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## Reader's Digest, 12 - 25 April 2014

Swiss and Chinese Business Related News in Switzerland and China

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### BILATERAL RELATIONS

#### [Chinese Ambassador Ms. Xu Jinghu Visited Confucius Institute at University of Geneva](#)

Published by Chinese Embassy in Switzerland, 17th April 2014

The Chinese Ambassador in Switzerland Ms. Xu Jinghu visited the Confucius Institute of the University of Geneva on 3 April. Jin Yiran, President of the Confucius Institute in Geneva briefed about the teachings, research and academic activities carried out in the past years. He also indicated that since its establishment in 2011 as the first Confucius Institute in Switzerland, it had been gaining a good reputation by improving its teaching quality and research capacity. Confucius Institute at Geneva would catch new opportunities from the development of Sino-Swiss relation and expand its field of education in order to become an important platform for Swiss communities learning Chinese and its culture. Ambassador Xu appreciated efforts made by Chinese and Swiss staff of Confucius Institute. She said that with the rapid improvement of Sino-Swiss relation, learning Mandarin had become extremely popular. She hoped that the institute would continue its 'research way' of running an educational institute and contribute to spreading Chinese culture and promoting the communications between the two countries.

#### [Foreign Experts Administration Head Meets IMD President](#)

Published by safea.gov.cn, 15th April 2014

Liu Yanguo, Deputy Head of the State Administration of Foreign Experts Affairs (SAFEA), met with Dominique Turpin, President of the International Institute for Management Development (IMD), whose headquarters are in Lausanne, Switzerland, on 14 April in Beijing, to discuss the international exchange of professionals and training. Attendees also included Xu Haoqing, Deputy Director of SAFEA's Policies and Regulations Department, and officials from both the department and SAFEA's Overseas Training Department.

### BUSINESS NEWS

### [Symposium between Guiyang Free Trade Zone and Swiss Companies](#)

Published by gygov.cn, 25th April 2014

In order to enhance the trade cooperation with Swiss companies, the People's Government of Guiyang hosted a symposium with Swiss companies at Kempinski hotel in Beijing. Organized by Guiyang Free Trade Zone and Swiss Chinese Chamber of Commerce, the event was very successful and several memorandums of understanding were signed. The Ambassador of Switzerland in China H.E. Jean-Jacques de Dardel and the Secretary of the CPC Guiyang Municipal Committee attended the event and gave speeches. H.E. de Dardel pointed that the reform and development of China was impressive and that the Sino-Swiss Free Trade Agreement strengthened the Sino-Swiss bilateral trade development and relations. Representatives from SwissCham member companies also addressed the audience and were interviewed by Guiyang TV.

### [Big Pharma Fights Back from China Scandal](#)

Published by Andrew Ward and Patti Waldmeir, swissinfo.ch, 3rd April 2014

When Chinese authorities accused GlaxoSmithKline last summer of being the "godfather" at the centre of a network of corruption, the big pharma braced for a prolonged period of turmoil in one of the world's fastest-growing drugs markets. China suddenly looked a more perilous place for western drugmakers to do business, and the following months saw a slowdown in sales as companies became more cautious in the way they marketed to doctors. As time has passed, however, industry executives and analysts say the sense of crisis has gradually abated. Bruno Gensburger, external affairs director for Sanofi, the French company, in China, says the market is "back to its former abnormality". "It has never been normal, but it does seem to be more quiet now." By the end of last year most drugmakers, except GSK, had returned to strong growth in China and analysts expect the trend to have continued in the first quarter of 2014.

## **CULTURE & SOCIETY**

### [East Meets West, Making Bridges](#)

Published by 2dancelu.ch, 20th April 2014

The Nanpi County is 250 kilometers away from Beijing and is one of the 500 national poorest counties. Obsolete philosophy and an overall lack of education in this area have restricted local educational development. In collaboration with partner organizations and individuals, various supports have been offered to the Rothlin Primary School and the local community. Four years ago the school was rebuilt and got new equipments like a library, a canteen, water filter station, music room, laboratory. Before that the students had to study in old worn down dangerous factory buildings, in very poor conditions. Last week on 11 April 2014, Ms. Sonja Rösli went to Nanpi County for a preparation visit to teach Swiss culture, art and music with her Swiss colleague Walti Sigrist, Superhorn, in a Swiss style at the Primary School this summer, which will definitely open a new horizon of local pupils. Excellent pupils and teachers will be invited to Switzerland in summer 2015, to fulfill the slogan "East meets West, making bridges".

