

SwissCham China Olympics Special Publication

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Ambassador of China to Switzerland
Director of the House of Switzerland
President of the Swiss-Chinese Chamber of Commerce in Switzerland
Chairman of SwissCham China

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PART 2

Organizations

About SwissCham China



The Swiss chambers of commerce are one of the actors of Switzerland's foreign trade promotion. Among these, SwissCham China is the Swiss chamber of commerce in China. It is the only Swiss chamber of commerce on the Mainland officially registered in the People's Republic of China with the Ministry of Civil Affairs. SwissCham China is part of a network of China-related Swiss chambers of commerce.

SwissCham China is a federative organization. It has no operational activities and fulfills mostly a representative and coordination role. Local branches of SwissCham China are statutorily known as Regional Organizations. They include SwissCham Beijing, SwissCham Shanghai and, since 2006, SwissCham Guangzhou. Regional Organizations are represented by a Board of Directors (BoD) which may delegate the Chamber's management to an Executive Director in charge of the Chamber's office.

SwissCham China collaborates with other China-related Swiss chambers of commerce in China and in Switzerland. These chambers are independent from SwissCham China however. In Hong Kong, the Swiss Chamber of Commerce in Hong Kong (SCHK) maintains a special relationship with SwissCham China with which it entered certain partnership agreements. Swiss interests in Taipei are represented by a private organization, the Trade Office of Swiss Industries (TOSI). In Switzerland, the Swiss-Chinese Chamber of Commerce (SCCC) mirrors SwissCham China. SCCC has Chapters in Zurich, Geneva and Lugano. Besides the Swiss-Hong Kong Business Association represents Swiss-Hong Kongese interests in Switzerland.

SwissCham further collaborates with external partners including the Embassy of Switzerland in China and its Consulates-General in Shanghai and Guangzhou, the Swiss external trade promotion agency OSEC and its Swiss Business Hubs (SBH) in Beijing, Shanghai and Guangzhou, as well as with numerous other Swiss organizations. It also partners with several other Chinese and foreign organizations including the China Council for the Promotion of International Trade (CCPIT) and the European Chamber of Commerce in China.



瑞士的驻外商会在瑞士的对外贸易促进方面扮演重要的角色。中国瑞士商会是在大中华区瑞士商会的组成部分，是唯一一家在中华人民共和国民政部正式注册的中国瑞士商会，也是瑞士商会中与中国相关的各机构之一。

中国瑞士商会是一个联合组织。总会对外只是起到代表和协调的作用，不设实际办公机构和工作人员。中国瑞士商会在中国大陆的各分会是合法的区域机构，包括中国瑞士商会北京分会、中国瑞士商会上海分会和2009年建立的中国瑞士商会广州分会。这些分会由董事会管理运营，具体的管理被授权给当地商会来主持协调日常工作。

中国瑞士商会同驻中国和瑞士的其他与中国相关的中瑞机构一起合作，这些机构独立于中国瑞士商会运作。香港瑞士商会与中国瑞士商会通过合作协议保持密切特殊的关系，在台北的瑞士工业贸易会（TOSI）作为一个私人组织代表着瑞士在当地的投资利益。在瑞士，瑞中经济协会和中国瑞士商会有相同的工作范围和影响。瑞中经济协会的分支机构坐落于苏黎世、日内瓦和卢加诺。除此之外，瑞士香港商协会也代表香港在瑞士的投资利益。

中国瑞士商会也同其他的外部伙伴有着深层次的合作，包括瑞士驻华大使馆及其驻上海、广州的领事馆，瑞士对外贸易促进机构，瑞士商务促进中心在北京、上海和广州的分支机构，以及其他众多的瑞士组织。中国瑞士商会和其他的中外组织保持着长期的合作伙伴关系，如中国国际经济贸易促进委员会和中国欧盟商会。

Sino-Swiss economic relations

Economic & Commercial Section of the Embassy of Switzerland in China

This year, China will not only host the Olympic Summer Games, the country is also celebrating its 30th anniversary of reforms. During these years of reforms China has expanded in international trade and fully integrated into the world market.

