

EIDGENÖSSISCHES DEPARTEMENT DES INNERN
DÉPARTEMENT FÉDÉRAL DE L'INTÉRIEUR
DIPARTIMENTO FEDERALE DELL'INTERNO
DEPARTAMENT FEDERAL DA L'INTERN

Short Speech at the Opening of the Swiss Center

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(Translation English – Chinese by Swiss Center Shanghai, Mr. Yang Kai)

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 The spoken version only is valid!

Ladies and gentlemen, dear friends,
女士们，先生们，亲爱的朋友们，

The Swiss Center stands in Shanghai! 瑞士中心在上海落成了！ Let me congratulate everybody who has been involved in the realisation of the project, 我祝贺所有参与实现这个项目每一位 which looked nice from the beginning but proved to be rather difficult in the realisation.这个项目开始时中看，但在实现过程中证明非常艰难。 I want to particularly thank our hosts Xinzhuang Industry Zone and the Minhang Government who have financed the biggest part of the project.我特别要感谢我们的主办方莘庄工业区和闵行区政府，他们为此项目提供了绝大部风资金。

The actual result, as you see it here today, had to come to terms with the many wishes of the different, potentially interested parties. 现在各位所见到的是来自不同的，潜在的受益方的愿望达成的一个共识。 The final result seems to me an excellent solution to the problems of many SMEs from Switzerland interested to develop business and invest in China. 这个最终结果在我看来是解决有兴趣在华投资的瑞士中小型企业问题的极好的解决方案。

China is developing into a formidable competitor. 中国正在发展成为一个强有力的竞赛者。 Not only in the cheap low and mid-tech products as China is emerging as a reliable producer of high-value and technologically sophisticated products sector. 中国不仅限于廉价和中端技术类产品，并且逐渐成为一个高价值、复杂技术含量产品领域的可靠生产者。 World-class companies are

manufacturing high-end chips, photonics, ceramic casings for catalytic converters, digital switching systems and video-conferencing equipment in China. 世界级企业正在中国生产高端集成电路、光电产品、供汽车催化净化器使用的陶瓷铸件、数字式电话交换机系统和电视会议设备

China is simply becoming one of the most efficient manufacturing hubs in the world in its east and southern seaboard. 中国东部和南部沿海地区正在成为世界上最富效率的生产中心之一。 And Shanghai is at the very center of this fantastic economic region. 而上海处于这个梦幻般的经济地区的正中心。 Costs of production are falling and there is abundant supply of highly motivated and cheap labor in these hyperdynamic coastal areas. 在这些极其活跃的地区，制造成本在下降，同时充满大量高度积极的廉价劳动力。

Swiss business is well positioned to exploit these opportunities. 瑞士的企业已很好就位来利用这些机遇。 We have over 300 companies in China in 600 establishments. 我们共有 300 多家企业在中国设立了 600 个机构。 We are in the "top ten" list of investors. 瑞士名列前十位在华的投资者。 We are here for the long term and to develop excellent economic relations. 在中国我们着眼于长远并且发展良好的经济关系。

To face the competition, SMEs will find a well-prepared ground. 面对竞争，中小企业会有一个准备充分的平台。 They will be able to start production after a relatively short time and in conditions of relatively low risk. 在经过相对较短时间

和相对较小的风险条件下，它们便能开始生产。This is, in my view, essential for an SME, as they very often do not dispose of the necessary personnel or finances to start China operations successfully. 我认为，这对中小企业来说是至关重要的，因为通常它们没有必需的人力和资金支配来成功的开始在中国的运营。 This intermediate step of starting in a Swiss structure will be an excellent opportunity for many of them.

They can test the ground, 它们可以是一下这个平台， they can start buying components, producing or selling their products, all under one roof, that of the Swiss Center. 在瑞士中心的同一屋檐下，能从采购元件，生产，或销售它们的产品开始。 And then, having learnt how to fly, they can find a final location, taking over more risks by themselves, but knowing by experience what these risks are. 而后，学会了自己飞翔，它们可以另找到一个最终的地方，自己去承担更多的风险，但，这些风险是根据经验已经知晓的。

I would like to wish the organizers of the Swiss Center success in their venture and thank them for their persistence in building and supporting it. 我祝愿瑞士中心的组织者经营成功并感谢他们建造和支持瑞士中心的持之以恒。 I am convinced the SCS offers Swiss companies an ideal "launching pad" for China and will bring a key contribution to the support of SMEs in China. 我深信，瑞士中心为瑞士企业在华投资提供了理想的‘发射架’，并将给中小型企业的支持带来关键的贡献。

I look forward to the cooperation between other institutions offering support for Swiss SMEs' and the SCS, for a strong and efficient Swiss presence in China!

我期待着其它为瑞士中小企业提供支持的机构同上海瑞士中心和的的合作，使瑞士在华有力和有效地出现。

Congratulations again and thank you for your attention!

再次祝贺并感谢大家聆听。