



Reader's Digest, 7 – 20 June 2014

Swiss and Chinese Business Related News in Switzerland and China

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BILATERAL RELATIONS

[Interview with Ambassador of Switzerland by People Daily Online](#)

Published by peopledaily.com.cn, 16th June 2014

The new Swiss Ambassador to China, H.E. Jean-Jacques de Dardel, gave a video interview to People Daily Online for his first three months in China, referring to the specific bilateral relations with the People's Republic of China as well as the opportunities and the challenges of the new Free Trade Agreement between the two nations. H.E. Jean-Jacques de Dardel, born in 1954, came to China for the first time in 1986. The diplomat from western Switzerland held positions in France, Belgium, Australia and the United States for 28 years. For his Excellency, the incredible dynamism of his new host country is as well a challenge as an opportunity, taking as example the new Sino-Swiss Free Trade Agreement.

[Joint Communiqué of the BRICS Member States on Health](#)

Published by China Daily, 13th June 2014

The BRICS countries, represented by the Heads of Delegation of Brazil, Russia, India, China and South Africa, met on 20th May 2014 on the sidelines of the 67th session of the World Health Assembly in Geneva, Switzerland. Recalled the Beijing and Delhi Declaration and the Cape Town Communiqué of the BRICS Health Ministers Meetings in 2011 and 2013 and the Joint Communiqué of the BRICS Health Ministers in Geneva on 20th May 2013 on the sidelines of the 66th session of the World Health Assembly, in which they committed to strengthen intra-BRICS cooperation for promoting health of the BRICS population. They resolved to continue cooperation in the sphere of health through the Technical Working Groups and the "BRICS Framework for Collaboration on Strategic Projects in Health".

BUSINESS NEWS

[Swiss-Asia Starts New Platform in Hong Kong for Small Hedge Funds](#)

Published by scmp.com, 18th June 2014

Swiss-Asia Financial Services has started a hedge-fund platform in Hong Kong, adding to one in Singapore, to meet rising demand from smaller funds seeking to cut costs amid tighter regulations. Omar Taheri, Swiss-Asia's business development manager, said two funds with assets under management of USD 10 million to USD 30 million were in the process of joining the Hong Kong service, which provides smaller managers with infrastructure, office space and helps them with their compliance requirements while allowing them to focus on investment decisions. The Singapore-based firm planned to add five funds in Hong Kong in 12 months, he added. Hedge-fund managers with smaller capital are increasingly joining platforms which provide non-investment services to cut costs and comply with stricter regulations that require them to devote more time to administration tasks. Swiss-Asia had signed up seven managers in Singapore, Taheri said, with five starting this year. Another four were in the process of starting in the city-state, he added.

[LNA Looks Forward to 'The Future Reality' Industry](#)

Published by China Daily, 17th June 2014

As the first State-level new special economic development zone in inland China, Chongqing Liangjiang New Area seeks to promote the transformation and upgrading of global synchronization by taking the new opportunity of international industry transfers and adjustments. Moreover, Liangjiang New Area (LNA) is focusing on "the future reality" industry and adhering to innovation incentives. Liangjiang New Area has started a pilot management reform of low altitude airspace, and actively explored market orders. The building of the China headquarters of Swiss Pilatus was successfully introduced and the global production line of Pilatus main model PC - 6 will all be moved to Liangjiang New Area from Switzerland.

[China Blocks Shipping Group with Swiss Firm](#)

Published thelocal.ch, 17th June 2014

China announced Tuesday that it was blocking a proposed alliance among global shipping giants - including Geneva-based private company MSC — due to competition concerns. Denmark's A.P. Moeller-Maersk, France's CMA CGM and Switzerland's MSC Mediterranean Shipping Company — the world's three biggest ocean carriers — announced plans for their so-called P3 Network in June last year. The aim was to use a combined fleet to cut costs on Asia-Europe, trans-Atlantic and trans-Pacific routes under a plan that was set to go into operation this autumn. But China's commerce ministry said in a statement it had decided to prohibit the alliance after conducting an anti-trust assessment. The ministry said the alliance, had it gone ahead, would "have a far-reaching impact on the global shipping industry and cause a high level of concern in all sectors".

