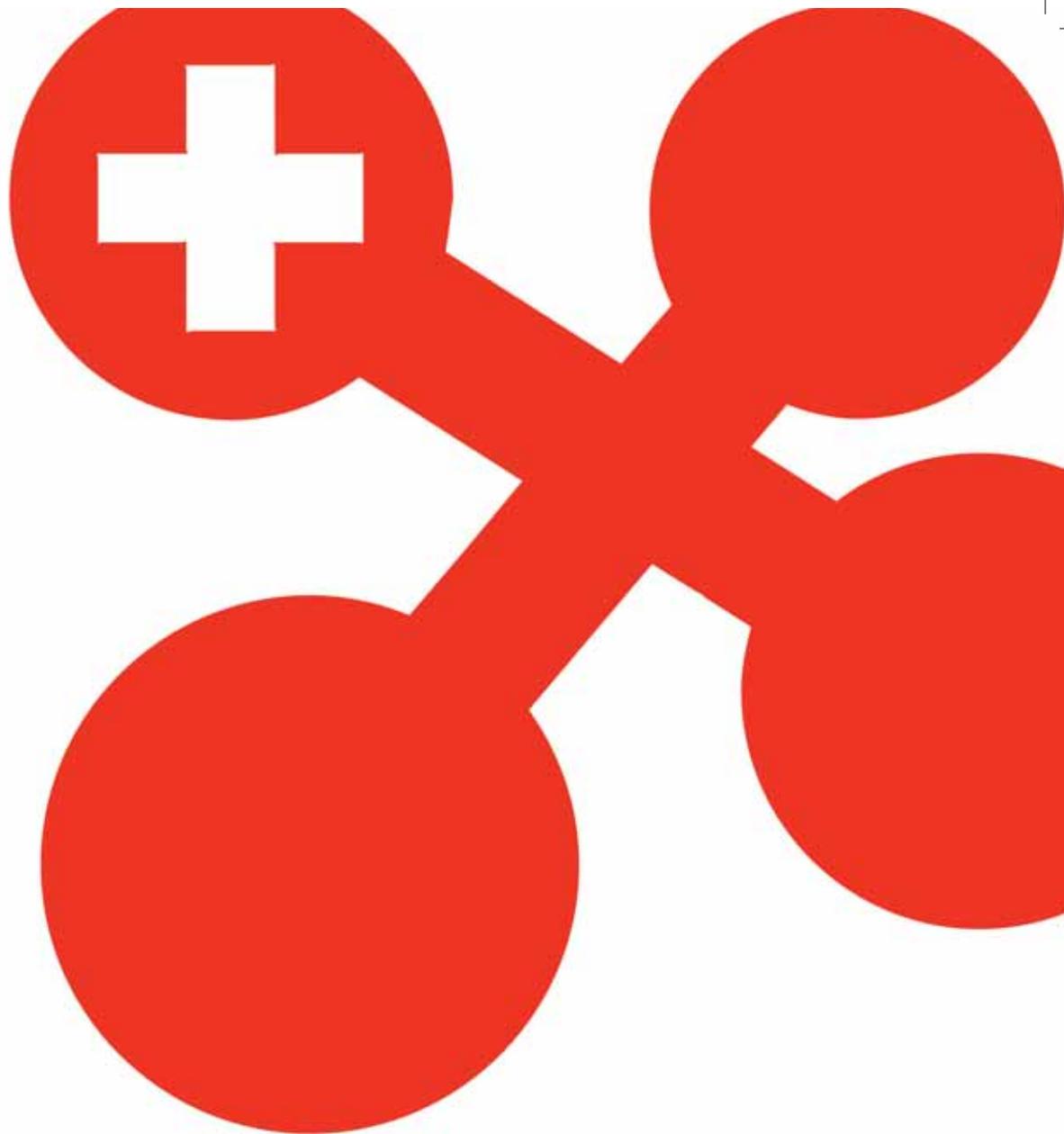
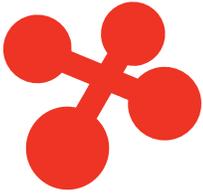
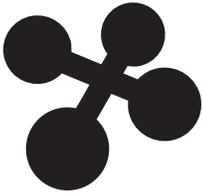
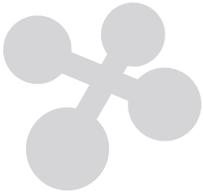


# China



## swissnex 2009

Initiative of the State Secretariat for Education and Research SER  
Annex of the Consulate General of Switzerland  
Swiss Knowledge Network with outposts in Boston, San Francisco, Shanghai and Singapore



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# 前言 | foreword



亲爱的读者，

我们非常高兴地宣布，swissnex Shanghai已更名为swissnex China。值此之际，我们向您呈现2009年报，内容涵盖我们在中国推广瑞士科技、创新、教育和文化的各种广泛的活动。

瑞士联邦政府科学文化中心旨在为客户提供充满活力的互动平台，因此，我们组织了一系列与学术、艺术和高科技相关的活动，也参加了各类教育展。其中主要有：上海国际科学与艺术展，瑞士联邦政府科学文化中心获得了上海市科学技术委员会颁发的“科学与艺术创新奖”；融合科学和艺术的“微妙构想”图片摄影展；和瑞士著名艺术收藏家Uli Sigg探讨中瑞艺术交流的讨论会；以及和中科院上海分院共同举办的瑞士科学展。

此外，瑞士联邦政府科技文化中心协助了许多瑞士官方代表团访问中国，给有意在中国拓展业务的瑞士机构和个人激励和支持。为了建立一个牢固的学术网络，我们也开始了39所中国主要大学的访问之旅。

我们希望此年报能激发您的灵感，产生中瑞科技、创新、文化合作交流的新机遇。对我们的长期合作伙伴和赞助商给予的建议、支持和信任，我们表示衷心感谢，并希望2010年继续合作！

Dear Reader,

We are most pleased to announce you that swissnex Shanghai has become swissnex China – and it is in this name that we present you our annual report of the year 2009 filled with a wide range of activities to promote Swiss science, technology, innovation, education and culture in China.

Pursuing our objective to offer a dynamic interactive platform to our users, swissnex China has organized numerous academic, art- and high-tech related events as well as participated in education fairs. Our major events certainly include the International Science and Art Exhibition with its 'Creativity and Innovation' Award, given to swissnex China and awarded by the Shanghai Association for Science and Technology (SAST); Minimal Landscapes, an exhibition bridging science and art; a discussion evening with Uli Sigg on Sino-Swiss artistic exchange; and the Science Suisse exhibition in collaboration with the Chinese Academy of Sciences (CAS), Shanghai Branch.

