A fascinating career in a booming field

The Ecole hôtelière de Lausanne (EHL) was the first hotel school in the world. It provides university-level training to talented, ambitious students aiming for fast-track careers in the hospitality industry.

Ecole hôtelière de Lausanne (Switzerland) which was founded in 1893, is the world’s leading educational institution for the international hospitality industry. The training it provides is as relevant today as it was a century ago, and is based on a balance between the arts and the sciences, or between the scientific aspects and the artistic aspects of management. With an enrolment of over 1,700 students from 90 different countries, the School trains future leaders, who will be in charge of developing the sector in years to come. Its active and extensive network of 25,000 alumni worldwide includes many of the great names in the world of hotels, and plays an important role in supporting those aiming for an international career.

EHL offers three programmes (a Diploma, a Bachelor and a Master) devised to satisfy the highest standards in hotel management. These courses ensure up-to-date teaching of high level managerial skills, while placing the accent on the strategic dimension of commercial management in the food and beverage and hotel sectors. Courses in management and strategy are combined with practical work, projects and the organization of events. Constant interaction between EHL and the hospitality industry ensures that the academic programmes are always up to date and correspond to current and future needs. The combination of theory and practical knowledge permits new graduates to be operational immediately and therefore provides them with excellent long-term perspectives for their careers.

In addition to hotels as such, the industry is vast, varied and dynamic: wellness centres and spas, cruise ships, golf and country clubs, airline catering and conference venues are all closely related to it, and are booming. EHL graduates are typically appointed to positions in marketing, finance and human resources. The world of hospitality today extends far beyond its traditional field: private banks, hospitals and clinics, humanitarian organizations… must all take into account the wishes of their clients. Indeed, many well-known companies, representing different fields of activity, send their recruiters to the campus of the Ecole hôtelière de Lausanne because they know that today a client orientation - the essence of hospitality - is a vitally important asset.

As a source of young talent, EHL also plays host to many events, conferences, and gatherings of different kinds; the School is always happy to make its know-how available to major companies, who appreciate the touch of enthusiasm its students bring to the service they provide. In their final semester at EHL, students in the Bachelor of Science degree programme are responsible for conducting a real life-consulting project called the Student Business Projects.

For further information, please contact:
Ecole hôtelière de Lausanne, Le Chalet-à-Gobet, 1000 Lausanne 25
Tel: 021 785 11 11
E-mail: admissions@ehl.ch
Ecole hôtelière de Lausanne www.ehl.edu
Upbeat Swiss on a Roll

At a time when businesses around the globe are contracting, many Swiss firms operating in China are pushing ahead with expansion plans.

By Sheila Wong

Swiss companies operating in China are showing continued confidence in the region despite a global economic slowdown that has affected production and trade in this export-driven economy. “According to the contacts we’ve had with Swiss companies, they remain positive and confident,” said William Frei, consul general of Switzerland in Shanghai. “Companies are committed to the Chinese market, and China remains a favourite destination for Swiss investment.”

There are several examples of this commitment, including recently announced plans from Swiss food giant Nestlé to build its second research centre in China, in Beijing, for Rmb70m. The company is also planning to expand milk production in factories in Inner Mongolia and Qingdao this year.

Agricultural business company, Syngenta, is equally committed, opening the first phase of its new biotech research centre in Beijing in October. The main facilities are due for completion in 2010. The company is also planning to expand milk production in factories in Inner Mongolia and Qingdao this year.

Swiss involvement in the Beijing Olympics last year also highlighted the strong business ties between the two countries. Swiss architects Jacques Herzog and Pierre de Meuron were behind the design of China’s iconic National Stadium, also known as the Bird’s Nest. Chemical company Ciba provided the colour for the stadium’s plastic seats. And Schindler provided over 200 elevator and escalator systems to various venues in Beijing, including the stadium, subway and the Olympic Park.

Investment interest is starting to be reciprocated. In November, the Bank of China (BOC) became the first Chinese bank to receive regulatory approval to offer banking services to clients in Switzerland. BOC said it plans to open two subsidiaries in Geneva, one for private banking and another for institutional wealth management. According to Switzerland Trade & Investment Promotion, the country’s official direct-investment organisation, Alibaba and Huawei are among the Chinese pioneers making their way to Switzerland.

Trade and Investment

The Yangtze River Delta (YRD) region accounts for a significant proportion of...
William Frei, Consul General of Switzerland in Shanghai Talks Shop.

