China

swissnex 2010

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

If the ability to rethink and reinvent is the hallmark of innovation, then the launch of the swissnex network in 2000 surely proved Switzerland’s aptitude for innovating.

swissnex, a first-of-its-kind platform, is committed to connecting Switzerland’s knowledge-based economy and internationally competitive universities with global centers of science and education. But such innovation was not without risk.

Indeed, swissnex was a long-term bet. Introducing a new paradigm in foreign policy by leveraging public-private partnerships meant persuading academic, corporate and government stakeholders to journey into uncharted territory.

Today, the bet is paying off for Switzerland. What was once seen as an experiment in Swiss science diplomacy is now a driving force in our International Science Policy with a well-defined strategy and tangible outcomes. From its start in Boston, the swissnex network has grown five-fold to include outposts in San Francisco, Singapore, Shanghai, and an office in Bangalore soon to become a full-fledged swissnex.

The Swiss Federal Institutes of Technology as well as the Swiss Universities, Universities of Applied Sciences, and the nation’s labs and research centers have all seen the benefits of collaborating with a network of academic ambassadors to better target international partners and empower young talents. Swiss start-ups, innovators and emerging leaders also leverage the network to penetrate the world’s most competitive innovation ecosystems and emerging markets.
Global collaboration must be seen as an opportunity, not as a threat, for Switzerland’s knowledge-based economy to continue to rank among the top in a fast-evolving world. Global collaboration is also our common responsibility in order to face the tremendous social, energetic and environmental challenges that our planet – and many emerging countries – face.
What has emerged from the swissnex mission of “connecting the dots” is a rich network with mutual interests and local expertise in strategic regions that allows Switzerland to reach out around the world. swissnex has truly established itself as an indispensable tool for Switzerland’s scientific leadership. What was just a vision in 2000 has definitely become a reality and we are currently planning the next steps in its development.

Didier Burkhalter
Head of the Federal Department of Home Affairs FDHA
foreword

正如联邦委员Didier Burkhalter在他的前言中提到：“……瑞士科技文化中心已经成为推广瑞士领先科技必不可少的桥梁……”。作为瑞士科技文化中心全球网络中的成员之一，我们积极地推动两国卓越科学家的交流，共同探索科学难题。在过去的三年中，瑞士科技文化中心已经成为促进中瑞科技创新合作的首要机构。

2010年是中国农历虎年，不仅是中瑞合作富有成果的一年，也是中瑞两国建交60周年。中瑞两国的深厚友谊为我们所珍视，也是双方在互相信任的前提下建立合作项目的坚实基础。

2010年，有史以来规模最大的世博会在上海召开。值此举世瞩目的盛会之际，我们与瑞士形象委员会和瑞士国家馆团队合作，组织了各种展览、讲座、会议。所有活动的成功都离不开与中科院北京总部、上海分院、上海市科协、同济大学和民生美术馆的精诚合作。

2010年也是爱因斯坦年。伯尔尼历史博物馆在北京开始了爱因斯坦巡展的首站。展览介绍了爱因斯坦的生平和研究成果，之后展览移至广州。瑞士科学文化中心受瑞士国家形象委员会委托开展了E+科学项目。

2010年，苏黎世联邦理工学院开拓了大量新项目，继续开展中瑞科技合作项目。苏黎世大学为我们的实习生项目和大学在职人员海外工作项目提供了慷慨资助。洛桑联邦理工学院和我们合作，在上海国际科技艺术展上展示了他们的优秀科研成果，并一举赢得创新奖。我们还协助上海市的友城瑞士巴塞尔推动两地的学术合作。值得一提的是，
Dear Reader,

As Federal Councillor Didier Burkhalter mentions in his foreword, “...swissnex has truly established itself as an indispensable tool for Switzerland’s scientific leadership...”. swissnex China, proud to be part of the global swissnex network, is engaged in facilitating exchange between the most excellent people of both countries to bring forward solutions. Over the last three years swissnex China has established itself as a leading institution for Sino-Swiss cooperation in science, technology and innovation.

2010, the Year of the Tiger in the Chinese Zodiac, was a great year to pursue Sino-Swiss cooperation. The Tiger Year marked the 60th anniversary of diplomatic relations between the two countries. This long lasting friendship, which swissnex China cherishes deeply, serves as a solid foundation for common projects built on mutual trust.

