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BILATERAL RELATIONS

[Inaugural Edition of Swiss Innovation Week: at the Heart of Digitalization](#)

Published by [siw2018.flow-project.cn](#), 3rd July 2018

The Embassy of Switzerland in China is dedicating for the very first time a full week to Swiss innovation from 2 to 6 of July. With digitalization as its main topic, the Swiss Innovation Week (SIW) 2018 featured a number of interactive events and activities to showcase Switzerland's outstanding technology-driven creation process, its innovative prowess and related mechanisms, especially the bottom-up model. With the aim to reinforce Switzerland's leading position as a location for innovation, the SIW also demonstrated the achievements and potentials of bilateral collaboration in this domain between Switzerland and China. The unprecedented Swiss Innovation Week at the embassy featured concrete projects at full spectrum and covered topics in a wide range of areas that were key in the Sino-Swiss bilateral relations, including finance, science, art, research, education, sustainability, as well as humanitarian efforts. The events were held during the week draw special attention to the latest advancements in the field of digitalization, virtual reality and artificial intelligence. A multitude of formats such as product presentations, interactive display, panel discussions and artistic performances made the topic of digitalization easily accessible to visitors. Swiss institutions participating in the SIW included swissnex China, Switzerland Innovation, the International Committee of the Red Cross, as well as companies like Nestlé, Mercuria, Caran d'Ache, ABB, Wyeth, Adecco, SIGG and Kingnature.

[Nicholas Yang Concludes Europe Visit](#)

Published by [news.gov.hk](#), 27th June 2018

The Secretary for Innovation and Technology of the Hong Kong Special Administrative Region Nicholas Yang visited two pharmaceutical firms in Basel and met Swiss officials in Zurich to conclude his European

visit on 27 June. Mr. Yang's programme in Basel covered visits to Novartis and Roche. Encouraging more research and development to improve healthcare services and seeking opportunities for collaboration, he updated the pharmaceutical industry on Hong Kong's plan to form two research clusters with USD 10 billion in dedicated funding for healthcare technologies and artificial intelligence and robotics at the Hong Kong Science Park. These two areas tied in with Hong Kong's research and development strengths and capabilities, he said. Mr. Yang later called on Zurich Mayor Corine Mauch. He said he was pleased to see the mayor again after the Smart City Conference was held in Hong Kong as part of the Zurich Meets Hong Kong Festival late last year. With the Hong Kong Special Administrative Region Government releasing the Smart City Blueprint, Mr. Yang said he looked forward to furthering collaboration between Hong Kong and Zurich. He then paid a courtesy call on Chinese Consul-General Zhao Qinghua and Zurich Government Councillor Carmen Walker Spah.

BUSINESS NEWS

[CES Asia 2018: a Resounding Success for Swiss Startups](#)

Published by swissnexchina.org, 28th June 2018

To say Swiss Startups made a strong impression during the three days at CES Asia 2018 would undeniably constitute an understatement. For the 2018 edition of the premier event for the consumer technology industry in China and Asia, 3 out of the 7 startups of the swissnex China Swiss Startup Pavilion exceeded all expectations by walking away with 4 prizes, including Best Health Startup (Kenzen), Best Vehicle Technology Startup (SoFlow), as well as 2 innovation awards (Biowatch in Wearables Category, Kenzen in Sports and Fitness Category). Not only are these distinctions a testament to the quality of Switzerland's strong startup ecosystem, but also a reminder of Switzerland's ranking as the most innovative country in the world for the last six consecutive years. However, this is only the tip of the iceberg of what took place in the last few days both during and before CES Asia. The startups came to CES Asia as part of a selection and invitation process organized and coordinated by swissnex China. The aim was to host a Swiss Startups Pavilion at CES Asia in Shanghai, in order to not only showcase the disruptive technologies being developed by top Swiss Startups in Asia but also, and especially, to provide this selection of startups with the unique opportunity to gain visibility and connect with a network of potential local partners to facilitate market entry ambitions. To achieve this last point, swissnex China additionally organized a pre-CES exclusive pitching event, to which over 30 key players of the startup ecosystem in Shanghai were invited.