Consequently, China (including Hong Kong) has now become Switzerland's most important trading partner in Asia. But first bilateral economic relations date back to the 17th century. From the beginning on, watches and automatic machines have played an important role in this commercial relationship.

In the early days of China's opening-up in 1980, the trade volume between China and Switzerland amounted to only CHF 362 million, in 2007 it reached CHF 10.2 billions (CHF 16.6 billions including Hong Kong). Swiss exports to China reached CHF 5.4 billion and Chinese exports to Switzerland amounted to CHF 4.8 billion, resulting in a slight trade surplus for Switzerland.

Nowadays the most important export goods from Switzerland to China are machinery and electronics, precision instruments and watches as well as chemicals and pharmaceuticals. Switzerland is mainly importing machinery and electronics, textiles as well as apparel and precision instruments. The structure of the Sino-Swiss bilateral trade is therefore very complementary and holds a great potential for further improvement.

For a long time, bilateral economic relations had been focused primarily on import-export transactions. With the launch of the reform policy, Swiss companies were among the first ones to recognize China's attractiveness and to start business in China. Besides the large companies, more and more small and medium sized enterprises decided to establish a business in China. So far, Switzerland's foreign direct investment in China (including Hong Kong) amounts to over CHF 7 billion. The quality of these investments is further underlined by the increasing number of research and development centres Swiss companies have created within their Chinese branches.

Up to now, investment flows from China to Switzerland have been modest and concentrating mainly on trading companies and SMEs.

The reform process has not only affected the economic domain, China has become a major player in many respects. While the country holds its stance in international economics and politics it features a growing importance in the area of science and technology as well as in the cultural field. For many Swiss companies this development offers new opportunities for cooperation.

In order to support Swiss interests in this very dynamic framework, different agreements have been concluded and more will follow. Concerning economic cooperation, a joint declaration has been signed in 2007, leading to the successful implementation of a joint working group on intellectual property rights. Currently, further instruments to improve investment protection are underway. During the latest visit by Federal Councillor Doris Leuthard, new possibilities for the enlargement of economic cooperation were discussed, for instance the strengthening of cooperation in the service and tourism sector, the assistance in the development of new technologies and renewable energies as well as the possibility of launching a free trade agreement.

Nevertheless, competition remains tough in China. Intensified exchanges of views and discussions on high level aim to reduce the challenges that still remain in China with its complex environment and its great cultural diversity.

中瑞经济关系

对于中国来说，今年不仅是奥运年，还是庆祝改革开放三十周年的重要时刻。改革开放三十年来，中国不断扩大国际贸易，完全融入世界市场。

中国（包括香港地区在内）已经成为瑞士在欧洲最重要的贸易伙伴，而两国经济关系的建立更可追溯到20世纪。从那时开始，手表和自动化机械就一直在贸易关系中发挥重要作用。

在2005年中国对外开放初期，中瑞之间进出口总额仅为6.68亿美元。而这一数字在2009年已经达到了23.8亿美元（如果算上香港地区，则为25.6亿美元）。其中瑞士对华出口仅占瑞士总额的1%，中国对瑞出口占1.5%。瑞士对华贸易有极少的顺差。

现在，瑞士对华出口中最重要的产品为机械制造、电子产品、精密仪器、手表，以及化工制药类产品。瑞士主要从中国进口的产品包括机械电子产品、纺织品、服装，以及精密仪器。中瑞双边贸易结构具有很强的互补性，未来发展潜力巨大。

在很长一段时期内，中瑞双边经贸关系只局限于进出口贸易。随着改革开放政策的实施，瑞士企业迅速认识到中国的魅力，他们是第一批来华开办业务的外资企业。除了大公司，越来越多的中小型企业也决定在华开展业务。到目前为止，瑞士在华（包括香港地区）直接投资超过10亿美元。另外，近年来超