Furthermore 2010 was the year of the World Expo 2010 in Shanghai, the largest world exhibition ever. Together with Presence Switzerland PRS and the dedicated team at the Swiss Pavilion we created exhibitions and organized lectures and conferences to exploit fully the potential of this fascinating and inspiring World Expo 2010. This would not have been possible without the outstanding cooperation of the Chinese Academy of Sciences, both through its headquarters in Beijing and its Shanghai Branch, the Shanghai Association for Science and Technology, Tongji University and the Minsheng Art Museum.
2010 was also the year of Albert Einstein. In Beijing, the Historical Museum Bern kicked off the China tour of its successful exhibition about Albert Einstein’s life and achievements, which continued later in the year to Guangzhou. swissnex China was mandated by PRS with the scientific program E+.

In 2010, ETH Zurich continued the Sino-Swiss Science and Technology cooperation program with a great number of new projects. The University of Zurich supported us generously in establishing our program for internships and sabbaticals. EPFL relied on us to promote its scientific excellence during the Shanghai "International Science & Art Exhibition", where EPFL received an award. The City of Basel trusted our services to promote academic cooperation with its sister city Shanghai. And last but not least we continued to widen our network within the Association of Chinese Students and Scholars in Switzerland, both in Zurich and Lausanne.

During his opening speech for the conference “Future Cities: Sino-Swiss Science, Industry and Government in Dialogue” at the World Expo, CHEN Lei, Minister of Water Resources of China, said: “This is of great importance for us to continue our exchanges, to share experiences, to mutually shed insights and to enhance cooperation”.

I hope the Annual Report 2010 will give you a vivid insight into how swissnex China strives to follow Minister CHEN’s invitation to cooperate.

I’d like to thank all of our partners and sponsors for your trust and commitment and I invite you to have a look at swissnex China’s highlights during the Year of the Tiger.

Dr. Flavia Schlegel MD, MAS
Executive Director, Vice-Consul General
mission

**promote**
to create and promote awareness of Swiss excellence in science, technology, innovation and culture in China and of Chinese opportunities in Switzerland.

**connect**
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.

**facilitate**
to facilitate Sino-Swiss cooperation, with tailor made events to assure most rewarding outcome.

推广
旨在构建和加强瑞士作为科技创新和文化先进国家的形象，并且使人们了解中瑞合作的机会。

连接
致力于为两国的学者建立长期稳固的合作网络，为今后由下至上的合作奠定基础。

协助
致力于协助中瑞合作的开展。我们可以度身定制，开展各种活动，以取得最佳效应。
60 years of diplomatic relations

On 17th January 1950, Swiss President Max Petitpierre sent a telegraph to President Mao Zedong, writing “the Federal Council has today formally recognized the Central Government of the People’s Republic of China with whom it is ready to establish diplomatic relations. It seizes the opportunity to formulate the wish that the excellent relations that have always existed between Switzerland and China continue in the future”. As one of the first Western countries to do so, recognizing the young People’s Republic in the context of the Cold War was bold and even visionary. Formal diplomatic relations were established on 14th September of the same year. Since then, and especially since the beginning of the reform and opening policy in China, bilateral relations between the two countries have intensified and diversified. Beyond politics, they now include fields ranging from economy, trade and investments to culture, media and tourism, from migration and defence to science and education, from environment protection to human rights and rule of law.

In the field of economy, Switzerland and China have signed an important number of agreements giving a solid framework to our cooperation in this field. Since 1997, a Joint Economic Commission meets once a year in either of two countries to discuss of common interest and explore new possibilities of increased cooperation. Since 2007, a joint working group meets every year to discuss matters related to intellectual property rights. Another working group has been created in 2009 in the field of environmental technologies. To support the effort of both governments, Switzerland has
since 2002 set up a Swiss Business Hub in China with branches in Beijing, Shanghai and Guangzhou to promote trade and investments. Cultural relations are also developing fast. Since the signing of a bilateral agreement in this field in 1999, projects have multiplied. In the field of science, education and innovation, Swiss presence has been reinforced in recent years with the creation of a “Science and Education Section” at the Embassy in Beijing and with the opening in 2008 of a swissnex office, Switzerland’s outpost for science, technology and innovation, designed to coordinate University cooperation and foster joint-research projects.