[Sichuan Airlines Adds Swiss Service](#)

Published by anna.aero, 27th June 2018

Sichuan Airlines launched a new European link on 23 June with the start of services from Chengdu (CTU) to Zurich (ZRH). The new route will operate as an extension to the airline's existing Chengdu-Prague (PRG) itinerary. Flights will operate twice-weekly (Wednesdays and Saturdays) with the aircraft routing Chengdu-Prague-Zurich-Prague-Chengdu. The airline has also been granted traffic rights to sell seats between Zurich and Prague. All sectors will be operated by the airline's A330 fleet. The 9,930-kilometre indirect connection from Chengdu to Zurich faces no competition. However, there are incumbent operators on the 510-kilometre Prague-Zurich sector, with SWISS offering 21 flights during the week commencing 26 June, and Vueling flying a further four frequencies. "Zurich Airport is delighted to welcome Sichuan Airlines," said Stefan Wermelinger, Manager Airline Affairs, Zurich Airport. "This new direct flight between Chengdu and Zurich is the first link to a Chinese city centrally located in the country. It improves access in

both directions for tourists and business travellers.” The new Zurich route is Sichuan Airlines’ first link to Western Europe. In addition to Prague, the other European airports the airline will serve in S18 are Moscow Sheremetyevo and St. Petersburg. All of its European links originate from Chengdu.

[Breitling Opens First Flagship Boutique in Asia in WF Central, Beijing](#)

Published by breitling.com, 27th June 2018

Swiss luxury watchmaker Breitling celebrated the grand opening of its first flagship boutique in Asia in WF Central, Beijing. Breitling CEO Georges Kern was on hand for the ceremony along with Jacques Bothelin, Captain of the Breitling Jet Team, renowned Chinese actor Lei Jiayin, and renowned Chinese actress and singer Han Xue. At the opening ceremony, Georges Kern, CEO of Breitling, pointed out that introducing the new design concept in Beijing is significant. He said: “Launching our new boutique style in this city underscores the importance of the markets in Asia and particularly in China for our brand. We’re delighted that our Chinese friends will get to know our products and our heritage in this urban Breitling environment.” The event was attended by actor and friend of the brand Lei Jiayin, who wore the new Navitimer 8 B01 Chronograph 43 as he enthused about Breitling: “A wristwatch is a man’s best friend and should reflect a professional attitude, a dedication to precision, and a rich heritage, all of which I find with Breitling.” Actress Han Xue wore a Breitling Navitimer 1 Automatic 38 that perfectly complemented her elegance and her chic, sporty style. The two good friends were among the more than 100 guests in attendance on the boutique tour.

[Major Chinese Bank Opens Branch in Zurich](#)

Published by s-ge.com, 25th June 2018

Industrial and Commercial Bank of China has opened a branch in Zurich, making it the second major Chinese bank after China Construction Bank to establish a presence in the Zurich financial centre. The branch of Industrial and Commerce Bank of China (ICBC) was officially opened in Zurich on 21 June. In addition to ICBC president Shu Gu and a representative from the China Embassy in Switzerland, Peizhong Chen, other dignitaries to attend the opening included Federal Councillor Ueli Maurer and Swiss National Bank president Thomas Jordan. The business development unit of the Office for Economy and Labour at the Canton of Zurich assisted the bank in establishing its new branch. The move “strengthens the importance of the Zurich financial centre and is a further highlight of the canton’s commitment to promoting trade relations with China,” said Carmen Walker Späh, Head of the Department for Economic Affairs. ICBC is the largest and highest valued bank in the world with over 450,000 employees. The Swiss ICBC branch will be headed by Peichen Chen, who previously served as vice chairman of the bank’s operations in Pakistan. After China Construction Bank (CCB), ICBC is the second Chinese financial institution to establish itself in the Greater Zurich Area. CCB opened a branch in Zurich in October 2015, where it now has around 33 employees.

[China Looks for Swiss Solutions in the Elderly Care Sector](#)

Published by s-ge.com, 21st June 2018

China’s elderly care market will boom as the number of senior citizens is estimated to account for about one third of the total population in 2050 (only 16% in 2015). Along with insufficient government funded facilities to care for all the elderly. Yet, the whole industry is still in its infancy and lacks experience, expertise and infrastructure. Even though the Chinese government is encouraging and supporting the private sector, including foreign investors, Swiss SMEs should bear in mind that business opportunities do

not come without challenges in this immature market. As the world's most populated country, China's total healthcare spending stood at over CNY 4,200 billion (approx. CHF 630 billion) in 2016, with a fourfold increase from 2008 to 2016. Within healthcare, the elderly care industry is together with urgent need in increasing demand. The Chinese Government is encouraging the private sector to invest into this market. For foreign companies, the Chinese government classifies foreign investment into the elderly care industry as encouraged. Possible opportunities for Swiss SMEs are professional elderly care training service, home care service provider, healthcare IT and foreign Direct investment. While the elderly care service market is an emerging market in China, there are barriers and risks. Swiss SMEs should be fully aware of major challenges they may encounter when entering the market.

