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Reader's Digest, 24 May – 6 June 2014

Swiss and Chinese Business Related News in Switzerland and China

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BILATERAL RELATIONS

[Switzerland-China FTA: "Approved Exporters" Can Provide Data Electronically Too](#)

Published by [sinoptic.ch](#), 29th May 2014

At its meeting today, the Federal Council approved the memorandum of understanding between the customs administrations of Switzerland and China on data submission. With the entry into force of the free trade agreement between Switzerland and China on 1 July 2014, it will thus be possible for the submission of data to the Chinese customs administration required under the agreement to be performed electronically too in the case of so-called "approved exporters". The free trade agreement between Switzerland and China provides that "approved exporters" may draw up declarations of origin as customs certificates of preference. "Approved exporters" are exporters to whom the customs administration has granted the right to attach declarations of origin to their commercial documents. The declarations of origin must contain serial numbers, which must be notified to the other customs administration separately. Both customs administrations have agreed that this information will also be submitted electronically, which significantly reduces the burden for companies and customs agents. The amount of data submitted in this way will not exceed the amount presented to customs authorities in hard copy during import assessments.

[Switzerland and China Intensify Cooperation in the Area of Water Management](#)

Published by [uvek.admin.ch](#), 27th May 2014

Switzerland and China are particularly severely affected by the impacts of climate change on water management. For this reason, they are extending their cooperation in this area. Representatives of both countries have signed a corresponding agreement at a high-level meeting in Crans-Montana. Federal Councillor Doris Leuthard and the Chinese Vice Minister of Water Resources Hu Siyi highlighted the importance of this cooperation. At the opening of the 6th Sino-Swiss High-level Dialogue on Water Management, Federal Councillor Leuthard expressed her satisfaction with the existing cooperation between China and Switzerland. She highlighted the existential importance of clean water and its efficient use. Switzerland has already achieved a lot in this regard, however, further efforts are

needed, for example in the area of micropollutants. Ms Leuthard also stressed that, in view of excessive water consumption throughout the world and the lack of access to drinking water for millions of people, sustainable water management is also important at global level. For this reason, she greatly welcomes the cooperation between Switzerland and China in this area. The countries shall continue to benefit from their mutual experience in the future.

BUSINESS NEWS

[CPH Chemie Papier: Perlen Packaging expanding to China](#)

Published by 4-traders.com, 28th May 2014

CPH Group expanding to China Perlen Packaging, the packaging division of CPH Chemie + Papier Holding AG, is to establish a new film coating production facility in China. The new plant will commence operations in 2016, and should provide further impetus for the present growth in the Asian pharmaceuticals market. The demand for blister films among Asia's pharmaceuticals manufacturers is currently seeing double-digit percentage annual growth. China in particular is witnessing a substantial increase in demand for medications owing to a combination of urbanization, rising incomes and an ageing of the population. Perlen Packaging, the packaging division of the CPH Group, already generates some 20% of its sales in Asia, and is now planning to intensify its production and distribution activities in this regional market. CPH is an internationally active and diversified industrial group which is headquartered in Switzerland.

[Less Gold for China: Swiss Foreign Trade Statistics April 2014](#)

Published by goldseek.com, 27th May 2014

According to the Swiss Federal Customs Office, Switzerland exported 110.92 metric tonnes of gold in April, worth CHF 4.13 billion (USD 4.62 billion). Gold imports for the month were 121.97 tonnes in the amount of CHF 3.45 billion francs (USD 3.86 billion). Compared with March figures, Swiss gold exports are down 21%. Gold imports plunged 40%. Biggest buyers of Swiss gold were India, Hong Kong, China and Singapore. These countries alone account for 70% of all Swiss gold exports. However gold shipments to China decreased 54% in April. Swiss gold exports to Singapore were down 49%. Export figures for India and Hong Kong remained relatively stable.