In more political fields, both Ministries of Defence have launched since 2007 a strategic dialogue to discuss security issues of common interest. As migration is concerned, a dialogue launched in 2002 has been recently revived in view of new challenges. Since 1991, Switzerland and China are keeping a formal bilateral dialogue on human rights that is reinforced with concrete cooperation projects, as for example in the field of prison management or corporate social responsibility. With climate change becoming everyday more acute, Switzerland and China have embarked on many new cooperation projects like the one promoting low-carbon cities in China.

To formalize this wide-ranging cooperation, a Memorandum of Understanding on the reinforcement of cooperation was signed in 2007, giving new impetus to bilateral relations. To support these thriving bilateral relations, the Swiss government has established beyond its Embassy in Beijing, three Consulates-General in China in Shanghai, Hong-Kong and Guangzhou.

Terence Billeter Councillor (until 09.2010) of the Culture Section, Embassy of Switzerland in China

“With my experience with foreign delegations, that Swiss Parliament Members want to meet, I had never thought, that we can meet Chinese partners on such a short-term basis. It shows us, that your team is very well at doing its job and that you know very well how to represent the Swiss interests in Shanghai.”

Liselotte Schlegel Deputy Secretary of the Committee, Committee for Science, Education and Culture
“Better City, Better Life”, was the main theme for the World Expo 2010, which took place in Shanghai from May to October, where more than 200 nations and international organizations explored the challenges of urban living in the 21st century. During these six months the World Expo received around 400’000 visitors per day, from public, private and academic sectors all over the world.

For Switzerland the World Expo offered a great opportunity to foster long-lasting ties with China. The Swiss Pavilion focused on rural urban interaction and explored sustainable construction, water management, mobility and air quality. swissnex China was responsible for the scientific program and networking events, bringing academia, government and private businesses to the Swiss Pavilion. With the official visits of the President of the Swiss Confederation Doris Leuthard, the two Federal Councillors Micheline Calmy-Rey and Moritz Leuenberger and a delegation from the Swiss Parliament, Switzerland had plenty of opportunities to interact on a political level as well.
City Pavilion

The three Swiss cities Basel, Geneva and Zurich contributed to the World Expo through their joint City Pavilion promoting “Better Water, Best Urban Life”. In order to show visitors different aspects of sustainable water management, the three cities presented their understanding of this common theme and showcased the positive impact of clean water on urban life quality by showcasing examples of best practice in sustainable water management.

In the City Pavilion people could enjoy clean drinking water. The highlight of the pavilion was a 360° movie screen suspended over the water basin. The 360° panorama drew the spectators right into life in the three Swiss cities.

Swiss Parliament delegation: Felix Uhlmann (Pro Helvetia), Yvonne Gilli, Mario Annoni (Pro Helvetia), Lieni Flüglistaller, Pius Knüsel (Pro Helvetia), Flavia Schlegel (swissnex China), Theo Maisen, Liselotte Schlegel, Felix Gutzwiller

Corine Mauch (Mayor of Zurich City), Flavia Schlegel (swissnex China), Prof Hans Peter Wehrli (University of Zurich)
To deepen its good relationship with its sister city Shanghai, Basel organized a number of workshops together with swissnex China.

**Basel Health Days**
During this two-day academic symposium, the University Hospital Basel focused on clinical research, healthcare system and hospital management in Switzerland. Doctors and researchers from top Chinese medical schools, renowned hospitals in China and Swiss pharmaceutical companies in Shanghai took the opportunity to interact with the Basel delegation.

**University of Basel Day**
Through a one day workshop Basel University gave an insight into its life science strategies, which have propelled Basel University into the realms of the world elite of Life Science Research. swissnex China organised the workshop as well as the framework program.

**Innovation from Switzerland for Water Technologies**
i-Net Basel, a platform for green technology and a network for water technology enterprises and researchers, was supported by swissnex China in show-casing “Innovation from Switzerland for Water Technologies”. Together with companies from North Western Switzerland, i-Net Basel presented innovative technologies and research results relating to water treatment.

“You and your team did an amazing contribution to our performance in Shanghai with your preparations and your high-appreciated support and presence on place. I can ensure you that the support from swissnex China was extremely appreciated from our whole team.”