CULTURE & SOCIETY

[Out of Paradise Bags Top Award at Shanghai Film Festival](#)

Published by chinadaily.com.cn, 24th June 2018

Switzerland's and Mongolia's movie *Out of Paradise* bagged the Golden Goblet, the top award at the Shanghai International Film Festival, on 24 June. The film, released in 2018, tells the story of a couple from the steppes traveling to Ulaanbaatar for caesarean section. But they don't have enough money to pay for the operation in advance, and trouble ensues. It is directed by Batbayar Chogsom. The jury, led by its chairman, Chinese film director Jiang Wen, praising the movie called it "simple but not crude" and "sincere and poetic". Chinese movie *Ala Changso* by Sonthar Gyal won the jury grand prix while the best film director award went to Rodrigo Barriuso and Sebastian Barriuso for their movie *A Translator*. For the acting awards, Tye Sheridan from the United States was named the best actor for his performance in *Friday's Child*. Isabelle Blais from Canada bagged the best actress award for her role in *Tadoussac*. Competition sections for Golden Goblet Awards fall into four categories - feature-length films, documentary, animation and short films. This year, filmmakers from 108 countries and regions brought altogether 3,447 movies to sign up for the festival. The competitions present films of different genres, not only by big names, but also by those who are young and talented, but not yet internationally known.

GENERAL INTEREST

[Beijing Chapter Salon & Tour of New Energy](#)

Published by alumni.ethz.ch, 25th June 2018

The ETH Alumni Chapter Beijing had a Salon & Tour of new energy at the beginning of June 2018 in Beijing, a joint event with the Switzerland Chapter and Hiring Salon of the Western Returned Scholars Association • Overseas-educated Scholars Association (WRSA). Five alumni met at the National Institute of Clean and Low-Carbon Energy, a state-level innovation base in the clean energy arena that is affiliated to CHN Energy, the largest coal enterprise in China. On 3 June 2018, scholars from the field gave a small seminar with several talks on different areas of new energy in the morning. This was combined with an exhibition tour after lunch to learn about innovative ideas in the new energy sector and to get to know one another better. The WRSA, established in October 1913, serves the purpose of uniting students who have returned from their studies in Europe and America, while maintaining contact with overseas students and their relatives. This helps to strengthen friendships among them, exchange experiences and jointly work towards the rejuvenation of China and the unification of the motherland. It is the biggest association for

overseas-educated scholars in China. The Switzerland Chapter, in particular, serves scholars with experience in Switzerland, and Hiring Salon was initiated by scholars who are fond of reading.

INDUSTRIES

Engineering / Manufacturing

[DKSH: Wins Ringier Technology Innovation Award 2018](#)

Published by 4-traders.com, 28th June 2018

DKSH's Business Unit Performance Materials, a leading ingredients and specialty chemicals distributor, was awarded for its innovative product Wacker Cavamax W8/ Retinol complex, which is produced by its valued business partner, Wacker Biosolutions. WACKER CAVAMAX W8/Retinol complex offers diverse benefits for formulation development, including: an efficient depot system with improved stability of retinol against UVA and UVB, controlled release, stable dispersion and emulsions and very good skin compatibility. The award was accepted by Carole Lin, General Manager, Performance Materials, China & Hong Kong, together with Karen Yang, Business Director, Biosolutions, East Asia, Wacker. DKSH provides Market Expansion Services to Wacker Biosolutions and exclusively distributes its silicones in Asia. In China and Korea, DKSH's distribution of the products targets the personal care and home care segments. Ringier's innovation award winners are selected by a panel of independent judges for technical and product excellence and for making a significant technological contribution to China's personal care and cosmetics industry. 2018 marks the second consecutive year that DKSH has won a Ringier Technology Innovation Award. In 2017, DKSH won in the category "Functional Ingredients - Stabilizer" for its product ExpertGel, which is produced by its valued business partner, Polymer Expert.

