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Be innovative, think China! - Newsletter July 2013 - swissnex China, Shanghai



Be Innovative, Think China! – CTI China Market Entry CAMP

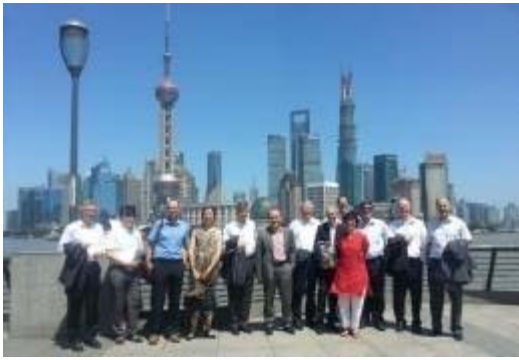
Switzerland's Commission for Technology and Innovation ([CTI](#)) and swissnex China are proud to announce their collaborative program '[CTI China Market Entry CAMP](#)'. This joint initiative is open to all CTI Start-ups and introduces them to characteristics and networks of China's fast growing market and innovative potential in order to prepare them for a successful market entry in China.

There are many interesting stories we would love to share with you, so please read below and watch our new videos. Also, don't forget to connect with us on one of the social networking service.



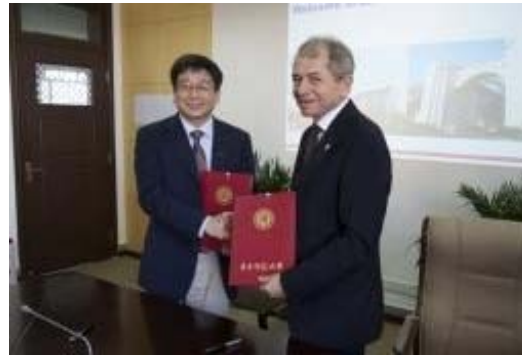
CTI China Market Entry CAMP

Swiss start-ups that want to successfully enter the Chinese market need to integrate China and its various aspects into their business plans. The CTI China Market Entry CAMP addresses exactly this need. In the context of the program, swissnex China provides CTI start-ups with different services such as connections to local networks, business-related information, fact-finding missions and [learning tools](#). Click [here](#) for more information or contact Lijun Zhang, our Project Leader in Innovation and Technology [here](#).



SERI Delegation Visit To Shanghai

From 10th-12th July 2013, swissnex China had the great pleasure to welcome a diverse delegation of Swiss scientists, professors, and innovation experts led by Dr. Mauro Dell’Ambrogio, Swiss State Secretary for Education, Research and Innovation. Click [here](#) for the full report of the visit.



Basel Delegation Visit and “Basel-Shanghai Night“-Event

On May 14, 2013, a delegation from the Canton of Basel led by Dr. Carlo Conti, State Councillor of the Canton Basel-Stadt, visited East China Normal University for their cooperation about the new Confucius Institute at University of Basel. In the evening, there was a panel-discussion "The Economic Significance of Sino-Swiss Relations" in the context of the “Basel-Shanghai Night”. Click [here](#) to read the full report.



Presenting swissnex China on Social Media

Watch our exclusive video of Pascal Marmier, Executive Director, presenting swissnex China on [Youku](#) and [Youtube](#). Also check out our other videos: Testimonials from two Chinese students at EPFL ([Youku](#) / [Youtube](#)) and Benoît Dagon presenting imina Technologies, a spin-off company of EPFL developing micromanipulators ([Youku](#) / [Youtube](#)). Follow us on [Youku](#) and [Youtube](#) for more videos!



Swiss Business in China: Success, Challenges and Innovation

On the occasion of the first ever Swiss Week in Shanghai, swissnex China, in cooperation with Swiss Center Shanghai and China Integrated, organized a conference on Swiss companies in China. Among others, the conference presented the results from the “2013 Swiss Business in China”-survey ([PDF online](#)). Click [here](#) for more details.



Swiss Week in Shanghai

From May 30 until June 2, swissnex China together with other Swiss institutions and leading companies mounted their booths in Huai Hai Zhong Road / Yan Dang Road to present Switzerland and its diversity to local Shanghai residents. Click [here](#) to read more about Shanghai's first ever Swiss Week.



EPFL EMBA MoT Social Media Workshop

On 26th June, swissnex China welcomed EPFL EMBA MoT (Management of Technology) students to our social media workshop discussing the current situation and trends in Chinese social media. Click [here](#) to read more.



Workshop on 3D Printing and Bio-materials

On June 22, swissnex China hosted a workshop discussing the current state and uncertain future of 3D printing technology in the design, material and medtech industries in China. Click [here](#) for the full report of the event.



The Adolphe Merkle Institute visits Jiao Tong University

In the second week of May 2013, swissnex China had the pleasure to welcome a delegation from the Adolphe Merkle Institute at the University of Fribourg. During their 3-day trip the delegation visited Jiao Tong University with the aim of strengthening the relationship between the two schools. Click [here](#) to read more about their visit.



