



July 2014

Dear Customers and Friends,

We are proud to share with you first hand our news as well as the latest historic milestones which have been reached in the economic collaboration between Switzerland and China.

On July 1st, our General Manager participated in the celebrations held in Beijing for the Entry into force of the Free Trade Agreement between Switzerland and China. [More...](#)

On the same day, sim took also part in the Sino-Swiss Economic Forum in Beijing with the Participation of H.E. State Secretary Marie-Gabrielle INEICHEN-FLEISCH. [More...](#)

Only a few hours later, on July 2nd, sim was handed over the Key for our new branch office during the Opening Ceremony of the Sino-Swiss Zhenjiang Ecological Industrial Park, where sim will operate as entrusted Consultancy & Advisor of the Park and the Swiss Companies established in Zhenjiang. [More...](#)

A week before, the S-GE Impulse on Asia organized by Switzerland Global Enterprise was held in Zurich, Switzerland. With about 200 attendants, this forum aimed to gain insights on business opportunities in Asia for firms from Switzerland. [More...](#)

Delightfully we present you the highly satisfying outcomes of the second edition of the Swissweek China. [More...](#)

Follow us on [LinkedIn](#) to read our latest company's updates and inputs on business opportunities as well as the economic environment in China.

Find sim and in particular our General Manager Michael LEHMANN newly as exclusive member on [International Referral](#).

Last but not least, we wish you a very happy Summer.

Enjoy your reading.

Your **sim** team

In this update

Sino-Swiss FTA

**Sino-Swiss Economic Forum
in Beijing**

sim in Zhenjiang

S-GE Forum in Zürich

Swissweek Shanghai

Quick Links

[sim.biz](#)

[Swissweek China](#)

[Contact us](#)

[Follow us on LinkedIn](#)

[Join our mailing list](#)

International Referral

sim has been chosen to become a member of [International Referral](#), an online platform regrouping selected and recognized expert firms featured by field of practice area expertise. sim is glad to be part of this exclusive circle.



LinkedIn



[Follow us on](#)

[LinkedIn](#) and

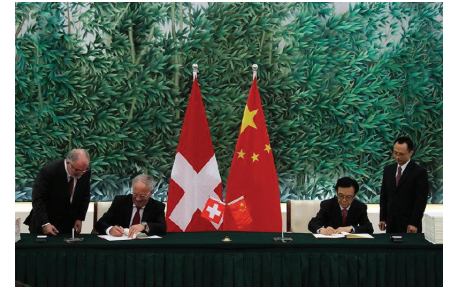
access our latest
business

opportunities and inputs on the
economic environment in China.

FTA INTO FORCE

The Free Trade Agreement between Switzerland and China has entered into force on July 1st, 2014.

On July 1st, 2014, sim participated in the celebrations of the entry into force of the Free Trade Agreement between China and Switzerland, in presence of H.E. State Secretary Marie-Gabrielle INEICHEN-FLEISCH, the Ambassador of Switzerland to China H.E. Jean-Jacques DE DARDEL and H.E. ZHONG Shan Vice Minister of Commerce in China.



The Agreement has been finalized during the Summer 2013 after 4 years of negotiations and will bring many reductions and/or eliminations of custom tariffs in both directions.

It will facilitate the market access for the Swiss exporters, being SMEs or bigger companies. Customs duties will progressively decrease in most areas of bilateral trade.

Furthermore, the legal framework will offer a better protection for intellectual property rights and investments.

Please click the links to read the Official Press Release from the Federal Department of Economic Affairs, Education and Research (EAER) in [English](#), [German](#), [French](#), [Italian](#).

Please [contact us](#) for any question regarding the implementation of the FTA and find the text and position [here](#).

SINO-SWISS ECONOMIC FORUM IN BEIJING

A new chapter in Sino-Swiss relations

On the 1st of July 2014 State Secretary of Economic Affairs, H.E. Marie-Gabrielle INEICHEN-FLEISCH and the Vice Minister of Commerce in China H.E. ZHONG Shan, inaugurated the Sino-Swiss Economic Forum (SSEF). The Forum was organized jointly by the Swiss-Chinese Chamber of Commerce and the Swiss Embassy including its Sections for Economy, Trade, Science and Technology, the Swiss Business Hub and swissnex Shanghai in partnership with Cleantech Switzerland and the Investment Promotion Agency of the Chinese Ministry of Commerce.

Representatives from the Sino-Swiss business community attended the forum together with Government Officials from both countries and Academia.

The goal was to explore the new business opportunities the Free Trade Agreement will bring. It covered the major strengths of the Swiss and Chinese systems such as Quality, Innovation, Competitiveness and Sustainability.

SIM IN ZHENJIANG

Opening Ceremony in SSZEIP

sim further commits to stay close to the Swiss companies and therefore is expanding with a new Branch Office in the Sino-Swiss Zhenjiang Ecological Industrial Park (SSZEIP) to further serve its clients, particularly in the field of Management, Science, Technology and Innovation.

Following the successful opening yesterday of the park which include 20km² of land and 200'000m² of incubation space, SSZEIP has selected sim as a trusted management consultant & advisor. sim has received the golden key for their office during the Opening Ceremony, which was attended by more than 300 representatives of Swiss and Chinese government, business and media.



Among them Mr. FU Ziyang, Vice Governor of Jiangsu Province and H.E. Marie-Gabrielle INEICHEN-FLEISCH, State Secretary of Economic Affairs of the Swiss Confederation and Mr. Daniel KÜNG, CEO of Switzerland Global Enterprise took part in the event.

We are glad to support this Sino-Swiss initiative and the Swiss companies present in Zhenjiang.

Please [contact us](#) for any question regarding the Sino-Swiss Park.

S-GE ASIA FORUM IN ZURICH

Asia business environment forum

On June 23 and 24, Switzerland Global Enterprise organized a forum to support Swiss firms to find business opportunities in Asia. It was held under the motto "Powering World Growth". The goal was to illustrate the growth potential in Asia using clear real-life examples. Videos presenting success stories covering individual countries, regions and market were showed during forum.

SWISSWEEK 2014 REVIEW

5 days discovery of Switzerland at Huaihai Rd. Park, in the heart of Shanghai.

sim (selective international management) was the executive organizer of the second edition of the Swissweek China, which was held in Huaihai Rd. Park, in Shanghai and presented Switzerland to the public with free access to the exhibition.



During the five days event, around 85'000 people visited the "Swiss Village". The public could taste traditional Swiss cheese and chocolate and savor original Swiss products while listening and watching live Alphorn music performed by the group Trio de la Béroche, which came from Switzerland for the Swissweek.

In addition, 23 Swiss companies and institutions participated in the event as exhibitors and sponsors to present themselves and showcase their brands and products to the public.

Many activities were organized along the days to make the visitors feel as if they were in Switzerland by taking pictures of mountainous landscapes with the real sound of the cows just besides.

"Overall, the initiative of the Swissweek was warmly welcomed by Chinese and Swiss officials, Swiss companies and institutions as well as the public in Shanghai. We plan to organize the Swissweek on a yearly basis and offer the chance to the Chinese people based in other cities of China to discover and learn more about Switzerland but also to foster a unique platform for Swiss companies to access directly the Chinese consumers." said Michael LEHMANN, General Manager of sim (selective international management).

Check the [highlights in the e-book](#) of this year!

More information on: www.swissweek.com

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