[Elecsys SCC by Roche Launched in China](#)

Published by 4-traders.com, 27th June 2018

The Elecsys SCC, the immunohistochemistry tests from Roche has been launched in the Chinese mainland, according to the healthcare company based in Switzerland. Along with the test, the reference range with local data was unveiled for better evaluation of SCC level between patients with squamous cell carcinoma (SCC) and benign diseases. And the result is due out as soon as 18 minutes. Squamous cell carcinomas, also known as epidermoid carcinoma, are a number of different types of cancer that result from squamous cells. These cells form the surface of the skin lining of hollow organs in the body and line the respiratory and digestive tracts. Common types include certain types of lung and cervical cancers. "The newly launched Elecsys SCC will help with improved diagnosis and treatment of such cancers in China," Zhi Xiuyi, an expert in lung cancer at Xuanwu Hospital in Beijing, addressed the launch ceremony of the test, held in Chongqing in early June. China reported nearly 800,000 new cases of lung cancer each year, accounting for roughly 21% of the total new cancer cases.

[ABB CEO Participates in Roundtable with Chinese President Xi Jinping](#)

Published by abb.com, 22nd June 2018

ABB CEO Ulrich Spiesshofer was one of 20 global CEOs to meet with Chinese President Xi Jinping and several ministers from the Chinese government on 21 June as part of the Chinese government's fifth annual Roundtable Summit of the Global CEO Council in Beijing. The Council, which focuses on international cooperation and development, is an important platform for direct, high level dialogue between

world business leaders and Chinese government officials. Speaking after the meeting, Spiesshofer noted, "President Xi shared his perspective of a connected and open China. China wants to play an open and important role in the world in constructive collaboration with other countries, and we had the opportunity to share our thoughts and experiences on what it would take to live this vision. It was a very positive and constructive exchange." Usually attended by Chinese Premier-level and minister-level officials, this year the meeting was named a Special Session and was hosted by the country's President, highlighting the importance given by the Chinese government to this exchange.

Bank / Finance / Insurance

Zurich Insurance's Asia Plans

Published by finews.asia, 28th June 2018

Switzerland's largest insurer has blown hot and cold in Asia and China in recent years. The insurer's top man in Asia, Jack Howell, has made clear that Zurich is keen to jump back into the mainland China market, a full five years after offloading New China Life. The remarks represent a pledge to remain in Asia, after reports that Zurich was seeking a partial or full exit. Does Zurich view the 2013 sale as a mistake, then? Not exactly, according to Zurich Chairman Michel Liès. "If you have an outstanding portfolio, but you can't establish or deepen contact with your clients, then a sale is an option," he told Swiss daily *Neue Zuercher Zeitung*. Zurich has been a quiet acquirer, snapping up Macquarie's retail life insurance protection arm in Australia, MAA Takaful Berhad, a sharia insurance business in Malaysia, and Cover-More, an Australian travel insurer. Last year, Zurich posted a more than 42% drop in pre-tax profit in property and casualty insurance to USD 155 million when reserves from previous years fell away. Its life business hiked profit by more than 73% to USD 132 million. For comparison, Zurich's overall pre-tax profit is USD 3.8 billion. While Howell told the *South China Morning Post* in January that Zurich would love to get back into China, Liès said that Asia is more than the economic juggernaut. "China is a key part of our strategy in Asia, but it isn't the only market we're looking at."

Tycoon Richard Li Weighs Insurance IPO

Published by straitstimes.com, 28th June 2018

Billionaire Richard Li is laying the groundwork for a potential initial public offering (IPO) of his insurance company FWD Group after five years of building the business through acquisitions, people familiar with the matter said. FWD, which is backed by Swiss Re, has held preliminary discussions with investment banks about a possible IPO as part of regular meetings about the insurer's strategy, according to the sources. The company is weighing a listing as early as the next couple of years, the sources added, asking not to be identified because the information is private. Hong Kong is under consideration as a possible listing venue, one of them said.