[2014 Summer Davos Forum's Brainstorming Session Held in Tianjin](#)

Published by China Daily, 26th May 2014

Summer Davos Forum 2014 will be held in Tianjin from Sept 10 to 12. Many scholars from both home and abroad ran a brainstorming session in Tianjin on March 20, discussing ideas to make China's voice heard by the world via this international platform. Davos Forum, also called the World Economic Forum, evolved from the European Management Forum. It is an unofficial international organization which studies and discusses the problems in the world's economy and facilitates international economic cooperation and exchanges. It is usually convened in Davos, Switzerland, at the beginning of each year, so it was given the name of Davos Forum or Winter Davos Forum. Summer Davos Forum, also called the Annual Meeting of the New Champions, has been convened in Dalian and Tianjin, China in turn since 2007.

[IMD Releases its 2014 World Competitiveness Yearbook Ranking](#)

Published by imd.org, 25th May 2014

IMD, a top-ranked global business school based in Switzerland, today announced its annual world competitiveness ranking. As part of its ranking of 60 economies for 2014, the IMD World Competitiveness Center also looks at

perceptions of each country as a place to do business. The US retains the No. 1 spot in 2014, reflecting the resilience of its economy, better employment numbers, and its dominance in technology and infrastructure. There are no big changes among the top ten. Small economies such as Switzerland (2), Singapore (3) and Hong Kong (4) continue to prosper thanks to exports, business efficiency and innovation. China (23) falls, partly owing to concerns about its business environment.

CULTURE & SOCIETY

[Art Basel Hong Kong 2014 and Its Effects on China's Growing Art Scene](#)

Published by emag.co.uk, 27th May 2014

Following last year's debut, Art Basel Hong Kong again took the city by storm, showcasing 245 galleries from 39 countries with 2,000 artists. Split between six sectors — Galleries, Insights, Discoveries, Encounters, Magazine and Film — the fair grew by 10% with 65,000 participants over four days. It united artists, collectors, and art aficionados at the Hong Kong Convention and Exhibition Centre. Over half of the galleries came from the Asia Pacific, affirming an Asian sensibility compared to its other stops — Basel in Switzerland and Miami in the United States. Founded in 1970, Art Basel made a debut in its namesake city. Situated on the border of Switzerland, France and Germany, the town is one of Europe's heritage destinations. Its Miami sibling by contrast is one of the more progressive cities in the U.S. Often called "the gateway to China," Hong Kong strikes a balance between the two cities. With an English-speaking population and a cosmopolitan lifestyle, Hong Kong has nurtured an international community. Yet situated at the edge of mainland China, Hong Kong also has a strong Chinese cultural heritage. This dichotomy ensures displays from Picasso, Renoir, Matisse and Chagall, and can effectively sit side-by-side with Hua Tunan, Liu Wei, Zeng Fanzhi and Yue Minjun.

[Celebrating Swiss-Chinese Friendship in Guangzhou](#)

Published by swissnexchina.org, 26th May 2014

The Consulate General of Switzerland in Guangzhou, together with Swissnex China, Switzerland Global Enterprise Beijing, Switzerland Tourism Beijing/Hong Kong organised a Swiss Day to celebrate Swiss-Chinese Friendship Day in Guangzhou. The Consulate General of Switzerland in Guangzhou pays a great attention to be active in all of the six provinces within its consular area. This presence is meant to offer the Chinese visitors various activities related to Switzerland as well as to strengthen the ties between Swiss and Chinese authorities.

GENERAL INTEREST

[Chinese Online Shopping Could soon be Worth More Than Switzerland's Entire GDP](#)

Published by shopping-program.net, 30th May 2014

In the recent IPO filing of the Chinese e-commerce giant Alibaba, the company projects that China's e-commerce market, already among the largest in the world, will double in size by 2016. As more Chinese shop online, the company expects online sales to increase from last year's RMB 1,841 billion (USD 295 billion) to RMB 3,790 billion in 2016 — more than the nominal GDP of Sweden or Switzerland in 2013. Already, the amount of money spent in the Chinese retail cyber sphere is larger than the entire economies of Egypt or Finland.

