



INSIGHT CHINA
关注中国

DOING BUSINESS IN CHINA

From “Made in China” to “Designed in China”

SEMINAR PROGRAMME

13 – 17 February 2012

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SEMINAR PROGRAMME

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THE INSIGHT CHINA PROJECT TEAM 2012



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PROJECT SUPERVISOR



Prof. Michael Jeive

Fachhochschule
Nordwestschweiz

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michael.jeive@fhnw.ch

About the person

Competence Center Institute for Strategy and Competitiveness
FHNW Delegate KFH China Network, Lectures in International
Political Economy and International Strategic Negotiations.
Strong interest in emerging markets especially China, travelling
there annually since 2007 and supervising the university's Insight
China Programme since 2009.

Visiting lecturer in International Business Issues at the
Hogeschool Utrecht, Universidad de León and will lecture at the
Banking University Ho Chi Minh City in 2011.

Recent consultancy and training clients include the Swiss State
Secretariat for Economic Affairs (SECO), FIFA, UBS, Helvetia
Insurance and the Canton of the City of Basel.

MONDAY, 13 FEBRUARY 2012

09.00 – 09.15

WELCOME AND SEMINAR OPENING



Abstract

Prof. Michael Jeive, Project Supervisor and Head of Delegation of Insight China, will open the seminar and outline the context and position of the project within the China Strategy of the Fachhochschule Nordwestschweiz FHNW.

About the person

Please see page 2.

Prof. Michael Jeive

Fachhochschule
Nordwestschweiz

Hochschule für Wirtschaft

SEMINAR PROGRAMME

09.15 – 10.15

INTRODUCTION TO CHINESE HISTORY & CULTURE



Prof. Dr. Peter Abplanalp

Fachhochschule
Nordwestschweiz

Hochschule für Wirtschaft

Abstract

- Geography – Zhongguo = Centre of the World
- History – Chinese have been around for a while
- Who are the Chinese?
- Economic Miracle – On the way to number one
- Communist or Capitalists?
- China is Different
- Guanxi – Magical Word

About the Person

Until December 31, 2005, Professor Dr. Peter Abplanalp was the President of the University of Applied Sciences Solothurn since its charter by the Swiss Federal Government in 1998. Previously, he was Director of the Graduate School of Business Administration in Olten, which he merged with four other institutions to form the University of Applied Sciences Solothurn. Later he also had an active role in merging his own school with several other institutions in the Northwestern part of Switzerland to form the University of Applied Sciences and Arts Northwestern Switzerland. After the merger he stepped back from his management functions and since January 2006 he has again been working as a professor at our University. Professor Abplanalp obtained his Ph.D. with distinction at the University of Basel in the early 1970's. He was a Visiting Scholar at Cornell University, Ithaca N.Y. from 1976-78 and a visiting professor at the Southern Utah University in 2006. Currently he is also Adjunct Professor of Sturt University (Australia) as well as honorary professor of Lanzhou University of Science and Technology (PRC).

He has always straddled the 'real world' of business and academia: prior to and intermittent with his academic career, he held managerial positions with leading Swiss companies such as Elektrowatt Holding, the Bâloise insurance group and the Swiss Federal Railroad system.

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With the emergence of China on the international scene, fostering exchanges with Chinese universities and businesses has become a new focus of Professor Abplanalp. He has initiated numerous seminars for prominent Chinese managers, administrators and professors. For these activities he has been granted the “Dunhuang Award” by the government of Gansu Province (PRC) as well as the “Friendship Award”, the highest award issued to foreign experts by the Chinese Central Government. He was a member of the Swiss governmental committee, which visited China in 2003 and led a group of Swiss University leaders on a trip to China in June 2006. He was also involved in a management education program in North Korea and he is regularly teaching a seminar on competitiveness at the Banking University in Ho Chi Minh City, Vietnam.

10.15 – 10.45

Coffee Break

SEMINAR PROGRAMME

10.45 – 12.00

CHINESE CRASH COURSE



Fan Neifer-Yang

Fachhochschule
Nordwestschweiz
Hochschule für Wirtschaft

Abstract

In an interactive approach, Mrs. Fan Neifer-Yang gives an introduction into the fascinating Chinese language, explaining important concepts and teaching key words and sentences needed to communicate in everyday situations in China.

