

SWISS SME CHINA: VERY SUCCESSFUL KICK-OFF EVENT OFFICIAL RELEASE

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Thanks to the great support from the Consulate General of Switzerland in Shanghai, Swissnex and SwissCham, Swiss SME China has achieved a tremendous success for its kick-off event.



From left to right:

Michael Lehmann, Alexander Hoffet, Pascal Savioz

On November 2nd, the kick-off event of Swiss SME China was held at Swissôtel Grand Shanghai with over 50 participants. It was opened by Mr. Alexander Hoffet, Consul General of Switzerland in Shanghai welcoming Swiss Association of Small and Medium-sized enterprises (SKV) to China. The Representative of SKV in China and the Head of Asia-Pacific of mageba, a very successful Swiss SME in China were invited for speeches and discuss with the audience during the Q&A session.

Mr. Michael Lehmann, General Manager of sim (selective international management) - the Representative of Swiss SME in China - talked about the establishment of the SKV platform abroad as well as its concept, purpose and service especially in China. Dr. Pascal Savioz, the Head Asia-Pacific of mageba had a speech emphasizing the achievements, success factors and challenges of doing business in China. Following the two pragmatic and instructive speeches, participants actively exchanged concerns and knowledge with the speakers.



Discussion with audience during Q & A session



Cocktail reception for further networking

As Dr. Savioz rightly pointed out: “It is a great achievement, that this platform now stands at the disposal of Swiss SMEs in China” and Michael Lehmann added: “We shall assist both, existing and new SME’s in China to access information and practically exchange their know-how among each other”

A cocktail reception sponsored by sim was then hosted for further communication and networking. The SKV platform is expected to be enhanced and expanded through the representation in China to enable Swiss SMEs going abroad and exploring potential sales opportunities and synergies in collaboration with other Swiss SME China.



The evening was a significant milestone for the Swiss SME China to kick off the representation of SKV. We look forward to welcoming more Swiss SMEs and being at their service.

For further information please visit either sim's website, the Swiss SME association's page or contact us under: info@swiss-sme.org