CULTURE & SOCIETY

[Switzerland is the Fastest-Growing European Market in terms Of Chinese Tourism](#)

Published companiesandmarkets.com, 17th June 2014

Travel & tourism is an important economic activity in majority of countries around the world and Switzerland is no exception. It is one of the most important industries in Switzerland, accounting for over 3% of total employment. It also makes a significant contribution to the economy. According to recent research from the World Travel & Tourism Council in conjunction with the consultancy Oxford Economics, the industry's direct contribution to Switzerland's GDP totalled CHF13.4 billion (2.2% of GDP) in 2013. In terms of the total contribution to GDP, the amount was CHF 46.9 billion (7.8% of GDP) in 2013. By the end of 2014, this is expected to rise to 3.5% for direct contribution and 10.5% for

total contribution respectively. Chinese arrivals in particular have seen a rapid increase, registering 0.6 million tourists in 2013. This represents a growth rate of 34.8% CAGR, making Switzerland the fastest-growing European market in terms of Chinese tourism.

[Archiplein Opens in the Mountains of China](#)

Published wallpaper.com, 17th June 2014

Tucked away in the forests of one of Taoism's Five Sacred Mountains, the new Tianzhoushan Tea House in Ahui was built as an homage to Chinese painting. Designed by China- and Switzerland-based practice Archiplein - the sculptural concrete visitor centre was conceived to work in harmony with the site's dramatic surroundings. 'Here, building and nature are not seen as two separate systems', explains Francis Jacquier, one-fifth of the Archiplein founding team. 'They are approached as an integrated whole where the architecture is by no means the main focus point of the composition.'

[Chinese Spend the Most on International Vacations](#)

Published by traveldaily.cn, 12th June 2014

Chinese tourists remain the biggest spenders on travels overseas, according to a report released by tourism shopping company Global Blue. Their average spending on overseas travel in the first quarter grew 25% year-on-year to RM 3,679 per person, compared with the global average of RM 2,183, the report said. The report also showed that Chinese outbound tourism spending accounts for 27% of the total global consumption, followed by Russia, Indonesia, the United States and Japan. The amount included only transactions handled by Global Blue, a shopping tax refund and currency exchange company based in Nyon, Switzerland. It handled more than 26 million tax rebates in 2013. According to Manelik Sfez, vice-president of corporate marketing at Global Blue, France is the favourite shopping destination for Chinese, followed by Singapore, Germany, Britain and Italy.

GENERAL INTEREST

[Lift China and Makers Tour Shanghai / Shenzhen](#)

Published by liftconference.com, 15th June 2014

Known for its innovative and entrepreneurial spirit, the Lift Conference is coming to Shanghai on 10th September. In partnership with swissnex China, the Lift China conferences will be led by Thomas Landrain, founder of La Paillasse, one of the world's largest Do-it-yourself Biology Labs in Paris, and by David Li, co-founder of XinCheJian, Shanghai's first maker space and co-founder of the think tank Hacked Matter, and many other inspiring speakers. Also, there will be Venture Leaders and Startups competition with Swiss and Chinese tech startups. The conference is looking for interesting workshops, creative makers and interactive design exhibition.

['Modern Marco Polo' in Suzhou](#)

Published by China Daily, 10th June 2014

About 700 years after Marco Polo's first visit to Hangzhou, Swiss native Liam Bates has been elected the "Modern Marco Polo", the city ambassador employed by Hangzhou city. Liam arrived in Suzhou on June 4. It's an important stop on his trip along the Grand Canal of China, which covers several major joints of the Chinese south-north water transport artery - Hangzhou, Huzhou, Suzhou and Yangzhou. Lingering Garden was Bates' first stop in Suzhou, and he was impressed by the beauty of the famous Chinese garden. Curious about everything in the garden, Bates kept asking questions. "Why are these stones here held up high just for watching?" He said much of the marble materials are used as flooring in his hometown.

INDUSTRIES

Engineering / Manufacturing

[ABB Builds "Great Wall of Charity"](#)

Published by [abb.com.cn](#), 15th June 2014

At the opening of the sixth annual "Automation World" event, ABB contributed RMB one million to the "ABB-New Great Wall Fund" for the 10th consecutive year. The scholarship helps underprivileged students studying electrical engineering, automation or other related fields complete their education at domestic universities. Over the past decade, ABB has donated more than RMB 10 million in funding to the scholarship project, connecting with 44 universities in 21 cities nationwide, including Tsinghua University, Shanghai Jiaotong University, Wuhan University, Zhejiang University, North China Electric Power University, Chongqing University, Huazhong University of Science and Technology, and Xi'an Jiaotong University. More than 2,000 underprivileged college students have benefitted from the scholarship. With ABB's help, these students not only completed undergraduate studies, but have showed great aptitude for higher learning. Many have chosen to obtain master's and doctoral degrees.