About the Person

Fan Neifer-Yang was born in Beijing, PR China. She graduated from Beijing Foreign Studies University (B.A. in English & Cross-cultural Communication) in 1990. In September 1993, she left China to study in Germany. In March 2000, she graduated from Heinrich-Heine Universität, Düsseldorf, Germany (M.A. in Anglistik und Informationswissenschaft).

Ms. Neifer-Yang then worked for ChinaMed, Olten and F. Hoffman La Roche in Basel. Since October 2003, she has been teaching Chinese language at FHNW. Since October 2007, Mrs. Neifer-Yang has been working as assistant to Prof. Dr. Ruedi Nützi, Director of School of Business, FHNW and is deeply involved in all of our China-related activities.

12.00 – 13.30

Lunch Break

SEMINAR PROGRAMME

13.30 – 14.45

SUSTAINABLE CONSTRUCTION IN CHINA



Edward Schwarz

Holcim Foundation

Abstract

Sustainability requires that the present generation meets its needs without limiting the opportunities of future generations. For an approach to enable long-term viability, it must integrate economic, environmental and social impacts – the key elements of the triple bottom line.

As a leading global provider of building materials, Holcim Ltd shares responsibility for the future of our planet and society. That is why Holcim produces building materials as sustainably as possible in the 70-plus countries in which the Group is present, including important participations in China and India.

About the person

Edward Schwarz worked as editor of monthly construction-trade magazine, Schweizer Journal: Der öffentliche Bau, and from 1983 of a daily newspaper covering the region of Zurich, Zürichsee-Zeitung. In 1989, he was appointed editor-in-chief of a private radio station in the same region, Radio Zürisee. From 1993, he was head of communications of the largest Swiss building materials supplier, Holcim (Schweiz) AG. In 1999, he joined Corporate Communications of Holcim Ltd as global head of Group internal and online communications. Edward Schwarz was appointed as the inaugural General Manager of the Holcim Foundation for Sustainable Construction, created in 2003.

14.45 – 15.15

Coffee Break

SEMINAR PROGRAMME

15.15 – 17.00

INTRODUCTION INTO CHINESE ECONOMY



Andreas Kühnis



Abstract

Within a few decades, China has developed from a backward state planned state to a leading market economy – with Chinese features.

While Western economies struggle for recovery and modest growth, China demonstrates continuing growth and economic strength strongly impacting the global economy.

The lecture will open with a retrospect on China's emergence and analyse main reasons which helped the country to develop to the actual status. The main part aims at drawing of a picture of China's current economic situation with its major political and social impacts and discuss the question how this situation challenges Western industries and economies. The closing notes will try to draft possible future developments.

About the Person

Born in 1951

- Actual position: CEO of Kuehnis Asia Consult GmbH and Partner of Performex Consult GmbH (www.performex.ch)
 - Main business: Project Management for European companies with investment objectives in East Asia and East Asian companies with interest in Europe.
- 1991 until retirement in August 2001: Director and Head East Asia Commercial Banking in a large bank
- Main former activities: Delegate East Asia of OSEC and Advisor to Swiss companies with interest in China as well as to Swiss relief organisations in connection with the Indochina migrations in late 1970.
- Educational background: Far Eastern Studies in Zurich and Shenyang (China), as well as various development courses in management and banking fields.

17.15 – 17.45

CRISIS MANAGEMENT (for Delegation only)

TUESDAY, 14 FEBRUARY 2012

08.30 – 10.15

COMPANY PRESENTATION



Stephan Wartmann
Kabelwerke Brugg

Abstract

Today, BRUGG group headquartered in Brugg, Switzerland consists of 5 business divisions with around 44 subsidiaries, spread over 19 countries in all important industrial countries. With approximately 1900 employees, the company secures that

- Energy- and telecommunication cables
- Special cables for the industrial production and safety
- Process control systems for the water and energy sector
- Pipe systems for teleheating and transportation of harmful environmental materials
- Steel ropes for cable cars, elevators and crane systems
- Safety nets against natural threats

are fabricated in modern production facilities using high-end technology, know-how and best quality. BRUGG is also doing business in China:

BRUGG Steel ropes and **BRUGG Cables** are located in a joint production facility in Suzhou near Shanghai.

GEOBRUGG Chengdu was the first Swiss “fully foreign owned” company in China in 1995 and has experienced the different stages of the Chinese economic development of the past 15 years. The company produces different safety net system solutions against natural threats in the Sichuan Province and ensures the distribution of its products by collaboration with partners in whole China.

