



World Eye Reports Switzerland

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中国日报 CHINA DAILY

65th anniversary of relations highlights deepening ties and greater integration

As dignitaries and business leaders from around the world converge in Davos, Switzerland for this year's World Economic Forum, they will discuss the "New Global Context" — defined as the complexity, fragility and uncertainty that is challenging progress at global, regional and national levels — while the relationship between China and Switzerland is in fact headed towards greater integration.

"In 2014, Switzerland became the first and so far only continental European country to conclude a free trade agreement (FTA) with China, our third largest trading partner" said Jean-Jacques de Dardel, Switzerland's ambassador to China. "We expect trade volume and direct investments to increase substantially in the following years."

Trade between the two countries is mainly in chemicals, pharmaceuticals, machines, precision equipment, watches, jewelry, textile and clothing. Switzerland's services sector should also benefit from enhanced framework conditions.

This year marks the 65th anniversary of diplomatic relations between both countries. Today, Chinese students account for the largest group of Swiss government scholarship holders worldwide. And with



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Jean-Jacques de Dardel,
Ambassador of Switzerland to China

famed Swiss Alps resorts such as Zermatt and Davos easily accessible from China through flights linking business hubs in Geneva and Zurich with Beijing, Shanghai and Hong Kong, Chinese tourists are expected to spend over a million over-

night stays in Switzerland this year.

Ranked the most competitive and innovative country worldwide by WEF last year, Switzerland continues to cultivate its relations with China and promote itself as an ideal

destination for Chinese companies expanding to Europe. It is already home to more than 80 global and European headquarters of Chinese multinationals such as Sinopec, Huawei, Yuanda and Trina Solar.

"There are numerous good reasons to locate a business in Switzerland such as high standards of innovation and technology, a liberal economic system, political stability, close links with foreign markets, excellent education and healthcare systems, outstanding infrastructure and a competitive tax system," said de Dardel. "Switzerland offers great opportunities for Chinese investors."

"I would like to strengthen ties between our universities, develop mutual cultural knowledge and understanding and deepen personal bonds between our people," he said.



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Iconic toolmaker grows in quality-conscious China

Chocolate, watches and cheese may be quintessentially Swiss, but there is still one iconic object used by millions around the world (and in outer space) for over a century that still says "Switzerland" like no other — the Swiss Army Knife.

"The values the Swiss Army Knife represents are the essence of Switzerland itself: design, quality, innovation and functionality," said Carl Elsener, CEO of Victorinox and a fourth-generation descendent of the company's founder. "Having celebrated our 130th anniversary as a company last year, we value our tradition and recognize how our brand has been very much associated with our country."

Today the ubiquitous tool remains Victorinox' crown jewel, but the rest of its product portfolio — including cutlery, watches, travel gear, apparel and fragrances — also complement its corporate motto of "Companion for life".

Victorinox currently has 80 retail outlets around the world, including flagship stores throughout the Chinese mainland and Hong Kong, efficiently promoting a brand whose products are steeped in tradition while constantly adapting to the modern lifestyle.

"China is our fastest-grow-



The Chinese are shifting more and more towards investing in quality objects and long-term investments. At Victorinox, we aim to play an important role in this transition."

Carl Elsener, CEO of Victorinox

ing market, so we've invested substantially in the perception of our brand there and our distribution," said Elsener. "We want to emphasize to consumers that we are not just the maker of the Swiss Army Knife, but also a global brand from Switzerland with products that epitomize the values of the tool."

As Victorinox in China continues to grow, Elsener points out the advice of his late father, with whom he had the pleasure of working side-by-side over 34 years: "In order for



a company to be successful, you need to be close to your people, your customers, your brand and your product." It is counsel he follows to this day.

"The Chinese are shifting more and more towards investing in quality objects and long-term investments," he said. "At Victorinox, we aim to play an important role in this transition."

www.victorinox.com

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Lush 'mooh' echoes from Swiss Alps to Qingdao

Rolling hills, lush green meadows, crystal clear lakes, snow-capped mountains and crisp clean air frame the land where the happiest cows in the world graze. Switzerland is world renowned for its dairy industry. In fact, Swiss cows have the highest grass-to-feed ratio in all of Europe, and typically live three times longer than cows in the US. Furthermore, the use of hormones is strictly banned in the country.