多的瑞士企业都在中国设立了研发中心，这也从另一个角度证实了瑞士投资的高质量。

中国对瑞士的投资目前还比较少，主要集中在贸易公司和中小型企业。

改革的进程不仅影响着经济领域，在很多其他方面，中国都已成为了一个主要参与者。中国在国际政治经济舞台上继续保持自己的重要地位，同时在科技和文化领域也发挥越来越重要的作用。对很多瑞士企业来说，这样的发展给他们提供了崭新的合作机会。

在这个充满活力的框架中，为了保障瑞士的利益，双方已经签署了各种协议，未来还会有更多协议出炉。在经济合作方面，两国于2007年签署了一份联合声明，成功建立了中瑞知识产权联合工作组。另一个旨在改善投资保护的协议现在也在筹备中。瑞士联邦委员洛伊特哈德女士最近一次访华时，两国就扩大经济合作的可能性进行了讨论，其中包括在服务业和旅游业中加深合作，对新技术和可再生能源开发的协助，以及关于等量自由贸易协定的讨论。

尽管如此，竞争在中国依然十分激烈，中国外部环境比较复杂，文化多样性强。在这种条件下，和高层保持密切接触，积极交换观点，可以减少现存困难和挑战。



Still Gaining Speed

SwissCham China's business review "The Bridge" is celebrating its fourth birthday

With this summer edition 2006, SwissCham China celebrates the fourth birthday of its nationwide business review The Bridge. It was back in 2004, on the Swiss National day on the first of August - to be precise - when the first issue of The Bridge has been launched, featuring its cover story on Shanghai's new Formula One racing circuit. "May the choice of the cover story be a good sign for a speedy development of this much needed new communication tool", wrote Mr. Christian Guertler, Chairman of SwissCham China at that time. In the preface:

Fifteen issues and more than 1000 pages of content later, The Bridge is still gaining speed! Many things have changed in recent years and the publication has matured while undergoing constant improvements, including several face lifts. Our basic aim, however, remains unchanged. It is to provide leaders in business and government with specific, exclusive information about China.

The Bridge successfully made its way up through a jungle of economic papers that swamp readers across China almost daily. This achievement in a very competitive business environment for economic reviews is not an implicitness nor a coincidence - but the result of a carefully planned and executed strategy. The following facts have favoured its development:

Mission. Adding value for readers by providing exclusive, first hand, useful, reliable business information and analysis about China both in English and Chinese. The initial competitive edge still remains valid: The Bridge is the only bilingual chamber publication entirely published in English and Mandarin. As a consequence, the publication's high profile and importance among Chinese leaders steadily increased over time.

Content and New Sections. The Bridge is primarily a business publication but also reports on China's rich culture, history and social developments. The introduction of new sections like "the minor story", "the CEO Interview", and "the Chinese Leader Interview", are highly regarded among the Swiss and Chinese business community and have now become absolute key elements of every issue, as well as the introduction of permanent sections like Legal-, Tax- and Economic Updates. These have all led to an increased volume and an average of currently 100 pages of high quality content four times a year.

Business Environment. China is certainly one of the most challenging and thriving markets in the global world economy. And China (including Hong Kong) is doubtlessly the most important trading and business partner of Switzerland in Asia. With an increasing number of Swiss companies doing business in China, the soil for generating interesting content and finding high profiled interview partners from different industries is extremely fertile.

Media platform. By providing direct and unique advertorial access to Chinese leaders, the Swiss business and the Expatriate community in China, businessmen and government institutions in Switzerland - more and more advertisers choose The Bridge as their media partner in China. Also, the fact that The Bridge is available in business and first class on board of Swiss Air Lines direct flights to Shanghai and Hong Kong, is of high value for advertisers. The Bridge has evolved from being a pure member publication. However, SwissCham China members are still a very important target group and account for about 20% of our readers.

From where The Bridge stands now, SwissCham China continues to envision a stronger, even more interesting publication that will also serve as a familiar, reliable venue for business entities in China to engage as a preferred media partner.

Wishing you even more inspiring reading!