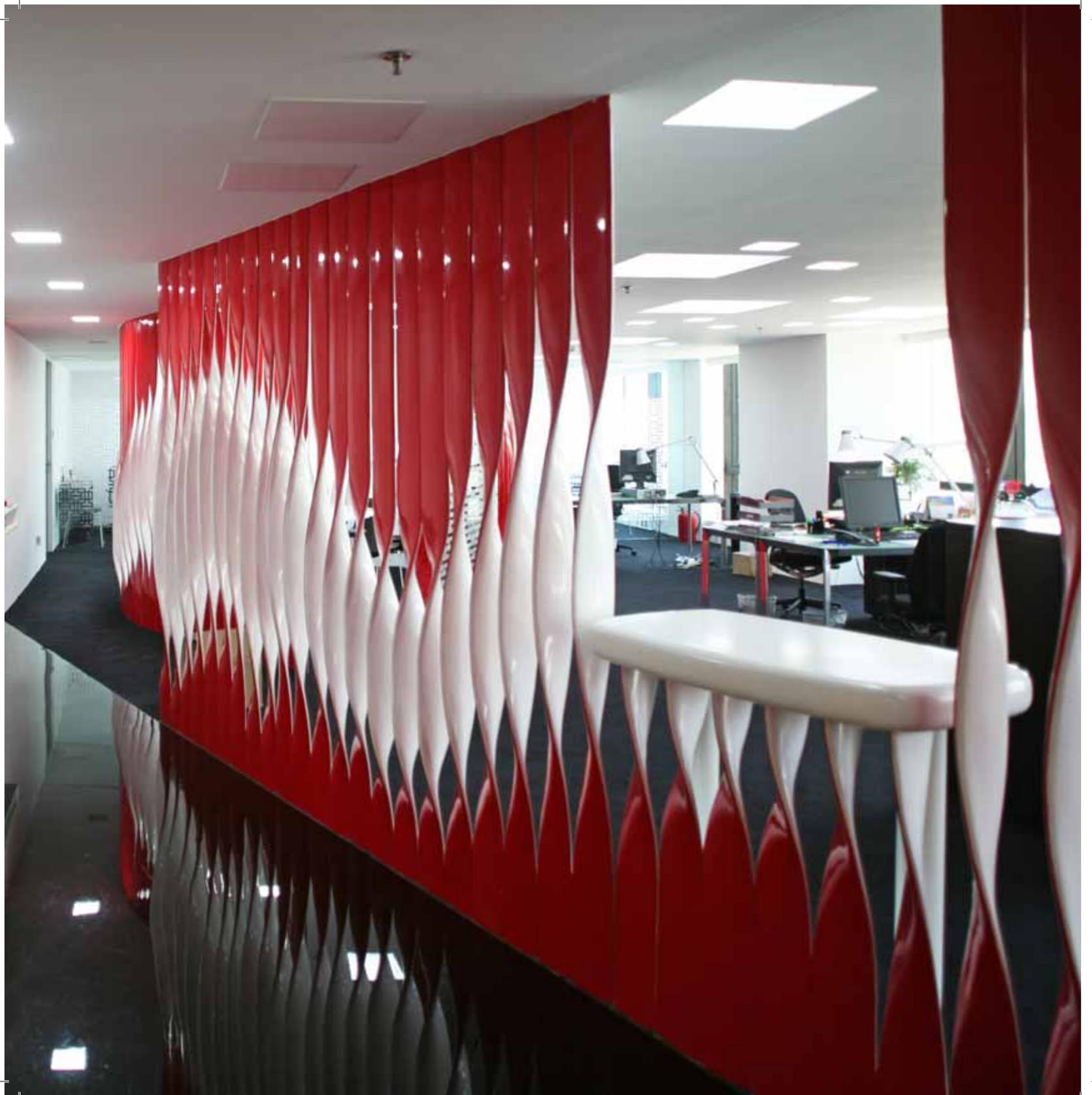
Furthermore, swissnex China welcomed and assisted a number of official delegations from Switzerland and China to give the impulse and support to individuals as well as institutions from Switzerland, seeking to extend their networks in China. swissnex China also started extensive visits to 39 universities in China in order to set-up a solid academic network benefiting our stakeholders.

We hope this report inspires you and sparks new opportunities to collaborate and exchange know-how in science, technology, innovation and culture between the two countries, Switzerland and China. We thank our continuing partners and sponsors for their ideas, support and trust and hope to continue our cooperation in 2010.



史凤雅· 医学博士  
瑞士联邦政府科技文化中心  
执行主任  
副总领事

Flavia Schlegel, MD, MAS  
Executive Director  
swissnex China  
Vice Consul General



# mission

International top ranked universities and leading research institutes, a worldwide outstanding science intensity (citations/per capita GDP), the world's most rewarding work environment, first choice hub for offshore business and research headquarters in Europe, high quality of living and number one in environmental performance and economic competitiveness (WEF ranking) – this is Switzerland and this is the basis of our work!

## promote

swissnex China's mission is to create and improve the awareness of Switzerland and, in particular, of Swiss science, technology, innovation and culture in China. Our job is to promote Switzerland as that what it is: A first choice country for international research cooperation.

## connect

swissnex China's mission is to establish a solid, long lasting network of cooperation between scholars of both countries serving as a base for bottom up initiatives in the future. We bring together the high potentials of Switzerland and China as well as of academics and industry, always eager to channel you towards your perfect research match.

## facilitate

swissnex China's mission is to support Sino-Swiss research cooperation mainly by reducing geographical and cultural distances. The fact that we are 'on site' allows us to realize facilitation activities for all parties such as the organization of workshops or the rapid providing of workspace.

swissnex China – mandated by the Swiss State Secretariat for Education and Research SER – is a promotion agency, networking platform and a coordination institution. But first of all it is the gateway to excellence.

# events & highlights



## Chinese New Year Gathering 2009 and ETHZ' Students Recruitment

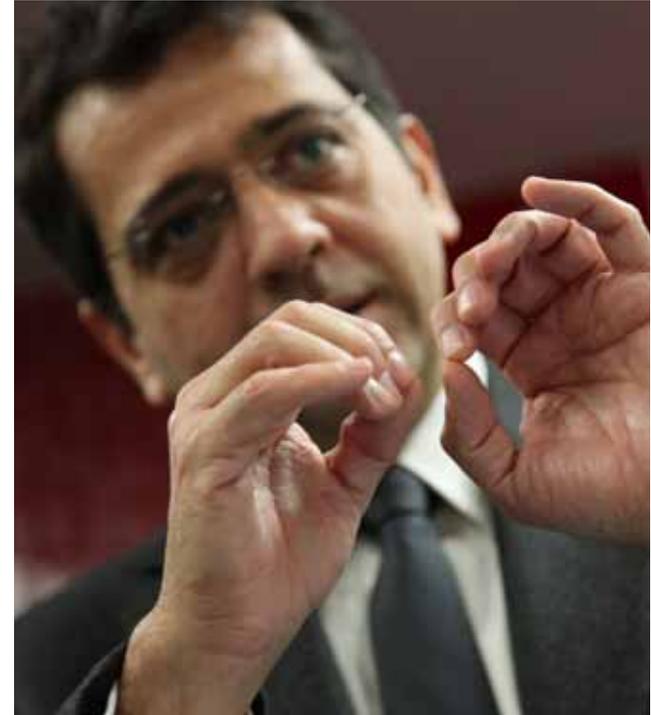
26 – 27 February 2009

Prof. Hans Rudolph Ott from ETHZ (Swiss Federal Institute of Technology Zurich) interviewed twelve Chinese Master students on 26 and 27 February at swissnex China. In between, Mr. Thomas Schneider, Vice Consul General at the Consulate General of Switzerland, held a lecture about Switzerland's politics, economics and culture as well as its diversity. On 26 February, all students attended the Chinese New Year Gathering event of swissnex China. They took the opportunity to get in contact with alumni of Swiss universities, key players in industry and higher education. Around 60 swissnex China partners and friends attended the gathering celebrating the upcoming year of the ox. The casual atmosphere invited to chat, meet new people and share ideas and plans whilst four musicians of the Shanghai Conservatory were framing the event with classical music pieces.