10.15 – 10.45

Coffee Break

SEMINAR PROGRAMME

10.45 – 12.00

HUMAN RIGHTS IN CHINA



Anna Mattei

Federal Department of
Foreign Affairs (EDA)

Abstract

The dynamics of reform have brought rapid economic and social development to China. Over the past three decades China has ratified a number of key international human rights treaties, with the highly significant exception of the International Covenant of Civil and Political Rights. With regard to the implementation of human rights standards, China continues to face considerable challenges in such fields as the use of the death penalty, torture and detention without trial, fundamental freedoms of expression, association and religion or minority rights. The international community seeks to interact with China at the bilateral and multilateral level concerning these challenges.

About the person

Since Feb 2007 Federal Department of Foreign Affairs (Switzerland)

Since May 08: Asia Desk Officer, Human rights policy section, Political Affairs Division IV, Berne

Jul 07 – Mar 08: Diplomatic trainee at the Swiss Embassy in Beijing

May - Jul 07: Course for young diplomats, Berne and Geneva

12.00 – 13.00

Lunch Break

SEMINAR PROGRAMME

14.00 – 16.00

VISIT OF GALLERIE MEILE, LUCERNE

GALERIEURS MEILE
BEIJING · LUCERNE

“Meng Huang” Exhibition and the Chinese Art market



Urs Meile

Founder of
Gallery Urs Meile

Abstract

In the first part of the visit to the Gallery Urs Meile in Lucerne, Mr. Urs Meile (Founder of the Gallery) and Ms. Karin Seiz (Artistic Director) are going to present the gallery and its current exhibition “Meng Huang”. In a second part, participants are going to learn more about the Chinese art market, the actual situation of Chinese art in China and Switzerland, art consumption in China and trade in art.

About the Persons

Urs Meile (1954*, Switzerland) has been working in the international art market as a dealer and consultant since the mid-eighties. In 1992 he founded the Galerie Urs Meile in Switzerland. As one of the very first western galleries, he has established, since 1995, a major international reputation for his engagement in emerging Chinese contemporary art.

Urs Meile represents some of the most distinguished Chinese artists, among them Ai Weiwei, Xie Nanxing, Li Dafang, Li Zhanyang, Liu Ding, Wang Xingwei as well as emerging Chinese talents such as Li Gang or Hu Quingyan. From the West, Urs Meile represents well-known and emerging artists such as Anatoly Shuravlev, Not Vital, Andreas Golder, Christian Schoeler and Julia Steiner.

In addition to the Lucerne space, in 2005 Urs Meile inaugurated the gallery’s new Beijing premises designed by Ai Weiwei in the Caochangdi art district. The contemporary architecture reflects traditional Chinese dwellings. Five buildings host four exhibition spaces, a studio for artists in residence and private apartments.

Since its opening, Gallery Urs Meile Beijing has become an international meeting point for collectors, artists and art lovers.

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Karin Seiz

Artistic Director

Karin Seiz (1976*, Switzerland) graduated in 2005 in Art History, Linguistics and Media Sciences. Parallel to her studies, she was in charge of the Lucerne City Art Collection and was a member of the acquisition committee. At the same time, she was part of the editorial of the “Kulturmagazin Luzern” (cultural magazine of Central Switzerland) for which she was contributing articles on contemporary art and architecture. In 2006, she joined Galerie Urs Meile, Beijing – Lucerne and in 2009 she became Artistic Director.

Since 2011, she has been a member of the Lucerne City and Canton Board for work grants. At Galerie Urs Meile, Karin Seiz is involved with programming and closely collaborating with some of the most important artists of the gallery, such as Ai Weiwei, but also with young artists from China and Europe.

WEDNESDAY, 15 FEBRUARY 2012

09.00 – 10.00

THE CHINESE DOMESTIC CONSUMERS – THE HOPE FOR THE FUTURE?



**Dr. phil. nat. Xiang
Chu Kong**

WaTung
Management Consulting

Abstract

To maintain its rate of growth, China aims to compensate the slowdown in external demand by stimulating its domestic consumption as recorded in its 12th Five-Year Plan (2011-2015). A series of measures to strengthen social safety nets, to increase household income and to transform the economic growth pattern have been implemented so far. The presentation will give impressions of today's situation of the Chinese domestic consumers.

