The Chinese are shirring 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 Gleiser, CEO of Victorinox

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As Switzerland and China celebrate their 65th anniver-
sary of diplomatic rela-
tions this year, student ex-
changes and management programs for high officials and executives are crucial to play an instrumental role in the unification of minds.

“The School of Business of the University of Applied Sci-
tences Northwestern Swit-
zerland (FHNW) is proud to be engaged in this process,” said Jean-Jacques de Dardel, professo-
ral chairman of the FHNW practice-oriented management program (PMP) of Victorinox.

“This year marks the 65th anniversary of diplomatic relations between both coun-
tries, and we see this as the opportu-
ity for SMEs in China to learn from Switzerland’s world-renowned expertise in the dairy industry,” said Ruedi Nützi, director of the FNHW practice-oriented management program (PMP) at FHNW.

“Swiss Alps resorts such as Zermatt and Davos can easily be accessed from China through flights linking hubs like Beijing, Shanghai and Zurich with Bei-
jing, Shanghai and Hong Kong. Chinese tourists are expected to spend over a million over-
night stays in Switzerland this year.”

Ranking the most competi-
tive and innovative country worldwide by WEF last year, Switzerland continues to cul-

In 2014, Switzerland became the first and so far only con-
tinental European country to conclude a free trade agree-
ment (FTA) with China ...

Jean-Jacques de Dardel, 
Ambassador of Switzerland

The Swiss media and foreigners have long been critical of China’s ‘dude attitude’ and its perceived xenophobia. But the reports and stories I’ve seen in local media over the past few years have countered the stereotype of China as a country that is only interested in mass production and not in the quality of the end product. In fact, I believe that quality is becoming an increasingly important factor in China’s economy. The Chinese are starting to place greater emphasis on the quality of the end product, which is a positive development for the Swiss economy. By focusing on quality, China is demonstrating that it is capable of producing high-quality products that can compete on a global scale. This is good news for Swiss companies that are looking to expand into the Chinese market. The Chinese market is certainly becoming more open to foreign companies, and Switzerland is well-positioned to take advantage of this opportunity. We are already seeing an increase in Swiss exports to China, and I believe that this trend will continue in the future.

In the last decade, 400 Swiss students have gone to China on our programs. We have 200 Chinese students here likewise keen on Switzerland," said Nützi. "Meanwhile, 700 Chinese executives and dip-

Chinese education experts believe that because of the school’s solid reputation for quality teach-

ing and programs. In 2013, at the invitation of the Party Central Committee of Heilongjiang prov-
ince, 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 agree-
ment between Switzerland and China, this will provide significant opportunities for SMEs in Chi-

In 2015 Swissmooch launched its first flagship store in the country at Shi-

"We want to be in the best shopping malls in the country and we will be among the most innovative brands in the country. We are looking to expand our distribution, " said Elsener. "We have recently signed a deal with a major retailer in China, and we are also exploring opportunities with other major players in the country. We are confident that we will be able to successfully introduce our brand in China, and we are looking forward to seeing the results of our efforts."
Alpine luxury beckons to the affluent traveler

Swiss life science enterprises lead the market globally at the cutting edge of R&D and innovation. The Swiss service provider CARBOGEN AMERICA offers drug development and commercialization services in selected European markets. The company has been guided by its motto: “The founders of CARBOGEN AMERICA are run by people educated in the school’s Swiss campus, eventually becoming CEO and taking a drug to market ourselves. We can do this.” said Andreas Müller, the CEO of DISCHMAN GROUP – a global pharmaceutical industry leader.

Switzerland — which has all the luxuriously five-star hotels in the world, with a tremendous number of famous with the highest standards. Today, with local and international business school partnerships in China — from e-commerce to insurance, pharma and biopharma, computer sciences, business administration, and the entertainment industry. The Swiss insurance company, Helvetia, is likewise capable of doing business in China — from e-commerce to insurance, pharma and biopharma, computer sciences, business administration, and the entertainment industry. The Swiss insurance company, Helvetia, is likewise capable of doing business in China — from e-commerce to insurance, pharma and biopharma, computer sciences, business administration, and the entertainment industry.

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

Peter Hettich, CEO of DISCHMAN GROUP – a global pharmaceutical industry leader.

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

**Life science partner targets a giant market**

The 8000L glass-lined reactors provided to China.

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

The 8000L glass-lined reactors provided to China.