Q: How are trade relations progressing between Switzerland and China?

There have been many positive developments in trade over the past year. China is Switzerland’s second largest trading partner in Asia [after Japan] and according to statistics, in the first six months of 2008, we had a trade surplus of USD1.6bn; almost double the previous year.

I would say there’s some difference in our exports to Shanghai compared to those in Jiangsu and Zhejiang provinces. In Shanghai, it’s mostly watches, chemicals and pharmaceuticals, and in the two provinces it’s textile machinery, machine tools and the kind of goods that tend to improve productivity.

Q: Switzerland is well known for its clean air and advances in environmental protection. Are there any significant new projects or joint ventures in China?

Let me first confirm that Switzerland is strong in this business. In Switzerland, 57 per cent of the country’s electricity needs are produced by hydro-power, half of Switzerland’s domestic waste is recycled and the per capita consumption of organic products is the highest in the world. We’re also devoting a lot of resources into finding ways to harness solar energy. This year a Swiss solar-powered taxi, which has travelled around the world, stopped in Shanghai. Last month Swiss scientist-adventurer Bertrand Piccard came here to present a project about flying around the world in a solar airplane. Now, we’re developing a ship using solar energy that can sail for 7,000 sea miles.

Today we have around 15 environmental projects in China. There are several Swiss companies that are active in bringing their know-how and technology here. For instance, we’re in discussions with an important city in the Yangtze River Delta about introducing special technology for waste water management.

In architecture, too, the Swiss have centuries of tradition. We had excellent architects in Rome during the Renaissance, and later in Russia, and now we have architects coming to China. They see here the opportunities for architecture not only for new design and creativity, but also because of the need to implement state-of-the-art sustainable construction.

Switzerland has long been one of the most popular destinations for Chinese tourists. Year-round travellers and sports enthusiasts enjoy the breathtaking landscape and excellent facilities, as well as top-level logistic service. Swiss hospitality is another area of excellence. Over many centuries we have developed know-how and professional services in hospitality, hotels and restaurants. We have many students attending professional schools in Switzerland, and we also have some joint ventures with hospitality training institutions in Shanghai.

Another example is in the area of research. There are more and more companies opening research centres here. Many Swiss engineers and researchers come to work together with their Chinese colleagues.

‘Services are the number-one pillar of our economy.’

Q: The service sector is another area of growth. Can you explain Switzerland’s strength in this field?

Services are the number-one pillar of our economy. Of course we have the financial services sector, insurance and banks. Banks are in turmoil, but I would say that through the difficulties and mistakes, they are learning important lessons. I think we’ll see Swiss banking services in China more and more.

Furthermore, co-operation between Shanghai and Swiss financial centres will continue to develop. A month ago, a high-level delegation from Shanghai visited Switzerland on a fact-finding mission as the city seeks to develop as a world financial centre.

Switzerland’s bilateral trade with China: 42 per cent, according to Chinese statistics. Switzerland is in the enviable position of having a substantial trade surplus with China, which reached USD1.6bn in the first six months of 2008, up from USD900m in the same period in 2007. Of this, 56 per cent was conducted from Shanghai.

About 50 per cent of all Swiss investment in China also takes place in the YRD area. It amounts to 519 projects with an accumulated investment value of USD2.8bn. Of the 31 new projects launched in the first half of 2008, 21 are based in Shanghai, nine in Jiangsu province and one in Zhejiang province.

Research & Development

A number of Swiss companies have not only established R&D centres in China, but are also promoting new products and services specifically for the Chinese market. ABB, a leader in power and automation technologies, hosted a three-day event in Beijing in November to showcase cutting-edge products, systems and solutions. The aim was to engage customers with seminars and workshops to share and discuss future trends. ABB invested USD1.2bn globally in 2007.

Syngenta invests an average of USD800m a year on R&D around the world. It is one of China’s largest foreign investors in the sector with about USD200m invested in its four...
WOFEs, one JV and representative offices across the country.

Swiss pharmaceutical companies are already strengthening their R&D in China, particularly as some estimates suggest that China will be one of the world’s top five pharmaceutical markets by 2010. Novartis already has an R&D centre with 400 scientists and made an initial investment of USD100m for a site that launched in Shanghai in 2007. The company is investigating the use of traditional Chinese medicine in new products.