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**Sabine Horvath**
External Relations and City Marketing,
Department of Presidential Affairs of the Canton of Basel-Stadt

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*Basler Gugge*, Swiss Nation Day, World Expo 2010
(Photo courtesy of Basel-Stadt)
Future Cities

The conference “Future Cities: Sino-Swiss Science, Industry and Government in Dialogue”, co-organized by ETH Zurich, the Chinese Academy of Sciences (CAS) and swissnex China, offered eminent scientists and decision makers from Switzerland and China, the opportunity to discuss current challenges for urban development, to exchange best practice and augment knowledge in this field. The opening with the Minister of Water Resources of China, CHEN Lei, and with the Swiss Federal Councillor Moritz Leuenberger as well as the conference itself attracted a large audience.

A real eye-catcher was the 1:10 model of the New Monte Rosa Hut, developed by researchers of ETH Zurich and realized with the Swiss Alpine Club. With its intelligent solution for energy management, the New Monte Rosa Hut is an outstanding model for future use of energy, located in a very remote area in the Swiss mountains.
"In order to address the city problems, CAS has always attached great importance to the cooperation with international institutions. As we all know, Switzerland has rich experience in this area. I hope the Symposium on the Future Cities held by CAS and Swiss side in Shanghai will be a good platform for scientists to exchange their ideas and share their experiences on the urban sustainability. A broad international cooperation and exchange has been built up between CAS and Swiss research institutions in recent years..."

LU Yongxiang Chinese Academy of Sciences (CAS)

"Thanks to Swiss Federal Institute Technology Zurich, the Chinese Academy of Sciences and swissnex, who initiated the Sino-Swiss Science, Industry and Government in Dialogue to promote communications between academic bodies, enterprises and governments of the two countries."

CHEN Lei Minister of Water Resources of China

CHEN Lei (Minister of Water Resources of China), ZHU Zhiyuan (Executive Vice President CAS Shanghai)
On its first trip to Asia ever, the Design Preis Schweiz (DPS) came to Shanghai for the World Expo and was exhibited at the Swiss Pavilion. The DPS is awarded every two years by an international panel of judges and its purpose is to highlight Swiss design’s importance and its capacity for innovation. As a symbol of the strong relationship between China and Switzerland the DPS exhibition opened with the inflatable architectural sculpture “the container”, a joint Sino-Swiss art work by the artists YANG Jian and Sandra Kunz. The mix of architectural styles combined Eastern and Western elements.

Thanks to swissnex China’s strong partnership with Tongji University Switzerland participated as a special guest in the 20th annual Cumulus Conference of the “International Association of Universities and Colleges of Art, Design and Media”. Several Swiss design schools are members of the Cumulus Association.

*the container*
Heidi Wegener (Curator of DPS) and visitors
The seventh session of the Shanghai “International Science & Art Exhibition” was hosted by the Shanghai Association for Science and Technology (SAST) and the Shanghai Federation of Literary and Art Circles. swissnex China participated for the third time by presenting cutting-edge research projects from EPFL including “Graetzel’s solar cells” (http://isic.epfl.ch), the “Blue Brain Movie” (http://bluebrain.epfl.ch/) and “Art Clay’s Hoerroom”. EPFL won the SAST Innovation Award of Science and Technology for the “Art Clay’s Hoerroom” exhibition.

“The encounter with the swissnex team is always very motivating, and if the cooperation between swissnex and Pro Helvetia continues like this, Switzerland looks from cultural and scientific point of view into a great future in China.”

Pius Knüsel Head of Pro Helvetia
ToptoTop

As one stop of a 12 year long eco-expedition sailing across seven seas and climbing across seven summits, powered only by natural energy, the Swiss adventurer Dario Schwoerer and his wife, together with their three children arrived at the World Expo 2010 by bike and shared their story at the Swiss Pavilion. The ToptoTop events attracted a large number of students and professors. The winner of the ‘Climate Solution Award’, master student of Environmental Sciences at Shanghai Jiaotong University WANG Nuen, travelled to Switzerland to visit best practice models in sustainable construction.
BBQ Lectures

Together with Pro Helvetia and the Minsheng Art Museum swissnex China presented the Barbecue (BBQ) Lectures on Art, Science and Society. The BBQ Lectures focused on the topics “Art and Museum”, “Design and Architecture”, “Thinking and Innovation”, “Mobility and Integration” and “Rubbish and Leftover”. Rather than a comprehensive overview, the lectures sought to present a challenging, even controversial point of view that showed the significance of the issue and the complexity of dealing with it. For each topic, speakers from Switzerland and China engaged a Sino-Swiss dialogue. The outcome was a mixture of concepts, visions and solutions, drawn from science & research and art & artistic expression. Each lecture attracted an interesting mix of people from the scientific and artistic communities.

