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Reader's Digest, 10 - 23 May 2014

Swiss and Chinese Business Related News in Switzerland and China

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BILATERAL RELATIONS

[Senior Chinese Official Urges Closer China-Switzerland Ties](#)

Published by peopledaily.com.cn, 19th May 2014

Sun Chunlan, a member of the Political Bureau of the Central Committee of the Communist Party of China (CPC), who is on a visit to Switzerland, met with Swiss Federal Councilor and Economic Minister Johann Schneider-Ammann on Monday in Bern, capital of the central European country. During the talks, Sun said China-Swiss relation has continued to develop positively over the years and the pragmatic cooperation in all sectors have yielded concrete achievements. Sun hailed the China-Swiss Free Trade Agreement, which is going to enter into force on July 1, as a new milestone in the bilateral relationship between the two countries, and stated that it will inject new dynamic impetus into the economic ties between China and Switzerland. Schneider-Ammann said that the free trade agreement would be mutually beneficial and rewarding for China, one of the world's largest economies, and Switzerland, a country with advanced economy and technologies. During her visit, Sun, who is also the secretary of the CPC Tianjin Municipal Committee, also met with Guy Morin, president of the government of the canton of Basel-Stadt, and exchanged views on communication and cooperation at the local level.

[Air China's 1st Anniversary in Geneva](#)

Published by China Embassy in Switzerland, 11th May 2014

A grand ceremony was held on 7 May 2014 at the Hotel President Wilson to celebrate the 1st anniversary of Air China's launch of the Geneva-Beijing route. During the official part of the ceremony, the speakers were Madam WANG Fan, Air China's Director in Switzerland, H.E. Madam XU Jinghu, Ambassador of the People's Republic of China in Bern, Mr. Robert DEILLON, CEO of Genève Aéroport, and Mr. Pierre MAUDET, State Councilor and Chairman of the Administrative Board of Genève Aéroport. All the speakers underlined the very important development of relations between China and Switzerland and more particularly between Beijing and Geneva. In recent months, exchanges have been very intensive, whether in the fields of politics, trade, tourism, culture,

education, or music, etc.

[Sino-Swiss Workshop in Water Sector in Switzerland](#)

Published by Embassy of Switzerland in China, 11th May 2014

A big Chinese delegation headed by Vice Minister HU Siyi, Ministry of Water Resources, will visit Switzerland from 26 to 30 May 2014 for the 6th Sino-Swiss Workshop on Flood Control and Disaster Mitigation in Crans-Montana, Valais. The two sides will have technical meetings on ongoing and starting cooperation projects. Organized by Swiss Agency for Development and Cooperation SDC, the workshop will allow the two countries to review the successful bilateral cooperation and steer future cooperation projects.

BUSINESS NEWS

[Swiss Machinery Exports to China back on Track](#)

Published by swisscenters.org, 20th May 2014

The exports of the Swiss machinery industry to China and Hong Kong are back on track. In the first quarter 2014, Swiss machinery companies sold goods in the value of 650 million CHF to China and Hong Kong – an absolute growth of 89 million CHF (or 13.7%) compared to the year before, according to figures of the Swiss Federal Customs Administration. “In the Far East, Swiss enterprises achieved three times more absolute export growth than in the United States (29.5 million CHF) and about as much as in Germany (90.5 million CHF, +4.7%), by far the most important market for Swiss goods”, analyses Nicolas Musy, Managing Director of the non-profit organization Swiss Center Shanghai (SCS), the largest cluster of Swiss enterprises in Asia. After stagnant machinery exports to China last year, demand bounces back. Altogether, Swiss exports to China and Hong Kong grew by 12% in the first quarter 2014 year-on-year. Goods in the value of 3.7 billion CHF have been exported, a plus of 444 million CHF. In the same period, only exports to the UK (+25.2%) and Germany (+5.5%) grew by a bigger absolute figure.

[Economic Report: Hong Kong – May 20134](#)

Published by SinOptic.ch, 18th May 2014

The Consulate General of Switzerland in Hong Kong released its annual economic report: Appreciation of economic problems and issues; General overview of HK's economy; Economic integration with Mainland China; Situation of HK companies in the Pearl River Delta; Inbound Tourism; Public Finance; International and regional economic agreements; HK's policy and priorities; Closer Economic Partnership Arrangement (CEPA); Foreign Trade; Direct Investment; and Trade, economic and tourist promotion are the topics of the report.