Recognizing growing demand in China that goes

hand in hand with Swiss products' solid reputation in the country, the association of Swiss dairy farmers (Nordostmilch) — through its dedicated brand for international products "Swissmooh" — identified Qingdao as the starting point for its brand awareness campaign and expansion.

"In China, it is important for us to generate trust by informing our customers that our products are produced entirely in Switzerland under the highest quality standards and that we control the

entire value chain," said Rene Schwager, managing director of Swissmooh.

In May 2013 Swissmooh launched its first flagship store in the country at Marina City Shopping Mall, a high-end shopping complex in Qingdao. A second store in Qingdao was launched in January this year and premium Swissmooh dairy products can also be purchased throughout China through the online Tmall flagship store and on other Chinese e-commerce websites.

"We want to be in the best shopping malls to be able to properly introduce our products and what it means to be 'Swiss,'" said Schwager. "Our people are trained to be able to educate consumers on the variety of cheeses we offer such as fondue, raclette and emmental, which are already quite popular amongst Chinese."

With this vision to expand its Chinese presence with more flagship stores promoting Swissmooh dairy products, the recent free trade

agreement between the countries has certainly come at the right time for the Swiss exporting company. "We've already profited from the FTA, and we anticipate that it will help us even further in the future as we develop our business in China," said Schwager.

www.swissmooh.ch
www.swissmooh.com.cn
swissmooh.tmall.com

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Picturesque Switzerland is home to the "happiest cows". PROVIDED TO CHINA DAILY

Swiss business education strengthens links

As Switzerland and China celebrate their 65th anniversary of diplomatic relations this year, student exchanges and management programs for high officials and executives continue to play an instrumental role in strengthening the partnership.

The School of Business of the University of Applied Sciences and Arts of Northwestern Switzerland (FHNW), the largest Swiss business school engaged in China, is leading the way.

"We've been active in China for over 20 years, and in the process have developed strong relations with uni-

versities, local governments and the private sector," said Professor Ruedi Nützi, director of the School of Business and a recipient of the Chinese Friendship Award, the highest award given to foreign experts who have made outstanding contributions to China's progress.

FHNW practice-oriented projects related to China include "Insight China" — a unique final-year student seminar which involves a visit to the country — as well as leadership programs for different provinces and cities, such as Heilongjiang, Sichuan, Yunnan, Gansu, Shanghai.



Ruedi Nützi, Director of the School of Business of the University of Applied Sciences and Arts of Northwestern Switzerland (FHNW).

"In the last decade, 400 Swiss students have gone to China on our programs, while 200 Chinese students have likewise been to Switzerland," said Nützi. "Meanwhile, 700 Chinese executives and dignitaries have attended tailor-made and practice-oriented programs here. Right now, China is by far our largest market for management programs."

The number of Chinese students in FHNW is growing

because of the school's solid reputation for quality teaching and programs. In 2013, at the invitation of the Party chief of Heilongjiang province, FHNW School of Business opened the "Swiss SME Research Center China" in Harbin aimed at providing Swiss SMEs with consultancy services for market entry in China.

"Following the implementation of the free trade agreement between both countries, this will provide significant opportunity for SMEs in China," Nützi explains.

"It is a win-win situation for both sides, as we can transfer the knowledge we gain from our Chinese partners to our Swiss campus and to SMEs there aiming to expand to China," he said.



www.fhnw.ch/business/chinadaily

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Cladding tomorrow's buildings, today

The innovative new buildings that have risen in China in the past decade and pushed the limits of engineering and architectural design have paralleled the country's emergence as the world's second-largest economy. The materials used in their distinctive facades are essential elements of these modern landmarks.

"We have a degree of parallelism with the textile industry because we are in the business of dressing up buildings," said Urs Lehner, CEO of Swisspearl. "With a large selection of premium panels used in facades, we consider ourselves more 'pret-a-porter' rather than haute couture because we offer a very simple system of installation."