“Your BBQ Lectures have reached the highlight, not only from the idea, but also planning of the venue selection and also the atmosphere on site. This event meets our today’s development of city cultures as well as the improvement of quality of the residents. Thanks for what you are doing!”

WANG Shubin  Journalist, China Daily
The Historical Museum Bern celebrated the 100th anniversary of the Theory of Relativity in 2005 with a hugely successful exhibition about Einstein's life and scientific achievements. For the 60th anniversary of Sino-Swiss diplomatic relations the exhibition came to China for the first time. It started at the China Science and Technology Museum in Beijing in May 2010, before traveling to Guangzhou to the Guangdong Science and Technology Museum where it opened its doors in November.

Presence Switzerland mandated swissnex China with the scientific framework program E+. The program E+ is aimed at increasing people's understanding of the importance of science and technology in everyday life and bringing together excellent researchers from China and Switzerland.
Nobel Lectures

June 26. Heinrich Rohrer (Nobel Prize Physics, 1986) and Xue Qikun (Tsinghua University).

July 31. Wang Yifang and Niklaus Berger (IHEP*).

August 18. Rolf Zinkernagel** (Nobel Prize Medicine, 1996).

August 28. Fang Zaiqing (Chinese Academy of Sciences).

September 4. Jin Shan and Niklaus Berger (IHEP*).


September 28. Frank Schweitzer (ETH Zurich)

Meet the Astronauts

September 19. Zhai Zhigang (first Chinese space walker, tbc) meets Claude Nicollier (Swiss astronaut).

For more information please go to:
- China Science and Technology Museum: www.cstm.org.cn
- Historisches Museum Bern: www.bhm.ch
- Hong Kong Science Museum http://hk.science.museum/
- Guangdong Science Center http://gdsc.southcn.com/
- Shanghai Science & Technology Museum

Einstein Lectures

November 28. Niklaus Berger (Institute of High Energy Physics, Chinese Academy of Sciences)


December 12. Liao Shihong (Department of Physics, Sun Yat-sen University)

December 19. Fang Zaiqing (Institute for the History of Natural Science, Chinese Academy of Sciences)

January 9. Paul Erdös / Li Zhibing (School of Physics and Engineering, Sun Yat-sen University)

January 16. Werner Breitung (Sun Yat-sen University, School of Geography & Planning)

Meet the Astronauts

September 19. Zhai Zhigang (first Chinese space walker, tbc) meets Claude Nicollier (Swiss astronaut).

For more information please go to:
- China Science and Technology Museum: www.cstm.org.cn
- Historisches Museum Bern: www.bhm.ch
- Hong Kong Science Museum http://hk.science.museum/
- Guangdong Science Center http://gdsc.southcn.com/
- Shanghai Science & Technology Museum

了解更多信息，请登录
- 奥地利科学中心 http://gdsc.southcn.com
- 伯尔尼历史博物馆 www.bhm.ch
- 瑞士驻北京大使馆 www.eda.admin.ch/beijing.html
- 瑞士科学文化中心 www.swissnexchina.org/Einstein
Besides renowned Swiss and Chinese scientists, the following Swiss Nobel Prize Laureates participated in E+ in Beijing and Guangzhou:

Heinrich Rohrer (Nobel Prize Physics, 1986)
Rolf Zinkernagel (Nobel Prize Medicine, 1996)
Kurt Wüthrich (Nobel Prize Chemistry, 2002)

Besides the E+ program swissnex China set up additional activities in cooperation with local universities in both cities. Heinrich Rohrer visited the research group of Prof Qi Xuekun at the department of Physics at Tsinghua University in Beijing. Claude Nicollier was invited to give a talk at Beihang University in Beijing. And Kurt Wüthrich gave an additional lecture at the Guangdong University of Technology in Guangzhou.
SSSTC Program

On the basis of the successful rollout of the Sino-Swiss Science and Technology Cooperation (SSSTC) program in 2008-2009, and the continuous leadership of ETH Zurich and University of Zurich as associated leading house, the SSSTC program team pursued with its efforts to gain Chinese local government support, in terms of funding, network and logistic assistance to facilitate Sino-Swiss exchanges. Through an extensive investigation of Chinese universities and industries and their best practices in national and international cooperation, the SSSTC program team was able to gain a better understanding of the Chinese S&T system. Several visits to Chinese high tech companies were organized to get a better appreciation of their R&D facilities’ capacity.