## Art meets Science

7 – 17 April 2009

swissnex China hosted the art exhibition 'Minimal Landscapes – Boundaries and Meaning in Landscapes: From Science to Art and Back' by Prof. Ariel Ruiz i Altaba in its office space, and organized in collaboration with the Shanghai Institute of Biochemistry and Cell Biology a lecture entitled 'The essential role of Hedgehog-GLI1 signaling in cancer stem cells: Implications for therapy.' The exhibition reached Shanghai after having traveled from both swissnex' in Singapore and San Francisco, to Seoul and Tokyo where it was hosted by the Swiss Science Counsellors. Besides showcasing an 'out of the box' thinking Switzerland, the event promoted the innovative understanding of art and its boundaries at the intersection with science.



'Thank you very much for giving me this opportunity to participate at the event, it was well organized and strengthened the communication between Switzerland and China. I gained a lot.'

**MR. ZHU WEIREN**

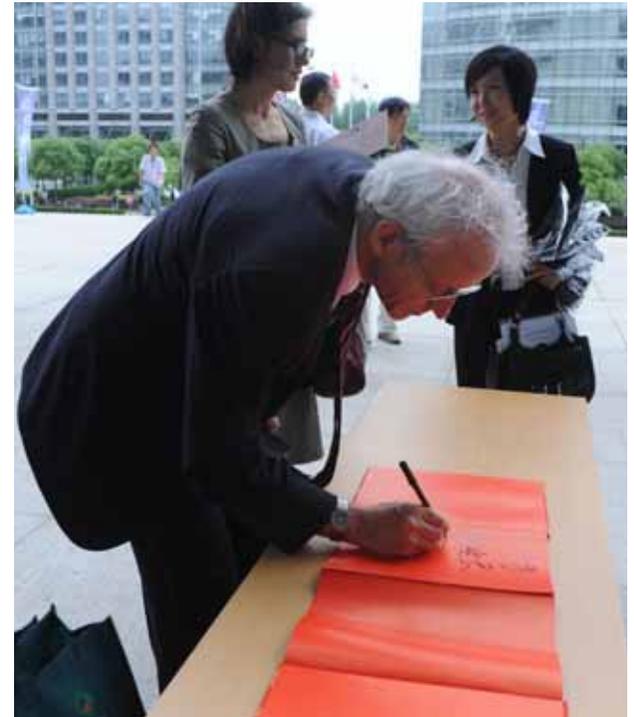
VICE GENERAL MANAGER, CHINA GALAXY SECURITY CO. LTD.

## International Science and Art Exhibition

15 – 20 May 2009

The Shanghai Association for Science and Technology (SAST) organized the International Science and Art Exhibition 2009 at the Pudong Exhibition Center which was attended by 50'000 visitors. On this occasion, swissnex China participated and set-up a 120 square meter 'Swiss Corner' to present three exceptional projects. Firstly, robots by Prof. Pfeifer from the Artificial Intelligence Laboratory from the University of Zurich were showcased besides the so-called 'Baby NOVA', the first full-color 3D LED light cube from ETH Zurich displaying up to 16 million colors with a refresh rate of 25 images per second. Furthermore, the Swiss Pavilion at the Expo 2010 Shanghai was presented in collaboration with Presence Switzerland.

The highlight for swissnex China during this International Science and Art Exhibition was the received award for 'Creativity and Innovation' attributed by SAST. This award symbolizes the strength and innovation capacity of Swiss science and technology and stands for excellent collaboration between all partners involved.





'Thank you for organising the lecture at the Chinese Academy of Sciences. I got a very good feedback from the students, asking for additional information. And quite a few seemed to have come even from outside the town.'

**PROF. ROLF PFEIFER**

DIRECTOR OF THE ARTIFICIAL INTELLIGENCE LABORATORY, UNIVERSITY OF ZURICH

## A Discussion Evening with Dr. Uli Sigg

21 October 2009

swissnex China organised a discussion evening on Sino-Swiss artistic exchange with Dr. Uli Sigg. He is perceived in China as one of the most influential collectors of Chinese contemporary art in the world since 1985, owning a contemporary art collection that numbers 1200 including canvases, videos, photos and installations. In 1998, Uli Sigg created the Chinese Contemporary Art Award (CCAA), honoring talented contemporary Chinese artists which take place annually since then. For many years, Dr. Uli Sigg has been a representative of Schindler, before being appointed as Swiss Ambassador to China in the 1980s. Nowadays, he is the deputy chairman of Ringier Holding AG, Switzerland's largest media company and has been appointed as the Commissioner General of the Swiss Expo Pavilion. It is this many sided personality, knowing intrinsically the Chinese as well as the Swiss culture, who attracted a diverse crowd of scientists, artists, business and media representatives. The evening was co-organized by Pro Helvetia and offered a wonderful platform to celebrate swissnex China's and Pro Helvetia's first anniversary of collaboration.

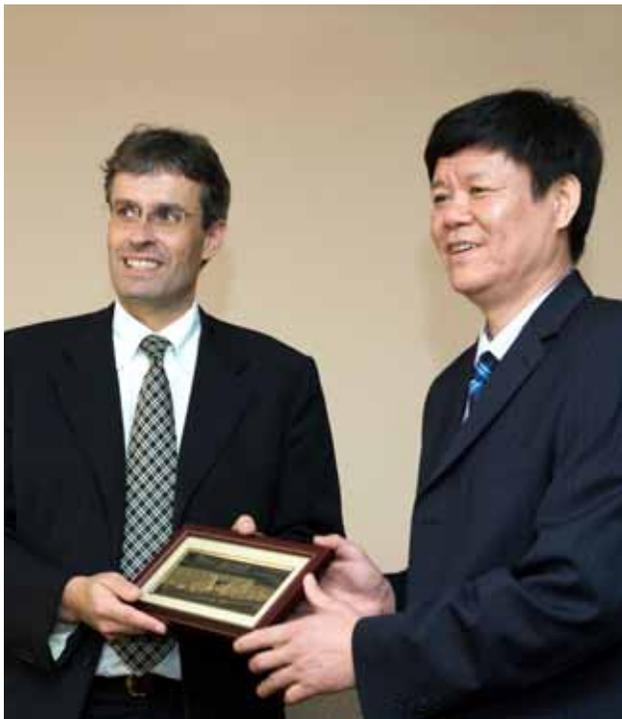




'Again, we had a really great time in Shanghai. Both the opening of the Science Suisse Exhibition as well as the book launch the following day were very successful events! Actually, more than 50 percent of the attending audience has directly ordered a copy of the book while we have just learnt today, that a Chinese TV station is considering visiting our laboratory for shooting a short reportage about our laboratory.'

PASCAL KAUFMANN,

PHD CANDIDATE AT ARTIFICIAL LABORATORY, UNIVERSITY OF ZURICH



## Sino-swissnex Center in Guangdong

16 November 2009

The Sino-swissnex Center has been inaugurated in the presence of Mauro Dell'Ambrogio, the Swiss State Secretary for Education and Research, and at the beginning of the ICME Conference (International Conference on Manufacturing 3\*Efficiency) in Guangzhou. Based on an agreement between the President of the University of Applied Sciences of Southern Switzerland (SUPSI), and the president of Guangdong University of Science and Technology, the main objective of the Sino-swissnex Center is to strengthen the education exchange as well as to fuel research cooperation. Emphasis will be at the beginning to strengthen the cooperation in the area of manufacturing excellence but the center is open to all other science, technology and education domains. A full time staff will be employed at the Sino-swissnex Center to support its activities which are open for participation to all students and professors of Universities of Applied Sciences but also other universities.



