he had built EFG's Singapore private bank operations from 2007 onwards, he then left in 2012 for a five-year 'sabbatical' and was enticed to re-join EFG in 2017. The arrival of Straus coincides with the announcement that EFG's long-standing private banking head in Singapore, Eng Huat Kong, will retire at the end of 2018. Kong had been the head of the Singapore operation for seven years and had overseen the Singapore elements of the EFG merger with BSI, which was announced in 2016 and completed in 2017. Oliver Balmelli, already with EFG, has been announced as the head of private banking in Singapore.

Hospitality / Tourism / Retails

[Nestlé Launches Scheme to Develop Tea-Based Fertiliser](#)

Published by foodbev.com, 28th August 2018

Nestlé has launched a new scheme in Pakistan which aims to develop a zero-waste, tea-based fertiliser, and is looking for partners to help create the new product. Nestlé EveryDay, one of the biggest tea creamers in Pakistan, and Nestlé's innovation platform HENRi@Nestlé will lead the scheme, which aims to simultaneously reduce tea waste and increase agricultural yields by creating the tea-based solution. The initiative is now looking for start-ups, innovators, waste management companies, or other corporate partners to help create the "game-changing" product, and the project will consist of three phases. Firstly, the project will aim to establish a viable method to procure wasted tea, and the second stage will see Nestlé EveryDay collaborate with a partner to convert collected tea into a fertiliser, preferably through a composting process. The final stage will see the product commercialised and sold to farmers in Pakistan as a cost-effective and environmentally-friendly fertiliser. The project will initially be piloted in Pakistan, and will be expanded into other tea producing countries such as China and India in the future.

[Chopard Launches Flagship E-Store on JD.Com](#)

Published by fashionunited.in, 24th August 2018

One year after launching its first products on Chinese e-commerce platform JD.com, Swiss watch and jewelry maker Chopard is releasing an official flagship store in partnership with China's largest e-tailer. JD.com said in a statement that Chopard will be able to offer more products to Chinese consumers by leveraging on the e-commerce giant's logistics and marketing structure. All orders will be handled by JD's delivery service. "JD is an ideal partner for Chopard's first foray outside of the Maison's existing distribution channels in China", said Tasso von Berlepsch, General Manager of Chopard China, in the statement. JD's extension of its partnership with Chopard is yet another signal of the company's intention to expand in the luxury market. Recently, the e-tailer signed similar collaborations with Salvatore Ferragamo and Balenciaga. Last year, JD.com invested USD 397 million (GBP 303 million) in the luxury e-commerce platform Farfetch, which filed for an IPO this week.

[Westin Hotels & Resorts Announces the Appointment of Huang Xuan as New Well-Being Brand Advocate of Greater China](#)

Published by hospitalitynet.org, 24th August 2018

Westin Hotels & Resorts, part of Marriott International, has announced the appointment of Huang Xuan as the new well-being brand advocate for Greater China. As part of his appointment, Huang Xuan will be featured in a new brand campaign video available in-room at all Westin hotels in China. The collaboration

aims to further underscore the Westin brand's approach to wellness and encourage an active lifestyle, helping guests prioritize well-being even on the road. Andy Kong, Director of Brand and Marketing, Asia Pacific, Marriott International, is thrilled about the collaboration: "Westin ensures all aspects of the guest experience is designed with well-being in mind - from the iconic Heavenly Bed and Gear Lending program, to partnerships with TRX (Total Resistance Exercise) SUSPENSION TRAINING™. As one of our well-being advocates in Asia Pacific, Huang Xuan's mantra to wellness mirrors perfectly the brand values of Westin Hotels & Resorts. Through this collaboration, we hope to inspire our guests to stay active and feel their best."

Legal / Trade / Consulting / Services

[S-GE Market Study: Medical Technology in China: Market Potential and Regulation](#)

Published by s-ge.com, 23rd August 2018

Over 95% of the Chinese population is medically insured, but not all treatments are covered. The "State Council Order 650" also poses new challenges for the approval of products. A market study indicates the current opportunities, risks and advice for SMEs. Due to its growing middle class, advancing urbanisation and the aging population, there is still great, even double-digit growth potential in China for medical technology sales of all kinds. The majority of expenditure is determined by the public health system, on average 650 US dollars per inhabitant: implants and expensive treatments for chronically ill patients are seldom covered by this. Accordingly, manufacturers of medical devices generate more sales than those that manufacture implants. At the same time, a second, purely privately financed system is growing in which high-priced goods are in demand. In June 2014, the State Council Order 650 came into force. The China Food and Drug Administration (CFDA) now requires that certain innovative product groups be clinically tested. The registration of a MedTech product thus entails higher costs and takes longer, for example between three and five years. For particularly innovative products, there is a fast-track process, for which certain preconditions have to be met. Most Swiss MedTech SMEs enter the Chinese market with the help of Chinese partner companies in order to benefit from their local expertise and network.

The Chinese government has also launched a "two invoice" system. The codename "two invoice system" means that only two invoices may be submitted from now on: from the manufacturer to the distributor and from the distributor to the hospital.

[2018 Sino-Swiss Business Incubation Competition](#)

Published by ssbicom.com, 23rd August 2018

SSBICOM is organised by the Chongqing-based SinoSwiss TechnoPark. It is supported by the Municipal Government of Chongqing, the Liangjiang New Area, the Canton of Zurich, and SCCC. SS-BI-Com 2018 is a search for innovative Canton Zurich-based companies and start-ups that have unique potential to grow in the Chinese market. The chosen companies will be rewarded with a valuable professional China market entrance package and a complementary base in one of China's leading business innovation districts, Chongqing Liangjiang New Area's SinoSwiss TechnoPark. SinoSwiss TechnoPark is one of four international business parks in Chongqing's Liangjiang New Area. The 'new area' is the same in scope as Pudong New Area in Shanghai and Bin Hai New Area in Tianjin, and is central China's leading international business hub. SinoSwiss TechnoPark is supported by both Chinese and Swiss government organisations and is set to become a major hub for Swiss high tech and advanced industries in the heart of China.

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