The SSSTC Program launched two calls for exchange grants in March and September 2010. Out of over 100 applications 63 projects were selected for receiving a grant to exchange students or faculty members. A further highlight was the meeting of the bi-national Joint Working Group hosted by the Chinese Academy of Sciences (CAS) in Beijing to discuss future steps to continue SSSTC program. In the second half of 2010 the SSSTC Business Internship Program was successfully launched. Swiss students can now get financial support for internship positions in China by applying online to ETH Zurich. The first interns will be coming to China in spring 2011.
Universities of Applied Sciences

During 2010 cooperation between swissnex China and Swiss Universities of Applied Sciences (UAS) significantly increased.

Among others some of the highlights were:

**Rectors' Conference of Swiss Universities of Applied Sciences**: Internship program with swissnex China.

**University of Applied Sciences of Berne**, Department of “Design and Fine Arts” together with Tongji University “College of Architecture & Urban Planning” and “College of Design & Innovation”: “CAS-Signaletik” project.

**University of Applied Sciences and Arts of Southern Switzerland**: Integration of the Master in Precision Manufacturing into the Master of Science in Engineering, now open to all Swiss UAS.


**University of Applied Sciences Lucerne**, Department of “Arts and Design”: visit to various places within China.

**University of Applied Sciences of Northwestern Switzerland**, Department “Masterstudio Design of the Academy of Art and Design”: workshop and exhibition “Ting” at the World Expo.

**Zurich University of the Arts**, Department of “Design”: Corporate Design for conference “Future Cities”; Department of “Cultural Analysis”: “shanshui – Both Way” exhibition (coordinated by Artists in Lab, Irene Hediger); Department of “Performing Arts and Film”: workshop with the Shanghai Theatre Academy.

Ceremony of the first Master of Precision Manufacturing at SUPSI
Sino-swissnex Center in Guangdong

The Sino-swissnex Center, funded by Guangdong University of Technology (GDUT) and University of Applied Sciences of Southern Switzerland (SUPSI), opened in November 2009 and began its operations in January 2010. The Sino-swissnex China Center organized several visits to industrial and research institutions to facilitate the exchange of knowledge between scholars and business people from both China and Switzerland. The center supported a delegation of professors from Sun-Yat Sen University in visiting Switzerland and a group of female engineers and architects from the Haute Ecole Spécialisée de Suisse Occidentale (HES-SO) when they visited Guangzhou and Dongguan.

“...The students and I were impressed by the hospitality we experienced and the warm welcome we received by you and your team at swissnex China... Being able to gain such a first hand experience through a visit to your office in Shanghai is invaluable and we very much appreciated the opportunity.”

Heike Mayer  Prof of Economic Geography, University of Bern
EPFL Asia Minor School

In 2010 the EPFL started its very first minor program in Contemporary Asian Studies (CAS). The CAS program intends to provide students with insights into foreign cultures and their economical and political structures. The establishment of a minor in CAS reflects EPFL's commitment to strengthening ties with rising stars in science and technology in Asia. The first field trip for this program took the CAS students to Bangalore and Shanghai.

Students of CAS Summer School 2010 at swissnex China
Chinese students and scholars in Switzerland

swissnex China devotes much of its attention to the regular exchange with Chinese students and scholars in Switzerland to get their feedback about studying and working in Switzerland. Together with the Association of Chinese Students and Scholars in Zurich (ACSSZ) swissnex China organized the 3rd Annual Forum, focusing on science, trade and art. The newly established partnership with the Lausanne Chapter (CSSA) looks similarly promising.

“Studying in quiet but modern cities, with not many but nice classmates is a definite pleasure here.”

LI Kai Student of Electric and Communication Technology at ETH Zurich

“Studying in Switzerland provides the best opportunity to widen your eyes to the whole world”

ZHANG Jialin Student of Ecology at University of Zurich
Mandates

swissnex China has to finance part of its running and project costs through third party funding. Paying mandates are also crucial because swissnex China is convinced that contributing partners reflect the quality of our services. Below is a brief overview of mandates for swissnex China.

