

Should this HTML message not be displayed properly, please inform the Chamber at [Beijing](#), [Shanghai](#) and [Guangzhou](#)

# swisscham.org

## Reader's Digest, 24 June - 7 July 2017

Swiss and Chinese Business Related News in Switzerland and China

Bilateral Relations

Business

Culture & Society

General Interest

Industries

**THIS BANNER COULD BE YOUR ADVERTISEMENT !**  
**swisscham.org**



Contact us for more information

follow us on WeChat

### **BILATERAL RELATIONS**

#### **[Chinese Ambassador to Switzerland Meets the Vice President of Switzerland](#)**

Published by fmprc.gov.cn, 27th June 2017

On June 26, the Chinese Ambassador Mr. Geng Wenbing met Mr. Alain Berset, Head of the Federal Department of Home Affairs and Vice President of Switzerland. Mr. Berset spoke highly of the current development of bilateral relation, saying that he maintained a close working relation with China's health and cultural authorities and expected to deepen the cooperation in related fields. Ambassador Geng thanked the contribution that Mr. Berset made for the bilateral relation and the State Visit by Xi this January. He encouraged both sides to seize the historic opportunity of rapid development of Sino-Swiss relation and promote the strategic partnership to a new level between two countries.

### **BUSINESS NEWS**

#### **[Swiss Incubator: Information from Summer Davos](#)**

Published by Swiss Centers China, 4th July 2017

Organized by the Swiss Embassy and Swiss Centers China as the organizational partner, the Swiss Incubator @ WEF Dalian 2017 took place at the New World Hotel Dalian in the evening of June 28th, 2017. Buttressing WEF's goal to rethink innovation in an era of "the Fourth Industrial Revolution and its Transformational Impacts", the event provided Switzerland and associated companies with an excellent opportunity to showcase our leadership position in innovation. As an exclusive networking cocktail, it attracted around 250 high-level Chinese and international guests from the world's most innovative companies, investors, policy makers, academia, think tanks, as well as influential thought leaders. This time a special focus was given to the Venture Leaders' delegation in China to offer to the participants and attendees a remarkable and memorable event. The 250 guests joined the Jury (comprising André Kudelski, Olivier M. Schwab and Margaret Jack) to select the start-up that will be the winner of the Swiss Incubator Cup @ World Economic Forum Dalian 2017, the new contest specially designed for the Swiss start-ups.

### [Switzerland: Embassy Supports Swiss Startups' China Tour](#)

Published by globaltimes.cn, 2nd July 2017

A reception for promoting Swiss startup businesses in China took place at the Swiss Embassy in Beijing on June 26. The Swiss Ambassador to China Jean-Jacques de Dardel; Mauro Dell'Ambrogio, the Swiss State Secretary for Education, Research and Innovation; and Jordi Montserrat, the managing director of Venturelab, a Swiss nonprofit organization that helps create the next generation of innovators and change makers, attended the event. Venturelab announced that it would invest in 10 startup businesses in the sectors of telecommunication, media, environmental science, and healthcare. The businesses will join an interactive tour around China from June 25 to July 4, during which they will meet Chinese investors and potential partners in several large cities with the aid of the Swiss Embassy in Beijing. This is Venturelab's fourth consecutive year staging the business tour in China since 2014.

### [China on Charm Offensive at World Economic Forum](#)

Published by mg.co.za, 29th June 2017

The World Economic Forum (WEF) in the Chinese city of Dalian last week for the so-called Summer Davos came at a time when China is assuming a greater global profile, including on issues such as climate change and trade. This forum is not the first time this year that China has used the WEF to position itself positively on the world stage. In January, Xi Jinping became the first Chinese president to give a speech at Davos in Switzerland, making an impassioned defense of economic globalization in the face of protectionist rhetoric. China has been a big beneficiary of globalisation, with International Monetary Fund data since 2014 showing that the Chinese economy is now larger than the US on a purchasing power parity basis. But the consequences of China's strong economic growth have been more than financial. In terms of perceptions, many believe the global economic and political balance of power has swung significantly, and this has been reinforced by major Chinese trade and diplomatic forays such as the "One Belt, One Road" initiative.

### [Swiss-Hong Kong Fund Scheme Grants First Approval](#)

Published by finews.com, 26th June 2017

Switzerland and Hong Kong inked a plan in December to allow Swiss and Hong Kong public funds to be distributed in either market through a simplified approval process. Less than seven months later, Hong Kong-based Harvest Global Investments is the first fund manager to qualify for the scheme, after Swiss regulator Finma approved its application, according to various media reports. Harvest Global Investments is a unit of Harvest Fund Management, a China-based asset manager. Ties between Switzerland and China have run deep for years: Chinese leader Xi Jinping in January spent four days in Switzerland on a state visit. One of the first countries to recognize the new People's Republic of China in 1950, Switzerland has since then fostered close trade ties, and the alpine nation has bid to become a renminbi trading hub and to help China liberalize.