Swisspearl is a leading Swiss manufacturer of cement composite facade systems for high-end architecture. It works closely with renowned international firms on projects that use the company's long-lasting facade solutions through a wide range of conceptual possibilities. Two major projects in China have showcased its products.

"We continue to work on a number of projects in China,



The Giant Interactive Group corporate headquarters in Shanghai used Swisspearl's panels in its facade, roof and interiors. PROVIDED TO CHINA DAILY

but two that have generated interest are the Sino-Swiss Innovation Centre at the Sino-Swiss Zhenjiang Ecological Industry Park and the corporate headquarters of the Giant Interactive Group in Shanghai," said Lehner.

Dubbed "The Dragon" because of its slender and sinuous structure, Giant's building makes use of Swisspearl's panels in its facade, roof and interiors.

Today, with continued gentrification and development in China's second and third-tier cities, the possibilities for further use of Swisspearl's solutions are limitless.

"We would like to find partners that fully understand modern technology and are capable of applying our high-end products," Lehner said.

"China's continued growth requires solutions that are economically viable. For example, our panels are designed for rain-screen cladding applications, while our ventilated facade system is essential to energy conserving solutions both for winter and summer that are practically maintenance free during their entire lifespan of at least 40 years."



www.swisspearl.com

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Alpine luxury beckons to the affluent traveler

Since its establishment in 1934, the Swiss Deluxe Hotels (SDH) group has been guided by its motto: "The founders of exceptional service".

Comprised of 39 of the most luxurious five-star hotels in Switzerland — which have all met stringent criteria in order to carry the "Swiss Deluxe Hotel" seal of approval — it offers its select clientele the very best of what Swiss hospitality has to offer: history, authenticity, culture, wellness and gastronomy.

"Our hotels are synonymous with the highest standards within the Swiss and the international luxury hotel industry, and have helped to build up a unique reputation over almost two centuries," said Siro Barino, managing director of SDH.

"The hotels are exclusive thanks to the quality they offer, the prestige they exude and the passion and personal attention which characterize the outstanding services they provide."

With a total of 4,500 rooms and suites and some 840,000 overnight stays, the group represents around 40 percent

of the five-star hotels in Switzerland.

In recent years, the trend of Chinese tourists staying in five-star hotels in the country has increased, along with 19 percent growth in the number of inbound Chinese tourists.

"While some 10 percent of Chinese guests stay in five-star hotels in Switzerland, the yearly increase at Swiss Deluxe Hotels across the country was even higher at 24 percent," said Barino.

Today, surveys in China rank Switzerland as the No 1 destination in Europe among affluent travelers — drawn to the country's beauty, pristine air, mountain scenery, medical treatment and spa facilities, shopping and the legendary conviviality and hospitality.

"The Chinese market is very important for us, and we will continue to promote SDH in China as a high priority," said Barino. "This year, we again anticipate double-digit growth from China."

SDH member hotels include The Dolder Grand, Baur au Lac and Widder Hotel in Zurich, the Victoria-Jungfrau



Siro Barino, managing director of Swiss Deluxe Hotels

Grand Hotel & Spa in Interlaken, the Gstaad Palace, Beau-Rivage Palace Lausanne and Beau-Rivage Geneva, the Badrutt's Palace, Kulm and Suvretta House in St. Moritz, Mont Cervin Palace Zermatt and Castello del Sole in Ascona.

www.swissdeluxe-hotels.com

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Life science partner targets a giant market

Swiss life science enterprises lead the market globally at the cutting edge of R&D and innovation. The Swiss service provider CARBOGEN AMCIS offers drug development and commercialization services to innovative pharma and biopharma companies at all stages of drug development.

"We are dedicated to helping companies reduce the cost, risks and time associated with taking a drug to market by offering integrated services and solutions for drug substances and drug products," said Alan Fischer, CIO of CARBOGEN AMCIS.

"We are engaged in all areas of development including conjugation of small and large molecules, development and manufacture of highly potent drug substances, chromatography and drug products applying state-of-the-art containment technologies."