[Switzerland Water Company Seeks Cooperation with Kunming](#)

Published by China Daily, 18th May 2014

Swiss International Union des Eaux is a leading company in biological water purification system development and promotion with a world-class team of technical experts and a number of its own patented biological water purification technologies. Swiss International Joint Eaux China COO, Jonas Alsen, led his team to the Kunming National Hi-Tech Industries Development Zone and exchanged water technology projects, seeking to promote high-tech industrial base cooperation with Coca-Cola in the zone. The company will also supply remote areas within Yunnan with national standard drinking water through cooperating with the Kunming Hi-Tech Development Zone. The Switzerland government delegation of Zurich paid a visit to the Kunming Hi-Tech Development Zone to examine the water technology industry and communicated with the zone's administrative committee in the water technology industry,

biological industry and ecological protection to further promote economic development and ecological protection in the two cities.

[Swiss Move Helpful](#)

Published by China Daily, 9th May 2014

At the European Finance Ministers' meeting on 6 May, Switzerland, the world's largest offshore financial center, agreed to sign a global standard on the automatic exchange of information on foreigners' bank accounts, a move that has been widely interpreted as lifting the centuries-old veil of secrecy that has made Swiss bank accounts so attractive to those looking to "hide" their money. The move is a big step forward for governments that have mounted a concerted attack on tax evasion in the wake of the global financial crisis. Swiss cooperation in opening up bank accounts is also good news for China's ongoing anti-corruption efforts as it will be much easier for the authorities to collect information on overseas accounts relating to corrupt officials, said a Beijing News column, which advocated domestic agencies positively coordinate with Swiss banks to gather information on the Chinese owners of bank accounts in Switzerland.

CULTURE & SOCIETY

[Dr. Hangzhou Hired to Promote Grand Canal Culture](#)

Published by english.cri.cn, 22th May 2014

Liam Bates, a Swiss national who won the competition to become Hangzhou's "modern-day Marco Polo" to promote the city to world will begin a 15-day cultural-experience tour along the Capital Hangzhou Grand Canal, covering five of the region's cultural aspects: tea, inscription, martial arts, silk and Chinese medicine. During the trip, he will fully experience the beauty of Hangzhou and learn the culture of the city, which is meant to aid him in his promotion work and be a boon to the canal's application for world heritage status. The tour will also cover other cities along the canal like Huzhou, Suzhou, and Yangzhou.

Two adults with profound knowledge of Hangzhou's humanities and history, as well as two children selected from a canal painting competition, will accompany Bates on his trip. The paintings by the two children during trip will be given to the tourism ambassador for his promotion. The Hangzhou Municipal Tourism Committee launched a global recruitment to find "Dr. Hangzhou" last March. As the winner, Bates will get a contract with a yearly salary of 40,000 euros.

[Chinese Contemporary Art Award 15th Anniversary Exhibition](#)

Published by sinoptic.ch, 12th May 2014

Chinese Contemporary Art Award (CCAA) is presenting its 15th anniversary exhibition at the Power Station of Art in Shanghai. This exhibition will be the largest exhibition undertaken by CCAA since its inception. Curated around two central themes "Time and Figures", the exhibition is based on archival materials from the CCAA's jury system. On 1500 square meter the entire 5th floor of the Power Station of Art is dedicated to the winners of the prize. CCAA was established in 1998 by Swiss citizen Dr. Uli Sigg, the leading collector of Chinese contemporary art. Sigg always had strong ties with China, acting as founding president of the Swiss-Chinese Chamber of Commerce and as former Ambassador of Switzerland in Beijing for four years. He was appointed Commissioner General to represent Switzerland at the World Expo in Shanghai in 2010. Designed as an independent and non-profit entity, CCAA's purpose is to award Chinese artists, who helped to shape the contemporary art scene in China and its presence globally.