Commission for Technology and Innovation (CTI)
To provide services to CTI-start up companies looking for information about the Chinese market and support for building up networks.

ETH Zurich
To provide workspace and projects for sabbaticals from ETH Zurich who stay at swissnex China for four to six months.

i-net Basel, University Hospital of Basel,
University of Basel (Medical Faculty)
Please see the chapters on page 14 of this report.
Presence Switzerland (PRS)
To design and realise the scientific program for the Swiss pavilion at the World Expo 2010 and E+, the scientific program of the Einstein Exhibition.

Pro Helvetia
To provide workspace for the Pro Helvetia office in Shanghai and to cooperate on projects exploring the interaction between science and art.

University of Zurich
To provide workspace for students and PhD students from the University of Zurich and to facilitate their access to academia and business according to their research topics.
Sponsors & Partners

Association of Chinese Students and Scholars in Zurich Basel-Stadt
Basel University Hospital
China Academy of Fine Arts
China Association for Science and Technology
China International Business Magazine
Chinese Academy of Sciences
Chinese Students and Scholars Association Lausanne
Commission for Technology and Innovation
Design Preis Schweiz
East China Normal University
Eawag
EPF Lausanne (Swiss Federal Institute of Technology Lausanne)
ETH Board
ETH Zurich (Swiss Federal Institute of Technology Zurich)
Federal Office for the Environment
Fudan University
Geberit
Geneva University of Art and Design
GOBA
Greater Zurich Area
Guangdong University of Technology
Historical Museum Bern
HOLCIM
International Innovation Magazine
Jiaotong University
Lombard Odier Darier Hentsch & Cie
Minsheng Art Museum
Nespresso
Nestlé
Pro Helvetia
Rectors'Conference of the Swiss Universities of Applied Sciences
Shanghai Association for Science and Technology
Société Générale de Surveillance
Swatch Group
Swiss Business Hub
Swiss International Air Lines
Swiss National Science Foundation
Swiss Chinese Chamber of Commerce in Shanghai
SWISSMEM
Switzerland Tourism
Tongji University
University of Applied Sciences and Arts of Southern Switzerland
University of Art and Design Lausanne
University of Basel
University of Zurich
VICTORINOX Swiss Army
Zurich University of the Arts

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Federal Department of Home Affairs FDHA
State Secretariat for Education and Research SER
Bilateral Research Cooperation

Consulate General of Switzerland in Hong Kong
Consulate General of Switzerland in Guangzhou
Consulate General of Switzerland in Shanghai
swissnex China faces a challenging media landscape within China as the audience needs to be addressed in both Chinese and English. Besides the print media the large number of netizens in China, which by end of 2010 has reached a total of 457 million (number published by China Internet Network Information Center CNNIC, www.cnnic.net.cn), shows the high importance of social media in China. Its digital social media landscape is dominated by local players like kaixin001.com, sina weibo, douban.com and many others. Any communication through media needs to be adapted to fit with Chinese language and culture.

A sample of publications in 2010

99 Art News.com
Arting 365.com
Artron.net
China Daily
China National Radio
Eastday.com
Grüezi Shanghai
International Business Daily
International Innovation Magazine
International Channel Shanghai
Jiefang Daily
KDS Life
L’Hebdo
NZZ am Sonntag
People’s Daily Overseas Edition
Qiangjiang Evening News
Research Media Ltd.
Shanghai Business
Shanghai Daily
Shanghai Evening Post
Shanghai Morning Post
Shanghai Science and Technology
Swissinfo.ch
The Bridge
www.expo2010.cn
Xinhua News Agency
As a Public Private Partnership swissnex China is required by the State Secretariat for Education and Research (SER) to finance two thirds of its project costs through third party contributions. Thanks to our partners and supporters swissnex China exceeded this goal once again in 2010.