## **CULTURE & SOCIETY**

### [The First Edition of SwissWeek Chengdu Will Take Place in November](#)

Published by sim.biz, 3rd July 2017

60'000 Visitors, the presence of 43 Leading Media Provider and CNY 11 Million of Calculated Media Value are just some of many figures underlining the success of the 5th Edition of SwissWeek in Shanghai! The time has therefore definitely come to expand this exclusive platform to penetrate deeper into China and to go West. Chengdu as well as the entire Southwest China Region has experienced an exceptional growth in its economy and shows high potential for much more to come. This development and the importance of the area to Switzerland has been marked by the

opening of the Consulate General of Switzerland in Chengdu in November 2016, which acts as official Patronage of the SwissWeek Chengdu. The purpose of SwissWeek in Chengdu remains the same as in Shanghai: to increase the brand recognition of Swiss companies in China and offer the Chinese public a great opportunity to experience Switzerland in its culture, traditions, products and, more. The event is going to take place from November 1st to November 5th 2017 downtown Chengdu, in the heart of the commercial area's pedestrian street, Chunxi Lu. Nowhere else in the whole southwestern China region can companies reach such an enormous amount of consumers in one spot with an average people flow of over 300'000 daily!

### [Nihao, China! Swiss Entrepreneur Designs App to Help Foreigners in China](#)

Published by chinadaily.com.cn, 29th June 2017

"You cannot plan a good product or a good business model. You can only repeatedly try and test things out, adjust where necessary and make updates in a timely fashion." That's the business philosophy of Swiss entrepreneur Lucas Rondez, who has started his own business in Hangzhou, Zhejiang province. Nihao was the only phrase Rondez knew when he arrived in Hangzhou in 2007. The language barrier was so big and seemingly impenetrable, virtually unable to communicate with the world around him. However, Nihao was not just a starting point in China for Rondez; it turned out to be the phrase that helped launch his career. The all-English app is targeted at foreigners living in China, offering functions like discovering where to have fun, news on events in the city, food and dining and even translation tools to shatter those language walls. Users can also purchase movie tickets through the app, pay for their phone bills, buy insurance and train tickets, and even call a taxi. Almost a decade ago, Rondez greeted China with nihao. Now, a decade later, he created an app so that more foreigners can not just greet the nation with "nihao", but truly live, immerse and experience China with much more ease.

## **GENERAL INTEREST**

### [Müller in Switzerland is Wang in China](#)

Published by swissinfo, 2nd July 2017

A recent news report revealed that Swiss Life allows staff to adopt a common Swiss surname, rather than use their own real but foreign-sounding name. So what names are they likely to use on the phone just as popular as in China: "Li", "Wang", "Zhang" and "Liu"? A research shows that "Müller" is the most popular surname in Switzerland. "Schmid", "Meier" and "Keller" rank the second to the fourth most common. Call centre workers who chose to change their names when calling customers said it made things easier. Even Swiss workers with complicated names swapped them for simpler Swiss aliases. "Closing a deal is hard enough but with a complicated name it makes it doubly so," one employee told the tabloid newspaper Blick.

### [Hong Kong Companies Urged to Take on More Apprentices to Encourage Vocational Training](#)

Published by scmp.com, 18th June 2017

The government needs to do more to upgrade vocational facilities and encourage companies to take on students on apprenticeships, the head of Hong Kong's largest vocational education provider has said. Vocational Training Council VTC chairman Dr Clement Chen noted that most Hong Kong companies, unlike their Swiss and German counterparts, were not so keen on hiring inexperienced young people. The VTC chairman suggested taking a page out of the Swiss training book. The country has one of the best education systems in the world and recently ranked first in a global innovation index for the seventh consecutive year. According to Dr Cornelia Oertle, director general of the Swiss Federal Institute for Vocational Education and Training, the private sector in Switzerland was greatly involved in the apprenticeship system. She noted that about two-thirds of those aged 16 chose vocational education.

"They train their own workforce and also [ensure apprentices'] competence sticks to what industry needs," she said. Oertle explained this was a tradition in Switzerland, with companies viewing it as a social responsibility.