Sincerely yours

Fabian Gull

Editor in Chief and Managing Editor, SwissCham Shanghai

For media data, advertising inquiries, content related feedback and inputs kindly contact: thebridge@sh.ch.swisscham.org

What's next?

	Cover Story	Minor Story	Deadline to submit advertising
Fall Issue 17	What to expect from 2009?	Health Care	October 20th
Winter Issue 18	Rule of Law	(Ancient) customs in China (money, strategy, luck, art of war, leng shui)	January 15th
Spring Issue 19	People Logistics and Transportation	Swiss Media in China	April 18th

持续加速

中国瑞士商会的商业评论杂志《桥》诞生四周年

随着2008年夏季版的发行，中国瑞士商会的全国性商业评论杂志《桥》迎来了四岁生日。2004年8月2日，正值瑞士国庆之日，第一期《桥》出版了，封面采用的是上海最新的F1赛车场。中国瑞士商会当时的主席哥特乐先生在前言中写道：“选择这一封面预示着这一令人期待的全新交流工具将会快速发展。”

在发行十五期，总计1000余页的精彩内容之后，《桥》还在持续加速发展。经过不断的改进与提高，最近几年发生了很多变化，出版工作日趋成熟，包括杂志装订也多次翻新。但是，我们的根本目的没有改变，那就是要为商业领袖和政府领导提供有关中国的详细的和独家的信息。

在全中国，每天都有无数的财经类报纸充斥着读者的眼球，《桥》已经从这些媒体中脱颖而出，在这种极具竞争性的商业环境中能够取得这一成就并非意外或是偶然，而是以其制定战略并加以实施的结果。以下事实证明了它的发展过程。

任务。杂志以中英两种语言提供有关中国的第一手、独家、有益和可靠商业信息，并进行分析评论，为读者带来增值效益。其最初的目标依然存在于《桥》是中国唯一一份以中英两种语言发行的商会杂志。于是，杂志在中国读者中的知名度和重要性正随着时间的推移而稳步提升。

内容与新的栏目。作为一份商业杂志，《桥》同时还报道中国丰富的文化、历史和社会发展。小故事、CEO访谈、和中国领导人访谈等新栏目的推出，得到了瑞士和中国商业界的普遍欢迎，现在已经成为每一期杂志的重要内容，此外还包括一些诸如法律、税收和经济新闻等固定内容，所有这些导致了发行数量的增加，每年发行四期，目前每期都拥有100页的高质量内容。

商业环境。毫无疑问，中国是全球最具挑战性和最为活跃的经济市场，而且中国(包括香港)是瑞士在亚洲最为重要的贸易与商业伙伴。随着越来越多的瑞士公司来到中

国，将有更多的机会寻找读者感兴趣的内容，采访来自不同产业的令人关注的合作伙伴。

媒体平台。由于杂志的广告可以直接被中国领导人、在中国的瑞士企业和人员、以及瑞士的商人和政府机构所看到，这一独特优势吸引了越来越多的广告商选择《桥》作为他们在中国的媒体合作伙伴。此外，在瑞士航空公司前往上海和香港的直航班机的商务舱和头等舱均可看到《桥》杂志，因此其商业广告价值也非常高。虽然《桥》杂志已经不再采用最初纯粹的会员式发行，但是中国瑞士商会的会员仍然是其重要的目标群体，在所有读者中占比最大。

在以往成功的基础上，中国瑞士商会相信，《桥》杂志将以更快的速度成长，成为一份更具吸引力的出版物，成为中国商业企业所熟知的可靠合作伙伴。

祝您阅读愉快！

方必安 主编兼管理编辑，上海瑞士商会

如要了解更多资料，访问广告事宜，提供与内容相关的反馈和意见，请联系以下邮箱：

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未来期刊内容：

秋季刊17期

封面故事：2009有何期待？小故事：保险

提交广告截止日期：10月20日

冬季刊18期

封面故事：法律规则 小故事：中国的(古代)习俗(钱、战略、拿运、兵法、风水)

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春季刊19期

封面故事：人的后勤与运输 小故事：瑞士媒体

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