### [Bonaparte at Midi Festival](#)

Published by Embassy of Switzerland in China, 20th April 2014

Bonaparte will bring their show to China at Midi Festival in Kuangbiao Leyuan ([www.bjkbly.com](http://www.bjkbly.com)). Bonaparte is a Berlin-based electronic rock band headed by Swiss songwriter Tobias Jundt. Before emerging on their first Asia tour in November / December 2013 supported by Pro Helvetia Shanghai, Bonaparte finished recording their fourth studio album in New York. Formed in 2008 by the tirelessly innovative multi-instrumentalist and singer Tobias Jundt, Bonaparte is one of the most spectacular live bands anywhere. The band is characterized by their expressive

critically acclaimed live performances. It is described as "a multi-ethnic group ruled by the party-Kaiser; a trash circus unleashed".

#### [German Language Literature Night](#)

Published by Embassy of Switzerland in China, 20th April 2014

On 29 April 2014, The Austrian Culture Forum, the Goethe Institute and the Embassy of Switzerland will present four authors from their respective countries for an evening of readings and discussions (in German / Chinese). The Swiss Embassy is glad to announce the Swiss authors Peter Weber and Prof. Hildegard Keller, who will present their work at the event. Please click on the link for more information and registration.

### **GENERAL INTEREST**

#### [Building Bridges Between Schaffhausen and China](#)

Published by swissnexchinanews.org, 16th April 2014

About 70 friends of Switzerland visited a special networking event at the swissnex China office on April 10th. It was focused on the Swiss Canton of Schaffhausen and its connections to China, organized in close collaboration with the Swiss Consulate General. The Canton of Schaffhausen is the most northern region of Switzerland and is famous for its wine culture, a historic old town and for the impressive Rhine Falls, Europe's largest waterfall. Furthermore it is home to several world leading companies and an attractive location due to its proximity to the Zurich Airport. Schaffhausen is working on strengthening its position globally to attract businesses and tourists. The idea for such an evening came from the two interns Lea Im Obersteg and Niklaus Waldvogel, both originating from Schaffhausen and eager to present their region and its qualities.

#### [First Gathering of University of Lausanne Alumni Shanghai Group](#)

Published by swissnexchinanews.org, 16th April 2014

The ALUMNIL Shanghai group has been officially launched in the swissnex China office on April 8. This launch event was held in a relaxed and cozy atmosphere. Fifteen alumni from the University of Lausanne gathered, including some exchange students. The goal of the evening was to present the ALUMNIL network and its board in Shanghai made up of three women working in Shanghai: Lucie Barone, Caroline Tran and Chen Chen. We also encouraged people to join the platform by showing them the opportunities that it offers. It has been created in 2011 in order to gather all UNIL graduates and exchanges students. Currently, this platform is used by more than 20'000 graduates from all around the world. Inside, one can find information related to events, publications or job opportunities. This really provides a perfect way to connect academics and professionals.

#### [Linking Sustainable Agriculture and Fashion in China](#)

Published by agrarchina.com, 10th April 2014

Hans Martin Galliker came to China 4 years ago with his visions of how to enact sustainable agriculture in China. These visions were influenced by Swiss agriculture and comparatively sustainable retailers. In this interview, he presents his projects and explains why Switzerland has to stay innovative. Hans Martin Galliker was born 1980 in Beromünster Lucerne and did a farmer apprenticeship. After his military service as cyclist he moved to Zurich and started to sell computers and later IBM data centers. In 2011 he started the successful urban organic fashion brand NEEMIC, along with other projects to enact his visions of sustainable agriculture as the foundation of a harmonious civil society.