## Science Suisse Exhibition

17 – 27 November 2009

After having been presented by swissnex Boston and Singapore, swissnex China proudly welcomed the Science Suisse exhibition, an initiative of the Federal Department of Foreign Affairs of Switzerland, the Swiss National Science Foundation, the State Secretariat for Education and Research and the Swiss Broadcasting Corporation SRG SSR idée Suisse. The exhibition comprises a fascinating introduction to science by showcasing the achievements by 25 outstanding researchers working in Switzerland, in a wide variety of disciplines ranging from astrophysics, geology, medicine and robotics to art history and philosophy. The exhibition took place at the Shanghai Branch of the Chinese Academy of Sciences, where it was officially inaugurated by its Vice President, Prof. Zhu Zhiyuan, and Mr. Mauro Dell'Ambrogio, Swiss State Secretary for Education and Research.

Furthermore, Prof. Pfeifer, Director of the Artificial Intelligence Laboratory, University of Zurich and one of the researchers portrayed in the Science Suisse Exhibition, presented Cronos, the Humanoid Robot, illustrating how behavior results from a subtle interplay between brain, body and environment. On 18 November, Prof. Pfeifer presented the book 'Body Intelligence' written in Chinese and dealing with the question of how the body could influence our thinking when it seems obvious that the brain controls the body. As a closing event, Prof. Pfeifer held a lecture at the Chinese Academy on 'How the body shapes the way we think?' which was attended by a great number of students and professors.

# presentations & regional activities



## Presentations

Information Sessions on Studying / Exchange Opportunities  
in Switzerland by swissnex China

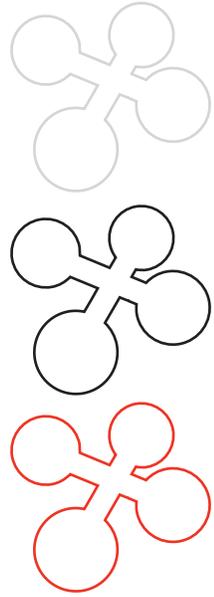
- Swiss China Cooperation Forum organized by the Association of Chinese Students and Scholars in Zurich (ACSSZ) at ETH in Zurich, 22 January 2009
- 1st China Workshop of the Rector's Conference of the Swiss Universities of Applied Sciences (KFH) in Bern, 25 February 2009
- L'École Supérieure de Visual Merchandising (ESVM) from Vevey at swissnex China, 24 April 2009
- IMD Business School from Lausanne at swissnex China, 21 May 2009
- Sino-Swiss Water Forum in Shanghai, 4 June 2009

- Prof. Ruttimann of Zurich University of Applied Sciences, Winterthur at swissnex China, 4 August 2009
- University of Zurich and University of Basel, theology and religious studies departments at swissnex China, 25 August 2009
- Students of the Master of Science in Precision Manufacturing Engineering (MPM) from the University of Applied Sciences of Southern Switzerland (SUPSI) at swissnex China, 24 September 2009
- Success factors for Swiss SMEs in China for MAS students from SUPSI in Shanghai, 25 September 2009
- Presentation of 'Switzerland's higher education landscape and excellence on brain power' for Swisslearning in Shanghai, 29 September 2009

## Regional Activities

### Visits to Chinese Universities

- Inaugural visits of the universities in Guangzhou, Hong Kong and Macau in collaboration with the Consulate General of Switzerland in Guangzhou, 30 March – 3 April 2009
- Visits to Xiamen University, 8 June 2009
- Visits to Shenzhen Polytechnic with SUPSI Master students, 16 September 2009





## China International Education Expo in Beijing, Shanghai and Guangzhou

17 October – 1 November 2009

The China International Education Expo offers every year an excellent opportunity for overseas schools to expand their presence in the world's potentially largest recruitment market. This year's event was sponsored by 540 overseas schools from 30 countries and regions which attracted over 70'000 students looking for study abroad opportunities. Around 3000-4000 among them visited the 'Swiss Universities' booths inquiring the possibilities to study in Switzerland.

Swiss universities were represented in three major cities in China such as Beijing, Shanghai and Guangzhou. Staff from the Swiss Embassy in Beijing, swissnex China and the Consulate General in Guangzhou together with six representatives from Swiss universities represented the excellence of Switzerland's study and research park.



'We are very grateful for the generous support and kind assistance of the entire swissnex team in Shanghai. Bringing together people and creating synergies is one of the core expertise of swissnex.'

**PROF. ROLF PFEIFER**

DIRECTOR OF ARTIFICIAL INTELLIGENCE LABORATORY,  
UNIVERSITY OF ZURICH

## Successful Contract Closing at swissnex China between maxon motors Ltd. and the AI Lab

21 October 2009

Eugen Elmiger, Head Sales maxon motor Ltd. and Prof. Dr. Rolf Pfeifer, Director of the Artificial Intelligence Laboratory came together to sign a contract. As both Rolf Pfeifer and Eugen Elmiger travelled University of Zurich China in October 2009, swissnex China provided the ideal environment to meet up and discuss interesting projects for creating synergies between the two institutions. maxon motor Ltd. is the world's leading supplier of high-precision drive systems powering high-precision instruments, the famous mars robots, honda's humanoid robots and countless other devices around the globe. The AI Lab focuses on embodied intelligence and pioneers the field of humanomimetic robots together with European partners. It is located where first projects and synergies shall emerge based on the signed cooperation.

## 39+ Tour Visits of Universities in China

28 October – 11 November 2009

swissnex China has started to visit the universities in Wuhan, Nanjing, Hefei, Beijing, Chengdu and Chongqing, as part of its ambitious tour across the 39+ universities in China. The huge number and variety of Chinese universities is perceived as both, opportunity as well as challenge for Sino-Swiss cooperation in higher education, science and technology. There are 2268 state-owned universities in China, among which 39 universities are in the 985 program of the Chinese government which are intensively funded and commonly regarded as the best Chinese universities. swissnex China aims to build-up and foster the knowledge and network of the academic sector of both countries and to select the best Chinese students to study in Switzerland. By mid 2010, swissnex China will have paid a visit to all 39 universities.

# official delegations & visits



## Visit by the Director of the Zurich Center Library, Prof. Susanna Bliggenstorfer to Shanghai Libraries

14 – 15 April 2009

Prof. Bliggenstorfer, Director of the Zurich Centre Library visited the libraries at Jiao Tong University, Tongji University, Fudan University as well as the Shanghai Library in order to obtain an in-depth understanding of the running of libraries in Shanghai, including their history, collections, and library tours. All libraries are pursuing the exchange books scheme with foreign countries such as the United States of America and Germany. In this context, they showed particular interest in collaborating with a Swiss library and share valuable books with their Chinese counterparts. Furthermore, exhibitions could be held in libraries which are mainly attended by students and faculty members.



'Thank you once again for your support and all the arrangements during our visit in China. With your help we could reach our targets to start activities in Beijing and to strengthen the Alumni community in Shanghai. All our visits have proven that it is very important to show up personally from time to time. So I am sure to be back soon.'

**DR. PETER BRUNNER**

ETHZ ALUMNI ASSOCIATION, UNIVERSITY OF ZURICH

## Visit by the Directors of the International Relations Office of the University of Geneva

20 April 2009

Mr. Pierre Willa, Director of the International Relations Office of Geneva University and Deputy Director Mr. Olivier Vincent visited Fudan University to create an initial contact. They talked to Prof. Shen Xiaoxiao, Deputy Director of the Foreign Affairs Office of Fudan University, for a general introduction of Fudan and presented the University of Geneva. Furthermore, they met with Prof. Zhu Keyi, Vice Chairman of the Department of Chinese Language and Literature and Prof. Wu Xingbo, Vice Dean of School of International Relations and Public Affairs. Both sides acknowledged the possibility to exchange students since there is increasing interest from Fudan students to study in Europe and more particularly in Switzerland.

