



March, 2015

Dear Customers and Friends,

In our first sim update after the Chinese New Year, we are proud to share with you the latest developments of our clients and our company as well as the announcement of SwissWeek Shanghai 2015.

On Friday, March 13th 2015, the signing ceremony of a Letter of Intent between BASEL-MULHOUSE AIRPORT (EuroAirport) and SHANGHAI AIRPORT AUTHORITY (SAA) was held at the business center of Hongqiao airport. Chief Executive Officer Mr. Jürg Rämi from EuroAirport and the President of SAA Mr. Jing Yiming signed the LOI in the presence of Swiss Consul General Mr. Alexander Hoffet and dignitaries from both countries. sim as the representative of EuroAirport in China contributed substantially to this beautiful event which marked a milestone in the relations not only between the Airports but also the two Cities Basel and Shanghai. [More...](#)

It is with great pleasure that we can hereby announce the start of operations of one of our valued customers, SATIS International Trading Co Ltd, in China. Set up in the Free Trade Zone of Shanghai Waigaoqiao, SATIS benefits from the newly regulated system in China as well as from the bilateral trade and agreements (FTA) between Switzerland and China.

[More...](#)

Following the great success of the two previous editions of SwissWeek Shanghai, we are thrilled to announce that the SwissWeek 2015 will open its doors in seven weeks and will be part of the official 65th anniversary celebration of the bilateral relations between Switzerland and the People's Republic of China. [More...](#)

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Follow us on **Wechat** (QR code on the right column) to stay tuned about the SwissWeek Shanghai 2015 and interesting topics about Switzerland and its brands.

Last but not least, we wish you a wonderful Spring.

Enjoy your reading.

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environment in China.

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EUROAIRPORT BASEL AND SHANGHAI AIRPORT AUTHORITY TO SIGN HISTORIC MEMORANDUM Letter of Intent signed between EuroAirport and SAA on March 13th 2015

On Friday, March 13th 2015, the signing ceremony of a Letter of Intent between BASEL-MULHOUSE AIRPORT (EuroAirport) and SHANGHAI AIRPORT AUTHORITY (SAA) was held at the business center of Hongqiao airport. Chief Executive Officer Mr. Jürg Rämi from EuroAirport and the President of SAA Mr. Jing Yiming signed the LOI in the presence of Swiss Consul General Mr. Alexander Hoffet and dignitaries from both countries. sim as the representative of EuroAirport in China contributed substantially to this beautiful event which marked a milestone in the relations not only between the Airports but also the two Cities Basel and Shanghai.



One year ago, sim was mandated to act as the EuroAirport representative based in Shanghai to assist the cooperation between Basel and Shanghai. Ms. Florence Liang of sim managed to strengthen the coordination between EuroAirport and SAA in order to assist the declared goal of both parties: to set up direct cargo flight between the two cities.

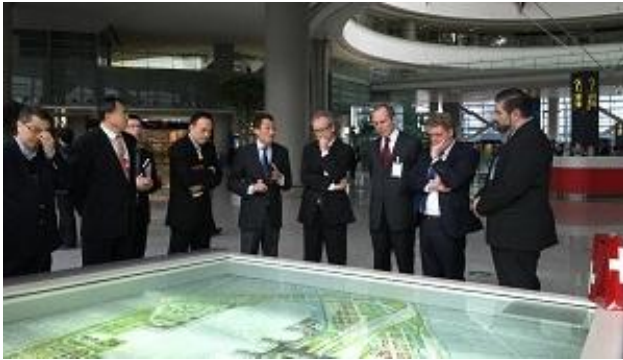
In October 2014, SAA sent a delegation to visit EuroAirport in Basel

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and both parties had very interesting exchanges together. Considering that both cities are important pillars of the trade in the

world, and that the airports are the essential to it, both parties decided to prepare and sign the LOI as a very important first step for their collaboration.

And now, Beginning of March this year, EuroAirport's Chief Executive Officer Mr. Jürg Rämi and the Executive Vice President Mr. Gian Alessi came to Shanghai to visit the Shanghai Hongqiao Airport and to sign the LOI together with the president of SAA Mr. Jing Yiming. With this understanding between the cities of Basel and Shanghai, both Airports express their willingness to strengthen the friendly relation and partnership based on mutually agreed objectives, such as to promote the establishment of a direct cargo flight between the two cities and to strengthen the cooperation in the field of airfreight initially.



The signing ceremony was organized very successfully by SAA in a joyful and constructive atmosphere and both parties are confident that through the bilateral efforts and commitment, to develop even stronger relationships and friendship between the two airports of Basel and Shanghai in future.

sim will gladly continue to act as representative of Euroairport and hence to support both airports towards their next goal to establish the direct cargo flight between Basel and Shanghai and wishes to express its congratulations to both parties for this great achievement.

[sim Publication link \(pictures\)](#)

SATIS INTERNATIONAL TRADING STARTS OPERATIONS IN CHINA

SATIS International Trading Co Ltd set up in the Free Trade Zone of Shanghai Waigaoqiao



It is with great pleasure that we can hereby announce the start of operations of one of our valued customers, SATIS International Trading Co Ltd, in China. Set up in the Free Trade Zone of Shanghai Waigaoqiao, SATIS

benefits from the newly regulated system in China as well as from the bilateral trade and agreements (FTA) between Switzerland and China.

"Our company is concentrating and specializing on trade between Switzerland/Europe and China, the company's aim is to build quickly deep knowledge on the specifics of such trade and to the strong collaboration with sim (selective international management) Co Ltd will allow and help us to provide unique one-stop-solutions for European and Swiss Products to be sold in the Chinese market. Customers do not have worry anymore about"

For further information, pls do not hesitate to inquire at:
inquiry@satistrading.com

SWISSWEEK SHANGHAI 2015

7 weeks to go!

This year marks the 65th anniversary of bilateral relations between Switzerland and the People's Republic of China. Come and celebrate with us the Sino-Swiss friendship at the SwissWeek Shanghai 2015 which will take place from **13th May to 17th May** in **Huaihai Park** (near Pu'an Road), in the heart of Shanghai.



Cultural performances, exhibitions and events will be organized during the Swissweek to offer everyone the opportunity to discover

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and learn about the Swiss culture, its music, traditions and innovative spirit. Visitors will also be invited to relax at the Swiss Café which will offer a selection of Swiss products.

Last but not least, more than 15 Swiss companies will present and sell their products at the exhibition, including:

- Food: Cheese, yoghurt, biscuits, chocolate, infant products, jam, herbal sweets
- Beverage: wine, coffee, milk
- Consumer electronics: audio and computer equipment, coffee machine, air cleansers
- Consumer and professional equipment: Kitchen appliance and equipment, interior furniture and appliances

Follow us on Wechat to stay tuned and participate in the Lucky Draw. The entrance is free, so bring your friends and family to enjoy the exhibition! We are looking forward to welcoming you at the SwissWeek.

Follow us:



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