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Reader's Digest, 29 March – 11 April 2014

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BILATERAL RELATIONS

[Ambassador Ms. Xu Jinghu Attended Sino-Swiss FTA and Brand Development Forum](#)

Published by China Embassy in Switzerland, 1st April 2014

The Chinese Ambassador in Switzerland, Ms. Xu Jinghu attended the first Sino-Swiss Free Trade Area and Brand Development Forum in Basel on 27 March. Ms. Xu said China's free trade agreement with Switzerland was the first FTA between China and a European country. Currently, both countries have completed the ratification process. China and Switzerland would enjoy a broader prospect in mutually benefit cooperation and confront with more opportunities. With several agreements signed by enterprises from both countries, the forum was organized by the Organizing Committee of BaselWorld, Shenzhen Horloge Society and other institutes. Major issues are discussed during the forum including Sino-Swiss cooperation prospects, new progress made in watch business, and current situation of Swiss SMEs.

[Chinese Minister Mr. Zhi Shuping Visited Bern](#)

Published by admin.ch, 28th March 2014

As a part of the trip to Europe, the Chinese Minister, who is in charge of the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), Mr. Zhi Shuping visited Bern and met head of the Federal Department of Economic Affairs, Education and Research (EAER), Mr. Johann Schneider-Ammann and Head of the Federal Department of Home Affairs, Mr. Alain Berset. The meeting focused on the future collaboration between authorities ought to the bilateral free trade between Switzerland and China. The Federal Councillor Mr. Alain Berset and Mr. Zhi Shuping discussed cooperation on food safety and veterinary affairs. Continuous exports of infant formula and milk and the first export pork to China will be the core of products for discussions.

[EU to Make Visa Rules Easier for Chinese Visitors](#)

Published by China Daily, 1st April 2014

The European Union is proposing to simplify visa rules in an aim to stimulate the economy by wooing global tourists, especially from China, a top EU official has said. Antonio Tajani, vice-president of the European Commission, said the EU's executive body is presenting proposals for an overhaul of the bloc's visa laws to eliminate unnecessary bureaucratic hurdles, such as cumbersome rules and long wait times. The proposals include a recast regulation on the current visa code and a regulation establishing a touring visa. The package is expected to be approved by the Council of the European Union and the European Parliament as early as next year. Once implemented, the new rules will apply to all EU member states that adhere to the common Schengen visa policy as well as the four Schengen associated states of Iceland, Liechtenstein, Norway and Switzerland. However, countries such as Bulgaria, Croatia, Ireland, Cyprus, Romania and the United Kingdom do not take part in the visa policy.

BUSINESS NEWS

[Win a 10-day Business Development Program in Shanghai and Beijing](#)

Published by [venturelab.ch](#), 4th April 2014

Venturelab presents venture leaders China, a unique 10-day business development program to explore the Chinese market potential for your startup. This is an exclusive opportunity to be part of a top entrepreneurial team, to accelerate your business growth and showcase Switzerland as a leading country for innovation. Venture leaders China is offered free of charge to the participants thanks to the support of EPF Lausanne, ETH Zurich, Canton de Vaud, Switzerland Global Enterprise, Preclin BioSystems, Entrepreneur of the Year Award by Ernst & Young and Gebert Ruf Stiftung, in partnership with Swissnex China. The deadline of the application is 2nd May 2014.

[Baselworld this Way](#)

Published by [telegraph.co.uk](#), 1st April 2014

The 42nd Baselworld is expected to be the biggest yet, with over 150,000 visitors anticipated at Messe Basel from March 27 to April 3. In particular, visitor numbers from the Far East have been rising steadily for a number of years as there is continuing demand for luxury goods in Hong Kong and China. Chinese consumers now account for 30% of total interest in high-end luxury watches, despite lower reported sales on the mainland, according to recent figures released by the Digital Luxury Group's World Watch Report. In the six weeks leading up to this year's show, Messe Basel became one of Switzerland's largest construction projects, requiring sophisticated logistics. Around 7,000 lorries from all over Europe transported tens of thousands of tonnes of material to the city; each truck called in via radio from waiting points outside Basel, followed a predetermined route to the site and was unloaded to a strict minute-by-minute schedule.