Lonza, meanwhile, has an R&D centre in Guangzhou that is focused on developing active substances and intermediates for custom chemical manufacturing.

**Services Strength**

Switzerland’s financial sector is the single most important part of the Swiss economy. It represents about 12 per cent of the country’s GDP, employs five per cent of

---

**Swissnex in China**

Swissnex Shanghai opened in August last year, adding to a global network of science and technology outposts operated by the Swiss State Secretariat for Education and Research (SER) with assistance from the Federal Department of Foreign Affairs.

“Why was China selected?” asked Flavia Schlegel, executive director of Swissnex Shanghai. “China has a lot of potential in two respects, one is in education. There are a lot of universities in China. The second is in the market. There is excellent collaboration among the different universities,” she said.

Schlegel notes that authorities on both sides have committed CHF8.8m (Rmb54m) each until 2011 to finance research projects between Chinese and Swiss institutes. Swissnex has received 170 proposals and is narrowing the field to between 20 to 25 projects.

Swissnex also acts as a networking and introductory forum for research organisations and businesses. “There’s a need to connect the two sides,” said Schlegel. “Swissnex is the third point of the triangle between private business and institutions.” Additionally, a long-term goal is to expand the pool of Chinese people who have studied and worked in Switzerland, and Swiss students and researchers who have worked in China. “These people will be better able to work in both worlds.”
With its long tradition in the hospitality industry, Switzerland is also home to a number of world-class training institutions that are attracting a growing number of Chinese students. Ecole Hotelière de Lausanne was the first hotel school in the world when it was founded in 1893, and today it has over 1,700 students from 90 countries working towards a diploma, or bachelor or masters degrees.

**Premium Products**

As luxury brand retailers see a decrease in earnings in markets like Japan, the United States and Europe, many are looking to China for growth. Richemont Group, the umbrella company for brands like Cartier, Jaeger-LeCoultre and Piaget, opened its first lifestyle centre in Shanghai last November, to great fanfare. The Richemont “villas” house Vacheron Constantin Mansion and Alfred Dunhill in a discrete and exclusive retail environment.

Also in November, the Swatch Group, the world’s largest producer of finished watches, including the Omega, Breguet and Blancpain brands, unveiled plans for the Swatch Art Peace Hotel. The hotel, south of Shanghai’s iconic Peace Hotel, will feature an art gallery and a boutique, and is due to be completed in time for the Shanghai World Expo 2010.

**Transportation**

Swiss International Air Lines has revamped its business-class cabins as it seeks to expand services for its Chinese passengers, improving inflight entertainment and menus along the way. The carrier currently has six direct flights from Shanghai to Zurich each week.

International air and ocean freight forwarder and supply chain management services company Panalpina operates 13 WFOEs in China and employs 1,500 staff across the country. It offers alternatives to traditional shipping, such as transporting cargo by rail to Urumqi, then transferring to cargo flights to Europe, the Middle East, Africa and the CIS, allowing for faster delivery times than sea-air shipment. The China-Europe rail service is a new option that will be offered to clients in February 2009.

**Swiss EXPO**

One of the most talked about pavilions planned for the 2010 Shanghai World Expo is Switzerland’s. It has a total budget of CHF24m (Rmb140m), with an estimated CHF8m coming from corporate sponsors such as Holcim, Nestlé, Swiss International Airlines and the Swatch Group. According to Manuel Salchli, director & deputy commissioner general of the Swiss Pavilion, one of the exhibits will explore sustainable solutions for environmental and social issues that arise from the complex urban-rural dichotomy, thereby touching on a sub-theme of the expo.

One of the pavillion’s most notable features will be a chairlift that will carry visitors from urban to rural environments. “Visiters will not only be able to experience a natural piece of Switzerland, but they will also see that sustainability always requires an intact, complete cycle,” said Salchli. Another interesting aspect of the pavilion will be a curtain veil composed of natural and man-made materials. “Part of the curtain is covered with resin tiles, some with solar cells, sensors and LEDs programmed to interact with different kinds of energy surrounding the curtain,” said Salchli. As an interactive feature, visitors will be able to trigger responses to the curtain with flashlights or wind.