A business unit of the Dishman Group — a global

outsourcing partner for the pharmaceutical industry with development and manufacturing facilities in Europe, China and India — CARBOGEN AMCIS has four facilities in Switzerland, one in France and one in the UK. This year it will rebrand a Dishman facility in China as one of its own.

"The idea is to leverage our assets worldwide and to benefit from the added capacity that the China facility can provide," said Stephan Fritsch, the company's vice-president of operations, who is also directly responsible for its Shanghai plant.

"Our customers know our brand and the Swiss quality we represent regardless of whether we are in Switzerland or not. By using these additional capacities in China, we are able to offer a wider range of capabilities to our customers."

In China, CARBOGEN AMCIS also sources complex molecules, building blocks



The 8000L glass-lined reactors in one of CARBOGEN AMCIS contained manufacturing sites. PROVIDED TO CHINA DAILY

and starting materials to be used in its production facilities around the world. "Our competencies in China allow us to accommodate large-scale requirements from our customers," said Fischer.

"With China playing a crucial role in our value chain, we are motivated to develop

strong contacts there and expand our customer portfolio to include Chinese customers in the future," added Fritsch.

www.carbogen-amcis.com

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Premium hospitality education for the future hoteliers of China

Swiss hospitality and hotel management expertise are world-renowned. In fact, most of the best hotels in the world are run by people educated in Switzerland. It is a combination of Swiss efficiency with French *savoir faire* that has positioned Swiss hotel management schools at the top of any list.

Vatel Switzerland, recently awarded the "Best Educational Innovation" award at the annual gathering of international hospitality specialists, is an international business school for hotel and tourism management in a class of its own.

"One of our competitive advantages is that we are the only school in Switzerland with a four-star hotel where students can experience real-life situations and the functions of each department firsthand," said Eric Gregoire, general manager of Vatel Switzerland, and himself a Vatel alumnus.

"We are the largest hotel management group in the world, with a tremendous number of alumni and contacts in the industry," said Gregoire.

"We also provide an international experience here — a



Eric Gregoire, General Manager of Vatel Switzerland

real melting pot of nationalities that include many Chinese students."

Today, with local and international hotel chains building new properties in China's emerging cities, there is growing demand for highly skilled hotel managers.

"With a lot of new hotels coming up, China needs high-quality staff to run its hotels," said Gregoire, who has more than a decade of experience

working in China.

"Being educated in Vatel provides our students with the opportunity to be managers right after graduation."

For those unable to study in the school's Swiss campus, Vatel has brought its expertise to China by establishing a school to join its global network of 26 other schools.

But the jewel in Vatel's crown remains its Swiss campus. "I encourage Chinese interested in pursuing a career in hotel management to apply to Vatel," says Gregoire. "Surrounded by mountains and ski resorts, our property in Martigny is a safe and ideal place to learn, and it provides good value for money."



INTERNATIONAL BUSINESS SCHOOL HOTEL & TOURISM MANAGEMENT

www.vatel.ch/en

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Swiss die-cast specialist seeking key personnel in China as demand grows

DGS Druckguss Systeme, a leading Swiss producer of die-casting parts in various alloys, has gone from strength to strength in China.

In 2013, it expanded its manufacturing facility in Nansha district, Guangzhou to accommodate demand generated by its status as the supplier of choice for systems and components in automotive light metal designs using aluminum and magnesium die-casting.

"I think that it is remarkable to mention that we were

the first supplier in China to produce high-end structural parts when none of the other manufacturers were willing to do so," said Andreas Müller, CEO of DGS.

"We've been in China since 2007. As we anticipated further growth in the market, we decided to establish a green-field facility two years ago to install much larger machines for use in some of our projects for key customers."

DGS is extending its clients to carmakers based in Guangzhou area. "With our



Andreas Müller, CEO of DGS Druckguss Systeme AG

recent expansion, we focus on attracting customers with demands for high-end structural parts in aluminum and for magnesium parts in the interior and steering-system. In the meantime, we are also working on cooperative opportunities with Chinese carmakers."

While the automotive industry remains its core market, DGS is likewise capable of servicing other industries that need light metal components with strict requirements in dimensional accuracy.