About the Person

Kong Xian Chu, Dr. phil. nat., was born in China and came to Switzerland in 1984. Growing up in both Chinese and Swiss cultures, he studied molecular biology at the University of Basel and graduated with PhD in Neuroscience. Today, he heads WaKong - an organization committed to cultural exchange between China and Switzerland. At the same time he is Senior Partner of WaTung, a company focusing on business facilitating and management consulting. In addition, he is Chief Representative for China of BaselArea - the Business Development of Basel. In recent years, he has organized and accomplished numerous political, cultural and business delegations to China.

10.00 – 10.30

Coffee Break

SEMINAR PROGRAMME

10.30 – 12.00

CHINA'S EMERGENCE IN INNOVATION



Dr. Xinhua Wittmann

Fachhochschule
Nordwestschweiz

Hochschule für Wirtschaft

Abstract

Chinese economy is used to be all about fast growth based on relatively cheap labour-intensive manufacturing. Yet modern China is determined to move up the value chain away from low-tech products. From the bullet train to electrical equipment, China's high-technology exports grow annually by over 30%. In its 12th Five-Year Plan (2011-16), Chinese government is set to transform China into an innovation-oriented nation.

The focus of this seminar is to elaborate China's administration and management for innovation and creativity from both macro and micro perspectives. State policies, regulations, tax and national innovation systems will be discussed. At firm level, a recent research on management of R&D employees in a Chinese high speed train company will be presented. Challenges and potentials of innovation under Chinese frameworks will be analysed.

About the Person

Dr. Xinhua Wittmann, since 1988 living in Zurich, is a professor of management science at the School of Business, FHNW and a senior researcher at the University of Zurich. The areas of her teaching, research and consultancy include cross-border business, brand management, and culture-bound approaches to innovation and employees' performance management.

12.00 – 13.30

Lunch Break

13.30 – 15.00

FOREIGN DIRECT INVESTMENT IN CHINA: RETROSPECT AND PROSPECT



Dr. Fu Xingguo

Counsellor (Deputy Director General) at the Permanent Mission of China to the World Trade Organization (WTO)

Abstract

By definition given by the World Bank, foreign direct investment (FDI) refers to the net inflows of investment to acquire a lasting management interest in an enterprise operating in an economy other than that of the investor, while portfolio equity investment refers to purchase of stocks, bonds, and money market instruments by foreigners for the purpose of realizing financial return, which does not result in foreign management, ownership, or legal control. By studying the experiences of FDI in China, the unique role played by FDI in enhancing China's comparative advantage and upgrading China's factor endowments is going to be assessed, which has been contributing to the success story of China in the past three decades.

About the Person

Dr. Fu Xingguo currently serves as Counsellor (Deputy Director-General) at the Permanent Mission of China to the World Trade Organization (WTO) in Geneva, representing China in all the WTO activities including the Doha Round negotiations, trade policy review and dispute settlement. Before May 2011, Dr. FU was Director in Department of the WTO Affairs, China's Ministry of Commerce (MOFCOM) in Beijing. Since 2005, Dr. FU had been the Co-Chair in China-Australia Free Trade Agreement (FTA) negotiations. From 1987, he served as a Member of the Chinese Delegation engaged in negotiations on resumption of China's GATT contracting party status and on China's accession to the WTO. From July 1995 to August 1998, he served as a diplomat at the Permanent Mission of China to Geneva United Nations Organizations, Switzerland. He obtained Ph.D. in Law from Kyushu University, Japan, and fulfilled Post-Doctoral study in Fudan University, China. His major academic works include two books entitled "WTO Decision-Making: Law and Practice" and "The Compliance Mechanism of WTO Rulings" respectively.

SEMINAR PROGRAMME

15.00 – 15.30

Coffee Break

15.30 – 16.00

FOREIGN DIRECT INVESTMENT IN CHINA:
RETROSPECT AND PROSPECT

Continuation

THURSDAY, 16 FEBRUARY 2012

08.45 – 10.00

BUSINESS MODEL AND BUSINESS IN CHINA



Prof. Dr. He Rong

Director of Dept. of International Economics and Trade, Dean Assistant, International Business School Beijing Foreign Studies University

Abstract

Dr. Rong is going to address the most important aspects of the Chinese business model and operation with an assessment of their successfulness in China, illustrated with examples. Furthermore, the empirical evidence from these models will also be presented.