### 2010 Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>RMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SER Operating</td>
<td>3,267,930</td>
</tr>
<tr>
<td>SER Projects</td>
<td>943,165</td>
</tr>
<tr>
<td>General 3rd Party</td>
<td>2,577,631</td>
</tr>
<tr>
<td>Mandates</td>
<td>1,090,722</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,879,448</strong></td>
</tr>
</tbody>
</table>

### 2010 Projects

<table>
<thead>
<tr>
<th>Type</th>
<th>RMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SER 27%</td>
<td>943,165</td>
</tr>
<tr>
<td>3rd Party cash 19%</td>
<td>659,002</td>
</tr>
<tr>
<td>3rd pary in kind 54%</td>
<td>1,918,629</td>
</tr>
</tbody>
</table>

RMB= Renminbi (Official currency of China)
swissnex China firmly believes in the fruitful exchange with interns and sabbaticals from a wide range of faculties and sciences, both from Switzerland and from China. We offer a professional and international working environment, a wide network of science, technology, business and art and the possibility of working in one of the most exciting regions in China. In return interns and sabbaticals allow us to participate in their experiences with their universities. We profit from their specific knowledge they bring to our various projects and activities.

swissnex China would like to thank all interns and sabbaticals for their excellent work during 2010.

Agatha Keller Academic Sabbatical, ETH Zurich, 03. - 06.2010
Angelo Romano Academic Intern, University of Applied Sciences Northwestern Switzerland 03. - 09.2010
Francesca Stocker Academic Intern, University of Geneva, 01. - 04.2010
Efa Mühlthaler Academic Intern, University of Applied Sciences Northwestern Switzerland, 03.- 06.2010
Isabel Görtz Executive Intern, 06. - 10.2010
YAN Siyu Academic Intern, Fudan University, 05. - 09.2010
Gion-Andri Buesser Academic Intern, ETH Zurich, 07. - 09.2010
Eva Choffat Executive Sabbatical, ETH Zurich, 07. - 10.2010
Ursula Kälin Executive Sabbatical, ETH Zurich, 08. - 10.2010
SHEN Jiamin Academic Intern, Fudan University, 10.2010 - 02.2011
Caroline Dumont du Voitel Academic Sabbatical, University of Zurich, 10. - 12.2010
Joachim Epper Academic Intern, University of Applied Sciences Northwestern Switzerland, 12.2010 - 06.2011
staff

Claudio R. Boër Ph.D., Dr. Ing., MAS,
Director for R&D and Professional Education, Consul
Christine Cappi lic.iur., Einstein Program Officer
Ingrid Fischer-Schreiber Mag., Director Einstein Program
FU Yun Project Officer Pro Helvetia
Viviane Gut MA, Executive Officer, PR & Events
(since 12.2010)
Jingting HU Assistant to Executive Director
Richard Kurz Financial Officer
Flavia Schlegel MD, MAS, Executive Director,
Vice Consul General
SHI Yue Office Messenger
SUN Yiwen BA, Program Assistant
Karen Undritz MA, Executive Officer PR & Events
(until 11.2010)
Eveline Winiger Head of Staff, PR & Events (until 5.2010)
XIAO Yin MA, Director Academic Relations
XU Lihua Head of Pro Helvetia Office Shanghai
Mehmet Yildirimli Dipl. Ing. comem/ MBA,
Head of Staff, Director PR & Events (since 6.2010)
Lan Zuo Gillet Ph.D., MBA, Director SSSTC, Consul
During the extraordinary Year of the Tiger, swissnex China had the chance to partner with an increasing number of Swiss institutions, either with the ones coming to China for the first time or with those working within already established partnerships.

We widened our Chinese network and deepened ties, and thanks to the excellent reputation of Swiss academic institutions and researchers, we were able to find promising Chinese partners for all our upcoming endeavours.

The year 2011 is the Year of the Rabbit in the Chinese Zodiac, which promises to be a year of good luck and long lasting friendships. With this perspective we look forward to further expanding our network with strong Chinese partners and we will focus on the interaction of academic research and private R&D, mainly in clean energy, bio technology and medical technology. By a series of lectures on social responsibility we plan to promote Sino-Swiss cooperation in Social Sciences. Through the established internship program of the Sino Swiss Science and Technology Program (SSSTC) we will enable more Swiss students to gain an insight of doing business in China.

Furthermore we expect a highlight to be the visit of Federal Councillor Didier Burkhalter who will be coming to China for the first time.

Together with you as our partners we will continue to boost the sharing of knowledge and strengthen the network for innovation between Switzerland and China.

Your swissnex China team
Celebrating 60 years of Switzerland - China diplomatic relations: 1950-2010