## **INDUSTRIES**

### **Engineering / Manufacturing**

#### **[Syngenta Aims to Strengthen Seeds, Help Ag 'Bridge' to China](#)**

Published by agri-pulse.com, 27th June 2017

Now that the acquisition is complete, leaders of both Syngenta and its new parent company, ChemChina, have a plan to make important changes as they advance their joint strategies. But they'll work on keeping quite a few things the same. "The transaction with ChemChina differs from others in the sector because it is not a merger but rather a change in ownership. We've exchanged many short-term oriented shareholders for one stable one. Moreover, the rationale for the transaction lies in its growth target and not in cost synergies," said Michel Demaré, Vice Chairman of Syngenta and Lead Independent Director, during a briefing here today. "Syngenta will remain firmly anchored here," he added. As the global leader in crop protection product sales, Syngenta pledged to strengthen its position by moving above 20 percent market share, but did not reveal a specific target. "We expect to grow in all markets, but especially in the Asia-Pacific region, particularly with China to expand the fastest," Syngenta CEO Erik Fyrwald said. "Fifty-three percent of our sales are in emerging markets. No other company has that level of commitment to emerging markets, and those are growth markets for today.

### **Bank / Finance / Insurance**

#### **[UBS: Chinese Companies Are Getting More Careful About Debt](#)**

Published by cnbc.com, 27th June 2017

China's government and companies are "rationalizing" their use of debt amid concerns over growing leverage on the mainland, Eugene Qian, chairman of UBS' China strategy board, told CNBC's "Street Signs" on 27 June. "Over the period of high growth, the Chinese economy and in particular the corporate sector has accumulated a large amount of debt," Qian told CNBC on the sidelines of the World Economic Forum's "Summer Davos" event in Dalian, China. Qian also noted that it was "good news" that the Chinese don't rely on external debt much, using domestic funding supported by the country's massive savings instead. Last month, Moody's Investors Service expressed concern that China's effort to support economic growth would spur higher debt levels, and the ratings service downgraded the mainland's sovereign credit rating to A1 from Aa3, changing its outlook to stable from negative. "The corporate sector will continue to go out acquiring international assets, but they will do so in a more rational, commercial [way] and let the market decide which are the sectors Chinese companies are best equipped to buy," without overpaying, he said. Meanwhile, Qian said UBS was still seeing a rise in the number of deals by Chinese companies seeking overseas investments, but that the ticket size was becoming smaller; the deals tend to be in the high-end manufacturing, tech-media-telecom (TMT) and consumer sectors, particularly in segments where Chinese consumers have a high expectation of quality. "Chinese companies, in order to satisfy this area of customer demand are needing to continue to search for the right acquisitions," he said.

#### **[Next Global Crash Brewing in China?](#)**

Published by trunews.com, 26th June 2017

According to Great Britain's newspaper, The Independent, the report released by the Bank for International Settlements (BIS) states some emerging economies are showing similar signs of stress that the U.S. and Europe showed right before the crash of 2007-08. The new recession could come "with a vengeance" says the head of the

BIS monetary and economic department, Claudio Borio. The report adds that China's growing debt and President Donald Trump's move towards protectionism will cause banks to continue raising interest rate and that will "smother" growth. China was recently hit by a downgrade in their credit rating by Moody from A1 to A3. Other Asian countries, like Thailand, banking systems have what the BIS is calling an "early warning indicator" showing their debt rising faster than growth. Switzerland's BIS is the oldest international financial organization and is owned by 60 member central banks. It's considered to be the central bank for central banks.

## **Hospitality / Tourism / Retail**

### **30 Years To Build A Dreamland: A Collection Of Architectural Art Pieces**

Published by ADStyle, 6th July 2017

Some prefer to collect cars, some prefer antiques, but some prefer the greatest designers works, even the "biggest" collection---architectural objects! The Vitra Campus, where the production of the Swiss brand Vitra comes into the world, is also a place you can enjoy the masters' art pieces. Getting close to the Vitra Campus, there comes the tallest and most conspicuous Vitra Haus Pavillion designed by the Herzog & de Meuron, a Swiss architectural design firm, which is also famous for their design of 2008 Olympic Main Stadium, the "Bird Nest". The huge pinnacle gives us a hint that you find the first built work---a futuristic fire station---of Zaha Hadid. Also, the Deconstructivism master, Frank Gehry shows his conception in his work, the Vitra Design Museum. Just next to Frank Gehry, the Japanese designer Tadao Ando presents an opposite design compared to Frank Gehry. Great architects show their unique innovation and life philosophy through their design as well as Vista. During these 30 years, Vitra has worked with 5 Pritzker Architecture Prize winners before they won the highest prize in this field.