[Swiss Day in Chinese Universities Tour](#)

Published by swissnexchinanews.org, 30th May 2014

After the success of the first Swiss Day of Tongji in May 2012, swissnex China decided to start a “Swiss Day in Chinese Universities” tour, aiming to promote the excellence of Swiss higher education, technology and innovation to China’s young future leaders. Again in 2014, Tongji has been chosen as the first stop of this new tour because the cooperation it has established with Swiss universities, such as ETH, EPFL, Bern University of Arts and many others, has stepped into a higher level during the past two years. On 23 May, starting with a selection of video showcase the state-of-the-art technology development in Switzerland as well as the latest promotional video from various Swiss universities, the lecture Room 704 in Tongji’s Siping Lu Campus was immediately filled up with attention and curiosity from Tongji students.

[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.

[SSZEIP Opening Celebration Days on 2 to 5 July 2014](#)

Published by sinoptic.ch, 20th May 2014

Completion of construction of the Sino-Swiss Innovation Centre will be celebrated on 2 to 5 July 2014 with a range of open day activities. For the official ceremony (only on July 2) 300-500 invited guests from governments, business and media will attend the festivities honored with the presence of the Swiss Secretary of State Mrs. Ineichen-Fleisch and the Chinese Vice-Minister of Commerce (tbc). In addition most Swiss organizations active in China as well as many Swiss cleantech companies will be present. Besides governmental officials and business leaders, local people are invited to the public parts of the opening days. The SSZEIP Opening Celebration Days mark the successful cooperation which has taken place, raise awareness of Swiss innovation excellence and environmental protection technology, and foster business ties between Switzerland and Zhenjiang.

INDUSTRIES

Engineering / Manufacturing

[Oetiker's Grand Opening in Tianjin, China](#)

Published by oetiker.com, 2nd June 2014

Oetiker announced the opening of our newest production facility located in Tianjin, China. The move to the newly built 145,000 sq. ft. production facility offers greater capacity levels to support the demands of our customers in this rapidly growing market. On May 13, 2014, a special Grand Opening Ceremony took place at the new facility. Over 200 Oetiker employees along with our CEO, Executive Board members, Counselor of Switzerland Embassy in China as well as local government representatives were in attendance. Oetiker is excited about its future in China and will continue to strive to exceed the expectations of our clients.

[Schindler New Escalator Factory Takes Customer Service to Higher Level](#)

Published by China Daily, 26th May 2014

On the morning of 21 May 2014, the opening ceremony of the Schindler Group's new escalator factory was held in Jiading District, Shanghai. Over 100 honored guests attended the ceremony, among which were Mr. Ma Chunlei, Secretary of Jiading District Committee of the CPC, Ms. Fei Xiaomei, Standing Committee Member and Vice-Governor of Jiading District, Mr. Yu Jianhua, Party Committee Secretary of Jiading Industrial District and related leaders from Jiading District and the Administrative Committee of Jiading Industrial District, Mr. Li Shoulin, Chairman of the China Elevator Association, Mr. Mei Shuilin, Vice-Chairman of Shanghai Elevator Association as well as partner representatives from Schindler China. Furthermore, top management members from both the Schindler Group in Switzerland and Schindler China were also present to witness this important milestone in Schindler's history.

[ABB Funds Research Projects at Top Universities in China and Abroad](#)

Published by abb.com.cn, 22nd May 2014

ABB and three universities, including Tsinghua University, the University of Alberta, and the University of British Columbia, signed an agreement today to fund their joint research project entitled "Advanced alarm design and monitoring of large-scale industrial processes." Together, the four parties will share research and development results. Process plant operators are often inundated with far more alarms than what is deemed safe by various international standards. A majority of these alarms are not critical and do not immediately lead to catastrophic events. However, they make the operators disturbed frequently and unable to take timely actions on the critical alarms which may cause serious safety issue and economic losses in large-scale industrial processes. Tsinghua University will jointly conduct research with two universities in Canada on this topic to explore possible solutions.

