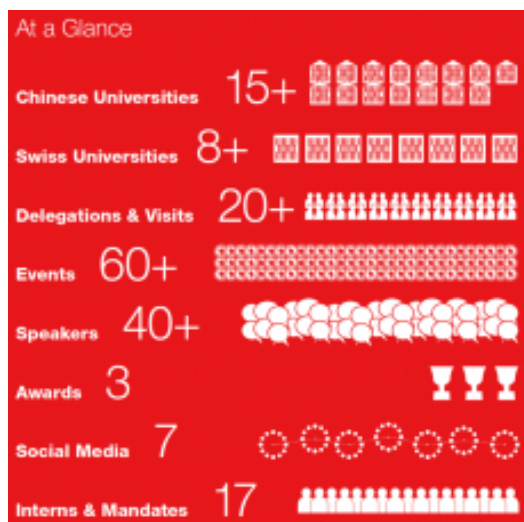


Be innovative, think Swiss! - Newsletter April 2013 - swissnex China, Shanghai



## An innovation-driven start in the year of the Snake!

In the past 4 months we went through the Chinese New Year and we received many guests sharing our interest in education, research, innovation and entrepreneurship. There are many interesting stories we would love to share with you, so please read below and watch the videos we recorded of movers and shakers in the field. Don't forget to connect with us on one of the social networking service.



### swissnex China annual report 2012 released!

In 2012, swissnex China connected, built, explored, hosted, and created like never before. The year of the dragon provided inspiration and energy. We focused our efforts on extending



### ["China Briefings" - swissnex China in ETHZ and EPFL](#)

swissnex China, represented by Pascal Marmier and Nektarios Palaskas, was delighted to be part of two "China Briefings" that took were organized by ETHZ and EPFL. Check [here](#) for details and download the powerpoint presentations covering academic and innovation trends.

our series of events and on welcoming guests and delegations but also on creating new programs. To know more please feel free to download a PDF version [here](#).



### swissnex China & MIT open lecture: The End of 'Cheap' China?

It was a great honor for us to have Prof. Edward Steinfeld, from the MIT Department of Political Science and co-director of the China Energy Group to give us an insightful lecture about the future of innovative manufacturing. We found it so interesting that we are publishing the entire lecture. Watch it on YouTube part [1](#) [2](#) or Youku part [1](#) [2](#).



Yes, we are busy analyzing the future of innovation in China... Here is another expert, Prof. Dr. Claudio Boer, Senior Advisor of swissnex China, talking about innovation in China and what can be expected in the future. To learn more just watch it on [YouTube](#).



### [Is the engineering practice different in China and Switzerland?](#)

The China module of the Master of Science of Engineering, organized by SUPSI (Ticino) and ZHAW (Zurich) - introduce the program in this [video](#).



### Beyond C2C ("Copy to China"), the power of innovation and entrepreneurship

Olivier Glauser is the Co-founder and CFO of Shankai Sports. Originally from Switzerland, he has over 10 years of digital media, internet, and finance experience in US, Europe, Greater Asia and China. This video (edit version on [YouTube](#) or [Youku](#)) presents his opinions about changes in the investment environment in China during last ten years as well as his experience in innovation and entrepreneurship in China.



### [Vice President of EPFL Visits Shanghai](#)

Prof. Philippe Gillet, Provost and Vice President of EPFL made his first trip to China on January 4th. In Shanghai, together with swissnex Director Pascal Marmier, he visited Fudan University and Tongji University, with both EPFL has Memorandum of Understanding. Prof. Gillet exchanged views on MOOCs (Massive Open Online Course) with Prof. Lu Fang, Vice President of Fudan, which is a new initiative for both universities.



[Make+](#) is a residency program in Shanghai for the “maker” community. The city is booming with a plan to open up to 100 hackerspaces. We visited the leading one – [Xin Che Jian](#) - and we had a chance to talk to one of the artist & curator, Sophia Lin, to get more details of Make+. Find our discussion [here](#).



