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Swiss President Pascal Couchepin, opens Swiss Center Shanghai !

Facilitating China access, the Center offers SMEs a global advantage



Swiss President, Mr. Pascal Couchepin (on the right side), is officially opening the Swiss Center Shanghai.

(Pictures: Florian Lüthi)

Today, November 24, 2003, four years after supporting the project launch, Swiss President Couchepin opened the Swiss Center Shanghai in the Shanghai Xinzhuang Industry Park (SHXIP).

“China is developing into a formidable competitor.” Acknowledged the President. He then went on to mention “To face the competition, SMEs will find a well-prepared ground. They will be able to start production after a relatively short time and in conditions of relatively low

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risk. 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. (...) 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."

Nicolas Musy, Managing Director of the Center, presented the achievements of the SCS with more than 40 SMEs (small and medium sized enterprises) served since January 2001, including, Jura (producer of coffee machines), Migros (the biggest Swiss retailer), Komax (listed Co. for cable handling machinery).

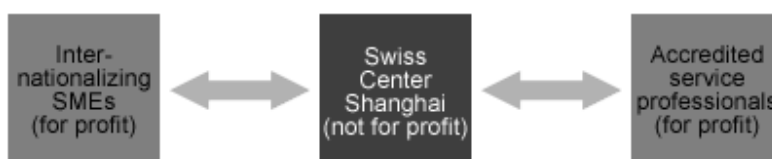
The Center caters to SMEs interested in tapping opportunities raised by the emergence of China and its transformation into the main production hub for the World.

SMEs have the opportunity to purchase components at excellent quality/price ratio; supply Chinese producers with equipment and supply the Chinese growing middle class with high-class consumer goods.

The Swiss Center Shanghai (SCS) is a platform for Swiss SMEs interested to set-up their business in China. After offering services from 2001 and instant downtown office space from 2002, the Center is completing its concept and offers instant start-up workshop space for SMEs. Additional instant desk space is also available.

Three years ago, the day of the 50th anniversary of establishment of Sino-Swiss diplomatic relations, Swiss President, Mr. Adolf Ogi presented the Swiss Center Shanghai with its corner stone. In the meantime the groundbreaking project developed well: more than 40 companies received very appreciated support from the SCS and its network of professional experts.

In this time and with the SCS involvement, Xinzhuang Industry Park welcomed 10 more Swiss enterprises **making the industry park selected by the Swiss Center the biggest cluster of Swiss companies in China.**



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The SCS and its network of professionals is providing SMEs with the resources they lack to successfully enter the China market, be it for sourcing, production or distribution.

The SCS offers not only China management expertise, business and cultural know-how, but also financial support, valuable local government relations and adequate instant space.

By integrating and pooling the services, best conditions are earned for the SCS members and clients.

On Sept 15, in Quebec, the SCS got the award of best international project of the first World Chambers Competition 2003. It is now fully ready to fulfill its mission: provide the Swiss SMEs with a strategic advantage and develop Sino-Swiss economic relations.

November 24, 2003, Shanghai



SCS Instant Desk Space in Shanghai Xinzhuang Industry Park

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The Swiss President is signing a Swiss flag – his present for the Swiss Center Shanghai