## ETH Zurich Presidential Delegation's China Trip

12 – 15 May 2009

A high ranking academic delegation accompanied Professor Ralph Eichler, President of the Swiss Federal Institute of Technology Zurich (ETHZ), which is the leading house of the Sino-Swiss Science & Technology Cooperation Program (SSSTC), to Beijing and Shanghai. The objective was to discuss not only research and development at Chinese companies as well as intellectual property rights in China, but also to share the experience of collaboration with Chinese universities and the Chinese government.

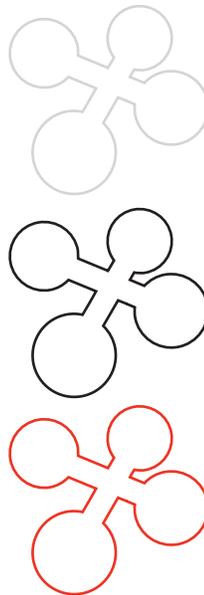
swissnex China organized meetings with the Presidents of some leading Chinese universities such as Tsinghua University in Beijing, Shanghai Jiao Tong and Tongji Universities with the Vice President of the Chinese Academy of Sciences (CAS) China as well as with the President of CAS Shanghai. A meeting has also been arranged between Professor Schmitt, Senior Vice President International Institutional Affairs at ETH Zurich, and Mr. Wu Zhi Qiang, the Chief Planner of World Expo 2010. Finally, a meeting has been arranged between Oerlikon Solar China and the ETH Zurich delegation to discuss the idea of opening a research laboratory with Chinese and Swiss industrial partners.



## Visit of Vice President of EPFL

2 – 3 November 2009

Professor Martin Vetterli, Vice President of the Swiss Federal Institute of Technology in Lausanne (EPFL), signed a Memorandum of Understanding (MoU) with Prof. Dong Qi, Vice President of Tongji University. This MoU of 'general cooperation' marked the beginning of a strategic partnership between the two universities. Furthermore, Prof. Vetterli paid a visit to the three departments of Architecture, Civil Engineering and Environment Science at Tongji University. An EPFL Alumni event with representatives of Swiss companies was further organized on this occasion. On the following day, Prof. Vetterli's visit continued at Jiao Tong University in order to present EPFL and discuss potential collaboration besides giving a scientific seminar.



## Visit of State Secretary for Education and Research in Guangzhou, Shanghai and Beijing

16 – 20 November 2009

The delegation headed by Mr. Mauro Dell'Ambrogio, Swiss State Secretary for Education and Research, visited China to mark the 20<sup>th</sup> anniversary of bilateral relations in science and technology. On 16 November, Mr. Dell'Ambrogio delivered the opening remarks on the occasion of the Conference for 3<sup>rd</sup> Efficiency in Manufacturing to officially inaugurate the newly established Sino-swissnex Center.

After Guangzhou, the delegation travelled to Shanghai not only to attend official meetings with industry representatives as well as science and technology officials of Shanghai Municipality, but also to inaugurate the Science Suisse exhibition at the Chinese Academy of Sciences (CAS). Mr. Dell'Ambrogio, Prof. Zhu Zhiyuan, Vice President of CAS Shanghai Branch, and Prof. Rolf Pfeifer, Director of the Artificial Intelligence Laboratory at the University of Zurich, delivered a speech and marked the necessity of Sino-Swiss exchange in the area of science and technology. The exhibition showcased the excellent findings of researchers working in Switzerland.

Finally, the delegation headed to Beijing, where the Embassy of Switzerland organized several meetings with high-ranking officials such as the Minister of Science and Technology, Mr. Wan Gang, and the Minister of Education, Mr. Yuan Guiren. The whole trip was marked by China's and Switzerland's interest and conviction of benefit to further cooperate in science, technology, innovation and higher education.



# programs & related activities



## SSSTC – the Sino-Swiss Science & Technology Cooperation Program

The Sino-Swiss Science and Technology Cooperation (SSSTC) Program is a governmental framework program between China and Switzerland. It aims to encourage and strengthen individual contacts by building multilevel research cooperation between institutions, research groups as well as individuals of the two countries. Funding instruments include Joint Research Project (JRP), Institutional Partnership (IP), Faculty Exchange (FE) and Student Exchange (SE).

The visibility and impact of the SSSTC Program in China has been constantly increasing over the past 2 years, due to the continuous effort of public relation with the Chinese science and technology authorities and universities management, reinforced communication effort through e-mails, presentations and visits.

The goals for the action phase of SSSTC are to:

- Strengthen academic ties between Switzerland and China through research and academic collaboration
- Increase the visibility of Swiss universities and research institutions in China through faculty and student exchange
- Encourage long-term institutional partnerships between Swiss and Chinese education and research institutions

In 2009 numerous invited talks and presentations of the SSSTC Program were made by Dr. Lan Zuo Gillet, Director Sino-Swiss Science and Technology Cooperation / Consul, at swissnex China and in many universities and research institutions. As a result, the SSSTC related news were broadcasted at the websites of Chinese universities and research institutes, and the call for exchange grant and institutional partnership in July 2009 had received 25 applications for exchange grant and 21 propositions of Sino-Swiss institutional partnerships, representing respectively an increase of 41 percent and 61 percent compared to the previous calls.

The successful development of the SSSTC Program in China has also generated high level mutual visits of the Swiss and Chinese science and technology authorities:

- President of SSSTC Leading House to China at the Ministry of Science and Technology (MOST), the Ministry of Education (MOE) and at the Chinese Academy of Sciences (CAS), May 2009
- Minister of Science and Technology Mr. Wan Gang to Switzerland, June 2009
- President of CAS Mr. Lu Yong Xiang to Switzerland, November 2009
- Swiss State Secretary for Education and Research Mr. Dell'Ambrogio to China, November 2009

## Sino-Swiss Exchange in the Field of Applied Sciences and Sustainability

In the field of sustainability, Swiss research and industry sectors are particularly strong and highly demanded. Switzerland is being ranked as a world leader in several areas such as photovoltaic energy, water management and treatment, urban planning, sustainable building, cradle-to-cradle materials and processes as well as green mobility. Sino-Swiss research cooperation is being conducted on a win-win scenario. The Department of Innovative Technologies at the University of Applied Sciences of Southern Switzerland (SUPSI) has taken a lead role in pushing forward international cooperation due to strong university research programs and industries in Ticino ready to exchange and to be exported. The activities in China are under the direction of Prof. Claudio Boër, Director for R&D and Professional Education at swissnex China.

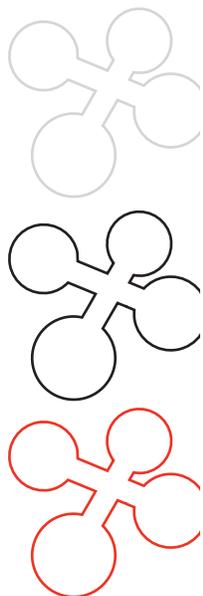
### ICME – International Conference on Manufacturing 3\*Efficiency in Guangzhou 16 – 17 November 2009

SUPSI and Guangdong University of Technology (GDUT) jointly organized the ICME conference as part of the planned activities of the Sino-Swiss Center with the objective to inform decision-makers, professors and students while primarily targeting industry. Three key-note papers introduced the main themes of efficiency in the area of economy as well as the field of equity and environment. Furthermore, technologies of Swiss companies (including AGIE-George Fischer, Mikron Technology, TTB Engineering and Kistler) were presented to illustrate some specific areas like mould and dies, high-precision and high-production, precision tool manufacturing and precision measurements. Finally, Swiss and Chinese scholars underlined the importance of education and training, and presented the approach to manufacturing education in their respective universities.