### **Nestle China Won the "Quality Excellence Award"**

Published by Nestle China, 1st July 2017

The 6th edition of China Food Health Seven-Star Awards which is organized by Seven-Star Convention Alliance was held in Beijing. As one of most authoritative awards in the domestic food industry, the Seven-Star Awards attracted many food production, catering and food retail enterprises to compete. This time, the committee set up 4 categories: "Management System Award", "Quality Excellence Award", "Health Leadership Award" and "Excellent Practice Award". Nestle China was honored with Quality Excellence Award for the profession in quality management. As the largest around the world, Nestle has pursued the high quality and food safety since the establishment more than 150 years. The company established a sound "food production system", "quality management system" and "food safety management system" to make sure the quality achieve a same standard in every country.

### **Tier 2 and Tier 3 Opportunities in the Chinese Retail Market**

Published by 5starplusdesign.com, 30th June 2017

As Chinese retail markets in tier 1 cities reach maturity, retail companies are looking towards tier 2 and tier 3 cities for expansion opportunities. The combination of high real estate prices and saturation of the retail sector in major urban centers has made expansion in these areas more difficult. In 2015, the urban population was just under 56% of the total population. This is expected to rise up to around 59% by 2018. Not only is there a migration shift from rural to urban, but there is also an increase in household disposable income. This increase in consumption consequently forecasts China's retail sector to grow on average by 10.8% every year from 2015-2018. Since the retail markets in cities such as Beijing, Guangzhou and Shanghai have become saturated for the reasons aforementioned, it will be the lower-tier cities that experience a significant portion of this growth. These booming hubs have been given improved access with new transportation infrastructure, including airline routes, better highways and high-speed rail lines. Also, retailers that offer premium or luxury items will cater well to these large consumer bases, as Chinese

consumers generally see these goods as a mark of prosperity.

## **Legal / Trade / Consulting / Services**

### **China Legal Report – June 2017**

Published by wenfei.com, 30th June 2017

China legal Report is a monthly collection of Chinese law related news gathered from various media and news services, edited by Wenfei Attorney-at-law LTD. This time, you will read three useful news concerning “Licensing System for Foreigners to Work in China”, “Supreme Court Rules regarding the Protection of Trademarks” and “Supreme Court Rules regarding the Protection of Trademarks”.

### **2017 Swiss Business in China Survey**

Published by swisscenters.org, 21st June 2017

Swiss managers in China are considerably more confident than a year ago: 68% expect “higher” or “substantially higher” sales in 2017 compared to 2016, while only 1% expect slower sales. As well 68% consider their companies “profitable” or “very profitable”, while only 14% announce a loss. Hence, 61% of Swiss companies plan to increase their investments in China; and for 57% of Swiss companies, China is a top 3 priority for investments. This is the helicopter view of the results of the “Swiss Business in China Survey” covering more than 100 decision makers of Swiss enterprises. This report is published by CEIBS, Swiss Center China and China Integrated and other partners every year.

Looking for more news? Go to [SwissCham's Website](#).

<b>SwissCham Beijing</b>	<b>SwissCham Shanghai</b>	<b>SwissCham Guangzhou</b>
中国瑞士商会 - 北京 Room 611, Building 19 Xinyuanli West, Chaoyang District Beijing 100027, China 中国北京市朝阳区 新源里西 19 号 611 室 邮编: 100027 Tel / 电话: +86 10 8468 3982 Email / 邮件: <a href="mailto:info@bei.swisscham.org">info@bei.swisscham.org</a>	中国瑞士商会 - 上海 1133, 11F Carlton Building 21 Huanghe Road Shanghai 200001, China 上海市黄河路 21 号 鸿翔大厦 1133 室 邮编: 200001 Tel / 电话: +86 21 5368 1270 Email / 邮件: <a href="mailto:info@sha.swisscham.org">info@sha.swisscham.org</a>	中国瑞士商会 - 广州 27th Floor, Grand Tower 228 Tianhe Lu, Tianhe District Guangzhou 510620, China 广州市天河区天河路 228 号 广晟大厦 27 楼 邮编: 510620 Tel / 电话: +86 760 8858 1020 Email / 邮件: <a href="mailto:info@swisscham-gz.org">info@swisscham-gz.org</a>

Disclaimer: SwissCham's Reader's Digest is a bi-weekly publication. Editorial, advertising and news published in the Reader's Digest are for advertisement and/or information purposes only and do not necessarily reflect the views of the Swiss Chamber of Commerce in China, of its Board, its members or its staff. SwissCham therefore rejects any liability related to the accuracy of and/or views reflected in the newsletters.