The key message, Salchli said, will be that “Switzerland deals with the rural and urban problems on a daily basis, and has thus developed good solutions that have been proven to work and are therefore sustainable”. Ground breaking is scheduled for this May, and completion of the building and exhibition space is expected no later than April 2010.
Although travel from China to Switzerland was expected to rise after Switzerland joined the Schengen visa alliance in December, the positive effect is expected to be muted by a drop in overall travel due to the global downturn, according to Grace Gao, market representative with Switzerland Tourism Shanghai (STS). “We believe the positive and negative influences should make the overall figures stable.”

Chinese travel to Switzerland has been growing at a steady pace since 1998, when Switzerland became the first European country to open a tourist office in China. In 2004, the country won Approved Destination Status from Beijing, allowing tour groups to visit without special permission.

New Year, New Projects
Looking to the future, many Swiss companies consider China to be an integral part of their global strategies, especially given current difficulties in traditionally strong markets. Oerlikon, a high-tech production company, secured a contract for a turnkey thin-film solar module production. The deal is significant given that Asia is among the world’s most attractive solar markets.

“Asia is an important market for Clariant and China is an important market for everybody,” said Kingson Chow, general manager of Clariant (Shanghai), which has more than 10 entities operating in the country, involved in production, sales and marketing activities, product development and technical and customer services. “Our operations in China are effective and productive.”

While much attention is given to business development between Switzerland and China, cultural exchanges are also an important element of the bilateral ties. “We have a very strong and growing cooperation with cultural entities in Shanghai,” said Consul General Frei. Following the performance of the Zurich Ballet at the Shanghai International Arts Festival in November, many more such exchanges are expected.
全球经济放缓的局势下，以出口为主要经济驱动力的中国也在生产和贸易方面受到不利的影响，但是在华瑞士企业对于在中国的发展却继续保持乐观态度。瑞士驻上海领事馆总领事William Frei透露：“经过接触，我们了解到瑞士企业依然持积极乐观态度。他们开发中国市场的决心不变，中国依然是瑞士投资者的理想选择。”事实也证明了瑞士企业的这种决心：食品巨头雀巢公司近期宣布，将在北京建造第二个研发中心，项目耗资7000万人民币，并计划于年内扩建其在内蒙古和青岛的奶制品生产基地；农产品集团先正达也显示出了同等的决心——位于北京的生物技术研究中心一期工程于10月开工，主体建筑将于2010年竣工，前五年的投资额将达到6500万美元；瑞士最大的锁具及防盗门生产商Kaba Holding在收购了中方合作商——华粤集团最后20%的股份后，于上月宣布了提高数码锁芯产量的计划。

瑞士企业在去年北京奥运会的筹备工作中也发挥了重要作用：瑞士建筑师Jacques Herzog及和Pierre de Meuron参与了标志性的中国国家体育馆“鸟巢”的设计；体育馆内的塑料座椅的色彩来自汽巴化工；200多套迅达升降电梯和自动扶梯系统分布在北京的不同地点：国家体育馆、地铁、奥林匹克公园等。

瑞士企业的对华投资也得到了中国企业的回应。去年11月，中国银行业成为可向瑞士境内客户提供服务的银行。中国银行表示，他们计划在日内瓦设立两家分支机构，一家经营个人银行业务，一家进行机构理财业务；瑞士官方直接投资管理机构瑞士经济促进署透露，阿里巴巴和华为将成为首批入驻瑞士的中国企业。

贸易与投资
根据中国的统计数据，长江三角洲地区在中瑞双边贸易中占据了高达42%的比例。而2008年上半年，瑞士也获得了令人羡慕的16亿美元的对华贸易顺差（其中56%来自于上海），比去年同期的9亿美元有了显著的提高。瑞士在华投资的大约50%来自长江三角洲地区。519个项目累计投资额达到28亿美元。在2008年上半年的31个新投资项目中，21个项目位于上海，9个位于江苏省，1个在浙江省。

研发是重点
不少瑞士公司不仅在中国兴建研发中心，更全力推广专为中国市场打造的新产品和服务。作为能源与自动化系统的领头羊，ABB公司于去年11月在北京举办了为期三天的研讨会等活动，展示了其公司的尖端产品、系统和解决方案，以鼓励顾客们分享和探讨行业未来的发展趋势。该公司2007年的全球投资额达到12亿美元。先正达在全球一年的研发经费达到1亿美元。它是瑞士在农业科技行业最大的外国投资者之一，在中国境内设有四家全资公司，一家合资公司，以及分布各地的办事处。有预测显示，2010年中国将成为世界排名第5的药品消费市场。瑞士的制药公司更是早已开始扩展在中国的研发力量。诺华制药已有一个配备了400名科学家的研发中心，2007年又在上海投入投资1亿美元建造新的研发中心。诺华目前正在进行研发含中药成分的新型药品。龙沙集团在广州的研发中心专注于定制化学品生产和活性成分的开发。