The Master of Science in Engineering for Precision Manufacturing (MPM) has successfully implemented its second year in 2009 with 21 students (9 Swiss, 6 Italian, 5 Chinese and 1 Mexican students) at SUPSI. In 86 percent of the cases, students were sponsored by Swiss or Chinese companies. Thus, the MPM is a concrete answer to the growing need, expressed by Swiss and Chinese industries, of professional figures meant to handle precision manufacturing's evolution and growth. The MPE fosters and promotes the strategic goal of international collaboration between Switzerland and China, which is part of the Memorandum of Understanding (MoU) signed by the Swiss Federal Government Office for Professional Education and Technology and Guangdong Provincial Science and Technology Department. In 2010, the Master Program will be pursued in a joint manner whereby Chinese students will follow the first year at GDUT and the second year at SUPSI.

### Pilot Project Chronocheck®

This precision manufacturing project is financially supported by CTI (Innovation Promotion Agency) and carried out at HE-ARC (University of Applied Sciences of the Jura Region) and the Swiss high-tech company Femto (Biel - Bienne) together with MingFeng Company, Dongguan, China. The project's objective is to develop a user-friendly, lightweight, portable and battery-fed chronometric instrument. A first prototype is available to analyse transfer and industrialization opportunities in China, benefiting both Swiss as well as Chinese companies.



## Pilot Project HydroNET

HydroNET is a project of the Innovation Promotion Agency (CTI) which started in 2008 and developed in a full cooperation with Chinese partners during 2009. The HydroNet is a research project that aims to improve the traditional Dissolved Air Floation (DAF) technology by developing several new key aspects. Furthermore, it will integrate the whole wastewater treatment system including other technologies like biological treatment and filtering. Partners of the project in Switzerland are KWI Engineering Company, EAWAG Federal Water Institute and users like Lonza Chemical. SUPSI (University of Applied Sciences of Southern Switzerland) and ICIMSI (Computer Integrated Manufacturing Institute of Sustainable Innovation) act as the project coordinators. In 2009 two agreements were signed:

- with Zangchun Waste Water Treatment Plant to install and test a prototype equipment to treat highly polluted water out of the filtering system and
- with Mangrove Environment Company to co-develop the HydroNET technology for the Chinese market.
- Both agreements are supported by the Guangdong provincial and local Dongguan government and demonstrate the importance of good relationship with the authorities.

# media coverage



O = Original Report  
P = Pick-Up Report

| No. | Media CN | Media EN                | Headline   | Date     | O/P |
|-----|----------|-------------------------|--|----------|-----|
| 1.  | 雅昌艺术网    | www.artron.net          | 艺术与科学火花碰撞—‘微渺构想’展揭幕<br>Art meets Science in the Minimal Landscapes Exhibition  | 2009.4.7 | O   |
| 2.  | 视觉中国     | www.chinavisual.com     | 当艺术遇上科学—‘微渺构想’科学艺术展沪上揭幕<br>Art meets Science in the Minimal Landscapes Exhibition  | 2009.4.8 | O   |
| 3.  | 上海科普网    | www.shkp.org.cn         | 当艺术遇上科学—‘微渺构想’   Art meets Science in<br>The Minimal Landscapes Exhibition   | 2009.4.8 | O   |
| 4.  | 新民晚报     | Xin Min Evening News    | 瑞士科学艺术家首次来华展示显微镜下奇妙图像,‘微渺<br>构想’ 昨起免费开放   Switzerland Scientist and Artist<br>Shows Magic Images under Microscope in China for<br>First Time; Free Minimal Landscapes Opened Yesterday | 2009.4.9 | O   |
| 5.  | 新民晚报     | www.xmwb.news365.com.cn | 瑞士科学艺术家首次来华展示显微镜下奇妙图像,‘微渺<br>构想’ 昨起免费开放   Switzerland Scientist and Artist<br>Shows Magic Images under Microscope in China for<br>First Time; Free Minimal Landscapes Opened Yesterday | 2009.4.9 | O   |

| No. | Media CN  | Media EN  | Headline  | Date      | O/P |
|-----|---|---|---|-----------|-----|
| 6.  | 上海科技报   | Shanghai Science and Technology News  | 瑞士科学艺术家首次来华展示显微镜下奇妙图像, '微妙构想' 昨起免费开放   Switzerland Scientist and Artist Shows Magic Images under Microscope in China for First Time; Free Minimal Landscapes Opened Yesterday | 2009.4.9  | O   |
| 7.  | 上海科技报网  | www.shkjb.shkp.org.cn   | 在科学与艺术的 '不完美边界'   The Imperfect Boundaries between Science and Art  | 2009.4.10 | O   |
| 8.  | 上海日报  | Shanghai Daily  | Swiss Art   | 2009.4.11 | O   |
| 9.  | 科学网   | www.sciencetimes.com.cn   | '微妙构想' 科学艺术展在沪举行   'Minimal Landscapes' Exhibition Was Opened in Shanghai   | 2009.4.15 | O   |
| 10. | 科学时报  | Science Times   | '微妙构想' 科学艺术展在沪举行   'Minimal Landscapes' Exhibition Was Opened in Shanghai   | 2009.4.16 | O   |
| 11. | 上海壹周  | Shanghai Weekly   | 有一点点玄   A Bit Occult  | 2009.4.28 | O   |
| 13. | 外滩画报  | The Bund  | 科学家的微妙艺术构想   Minimal Artistic Landscapes of a Scientist   | 2009.5.7  | O   |
| 14. | 中国油画网美术联盟网<br>中华美术网<br>华夏墨宝网<br>上海云洲古玩城网<br>青岛新闻网<br>博艺网<br>中国收藏网 | www.e1988.com<br>www.mslm.com.cn<br>www.ieshu.com<br>www.hxmobao.com<br>www.shyztgw.com<br>www.qingdaonews.com<br>www.boyie.com<br>www.socang.com | 艺术与科学火花碰撞— '微妙构想' 展揭幕   Art meets Science in the Minimal Landscapes Exhibition  | 2009.4.8  | P   |

| No. | Media CN          | Media EN              | Headline   | Date      | O/P |
|-----|-------------------|-----------------------|--|-----------|-----|
|     | 全球艺术网             | www.artnet.cn         |  |           |     |
|     | 中国油画网             | www.e1988.com         |  |           |     |
|     | 天越艺术网             | www.521shu.com        |  |           |     |
|     | 江苏美术家网            | www.jsmsj.com         |  |           |     |
|     | 博宝网               | www.artxun.com        |  |           |     |
|     | 中国画家网             | www.shuhuamingjia.com |  |           |     |
|     | 北京文艺网             | www.artsbj.com        |  |           |     |
|     | 搜艺搜网              | www.findart.com.cn    |  |           |     |
|     | 中央日报网络报网          | www.cdnews.com.tw     |  |           |     |
|     | 卓克艺术网             | www.zhuokearts.com    |  |           |     |
|     | 佛山市广告协会平面设计师委员会官网 | www.fsvi.cn           |  |           |     |
|     | 搜艺搜网              | www.findart.com.cn    |  |           |     |
|     | 中国艺术品收藏网          | www.arts365.com.cn    |  |           |     |
|     | 中国艺术品网            | www.cnarts.net        |  |           |     |
|     | 盛世国际在线网           | www.ssgjzx.com        |  |           |     |
|     | 浙江在线              | www.zjol.com.cn       |  |           |     |
|     | 当代艺术播报联合体         | www.artsin.com.cn     |  |           |     |
| 15. | 解放日报              | Jie Fang Daily        | 图片新闻上海国际科学与艺术展所展示的微型三维显示器   Photo News: Baby NOVA at Shanghai International Science & Art Exhibition | 2009.5.15 | O   |