GENERAL INTEREST

[DSM Opens New Animal Nutrition Center to Support Chinese Livestock Production Industry](#)

Published by biofuelsdigest.com, 21st May 2014

In Switzerland, DSM announced the opening of its China Animal Nutrition Center in the Chinese town of Bazhou, south of Beijing. The Center will focus on swine and poultry nutrition and the capabilities to conduct world-class scientific and application research, the facility will support the development of tailored solutions to meet the needs of the fast growing poultry and swine markets in China. The With a special focus on enzymes, eubiotics and vitamins, the new research facility will support ongoing market development by enabling the application of DSM products to address the needs of local swine and poultry producers.

[Swiss Day in Beijing University of Aeronautics and Astronautics on 12 June](#)

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

The purpose is to promote Swiss higher education and technology to the students and professors from Chinese universities, while providing a platform for Swiss universities' and students' exchanges. The visitors will attend a lecture from Mr. Thierry Courvoisier, full Professor at the astronomy department of Geneva University and the President of the Swiss Academies of Arts and Science, visit a photo exhibition and carry out other interactive activities. Swiss alumni, students and professors from Chinese universities are very welcome to join. The event will be held in the afternoon in the Conference Center of BUAA.

INDUSTRIES

Engineering / Manufacturing

[ABB Pouring USD 2 billion into Smart Technology Projects](#)

Published by China Daily, 15th May 2014

Seeing business opportunities arising out of China's fast urbanization, its move toward energy efficiency and its widespread industrial upgrading, Swiss-based power and automation company ABB Group will invest at least USD 2 billion in the country over the next decade, according to CEO Ulrich Spiesshofer. "ABB highly recognizes China's important position in the global market and in our global strategy. The continuous investment in and commitment to smart technologies will help our company further maintain leadership in China," said Spiesshofer. "We will keep an investment scale of at least USD 2 billion over the next 10 years," he added. During the past decade, ABB has invested a total of USD 1.8 billion in China, with USD 136 million spent in 2013.

[Drugmaker Roche Says Visited by Authorities in China](#)

Published by reuters.com, 22th May 2014

Swiss drugmaker Roche Holding AG said on Thursday it had been visited by a unit of China's anti-trust regulator, amid increasing scrutiny over business practices in the pharmaceutical sector in the country. "We understand that a local government unit in Hangzhou visited Roche's offices on 21 May, but the specific details are not yet clear. We will cooperate fully with the work of the relevant government department," Roche said in a statement emailed to Reuters on Thursday. A Basel-based spokesman added that the authority was a local unit of China's State Administration for Industry and Commerce (SAIC), one of the country's anti-trust regulators, and the body which usually takes the lead on probes into corruption.

Bank / Finance / Insurance

[UBS Said to Hire CICC's Jiang for China Investment Banking Role](#)

Published by swissinfo.ch, 16th May 2014

Jiang Guorong, executive chairman of investment banking at China International Capital Corp., will join UBS AG, people with knowledge of the matter said. Jiang will take a senior role for China investment banking at Zurich-based UBS, said the people, who asked not to be identified because the information is private. The banker, who holds a Ph.D. in economics from Cornell University, has been a member of the Hong Kong stock exchange's listing committee since June 2009, according to the bourse operator's website. He previously worked at the Bank for International Settlements, International Monetary Fund and Hong Kong Monetary Authority, the website shows. Jiang is joining last year's top equity underwriter in Asia Pacific, according to data compiled by Bloomberg. Share sales in the region raised USD 37.9 billion in the first quarter this year, down from USD 47.6 billion the same time in 2013, the data show. Rob Stewart, a Hong Kong-based spokesman for UBS, declined to comment. A Beijing-based spokeswoman for CICC, who asked not to be named citing company policy, couldn't immediately comment on Jiang's departure. Jiang didn't immediately respond to three calls to his mobile phone seeking comment.

[Tighter Scrutiny of Potential Mainland Clients by Banks in Hong Kong](#)

Published by scmp.com, 20th May 2014

International wealth managers in Hong Kong, especially private banks from Switzerland, are tightening their background checks on potential mainland clients, particularly those with important political ties. The moves have prevented a number of wealthy mainlanders from opening offshore accounts in Hong Kong, people in the financial industry familiar with the situation told the *South China Morning Post*. Many wealthy Chinese clients open accounts with Swiss banks to take advantage of the country's reputation for bank secrecy. A relative of a member of the Chinese People's Political Consultative Conference - the mainland's top political advisory body - recently withdrew an application to open an account in Hong Kong with Lombard Odier after being required by the bank's compliance officers to provide additional information about income sources and political ties, according to a source with knowledge of the matter.