[China Offers Opportunities Despite Slowing Growth](#)

Published by [s-ge.com](#), 27th March 2014

Slowing economic momentum and concerns over increased default risks in China have rattled investor confidence. But don't give up on Asia's largest economy. Michael Strobaek, Global Chief Investment Officer for Credit Suisse's Private Banking & Wealth Management division, discusses the outlook and the sectors investors should pay attention to as structural reforms are put in place. Cushla Sherlock: "China reforms re-accelerate" is one of Credit Suisse's top investment ideas for 2014. However, underlying growth momentum in China has weakened so far this year. Is this still an attractive investment opportunity? Michael Strobaek states: "The latest economic data has surprised to the downside, so risks have clearly increased. Looking forward, deleveraging and the war on pollution will also present increasing growth risks. At Credit Suisse, we have downgraded our outlook for Chinese stocks to neutral and expect widening divergence between the winners and losers of structural reforms. We believe the winners will be the

internet, technology, consumption, healthcare and new energy sectors.”

CULTURE & SOCIETY

[Lucerne Quest in China for New Tourists](#)

Published by 20min.ch, 7th April 2014

Chinese tourists come in large groups and usually stay one night in Lucerne - that seems to be changing. This has been found in China by Lucerne city president Stefan Roth, tourism president Adelbert Bütler and tourism director Marcel Perren; from 28 March to 6 April, they visited Shanghai, Beijing and Hong Kong to collect information about the travel habits of Chinese tourists. “The trend goes towards smaller groups and longer stays in one place” says tourism director Marcel Perren. That is very positive, because so far Chinese tourists were traveling in very large groups and visited 6-7 countries in 12 days. The fact that China is an important market for Lucerne can also be shown with numbers: over the last five years, overnight stays increased by 40%, while the daily expenditure by Chinese tourists amounted CHF 350, above the average.

[Chinese Bands Rock Europe](#)

Published by China Daily, 1st April 2014

When Michael Vonplon from Switzerland came to China in the mid-1990s, he learned Mandarin and made lots of friends, becoming one of the first people to organize raves in China, such as the party on the Great Wall in 1998. Almost 20 years on, he still puts on parties, but on a larger scale, such as the China Drifting Festival. Under the label Miro China, which Vonplon founded in 2006, China Drifting Festival is a vehicle for the introduction of Chinese avant-garde music and visual arts in Europe. It has been held annually in Zurich, Switzerland, to expose Europe to the vibrant Chinese music scene. In 2014, the festival will travel outside of Switzerland for the first time, making stops in Beijing, Shanghai and Berlin, Germany. It will be headlined by Beijing-based rock bands Re-tros (short for Rebuilding the Rights of Statues) and Pet Conspiracy, Shanghai-based Duck Fight Goose and Swiss band One Sentence. Supervisor.

GENERAL INTEREST

[China Moving Towards Dual Track Education System](#)

Published by SinOptic, 3rd April 2014

Embassy of Switzerland in China composed a report on Chinese dual track education system. Chinese Ministry of Education announced an upcoming education system reform which places vocational education at its heart. A dual track education system based on separate entrance test & admission system to tertiary level education will be established for students to decide at the age of 16. Transitional options are offered at both upper secondary level and at the tertiary level. Local universities (provincial / municipal level) are encouraged to reshape themselves into Universities of Applied Sciences to offer bachelor and professional master degree to students in VET track aiming for higher education. Vocational education is to be more integrated into local economy and industry, more engagement from private sector is expected. Government commits to further increase investment in vocational education which includes free VET education at upper secondary level and scholarship opportunities for oversea studies. Intergovernmental dialogue on vocational education policy is desired by the Ministry of Education and a dialogue mechanism has started with Germany and the Netherlands.

[Climate Change Adaptation in China: Monitoring and Early Warning of Glacier Lake Outburst Floods in the](#)

[Area of the Yarkant River](#)

Published by admin.ch, 3rd April 2014

With Climate Change, melting ice from glaciers is heightening the risk for Glacier Lake Outburst Floods, and changing river flow patterns. The present Sino-Swiss cooperation aims at improving the management of high flood risk of Yarkant River, strengthen monitoring capacities of the glaciers in the upper catchment area, and support Water Risk Management at highest official level in China. High emphasis is put on exchanging knowledge with international networks.