Bank / Finance / Insurance

[iKang to Attend Credit Suisse China Healthcare C-Level Conference in Hong Kong](#)

Published by yahoo.com, 27th May 2014

iKang Healthcare Group, Inc. ("iKang" or the "Company"), the largest provider in China's fast growing private preventive healthcare services market in terms of revenue in 2013, announced today it will attend the China Healthcare C-Level Conference to be held on 6 June at Credit Suisse Office, L88, International Commerce Center, 1 Austin Road West, Kowloon, Hong Kong. Mr. Ligang Zhang, Chairman and Chief Executive Officer of iKang will have 1-on-1 and small group meetings with investors from 9:00 am to 17:50 Hong Kong time.

[Executives from NBSS Met a Swiss Delegation Led by Swiss-Chinese Association President](#)

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

On the morning of May 15, 2014, Chairman of New Huadu Business School HE Zhiyi, Executive Dean of New Huadu Business School (Switzerland) LIN Hua and Director of international programs YOU Yan met with Swiss-Chinese Association President, Dr. Thomas Wagner, Vice-President Willy Maia and Education Consultant Helmut Reichen. The two sides had a friendly conversation.

Hospitality / Tourism / Retail

[High-End Brands Shift Strategy from Luxury to Quality](#)

Published by China Daily, 28th May 2014

International luxury brands are shying away from being associated only with the super rich in an effort to conform to a

Chinese market being affected by the central government's austerity drive. High-end brands shift strategy from luxury to quality "We are seeing certain watches, some very expensive ones, that are selling at a discount. People are afraid to buy even for themselves in order to stay low-key," said Omega Watches CEO Stephen Urquhart. Swiss watch exports to China, including those from Richemont and Swatch Group, dropped 14% in the first 10 months of 2013, data from the Federation of the Swiss Watch Industry showed. But as chief executive officer of Omega, which is part of the Swatch Group, Urquhart prefers to call what happened in 2013 a "consolidation" rather than "shrinking". The austerity drive may even be thought of as an opportunity for "strong brands, good brands and authentic brands", Urquhart said, as some customers will shift to less conspicuous consumption.

Legal / Trade / Consulting / Services

[PE/VC Investment in China's TMT Industry Returning to Peak Levels](#)

Published by pwccn.com, 29th May 2014

Private equity and venture capital (PE/VC) investment in China's Telecommunications, Media and Technology (TMT) industry has returned to peak levels for the past two years, according to PwC's new China MoneyTree™ Report Q3/Q4 2013. Investments started to rise in Q3 2013 having reached new lows in Q2 2013. By Q4 2013, whether in terms of deal volume, deal value or average deal size, TMT investments were more or less in line with peak Q3 2012 levels. "Compared to the downturn in H1 2013, investments in H2 2013 rebounded significantly, with deal volume increasing by 82% compared to H1, and total deal value increasing by 49%." says Jianbin Gao, PwC China Technology Industry Leader.

[China's Customers Expect Higher Quality of Banking and Insurance Services](#)

Published by kpmg.com, 27th May 2014

Customers in China are more vocal and actively express views on the quality of services provided by banks, insurers and e-retailers, compared to global counterparts, according to a recent KPMG survey. The publication, titled Customer Experience Barometer – It's time to talk, surveyed 5,000 consumers in Australia, China, Germany, UK and the US, analyzing customers' experience of over 160 brands in the banking, general insurance, life insurance, utilities and e-retail sectors. Emerging markets – China in particular – will soon surpass global peers in terms of customer satisfaction level, the survey finds. China's respondents reported the greatest improvement (11 to 26% points higher than the global average) in customer experience across all industry sectors surveyed.

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

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