服务优势
瑞士的金融业是瑞士经济中最支柱的产业，占到瑞士GDP的12%左右。该国5%的劳动力（大约18万人）从事该行业，全年税收占总税收的15%到18%。银行业由330家银行组成（40%是国外银行），占瑞士全国GDP的8.5%。境内从业人员达13万，境外的分支机构多达8万人次。

瑞士联合银行和瑞士信贷银行是瑞士最大的两家银行。两家银行占瑞士所有银行总资产的三分之二以上比重。虽然遭受了次贷危机的重创（其中联合银行损失480亿美元）
SGS: Delivering Trust
- The World’s Leading Inspection, Verification, Testing and Certification Company

Switzerland is a country world renowned for quality and integrity and it’s also where the headquarters of SGS, the world’s leading inspection, verification, testing and certification company is located. In 2007, SGS Group’s global sales revenue reached CHF4.37bn (USD4.06bn), a 14.4 per cent increase from 2006. Founded in 1878, now with over 53,000 employees, SGS operates a network of over 1,000 offices and laboratories around the world.

Back in 1991, when third-party testing and certification was still a relatively unknown to the Chinese people, SGS entered the China market, focusing on textile, hardgoods, toys, foodstuff, petrochemical and industrial sectors. Nowadays, SGS has more than 40 branch offices located in cities including Shanghai, Beijing, Guangzhou, Shenzhen, Tianjin and Chengdu, with 50 laboratories and 6,000 staff in mainland China. SGS is recognised under ISO17020 of the China National Accreditation Service for Conformity Assessment. SGS’ inspection, verification, testing and certification services cover a wide range of business sectors from raw materials, minerals, agricultural products to consumer goods, industrial products, automobiles, energy, and so on. The company enjoys a healthy 30% of yearly turnover increase.

“We deliver trust among individuals, organisations and governments,” said Helmut Chik, COO of SGS-CSTC, when asked about the role SGS plays in business practice. “SGS plays an important part in enhancing clarity and reducing risks. Our goal is to facilitate trade by increasing the mutual trust among individuals, organisations and governments.”

SGS possesses an in-depth knowledge on the latest legislative and regulatory development, with its talented and professional inspection and testing teams enabling it to preserve a core competitive edge in inspection, verification, testing and certification sector. SGS’ report is a great facilitator for domestic Chinese enterprises to gain international buyers’ confidence in their products.

In the toy recall crisis in 2007, SGS assisted many China toy manufacturers in guaranteeing the quality of the goods they shipped overseas, helping to improve the credibility of Chinese products and the “Made in China” brand. In the recent contaminated milk powder crisis, SGS food laboratory in Shanghai, Tianjin and Guangzhou were among the first batch of melamine detecting institutions authorised by the Chinese Government.

SGS is steadily increasing its investment in sustainable solution projects, for example energy saving, environmental protection and emission reduction services in order to help Chinese enterprises to achieve greater sustainable development. “We are committed to switching our strategy from “financial success” oriented to “sustainable development” oriented,” according to Helmut Chik.

瑞士的公正独立形象一直给中国人留下深刻的印
象，作为全球最大的第三方检测公司之一，SGS这
家总部位于瑞士的企业，在2007年的发展过程中一
直都扮演着这样一个公正、严谨的形象，以其核心
的检验、鉴定、测试和认证服务，帮助全球客户提
高质量，降低风险，提高生产力。2007年，SGS集
团全球销售收入为43.7亿瑞士法郎，增长14.4%。

1991年，当SGS成为首批进入中国的外资检测认
证机构时，一些中国还没有人知道什么叫第三方检
测。在上海等地拥有46个分支机构，实验室数量超
过200家，员工人数达数千人，是中国境内首
家获得中国合格评定国家认可委员会（CNAS）
ISO17020认证的第三方合资检验机构，其专业
的检测认证服务涉及从天然材料、矿产、农产品
到消费品、工业品、汽车和能源等众多行业，始
终保持着每年30%的营业额增长速度。