## **INDUSTRIES**

### **Engineering / Manufacturing**

#### **[Clariant Supports China's Plastic Industry with Customer-Focused Innovation and Investment](#)**

Published by clariant.cn, 22th April 2014

Clariant, a world leader in specialty chemicals, emphasizes its commitment to supporting the changing needs and future growth of China's plastics industry at its Chinaplas 2014 press conference in Shanghai today. The company identifies latest supply - and service - related investments and solutions that respond to the megatrends affecting the region, and local needs for more innovative and sustainable products for end-markets such as packaging and Electrical & Electronics (E&E). Clariant's established Operations in more than 18 major cities across Greater China, include production facilities, sales offices and technical service centers. In 2013, Clariant's sales in the Greater China region increased by 7.3% compared to 2012, and reached CHF 646 million. With its strong presence in China, Clariant understands the needs of the local market and is committed to enhancing its capability to respond to the megatrends of China's development and the evolving demand of local customers.

#### **[Growth Powers Lean and Green Machine](#)**

Published by China Daily, 21st April 2014

The Swiss engineering group ABB says it is looking to double its presence in China to 200 cities at present in the next three years. Ulrich Spiesshofer, chief executive officer of ABB Group, says the company aims to have 20,000 people working for it in China soon and pursue growth drivers such as energy efficient technologies and infrastructure to increase profits. At the same time, the company will make additional investment to boost its manufacturing capabilities in China. ABB will spend USD 300 million over the next five years to set up a production hub for power and low voltage products in the coastal city of Xiamen in Fujian province.

#### **[Glencore Xstrata Sells Copper Mine to Chinese Consortium For \\$5.85 Billion](#)**

Published by reuters.com, 13th April 2014

Glencore Xstrata has sold its interest in the Las Bambas copper mine in Peru to a Chinese consortium in a USD 6 billion cash deal, making it one of China's largest mining acquisitions in recent years. The commodities trader said on Sunday it had sold its interest to a consortium led by Hong Kong-listed MMG Ltd, the offshore arm of China Minmetals Corp. Hong Kong-based Guoxin International Investment Corp Ltd and China's Citic Metal Co Ltd are the other partners in the consortium. Minmetals had been reported to be the preferred bidder for the Peruvian copper mine. Glencore agreed to sell Las Bambas to secure approval from China's competition authorities for its takeover of Anglo-Swiss miner Xstrata as Beijing feared the merged group would have too much power over the copper market. A Chinese buyer had been considered a virtual certainty since Las Bambas was put on the block, given the deep pockets of China's state-owned enterprises and China's hunger for copper - it is already the world's top consumer of the metal. Las Bambas, one of the largest mines in Xstrata's project portfolio, is due to begin production in 2015. It is expected to produce more than 450,000 tonnes of copper a year in its first five years and 300,000 tonnes a year thereafter.

#### **[Schindler China Awarded "Preferred Elevator Brand of China's Five-Star Hotels"](#)**

Published by schindler.com/cn, 14th April 2014

At the "Golden Horse Award Ceremony" held at the recent annual meeting of the Chinese Hotel Industry, Schindler

China won the title of "Preferred Elevator Brand of China's Five-star Hotels". Over the past three decades in China, Schindler has gained a reputation for providing superior products and services to famous landmark projects around the country, including many international top-of-the-line hotels like Marriott, Hilton, Shangri-La, St. Regis, and Hyatt. The selection of the China Hotel Golden Horse Award is divided into four parts: 20% comes from a popular vote via the Internet, 30% from professional assessments, 20% from "Golden Horse customers" experience and 30% from jury votes. Among the four parts, the "Golden Horse customers" experience has gained particular attention. These "customers" are selected by the award sponsor, and act as "secret shoppers" who go out and test the specific service or product as real customers would, and then rate their experiences.

## **Bank / Finance / Insurance**

### **[Top 10 Riskiest Cities in the World](#)**

Published by China Daily, 21st April 2014

United Nations expects 6.3 billion people or 68% of the world's population to be living in urban areas by 2050, with the highest increase occurring in high growth markets. Many of these cities are located on the coast and are threatened by floods, storms, earthquakes and other natural hazards, according to Swiss Re, a reinsurance company. Swiss Re counts residents threatened by multiple perils more than once in the report. Therefore the number of people potentially affected by multiple perils can be more than the size of a city's population. Shanghai ranks number 8, as in Shanghai, nearly 17 million could be affected by a massive flood, according to Swiss Re. Pearl River Delta, ranks number 3, which includes Hong Kong, Shenzhen, Dongguan, Macau and Guangzhou. More than 34 million people face multiple threats, including storm surge, cyclonic wind damage and river flood in Pearl River Delta.

