



# PRESS RELEASE

## WORLD CHAMBERS COMPETITION 2003

### The Chamber of Commerce of the Canton Fribourg receives the award of the international category with the project "Swiss Center Shanghai"

At the 3rd worldwide Congress of the chambers, which was held from September 15 to 17, 2003, in Quebec, Canada, the Chamber of commerce of the Swiss Canton of Fribourg won the price of the "Best international project" for the "Swiss Center Shanghai".

This first event of the worldwide Congress of the chambers was initiated to promote the excellence of the chambers on an international scale. The World Chambers Competition aimed to give international recognition to the most innovative projects recently undertaken by local, regional and national Chambers of commerce from around the world.

The Fribourg Chamber of commerce, with its project of the Swiss Center Shanghai (SCS), reached the final as well as three other chambers from Columbia, Russia and Spain.

Finally the Swiss project - which contributes to the development of the activities and the construction of international networks between members of the chambers - won the category.

Adnan Kassar, President of the Jury, described the projects as very remarkable and of highest quality.

In the name of the Association of the Swiss Chambers of commerce, Jean-Luc Strohm explained: "We congratulate our colleague, André Uebersax, who gets now rewarded for his patience, his pertinacity and his vision. We hope that this award will allow an increase of the project's visibility, while the utility for the Swiss enterprises will be emphasized."

The project of the SCS was founded 1999 by André Uebersax, director of the Fribourg Chamber of commerce. The SCS is operational since 2001 and has the goal to facilitate the entry of SMEs into the Chinese Market.

It is the first platform with integrated services of this kind, which allows companies to reach a global strategic advantage by systematically reducing market entry time, costs and risks. Furthermore the SCS is also an interface for the trade relations between Switzerland and China and contributes to the enhancement of the Swiss image in China.

For further information, please visit following web-sites:

<http://www.iccwbo.org/home/wcfnew/awards/index.asp>: Website of the competition

<http://www.swisscenters.org>: Website of the Swiss Center Shanghai

or get in contact with us:

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**Fribourg Chamber of commerce, industry and services.**

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