### [Swiss Institute of Bioinformatics delegation in Shanghai](#)

On January 8th swissnex China hosted a symposium in Shanghai on the occasion of the first visit of the Swiss Institute of Bioinformatics (SIB) to China. The delegation of the SIB had the opportunity to meet and interact with their academic peers from Chinese universities and other organizations. We interviewed the SIB's executive director, Prof. Appel, in the [video](#) he said he was "very impressed by the incredible high quality of science" in Shanghai.



### [Beijing: EPFL visit and Reception of the St. Gallen Symposium](#)

We are also pleased to inform everybody that we are going to offer updates from our colleagues in the Swiss Embassy in Beijing. The vice president of Academics of EPFL, Philippe Gillet, after the visit in Shanghai he also led the delegation to Beijing; moreover, the 4th Reception of the St. Gallen Symposium in Beijing was held on March 27th at the Swiss Residence in China. [Read more...](#)

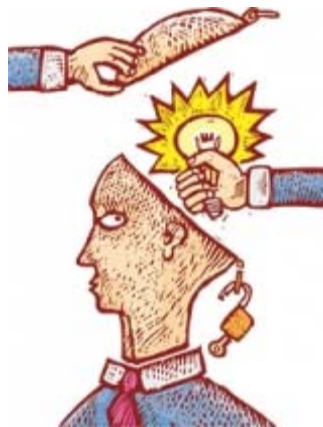


Sino Swiss Exchange is a volunteer organization that aims to develop and transform Chinese students into mature professionals that have the potential to shape Sino-Swiss relationships. Impressively, Julian Vogel introduces the organization in Mandarin in the video, check it on [YouTube](#) or [Youku](#).



Events from our colleagues in the swissnex network

- swissnex Boston: [venture leaders return to Boston, June 2013](#)
- swissnex San Francisco: [Scaling Innovation in Smart Cities](#)
- swissnex Singapore: [Digital Art Weeks Singapore 2013](#)
- swissnex India: [Start up in India](#)



As the amount of Swiss business has continued to increase, a group of entrepreneurial lawyers have started offering services in China. In the short video ([YouTube](#) or [Youku](#)), Nathan shares some observations on China as a market for Swiss companies and some advice about how to approach the difficult question of IP management and protection.



We are receiving new team members: they are (from left to right): Vanna (Intern), Tu (Communication Officer), Mélanie (Intern) and Lijun (Project Leader Innovation & Technology). Welcome on board, girls!



[EHL alum building the cleanest toilets in Asia](#)

Teo Borschberg (who recently graduated from Ecole Hoteliere Lausanne) and Pierre Rousseaux are the founders of the start up Good Toilet Ltd. Their main goal is to create the cleanest public toilets in Asia. This sounds like a crazy idea, but in the end it is an innovative opportunity for young entrepreneurs to enter the Chinese market. The interview is both on [YouTube](#) and [Youku](#).



Save the date

From May 30 to June 2, there will be the [Swiss Week](#) in Shanghai, in which famous Swiss companies and brands will host their own booths and exhibits themselves to the people in Shanghai.

### Quick notes and forecasts about our activities...

- Read more about the [academic cooperation](#) and [innovation events](#) that we actively engaged across China.
- The EMBA delegation from School of Law and Business of ZHAW was on their second study tour to Shanghai on April 17. Besides visiting swissnex and learn about market entry of Swiss companies, they also went to Suzhou Industrial Park the next day.
- 2 professors from Heig-VD and representative from Board of Higher Education of Canton de Vaud explored the possibility to set up a summer programme for Swiss and Chinese students in China from April 14 to April 26, after the great success with Indian and American universities. They adventured to Wuxi, a picturesque city north of Shanghai to discuss with local university and company there.
- The State Key Lab of Metal Matrix Composites of Shanghai Jiaotong University is working closely with Adolph Merkle Institute (AMI) of University of Fribourg. As a starting point, Prof Christoph Weder, Director of AMI and key members will come to Shanghai to have a workshop with the State Key Lab from May 7 to May 9.
- BASEL - SHANGHAI NIGHT will be held on May 14, 2013 at the Swatch Art Peace Hotel with a panel discussion about "The economic significance of Sino - Swiss relations."

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