| No. | Media CN | Media EN                    | Headline   | Date       | O/P |
|-----|----------|-----------------------------|--|------------|-----|
| 16. | 天天新报     | Daily News                  | 市民可提前寻找世博踪迹—国际科学与艺术展今起免费开放   Residents of Shanghai can now enjoy the World Expo in advance - The international science and art exhibition is open to public today for free | 2009.5.15  | O   |
| 17. | 新闻晚报     | Shanghai Evening Post       | 上海国际科学与艺术展今开幕—不戴眼镜也能看立体影片   The international science and art exhibition is open to public today - Watching 3D movie without glasses                                       | 2009.5.15  | O   |
| 18. | 文汇报      | Wen Hui Bao                 | 心怀美丽看世界—上海国际科学与艺术展先睹记   View the world with beauty in hearts - A visit to newly opened international science and art exhibition  | 2009.5.15  | O   |
| 19. | 钱江晚报     | Qianjiang Evening News      | 上海国际科学与艺术展开幕 让观众大开眼界的科技魅力   The international science and art exhibition opens --Glamour of science shocks the public  | 2009.5.15  | O   |
| 20. | 科技日报     | Science & Technology Daily  | 并蒂花似锦 世博会沁香—上海国际科学与艺术展侧记   Note of Shanghai International Science & Art Exhibition   | 2009.5.16  | O   |
| 21. | 浦东科技     | Pudong Science & Technology | 抢先体验世博科技   Experience in advance the science and technology in World Expo  | 2009.5.17  | O   |
| 22. | 新民晚报     | Xinmin Evening News         | 音乐竟然‘看得见’ 2009上海科技节让观众大开眼界   Seeing music with your eyes! The 2009 Shanghai Science Festive fed the public's sight   | 2009.5.17  | O   |
| 23. | 青年报      | Youth Daily                 | 2009上海国际科学与艺术展开幕 观看光能感应 欣赏彩色声音   The international science and art exhibition opens-- To watch optical energy duction, to enjoy 'colorful' music                           | 2009.5. 17 | O   |

| No. | Media CN | Media EN                           | Headline   | Date       | O/P |
|-----|----------|------------------------------------|--|------------|-----|
| 24. | 新闻晚报     | Shanghai Evening Post              | 上海国际科学与艺术展吸引10万观众提前感受世博科技<br>The international science and art exhibition appeals to 100 thousand spectators to experience in advance the science and technology in World Expo | 2009.5.21  | O   |
| 25. | 艺术财经     | Art Fortune                        | 希克：市场危机是收藏家的机会   Sigg: Economic Crisis is a Chance for Collector   | 2009.10.24 | O   |
| 26. | 艺术当代     | Art China                          | 中瑞艺术家合作交流讨论会在上海民生现代美术馆举行<br>Sino Swiss Artists Round Table Discussion held in Shanghai Minsheng Art Museum   | 2009.11    | O   |
| 27. | 上海科普网    | shkjb.shkp.org.cn                  | 瑞士科学展—聚焦杰出研究者   Science Suisse Exhibition - Outstanding Researchers in Focus   | 2009.11.20 | O   |
| 28. | 上海科技报    | Shanghai Science & Technology News | 图片新闻—瑞士科学展   Photo News: Science Suisse Exhibition   | 2009.11.20 | O   |
| 29. | 人民网      | www.people.com.cn                  | 探索机器人的奥秘   Exploring the secrets of the Robot  | 2009.11.18 | O   |
| 30. | 科学网      | www.sciencenet.cn                  | 瑞士科学展在沪举行 杰出的研究项目是唯一的权衡标准<br>Science Suisse Exhibition in Shanghai: excellent research was the key criterion to be portrayed   | 2009.11.30 | O   |

# finances

| Allocated Budget by SER 2009 | Amount (CHF)      |
|------------------------------|-------------------|
| Projects                     | 150'000.00        |
| Travel                       | 60'000.00         |
| Representation               | 30'000.00         |
| Running Costs                | 285'000.00        |
| Staff                        | 146'000.00        |
| <b>Total</b>                 | <b>671'000.00</b> |

| Allocated Budget by SER 2009           | Amount (CHF)     |
|--|------------------|
| New Year Gathering                     | 1'180.00         |
| Survey ACSSZ                           | 9'800.00         |
| International Science & Art Exhibition | 9'000.00         |
| Minimal Landscapes                     | 10'965.00        |
| Expo Conference Cycle                  | 40'000.00        |
| Education Expo                         | 2'000.00         |
| Science Suisse Exhibition              | 5'000.00         |
| Discussion Evening Uli Sigg            | 7'600.00         |
| Database                               | 2'000.00         |
| Time Lapse                             | 10'000.00        |
| Book Launch 'Body Intelligence'        | 1'700.00         |
| <b>Total</b>                           | <b>99'245.00</b> |

|  |                |
|--|----------------|
| <b>Total Third Party Contributions</b> | <b>375'127</b> |
|--|----------------|

# sponsors & partners

**ETH**

Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zürich



University of Zurich



**KFH**

Rektorenkonferenz der Fachhochschulen der Schweiz  
Conférence des Recteurs des Hautes Ecoles Spécialisées Suisses  
Conferenza dei Rettori delle Scuole Universitarie Professionali Svizzere  
Rectors' Conference of the Swiss Universities of Applied Sciences

**SUPSI**

Scuola Universitaria Professionale  
della Svizzera Italiana

swiss arts council  
**prchelveta**

swatch+



swisscham.org



**NESPRESSO**  
Coffee, body and soul

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
Schweizerische Botschaft in China  
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Schweizerische Eidgenossenschaft  
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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
Consulate General of Switzerland in Hong Kong  
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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
瑞士駐廣州總領事館  
Consulate General of Switzerland in Guangzhou

## Collaboration with Swiss Community in Shanghai

### SwissCham Shanghai

Promoting and supporting the global success of the Swiss business community in China is the main purpose of the Swiss Chinese Chamber of Commerce in Shanghai. In this era of dynamic growth and business-focused services, SwissCham Shanghai built on the existing value proposition of business services and networking events. swissnex China contribute to SwissCham's magazine 'Bridge' with entries about Science and Technology. This collaboration actively fuels the promotion of the Swiss business community as well as Swiss excellence in science, technology, innovation and culture.

### Swiss Business Hub OSEC (SBH)

The Swiss Business Hub OSEC advises small and medium-sized Swiss companies willing to develop and expand their international activities in China. Promoting exports, imports and investments, as well as promoting Switzerland as a business location, makes out of SBH the 'home of foreign trade promotion'. Enquiries in the economic sector addressed to swissnex China or SBH are considered in a pragmatic fashion by

both entities. Their coordinated approach when promoting Switzerland as a potential business location enhances foreign trade. Whenever an overlap of tasks exists, knowledge is shared.