### **[Zurich Insurance: Hunts for M&A Targets in China](#)**

Published by 4-traders.com, 17th April 2014

Swiss giant, attracted by possibilities for growth, is seeking Shanghai branch. Zurich Insurance Co Ltd is actively seeking merger and acquisition opportunities in China to fuel its business expansion, a company executive said on Thursday. "We are looking for appropriate M&A opportunities to boost our presence and expand our business scope," said Stuart A. Spencer, chief executive officer of general insurance for the Asia-Pacific region. He said Zurich adopted a "defensive" stance during the global financial crisis. Now, thanks to a solid balance sheet, the company wants to be more aggressive. "We have no preference as to whether the target should be a domestic one or an international one having operations in China, but it should be a strategic and cultural fit with our business," Spencer said.

## **Hospitality / Tourism / Retails**

### **[Oldest Swiss Army Knives on Display](#)**

Published by China Daily, 17th April 2014

Swiss brand Victorinox celebrated its 130th anniversary by displaying century-old Swiss army knives at an exhibition that opened in Shanghai on Wednesday, one of the key cities in its global strategy. The exhibition in Six On The Bund in Shanghai's signature area is designed to showcase the history and latest developments of the global brand that began as a maker of knives for the army. The collection includes Swiss army knives made in the 19th century, as well as one that has more than 80 functions. Victorinox opened its first brick-and-mortar store in China in a two-story outlet in Huaihai Road, Shanghai, in December, signaling a shift in focus away from sales of its signature product - Swiss army knives - to a full range of goods from luggage and timepieces to cutlery and premium outdoor clothing.

### [New Push to Take Care Of Stray Pets](#)

Published by China Daily, 16th April 2014

A giant dog and a cat flanked the sidewalk of Beijing's Shimao International Shopping Center on Saturday afternoon. The enormous stuffed animals were not an invasion but an effort to raise awareness about stray animals. Sponsored by Purina Petcare, in conjunction with the Chinese animal-rescue group the Beijing Loving Animals Foundation, the event is the first of many to promote stray pet welfare across China. According to a video provided by the BLAF, there are about 6 million stray cats and dogs in China. Purina's digital manager Wang Yue says the goal of Saturday's event in Beijing was to raise awareness of the issues of stray pets rather than push for adoptions. One of the leading pet food companies in the United States, Purina was purchased by Swiss-based Nestle in 2001. Purina is best known for pet food brands Dog Chow and Fancy Feast. While it is a leader in the industry in the West, Wang says the company is facing more than just competition from other companies, but rather issues with the way people treat pets in China.

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

#### [GTM Recognises PwC as one of the Leading Advisers in China for Tax Controversy](#)

Published by pwccn.com, 22nd April 2014

These results are based on the year ending Q4 2013, with a sample size of 156 primary buyers of tax services in China. Launched in 2000, the Global Tax Monitor (GTM) is an independent survey conducted by research agency TNS, that examines the competitive position of the top firms in the tax advisory market - globally, regionally, nationally and on an industry basis. It provides a comprehensive measure of firm reputation, client service and brand health, gained currently from just over 4,000 telephone interviews annually with key decision makers (CFOs and Tax Directors) in 40 key markets.

#### [Conditions and Requirements for the Export of Art from China](#)

Published by eigerlaw.com, 15th April 2014

China's traditional and fine art command an important part of the country's rich heritage. Since ancient times, Chinese society has cherished its excellence in the arts. The exportation of traditional and fine art from China are protected by different regulations and relevant restrictions. The Law of the People's Republic of China on Protection of Cultural Relics of 1982, which was recently amended at the Third Meeting of the Standing Committee of the Twelfth National People's Congress on June 29, 2013, governs the conservation and exportation of traditional art in China. Such exports are, of course, prohibited but can be authorized upon State Council approval. Chapter VI of the law also states that cultural relics to be taken out of the country shall be subject to examination and verification by the relevant authorities designated by the administrative department in charge of cultural relics under the State Council. Exhibitions of traditional art must also follow government procedures.

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