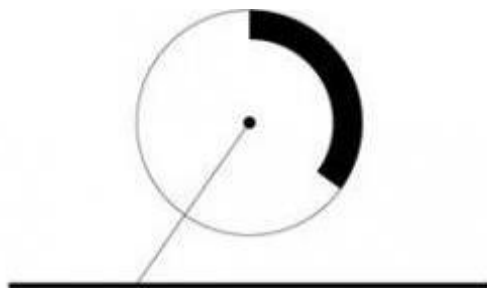
Beijing Voice

Check out some of the news from our

colleagues in Beijing:

- [Free Trade Agreement between Switzerland and China](#)
- [First Edition of the Swiss Business Awards in Beijing](#)
- [China Released Plan to Support Universities in Central and Western China to Grow Faster](#)

Find more [here](#).



34%

think Chinese firms are as innovative as those from the West.

Innovation in China: The View of Chinese Consumers

[frog](#) recently released a survey among Chinese consumer on their view of what makes a company innovative.

Interestingly, the study found that:

- For many Chinese consumers "being innovative" does not mean being a pioneer or doing something for the first time but being the first to achieve commercial success.
- Chinese Consumers associate innovative companies with continuous improvement and change and the launch of new features.
- Since extraordinary services are still rare in China, companies that provide exceptional customer experiences are considered innovative by many consumers.

Click [here](#) for the full article 'What's The



SUPSI EMBA Visit swissnex China

The Consulate General of Switzerland and swissnex China welcomed a group EMBA students from SUPSI (University of Applied Sciences and Arts of Southern Switzerland) who stayed in Shanghai for three days. Read more about their stay [here](#).



The Current Start-up Environment in China

Science and technology incubators and accelerators have popped up in China with exponential growth in number and size. Local governments continue to invest with the aim to transform local labor-intensive industry into a more technology-oriented one. Governments on the municipal, provincial and state level have allocated billions of funds every year to support talent acquisition, project commercialization and international collaboration. Meanwhile, private investors are quickly growing in numbers and become more risk tolerant and keen to invest in high-technology companies. Industries such as ICT, healthcare and new energy are the most popular industries with numerous specialized incubators and venture

Roadmap For Innovation In China?'.

funds. However, the market and legal system are still not as transparent and mature as in Western countries.

Click [here](#) to read an article on 'The Future of China's Startup Incubators'.



**New Team Member:
Linda Lou**

Linda has recently joined swissnex China as the new project leader in academic relations and will take the lead in managing and developing collaborative relationship between Swiss and Chinese universities, research institutions and other organizations. Contact her [here](#).



**New Intern: Christina
Myers**

Christina, a graduate in economics/business from HEC Lausanne, will spend six months at swissnex China supporting different entrepreneurship projects, swissnex China's communication efforts and promoting the University of Lausanne. Find a full profile [here](#) and contact her [here](#).



**New Intern: Claire
Berset**

Claire, a first-year student in International Affairs at the University of St. Gallen, has joined us for a two-month internship to - among other tasks - research professional and vocational educational training programs by Swiss companies in China. Find a full profile [here](#) and contact her [here](#).



**Sabbatical: Dr. Merja
Hoppe**

Dr. Merja Hoppe, from the Institute of Sustainable Development at ZHAW, spent a one-week



**Sabbatical: Jean-
Jacques Keller**

During his two-week stay at swissnex China, Jean-Jacques is further developing the "MSE China" module. This



**Intern Update: Lennart
Bolliger**

Since this April, Lennart has been working on a research project on philanthropy and the

sabbatical at swissnex China in mid-June. During her stay she had the opportunity to meet representatives from several Chinese universities to talk about potential research collaboration in the field of sustainable mobility. Contact her [here](#).

module is organized by SUPSI and by ZHAW and aims to introduce the MSE students to a direct, on-site experience of the Chinese market for Swiss industries. Read more about the module [here](#).

nonprofit-sector in China. Click [here](#) for a short update on his internship.

Events from our colleagues in the swissnex network:

- swissnex Singapore: [Attolight Workshop](#)
- swissnex San Francisco: [Story2023](#)
- swissnex Boston: [Joel Tettamanti Exhibit at MIT Museum](#)
- swissnex Bangalore: [JS Meet Up - Session 4](#)

Quick notes and forecasts about our activities...

- For the latest swissnex China news visit our blog [here](#).
- swissnex China will celebrating its 5th Anniversary on 8 August, 2013.
- ROBOY: Robotics Event with Prof. Dr. Rolf Pfeifer, UZH, on 10 August, 2013, 4pm at Penghao Theater in Beijing and from 12-13 August in Shanghai.
- Collaborative seminar between Swiss Re and swissnex China on the containment and mitigation of the effects of infectious diseases on Thursday 15 August, 2013 in the Lakeview Hotel at Beijing University.
- 'Act Like You Mean It': public lectures, workshops and 'lecture-performances' from 7-12 October, 2013.

swissnex China
22 F, Building A, Far East International Plaza, 319 Xianxia Road,
Shanghai 200051, China
t: (+86) 21 6235 1889 f: (+86) 21 6235 1365
www.swissnexchina.org
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