### Pro Helvetia

The Swiss Arts Council is dedicated to the promotion of contemporary cultural works of national and international interest. More specifically, Pro Helvetia's intention is to provide Swiss artists with the best possible support for the creation and dissemination of their works, this by fostering exchanges between Swiss and Chinese artists. swissnex China is particularly honored to welcome Pro Helvetia's China liaison office at swissnex China's office space, as this facilitates artistic and cultural collaboration between China and Switzerland.

### Swiss Club

Ever since Swiss nationals have enjoyed the hospitality of Shanghai it has been their aim to strengthen the relationship between the two cultures. swissnex China and the Swiss Club are well linked and both promote events addressing the Swiss community.

# staff



**Flavia Schlegel**, MD, MAS, Executive Director, Vice Consul General

Dr. Schlegel is the Executive Director of swissnex China and responsible of all swissnex activities in China.

'To promote the excellence of Switzerland, to connect bright researchers and students and to facilitate any type of cooperation! These are the goals of our team's efforts.'



**Lan Zuo Gillet**, Ph.D., MBA, Director Sino Swiss Science and Technology Cooperation, Consul

Dr. Zuo Gillet is in charge of the SSSTC program in China to bridge links between Chinese and Swiss, academic and industrial communities.

'Actions speak louder than words!'



**Claudio R. BOËR**, Ph.D., Dr. Ing., MAS, Director for R&D and Professional Education, Consul

Prof. Boër is responsible for applied research and the Universities of Applied Sciences, connecting Swiss and Chinese partners in applied research and education cooperation.

'The innovation in our society is a must for the progress towards a more sustainable world. Cooperation between so diverse countries as Switzerland and China, needs to be innovative all the time!'



**Yin Xiao**, Director Academic Relations

Ms. Yin Xiao works on forging the network between Chinese and Swiss scholars as well as academic institutions, and provides information and consultation on academic issues for both sides.

'I will always be ready to give any assistance to promote the mutual understanding of the academia in China and Switzerland.'



**Eveline Winiger**, Head of Staff, PR & Events

Eveline is responsible for event organization with all its related processes and coordinates internal and external communication.

'I appreciate working with creative and dynamic people; who share their experience and ideas. Communication and curiosity generate new inspiring ways to hit a target.'



**Jingting (Sherry) Hu**, Assistant to Executive Director

Sherry is the Assistant to the Executive Director and manages office administration and logistics.

'Nothing great was ever achieved without enthusiasm – I enjoy working with everyone in our passionate team.'



**Richard Kurz**, Financial Officer

Richard is the CFO for swissnex China and for the Consulate General.

'Having the opportunity of such a work environment, where bridges between China and Switzerland are built, makes even the back office of the organization a part of it.'



**Karen Undritz**, Executive Officer, PR & Events

Karen is managing projects relating to events and public relations.

'I particularly enjoy working within the diversity of interactions between academic, public and private actors especially in the context of increased relations between China and Switzerland.'



**Yiwen (Cissy) Sun**, Program Assistant

Cissy is serving as the program assistant for both, swissnex China and Pro Helvetia and mainly assists with PR and administration issues.

'Passion and patience, that's how I behave. I enjoy every minute working with this energetic team, turning our vision into reality!'



**Yue Shi**, Office Messenger

Yue is the office driver and messenger.

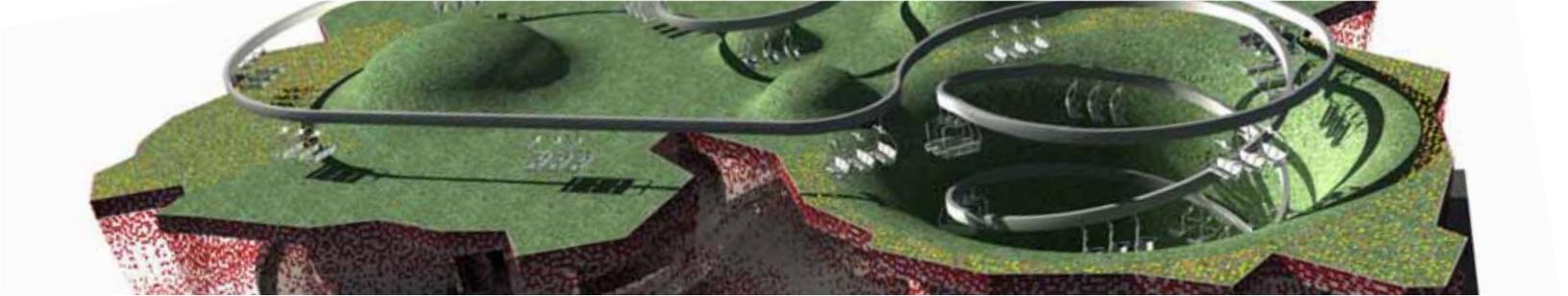
'As a driver, my mission is 'on time and safety' but 'thoughtful and patient' is also what I stick to in my daily work.'

# interns & sabbaticals

swissnex China is pleased to welcome dedicated and interested interns and sabbaticals who wish to gain some work experience at this exciting working space. In 2009, two interns from the Bern University of Applied Sciences and the University of St. Gallen as well as two sabbaticals from the University of Zurich and the Historical Museum in Bern have gained experience in project management as well as undertaken research and analysis about various subjects affecting swissnex China. The internship and sabbatical schemes last from three to six months. swissnex China would like to take the opportunity to thank their interns and sabbaticals for their precious work and analysis.

| Period        | Name                            | Qualifications  | Major Projects   |
|---------------|---------------------------------|---|--|
| July – Aug 09 | Claudio Däscher,<br>Intern      | BA in Architecture, Wood and Civil Engineering, Bern University of Applied Sciences | Analysis of the Office Space   |
| Aug – Oct 09  | Cornelia Caprano,<br>Sabbatical | PhD candidate at University of Zurich, Institute for Strategy and Company Economics | Analysis of swissnex China's website, Contact Relation Management (CRM)  |
| Sept – Oct 09 | Andrin Lutz,<br>Intern          | BA in Business Administration, University of St. Gallen                             | Preparation Study about Expo 2010 Shanghai Conference Week relating to sectors of air, water, mobility and sustainable construction in Switzerland |
| Oct – Dec 09  | Suzanne Mennel,<br>Sabbatical   | Responsible of Communication / Press Relations, Historical Museum in Bern           | Preparation of the framework program 'Einstein Exhibition tour in China'   |

# outlook



swissnex China is looking forward to further synergies between the governmental, academic and private stakeholders in China and Switzerland, as well as within the network of swissnex outposts located in Bangalore, Boston, San Francisco and Singapore.

Our key events for 2010 will include the presentation of Swiss academic, scientific and technological excellence not only at the International Science & Art Exhibition in May but also at the Swiss Pavilion of World Expo 2010 Shanghai in June. Further events at the Swiss Pavilion will be the presence of the worldtouring ToptoTop adventurer Dario Schworer in July as well as the Expo Conference Week in partnership with ETH Zurich in September. Besides the Expo 2010 Shanghai events, swissnex China will present key Swiss Design projects including the Design Prize Switzerland at the 2010 Cumulus Conference and Exhibition organised by the International Association of Universities and Colleges of Art, Design and Media. A further highlight will be the framework program for the Einstein Exhibition touring in Beijing, Guangzhou, Hong Kong as well as Shanghai starting in May 2010 till end of 2011. Finally, several Nobel prize laureates from Switzerland will be expected.

We would like to take the opportunity to thank you for your continuous support and hope to see you soon at swissnex China!

The swissnex China Team



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation



swissnex China

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