[World's Eight 'Green' Stadiums](#)

Published by China Daily, 2nd April 2014

Brazil's 2014 FIFA World Cup is set to kick-off in less than 80 days. Apart from the action expected on the field, stadiums that are using new technologies, such as solar panels, rainwater collection and wind turbines, are also drawing people's attention. With the awareness about environmental protection and the development of photovoltaic industry increasing in recent years, many stadiums around the world are being built and operated as "green stadiums". The top 1 is World Games Stadium, or Kaohsiung National Stadium, Taiwan. The venue, which is shaped like a dragon, is the first stadium in the world to provide power using solar energy technology. The solar panels covering the vast external face of the stadium are able to generate most of the power required for its own operation, as well as additional power that can be saved. No. 3 is Stade de Suisse, Bern, Switzerland. It is the home ground of the Swiss football team BSC Young Boys, and is currently the second-biggest all-seat football stadium in Switzerland. With a capacity of 32,000 spectators, the Stade de Suisse is one of the eight stadiums that held the EURO 2008. No. 6 is No 6 AFG Arena, St.Gallen, Switzerland, which is mostly used for football matches and hosts the home matches of FC St. Gallen of the Swiss Super League.

INDUSTRIES

Engineering / Manufacturing

[ABB to Invest USD 300 Million in Production Expansion in China](#)

Published by abb.com.cn, 3rd April 2014

ABB announced together with the Xiamen municipal government of Fujian, a southeastern coastal province in China, that it will invest USD 300 million over the next five years in the city to set up a new development and production hub for power products and low voltage products. When complete, ABB's existing plants in Xiamen will be relocated to the hub's upgraded facilities in the new Torch Hi-Tech Industrial Park where production capacity can be expanded. "This investment is a strong sign of confidence in China and Xiamen," said ABB Group CEO Ulrich Spiesshofer. "We continue to serve our Chinese customers with new technologies and products that were developed and made in China to improve energy efficiency and productivity."

[Part of Solar Business Sold Off](#)

Published by komaxgroup.com, 27th March 2014

Komax and its Chinese partner Yingkou Jinchen signed an agreement under which Yingkou Jinchen will acquire Komax's 51% holding in their joint-venture company Komax Jinchen. Komax announced its intention of selling its solar business in August 2013. The sale of Komax's holding in Komax Jinchen marks the completion of the first step. The transaction is still subject to approval by the appropriate Chinese authorities. Komax and Yingkou Jinchen set up

Komax Jinchen in 2011 with the aim of providing the Chinese market with locally produced laminators. The Komax Group is a global technology company that focuses on markets in the automation sector. As a leading manufacturer of innovative and high-quality solutions for the wire processing industry, for the production of modules for the photovoltaics market and for systems for the manufacture of self-medication solutions, Komax helps its customers implement economical and safe manufacturing processes, especially in the automotive supply, solar panel and pharmaceutical sectors.

[Interroll Opens Asia Headquarters in Shanghai](#)

Published by nzz.ch, 28th March 2014

Interroll Group, which is active in materials handling, logistics and automation, has opened a new Asian headquarters in Shanghai. This is a milestone in the increased expansion in the dynamic Chinese market, the company said on 28 March. In September 2011, Interroll already opened its regional center of excellence for Asia / Pacific in Suzhou, China. This competence center and the new Asian headquarters shall jointly accelerate the company expansion in China and improve the care of Chinese customers. In fiscal year 2013, Interroll recorded in China a growth in order of around 33%, 28% for the whole Asia.

Bank / Finance / Insurance

[China Gold Trade Finance: Goldman Wrong, Says UBS](#)

Published by goldnews.bullionvault.com, 26th March 2014

Gold trade financing is not a key driver of China's surging import data, says Swiss bank and bullion market-maker UBS. Trade financing may have raised USD 250 billion for Chinese businesses since 2009, says UBS analyst Geoffrey Yu. Copper-related deals may account for 10% of all short-term loans now outstanding, says separate analysis from Deutsche Bank. The trade, explains Goldman Sachs, sees a mainland company buy physical commodities, held in "bonded" warehouses rather than taking delivery, from an offshore but related company, such as a subsidiary. The seller receives a letter of credit from the buyer's bank (and so complies with Beijing's rules on such financing). It then uses that letter to raise a loan offshore, sending the cash into mainland China, where it's used by the mainland company to repeat the process.