“我们在个人、组织和政府间传递信
任,” SGS-CSTC通标标准技术服务有限公
司总裁戚观成先生这样解释SGS在贸易中扮演的角
色,“SGS起到了增强明确性和减少风险的作
用,我们的最终目的是增加各方间的信任,使
政府、企业及个人间成功实现贸易往来。”

对各类贸易法规法令的深入了解和前瞻剖
析、出色的实验室能力,以及大量专业的检
测人才，SGS始终能保持其在检测认证领域
的核心竞争力。在中国, SGS颁发的ISO认
证证书就高达40,000多张; SGS研发的针对
欧盟RoHS法规的测试服务,在中国占领超过
70%的市场份额; SGS出具的检测报告则为大
量的“中国制造”产品提供了走出国门的通行
证,帮助数以千计的中国企业取得国际买家的
信任。

2007年,在玩具召回风波中, SGS帮助众多中
国玩具出口企业分析召回案件的原
因,并为其制定应对方案,合力将优质合规的产品送入市
场,将召回事件带来的损失降到最低,更为中
国产品和中国制造注入公信力。

在“三聚氰胺”奶粉事件中, SGS位于上海、天
津和广州的食品实验室因其出色的检测能力成
为首批获得国家认可的检测“三聚氰胺”的机
构之一。SGS还与上海市徐汇区政府共同设立了
快速应对食品安全危机和公共检测服务平台,可为上海及华东地区提供准确、快速的食品检
测服务。

近年来, SGS不断加大在能源、生命科
学等可持续发展领域的投入,积极开发节能减
排、环保、汽车等服务,帮助中国企业以可
持续的方式实现经济发展。“我们将把‘财
务成功’导向的战略,改变为‘以可持续
发展’为导向的战略,尊重环境和自然资
源,”戚观成表示,“我们将不遗余力地投
资于专业检测人才的培养,继续增加在培训
和人力发展方面的投资。赢得人才,就是赢
得市场”
瑞士再保险公司在为中国提供灾害保险服务的基础上，与北京师范大学合作建立了全面测算中国自然灾害风险的数据系统。该系统包含了地震、洪水、台风、雪灾、冰雹等灾害的多年经验数据，提供了中国境内灾害特性的全局图。瑞士的酒店管理业源远流长，云集了众多顶尖的酒店管理培训机构，吸引着越来越多的中国学生。洛桑酒店管理学院是世界上第一家酒店管理学院，始建于1970年，来自多个国家的700多位学生在那里攻读士、硕士或专业文凭。

随着日本、美国和欧洲地区的奢侈品销量走低，许多零售商开始把目光瞄准中国。旗下拥有卡地亚、积家、亚亚乔等奢侈品牌的厉峰集团于去年11月在上海开设了首家时尚生活方式中心，大获成功。别墅内的江诗丹顿之家及登喜路品牌为顾客们呈现了独立而独特的零售环境。同样在1月，瑞士最大的手表集团（包括欧米茄、宝玑、宝珀等）宣布将建造艺术和平饭店。该酒店位于上海标志性的和平饭店以南，内设艺术品展厅和精品店，预期于2010年6月前竣工。为了能够给中国乘客提供更好的服务，瑞士国际航空公司已将飞机的商务舱进行了翻新，增加娱乐设施，提高便餐的质量。目前，瑞士航空开设了每周六班上海直飞黎巴嫩的航班。国际货运和物流集团泛亚班拿在中国建立了13家全资公司，拥有1500多工。该集团能提供特别的运输方式选择，将货物铁路运输到乌鲁木齐，然后再转移到飞往欧洲、中东、非洲、独联体国家的航班，这样会将传统的海空运输节省时间。泛亚班拿大中华区首席执行官Robert Timmerman透露，2009年2月集团还将推出中欧铁路运输服务供客户选择。

瑞士一直以来都是最受中国游客欢迎的目的地之一。每年游客和体育运动爱好者尽情饱览瑞士壮丽的风景，体验出色的设施和高水准的物流服务。瑞士的酒店餐饮业也十分出色。几个世纪以来，我们不断提高在宾馆、酒店和餐厅所需的专业知识和服务。在瑞士有很多学生参加此类的职业培训，同时，我们在上海也成立了合资酒店管理培训学校。调查科研是另外一个典型例子。有越来越多的瑞士公司在中国设立研发中心。许多瑞士的工程师和研究员都来到中国，同中国的同事一起工作。
瑞士科学中心