Hospitality / Tourism / Retails

Barry Callebaut Elevates China's Taste Buds with New Sensory Chocolate Tasting Ritual

Published by markets.businessinsider.com, 28th June 2018

Barry Callebaut brings a whole new sensory experience to China with the introduction of the Chocolate Tasting Ritual. The Switzerland-based company, one of the world's largest chocolate manufacturers to artisanal and professional users of chocolate, said the tasting ritual will allow chocolate professionals and

consumers to uncover a brand-new world of chocolate richness. Cocoa and chocolate sensory scientists from Barry Callebaut and the leading global flavor house Givaudan devoted years of extensive research to develop a cocoa and chocolate sensory language. In parallel, Barry Callebaut engineered a chocolate tasting ritual, a fresh new experience inspired by the age-old practice of tea tasting ceremonies in China. Pascale Meulemeester, Barry Callebaut's Vice President for Global Gourmet, said, "We are excited to transfer this know-how to the growing pastry chef community in China. The tea tasting ritual is symbolic of Chinese tradition. As chocolate becomes more popular among consumers in China, we believe the chocolate tasting ritual will be an exciting experience for consumers in China as well. Chinese consumers can now even better appreciate high-quality chocolates such as Callebaut®, Cacao Barry®, and Carma®."

[Hotel Celebrates 10th Anniversary in Style](#)

Published by chinadaily.com.cn, 25th June 2018

To celebrate its 10th birthday on 21 June, the Westin Beijing Chaoyang launched a series of events and offers from the 10-Hand Special Chef's Menu to the "10 in 1" Online Special Offer. The all-round "well-being" campaign demonstrates a lifestyle featuring quality, comfort and pleasure. Collaborating with Noob Huang, a lifestyle social platform, the hotel offers family cooking class for little chefs and their parents. Ikebana courses are arranged for flower lovers to relax during their stay. The newly crafted 10-Hand Special Chef's Menu combines the signature dishes of five chefs, which will be a gastronomical ride from eastern cuisine to western taste. Runners of all levels are welcomed to participate in the Global Running Day along the hotel's 3km route led by professional trainers. Guests can afterwards enjoy the selection of superfood dishes and fresh juices.

[Legal / Trade / Consulting / Services](#)

[PwC: China's Technology Industry is Entering into the Era of Enablement](#)

Published by pwccn.com, 26th June 2018

PwC released a white paper entitled "New Trends of Technology Enabling To-B Services". The paper outlines major trends with Technology companies (T-side) stimulating major upheaval in consumer-oriented (C-side) and business-oriented (B-side) services, forming a new dynamic referred to as T2B2C. The value of China's technology companies is estimated to reach RMB 40-50 trillion, and T2B2C model is becoming the critical tool for technology industry to serve B-side enterprises. James Chang, PwC China Financial Services Consulting Leader said: "In the past 20 years, Chinese technology companies have flourished, and many unicorns have emerged in various C-side such as healthcare, food, housing and entertainment. However, as C-side customer acquisition cost increases, context repeats, and adhesiveness of users decreases, the space for innovation in the C-side technology enterprise has gradually become saturated. Meanwhile, compared with the United States, although China also has tens of millions of B-side SMEs that need technology services, it lacks such heavyweight enterprise-side technology providers as Oracle, SAP and Microsoft. The future of China's B-side market has huge business potentials."

[Decoding Unicorns: Adapting to a New Technology Revolution](#)

Published by pwccn.com, 25th June 2018

PwC's Unicorn CEO Survey 2018 was released on 25 June. Findings indicate that Chinese unicorn companies are poised to seize strategic growth opportunities over the next three years. Within the same

period, executives at domestic unicorns consider the most pressing challenges to be adapting to the technology revolution, changes in consumer behaviour, and the emergence of new business models. The survey found that Chinese unicorns anticipate greater impacts to derive from technology innovation than business model innovation in the next 1-3 years. In terms of response by unicorn executives, 57% indicated the “continuous emergence of new technologies” as the primary external factor likely to affect their companies, while 45% noted “emergence of disruptive business models”. Jianbin Gao, PwC China TMT Leader, said: “In China, many companies have introduced new business models, particularly those that emphasise user experience. In many of these cases, consumers are provided with products and services in a more economic and efficient way. The threshold for business model innovation, however, is comparatively low for now, and it is currently relatively easy to be imitated and surpassed by competitors. To rank among the top players in the future, unicorns will increasingly need to use innovative technology as a driver, underpinned by new business models, to secure the commercialisation of their technologies.”

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