[Research Collaboration with Swiss Re Group on Parametric Insurance Solutions](#)

Published by cdrf.org.cn, 29th March 2014

On 13 November 2013, CDRF and Swiss Reinsurance Company Ltd hold a signing ceremony for the joint research program on "Parametric Insurance Solutions for the Reform of the Relief System against Natural Disasters". Mr. Wang Mengkui, Chairman of the CDRF and former Minister of the DRC, and Michel M. Liès, Group CEO of Swiss Re, attend the signing ceremony. SG Lu Mai and Ivo Menzinger, Managing director and Head Asia-Pacific of Global Partnership of Swiss Re sign the agreement on behalf of the two parties. Mr. Menzinger points out that Swiss Re is very pleased to contribute to China's social and economic development by rendering relevant financial and technological support as well as expertise for the research on this subject, including providing leading international case studies on parametric insurance solutions. Mr. Lu Qin, President of Swiss China, says: "Swiss Re has been long working on promoting insurance solutions for mitigating the losses of natural disasters in China. This joint research program enables Swiss Re to work more closely with Chinese government and make sure insurance plays a greater role in disaster relief and mitigation."

Hospitality / Tourism / Retails

[Made in China: Best Chinese Restaurant on Elite Traveler & Laurent-Perrier Top 100 Restaurant List](#)

Published by elitetraveler.com, 11th April 2014

This week, Grand Hyatt Beijing at Oriental Plaza's signature restaurant Made in China received a prestigious recognition to be placed as the top Chinese restaurant on the "Elite Traveler & Laurent-Perrier Top 100 Restaurants in the world" list. Made in China claimed the 34th spot on the prestigious Elite Traveler's list, where more than half are American and European restaurants. Only six restaurants including Made in China were restaurants based in Asia. According to the US-based Elite Traveler magazine, this guide features 100 restaurants, chosen by its readers, a market described as the wealthy and jet-setting crowd. By gathering the views, the magazine said that it has discovered where high net worth individuals have been eating in the past year, and which places have wowed the guests.

[Chengdu Hosts China's First Licensed-Horse Racing Event](#)

Published by China Daily, 7th April 2014

On 6 April, Chengdu, Sichuan province, hosted the first ever horse race in China that had licensed imported horses from all over the world. The Dubai-based Meydan Group, the organizer of Dubai's World Cup, one of the richest horse racing events of the year with USD 27.25 million in prize money, put the race together through a partnership with the Chengdu government. "Twenty years ago, tennis was the sport in China. Ten years ago, it was golf. Now, it's time for horse racing," said Juan-Carlos Capelli, vice-president and head of international marketing for Longines, the luxury watch designer. The Switzerland watch house, which has been the official timekeeper for the Dubai World Cup for more than a decade, was also the timekeeper at the Chengdu race.

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

[China Legal Briefing](#)

Published by wenfei.com, 4th April 2014

Wenfei Law released new issue of China Legal Briefing. Issue No. 239 focuses on "FIEs Enjoy Same Benefits under the PRC Company Registration Regime" and the "Reform in Registration of Registered Capital of Companies".

[Leaders of NBS Meet with Representatives of Swiss Embassy and University of Geneva](#)

Published by nbs.edu.cn, 25th March 2014

On 21 March 2014, Chairman He Zhiyi, Dean Guo Haihu and Executive Dean Lin Hua of New Huadu Business School Switzerland, met Counsellor Nektarios Palaskas in charge of education (Embassy of Switzerland), Prof. Yves Fluckiger (Vice-President of Geneva University), Prof. Nicolas Levrat (Director of the Global Studies Institute of Geneva University) and Dr. Pierre Willa (Director of the International Relations Office) in NBS Beijing campus and the two parties had a friendly discussion and exchanges of points of view.

[Switzerland's New Ambassador to China meets with the Executive Dean of NBSS](#)

Published by nbs.edu.cn, 20th March 2014

On 14 March 2014, the new Swiss Ambassador to China (as well as to Mongolia and North Korea), Mr Jean-Jacques de Dardel, attended the activities of the Swiss-Chinese Chamber of Commerce and had a cordial and friendly conversation with Dr. Lin, the executive dean of New Huadu Business School (Switzerland).

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