上海瑞士科学中心于去年8月成立，成为全球科学技术网络前沿阵地的新生派。该中心由瑞士联邦政府教育及科研委员会负责运作，并受到瑞士联邦外交部的大力支持。“为什么选择中国？”上海瑞士科学中心执行总监Flavia Schlegel女士问道，“中国在两个方面存在巨大的潜力，一个是在教育方面，中国有许多大学。另一个就是市场，不同大学之间有着良好的合作关系，”她解释说。

Schlegel女士提到中瑞两国承诺到2011年各自提供880万瑞士法郎资金，支持中瑞大学合作研究项目的开展。瑞士科学中心已经收到170份提议，现在正在做进一步筛选，将范围缩小到20至25个项目。

同时，瑞士科学中心也起到了促进研究组织和企业之间相互沟通和了解的平台作用。“十分有必要将这两个部分连接起来，”Schlegel女士说，“瑞士科学中心是连接私人企业和学校三角形的第三点。”另外，我们的长期目标是扩大在瑞士学习和工作的中国人数量，以及让更多的瑞士学生和研究员到中国工作。“这些人应该能更加适应这两个国家的不同环境，进行工作。”

世博会

瑞士展馆是2010年上海世博会人们谈论最多的展馆之一。总预算为2400万瑞士法郎，其中大约有800万瑞士法郎来自企业赞助，包括瑞士霍尔希姆公司(Holcim)、雀巢集团(Nestlé)、瑞士航空公司(Swiss International Airlines)和斯沃琪集团(Swatch Group)。根据瑞士展馆总监兼副政府总代表Manuel Salchli先生所说，瑞士展馆的一个展区，将对复杂的城乡二元结构所引起的环境和社会问题进行研究，探索针对该问题可持续发展的解决方案，由此迎合世博会的子主题。

通过乘坐缆车，参观者不仅可以领略瑞士的自然风光，还能让他们认识到可持续发展总是需要一个完整不受破坏的循环过程，Salchli先生说，另一个值得注意的地方是，展馆将由天然材料和人工材料制成的帷幕围起。“帷幕一部分覆盖了太阳电池、传感器和程序化发光二极管，这些元件将与帷幕周围不同类型的能源产生交互作用。”参观者可以利用手电或风效，通过这些交互功能，引发帷幕的反应。

最主要的是，“瑞士每天都在为城市和乡村问题寻找解决的出路，因此在这个过程中，研究出了不少切实可行，同时还可维持生态平衡的解决方案。”瑞士展馆将在今年3月动工，建筑和展馆建设预计将在2010年四月底之前竣工。

旅游

虽然瑞士在12月加入申根签证联盟后，预计会有更多的中国游客到瑞士旅游，但这种正面的影响效果预计也会随全球经济衰退造成游客总量的下降趋势而减弱。瑞士政府旅游局上海办事处的市场代表Grace Gao女士说，“我们相信这些正面的和负面的影响会使总体游客数量保持稳定。”

从1998年以来中国游客到瑞士旅游的人数逐年稳步增长，当时瑞士是第一个在中国设立旅游办事处的欧洲国家。2004年瑞士在北京获得“被批准的旅游目的地国家”资格，获此资格后中国旅游团不需要再经过特殊许可，便可到瑞士旅游。

经过多年向中国游客推出的关于到瑞士旅游的宣传后，Grace解释道，影响力最大的并不是中国的旅游和贸易展览会，而是瑞士政府旅游局上海办事处组织的各种旅行，这些旅行主要是针对与瑞士航空公司及各大酒店有合作关系的媒体和旅行社会员们开展的。“每次我们都尽量的多带一些人，有时候10人、20人，有时甚至达到50人，这取决于我们合作伙伴的能力，”她说。“我们在五年前推出了详细介绍瑞士的中文网站。对中国游客来说，瑞士最大的吸引力在于优美的自然风光和无穷的购物机会。瑞士手表、瑞士军刀和巧克力都是最受中国游客欢迎的商品。

2010世博会瑞士展馆的鸟瞰图。
When you start with Rotary, good things happen.

Rotary is ordinary people around the world working together to protect the environment, improve our communities, end polio, and accomplish other extraordinary things. Learn more at rotary.org.

Rotary. Humanity in motion.