Hospitality / Tourism / Retails

[Chemical Company from Switzerland Finds Growth Formula](#)

Published by China Daily, 20th May 2014

Specialty chemicals supplier Clariant Ltd will pick up its pace of investing in China amid projections of surging demand for plastic materials during the nation's latest round of urbanization. The Swiss firm will build a Ceridust production facility in Zhenjiang, in East China's Jiangsu province, to serve the agriculture, packaging and automotive industries, said Christian Kohlpaintner, a member of the company's executive committee. "The plant design will allow future expansion, depending on market development. We expect to build the plant on our existing site in Zhenjiang, making use of its good logistics and proximity to markets," he told a news conference in Shanghai.

[Swissmoo's 1st Anniversary Celebration Ceremony](#)

Published by swissmoo.com.cn, 17th May 2014

On 1 May, Swissmoo AG (Qingdao) held their first anniversary celebration ceremony. Swissmoo was founded by the leading and independent Swiss dairy farmer's association Nordostmilch AG. Swissmoo is dedicated to provide the Chinese population with Swiss high-quality milk, cheese, milk powder, chocolate and other dairy. The company

has been warmly welcomed by Qingdao consumers since its opening. The second store opened in the Lida Shopping Mall, Laoshan. The official online Tmall store also opened this year. Mr. Michael Simonet and Mark, members of the Chinese management team, said that Qingdao and Switzerland were quite similar in many aspects, this being the reason why they chose Qingdao as the first city to launch the company. They also expressed that they have full of ambitions to launch more branch stores in other Chinese cities.

Legal / Trade / Consulting / Services

[PSG Trailblazing on Chinese Social Media](#)

Published by shankaisports.com, 20th May 2014

PSG's Sina Weibo has recently broken the 400,000 boundary! In February this year, PSG gave Shankai Sports the exclusive responsibility for digital promotion in China through Sina, Tencent and Netease Weibo accounts. The total number of followers now stands at 1,200,000 meaning it has become the most popular French sports entity in China. PSG is also the first international football club to have a WeChat account- a move which has had Manchester City and Kobe Bryant following in their footsteps. The number of WeChat users globally surpasses 300 million. Among these, 100 million come from China and the rest from various other countries worldwide.

[Excitement for the 2014 FIFA World Cup Brazil™ Builds up in China](#)

Published by shankaisports.com, 19th May 2014

As the countdown for the 2014 FIFA World Cup Brazil™ reaches just 300 days, it is attracting ever more attention around the world and particularly across China. In recent weeks, Visa organised a top promotional event in Beijing in preparation for the FIFA World Cup™ next year. Shankai Sports is appointed as Exclusive Sales Agent of MATCH Hospitality in China for the sale of the 2014 FIFA World Cup™ and was joined by FIFA Partners such as Hyundai, Kia Motors and Emirates airlines. Mr. Feng Tao of Shankai Sports was also invited to make a speech outlining the ways in which Shankai's involvement would also benefit the FIFA World Cup™ sponsors. Despite there being no Chinese team participating in the competition, Shankai's work established China as the largest market for hospitality in Asia for the FIFA World Cup™. As a result of this success, this year, Mr. Feng Tao expects even more Chinese guests to fly to Brazil than ever before.

[Digital Transformation Drives Chinese M&A Appetite to Two-Year High](#)

Published by ey.com, 30th April 2014

Chinese companies remain confident about economic and market conditions, and are gradually increasing their appetite for M&A with a strong focus on digital transformation, according to EY's tenth semi-annual Capital Confidence Barometer, a global survey of more than 1,600 senior executives in 54 countries. Two-thirds of Chinese respondents are upbeat about the global economy and 61% express a similar view of the local economy; while this represents a small decline in sentiment from last October, Chinese executives are nevertheless among the most positive nations in the April survey. Comfortable majorities, meanwhile, were bullish about short-term market stability and corporate earnings, a sharp rise from six months earlier. Chinese investors also apparently view asset prices as more realistic than they were in the autumn, and this has helped boost local transaction activity in recent months.

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