Bank / Finance / Insurance

[Swiss Fund Gottex Plans Chinese and U.S. Buying Spree](#)

Published by [reuters.com](#), 19th June 2014

Speaking to Reuters as the firm completes its acquisition of peer EIM Group, Chief Executive Joachim Gottschalk said he expects to announce a new deal in Asia within six months. "It's the U.S. and China where we are looking for further acquisitions and further development on the organic and non organic front," he said. "Within the next 6 months you will certainly hear something about our Asian expansion." The merger with EIM, which is still pending regulatory approval, brings total assets to around USD 8.5 billion which Gottex hopes to grow to USD 15 billion within five years. Since the financial crisis, more onerous regulation has driven up operating costs for investment managers, while large institutional investors often rule out allocating any hedge fund money to firms with less than USD 10 million under management.

[UBS Aims for Expansion of China Property Investment Unit](#)

Published by [yahoo.com](#), 16th June 2014

UBS is aiming to broaden its Chinese property investment division with a move into commercial real estate, according to Bloomberg, citing comments from the head of global real estate for Asia-Pacific at UBS Global Asset Management Trevor Cooke. Reports say that several cities throughout China are anticipated to experience upped rental demand for commercial property on the back of new regulatory changes. UBS already invests directly in Chinese residential property through a joint venture formed in 2008 with Shenzhen-based developer Gemdale Corp. The bank is planning a second residential fund, with an initial close of about USD 100 million and a total of at least USD 350 million, Cooke said. UBS plans to offer clients the option of investing in Chinese property using either U.S. dollars or yuan.

[Study on Exports of Swiss SMEs: They Represent CHF 40 Billion](#)

Published by [s-ge.com](#), 4th June 2014

Credit Suisse has just completed a third study on successful factors for small and medium enterprises (SMEs) in Switzerland. According to this study, four types of SMEs are outstanding: the machinery industry, electrical equipment

and metals and the watch industry, which represent two thirds of exports of SMEs. If Germany remains the first customer of Swiss SMEs until now, the importance of China will be increased significantly in the future. According to Nicole Brändle Schlegel, Head Swiss of Industry Research at Credit Suisse, the survey is focused on nine factors influencing Switzerland, particularly on transport infrastructure in Switzerland, the quality of education or employee motivation.

Hospitality / Tourism / Retails

[Nestle Opens R&D Center in Dongguan](#)

Published by China Daily, 17th June 2014

Swiss company Nestle formally opened a new research and development center in Dongguan of Guangdong province on Tuesday, with an aim to further increase its presence in the Chinese mainland. "The establishment of Nestle's Dongguan R&D center, which will focus on two product categories - confectionery products and ice cream, can further our understanding of Chinese consumers, ingredients and local cuisine, and provide scientific and technological expertise to the rest of the business in Asia and around the world," said Johannes Baensch, Nestle's Global Head of R&D. Located in Dongguan's Hsu Fu Chi, the leading confectionery, biscuits and traditional snacks manufacturer in China, the R&D center is the third one that Nestle has opened in the Chinese mainland. The other two are located in Beijing and Shanghai. "Nestle's fourth R&D center will soon open in Xiamen of Fujian province in the second half of the year," according to John, Cheung, chairman and chief executive officer of Nestle Greater China Region.

Legal / Trade / Consulting / Services

[2014 China Tax Facts and Figures](#)

Published by pwccn.com, 6th June 2014

The People's Republic of China levies a wide range of taxes including income taxes (corporate income tax and individual income tax), turnover taxes (value added tax, business tax and consumption tax), taxes on real estates (land appreciation tax, real estate tax, arable land occupation tax, and urban and township land-use tax) and other taxes such as deed tax, stamp duty, custom duties, motor vehicle acquisition tax, vehicle and vessel tax, resource tax, urban construction and maintenance tax, vessel tonnage tax and tobacco tax. This bilingual booklet has been prepared to provide you with an overview of the above taxes levied in the People's Republic of China.

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

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