

Dear Customers and Friends,

We would like to wish you and your close ones Happy Holiday and all the very best for the Year of Horse.

In our first sim update for 2014, we would like to share with you the latest developments of our company as well as the coming opportunities for your company in China.

Following the success of the first Swissweek Shanghai in 2013, we decided to organize a new edition this year and expect to achieve even greater results together with the participants.

Furthermore, we are actively developing our services in the Shanghai Free Trade Zone to support you to enjoy the best opportunities it offers.

Enjoy your reading.

Your **sim** team

sim news

SIM OFFICIAL COMMUNICATION

SWISS AND SHANGHAI-BASED SIM SEPARATES INTO TWO INDUSTRY-LEADING CONSULTANCIES

Michael Lehmann continues to manage and fully takes over the reigns at sim, while Philippe Zwahlen creates SST as a spin-off consultancy, paving the way for two outstanding, stand-alone businesses

January 2014 (SHANGHAI) - Mr. Michael Lehmann, Owner and General Manager of **sim (selective international management) Co. Ltd**, and Mr. Philippe Zwahlen, former Managing Director of sim, announce the split of sim into two companies. The spin-off of **sim** and strategic separation allows Mr. Zwahlen to move into a new company, **SST**, while Mr. Lehmann advances into sole ownership of **sim**.

[Read more](#)

[Read the official joint press release](#)

In This Issue

sim news
Swissweek 2014
FTA
Participate in the
Swissweek 2014

Quick Links

[sim.biz](#)
[Swissweek China](#)
[Contact us](#)
[Follow us on LinkedIn](#)
[Join our mailing list](#)

Swissweek Shanghai 2014

[Shanghai Concept 2014](#)
[Registration](#)
[Archives of 2013](#)

Swiss companies already registered for the Swissweek Shanghai 2014 edition:



BONECO
healthy air

SIGG 



SCHULER 
轩乐醇酒远1694

Join us to have the chance to promote and sell your products and brand to a large Chinese public.

SWISSWEEK CHINA Shanghai 2nd edition, 2014

Following the success of the first Swissweek Shanghai edition in 2013, we decided to organize a new edition for the end of May 2014.

We are particularly thrilled that [the Consulate General of Switzerland in Shanghai](#) has kindly decided to renew their Patronage of the Swissweek.



Earlybird Discount

Register before January 31st, 2014
to enjoy a 5% discount.

The Swissweek Shanghai 2014, will take place from **May 28th to June 2nd 2014**. Please note that the location has changed from the previous edition. The event will take place on **HuaiHai Road Park**.

For more details please download our Swissweek Shanghai 2014 Concept by [Clicking Here](#).

[More information](#)

SHANGHAI FREE TRADE ZONE (FTA) Business opportunities

Shanghai City announced on **January 19**, that providing advice on the development of the recently opened Shanghai free trade zone will be a focus of the city's political advisory body in the coming year, and sim not only follows this development closely, but is already practically about to open a trading WOFE and a consulting WOFE each in the new FTZ. This pragmatic approach, paired with a close and constant contact to key officials and players of and in the new Zone, will provide us with the **necessary knowledge** to share with you.

The 29-square-kilometer free trade zone, consisting of four parts located in Shanghai Pudong, was launched in late September as a test bed to drive to deepen market-oriented reforms.

Chairman of the standing committee of the 12th CPPCC Shanghai Committee Wu Zhiming told at the last annual session of the city's political advisory body that they have a vital role to play in the city. "Shanghai is at a key stage of reform and overcoming difficulties. We need political advisers to give their voices and serve the city better," said Wu. We certainly agree and take an **active place** in this knowledge exchange.

For more details on the FTZ and/or on opening your legal entity in this zone, kindly contact us at info@sim.biz

sim (selective international management) | update@sim.biz | www.sim.biz
Unit 706, 7/F A Mansion
291 Fumin Road
Shanghai, 200031