This year, DGS anticipates more than 70 percent growth in China. "Our significant investments in the country represent our commitment to the local market," said Müller. "We are equally committed to hiring talented people with competencies in research and development, project management, product development and production management."

"Our new facility is designed to accommodate 400 employees, and we aim to have at least 270 in 2015," he said. "Hiring the most talented people in combination with the necessary training in China as well as in Europe is regarded as a key factor for our further success with our superior customer base in China."



www.dgs-druckguss.com/en

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DGS is the partner for lightweight solutions. PROVIDED TO CHINA DAILY

Merger strengthens a Swiss beacon of reliability

The Swiss insurance industry is one of the country's strongest sectors. Internationally, Swiss insurance groups represent such well-known national core values as precision, reliability, knowhow, capital strength and security.

In recent months, a new Swiss insurance group has emerged as a result of the acquisition of Nationale Suisse — one of the earliest specialty insurers for engineering, marine and fine art risk — by another Swiss insurance company, Helvetia, itself one of the world's oldest marine insurers and reinsurers established in 1858.

"Through the merger, the new Helvetia will become No 3 in the domestic market, gain attractive positions in selected European markets and become a leading international niche reinsurer for

the combined treaty and facultative specialty reinsurance book," said Stefan Loacker, its CEO. "The two companies are a perfect fit, from a domestic as well as an international point of view, and the merger will help us to serve our clients worldwide even better."

"Helvetia" is the Latin name for Switzerland and the female national personification of the Confederation. The group's profile as a respected Swiss brand in international markets such as Asia is expected to be strengthened by the merger. Nationale Suisse had maintained a licensed branch in Singapore and, only early last year, forged a strategic partnership with China Re — the only State-owned reinsurance group in China.

"Through our existing track record in offering treaty

reinsurance and facultative specialty reinsurance across Asia, we do have a strong reputation and footprint in Southeast Asia and China," said Loacker. "Our Singapore office allows us to be closer to our Asian clients and strengthen our proximity to this strategically important market."

Helvetia's two pillar businesses in Asia have been treaty reinsurance and highly specialized facultative reinsurance solutions. With the merger, more products and services will be offered backed by its strong technical expertise and S&P A-rated reinsurance capacity.

"The combined setup will allow us to serve our clients' needs even better and build on our more than 150-year track record in providing outstanding insurance services to our clients



Stefan Loacker, CEO of Helvetia

and partners in China and around the world," Loacker said.

www.helvetia.com

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Imagining the future through automation

Swisslog offers intralogistics solutions for a growing range of industrial needs in China.

Automation is essential for the success of a company. It is the key to coping with the increasing complexity of business processes caused by fast growth, intense competition, increasing requirements for quality and traceability, demographic development and cost pressure.

In addition to its Asian regional headquarters in Shanghai, Swisslog operates in 20 countries around the world — designing, developing and delivering best-in-class automation solutions for warehouses, distribution centers and hospitals.

"China is our fastest growing market and we are very proud of our footprint with over 50 successful customer installations there," said Peter Hettich, CEO of Swisslog.

"Our Chinese production facility serves our customers worldwide and also produces localized products for the local Chinese market."

In recent years, notable customer projects in China have included Luzon Pharmaceutical Group, Bushranger Ingel-



Our mission in China is to be a lifetime partner for our customer's automation needs."

Peter Hettich, CEO of SWISSLOG

heim, Yantai Changyu Group, Coca-Cola, Shanghai Hayian Logistics Development, Dongguan Timeexpress Logistics and Hangzhou Cigarette Factory.

"We serve a range of

attractive market segments in China — from e-commerce and multichannel retailing over the pharmaceutical industry and temperature-controlled food to the tobacco and banking industries," said Hettich.

"Our mission in China is to be a lifetime partner for our customer's automation needs," said Choon Foong Wong, head of warehouse and distribution solutions in Swisslog China whose customer base is 70 percent local Chinese companies.

"We have a strong track record of 20 years in project implementation — offering Swiss quality and reliability — but with a strong local approach. This provides us with a distinct competitive edge, especially when it comes to customer service as we develop our business further here."



www.swisslog.com/china

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