About the Person

After obtaining a Master of Arts degree in International Economics at Beijing Normal University (BNU), China in 1998, Dr. He Rong obtained her doctor degree in Economics also at BNU, China in 2008. Before Dr. He Rong started her teaching career at Beijing Foreign Studies University (BFSU), she worked for Shanxi Bureau of Coal Industrial Management for three years and got some experiences in coal industry. Dr. He Rong has been working at International Business School of BFSU since 1998, and she was in charge of undergraduate program and the research & graduate program of the school besides teaching and doing research. Dr. He Rong also worked as visiting professor at Hame Polytechnic (Finland), Staffordshire University (UK) and Virginia Commonwealth University (U.S) in 2000, 2008 and 2009. Dr. He Rong has research interests mainly in Foreign Trade, FDI and Regional Trade Arrangements.

10.00 – 10.30

Coffee Break

SEMINAR PROGRAMME

10.30 – 12.00

CHALLENGES TO SUSTAINABILITY IN THE PEOPLE'S REPUBLIC OF CHINA



Prof. Michael Jeive

Fachhochschule
Nordwestschweiz
Hochschule für Wirtschaft

Abstract

Reflecting on the previous presentations, Prof. Jeive will summarise the aspects of sustainability and explore the effects of this development process and issues the country might face in the future.

About the Person

Please see page 2.

12.00 – 13.00

Lunch Break

SEMINAR PROGRAMME

13.00 – 14.00

COMPANY VISIT FR. SAUTER AG

(for Delegation only)



Rolf Schulze

Market Management
Head of Applications

Abstract

The delegation of Insight China 2011 has the chance to visit the Swiss based SAUTER Group a company which is considered in many parts of the world to be one of the technologically leading companies in the fields of building automation and system integration. As a specialist, SAUTER develops, manufactures and markets energy-efficient solutions in building management systems. The company's project portfolio includes well-known references in the following types of property: offices and administrative buildings, research and educational institutions, hospitals, industrial and laboratory premises, airports, leisure complexes and hotels.

Mr. Rolf Schulze, in charge of Market Management - Head of Applications – at Fr. Sauter AG (Basel, Switzerland), will give our delegation an insight into Sauter's projects in China. Specifically, in the field of pharma and laboratory control.

He has a degree in mechanical engineering and received his graduate from advanced technical college in Dortmund, Germany and a BSc. in Business Administration from Lorange Institute of Business, Zürich. At the moment, Mr. Schulze is finalizing his MSc. in Marketing. He has been with the company for more than 10 years, working as a Product Manager on projects for developing new VAV-Products and Building Management Systems, planning and executing of laboratory and clean room projects with the focus on room pressure concepts and validation of BMS-systems in Europe and Asia. He is member of the German national DIN committee for fume-hood regulations. Furthermore he is the chairman of the Task Group Components and Member of further Task and Working Groups within the EUBAC (European Building Automation and Controls Association). His main focus in the today's work lays in the development of market strategies in different application fields.

SEMINAR PROGRAMME

14.00 – 15.00

BASEL – SHANGHAI: A PROSPEROUS RELATIONSHIP (for Delegation only)



Florian Eggli

Abstract

The speakers are presenting the strategy and activities of Marketing Cooperations, External Affairs and Marketing of the Department of Presidential Affairs of the Canton of Basel-Stadt and are focusing on the following aspects:

- International Cooperation Strategy Canton Basel-Stadt
- Partnership Basel-Shanghai: A Success Model
- ChinaWorldBasel, real and virtual community



Katia Jenni

About the speakers

Florian Eggli studied Tourism, Social Anthropology and Media and Communication and has gained various experiences within the tourism and marketing industry. Since December 2011 he is in charge of Marketing Cooperations, External Affairs and Marketing, Basel-Stadt.

Katja Jenni studied Tourism Management and has a Master degree in Arts Management. She has been in charge of the on-site Organization and the Management of the City Pavilion of Basel, Geneva and Zürich at the World Expo 2010 in Shanghai and works since 2009 for Marketing Cooperations, External Affairs and Marketing, Basel-Stadt.

SEMINAR PROGRAMME

15.30 – 17.40

COMPANY VISIT ENDRESS + HAUSER

(for Delegation only)



Abstract

The delegation of Insight China 2012 has the opportunity to visit its gold sponsor Endress+Hauser Flowtech AG, a company which we are also going to visit during our On-Site Seminar in China.

Mr. Vögtlin, Head Human Resource Marketing, will give us an introduction about Endress+Hauser and an insight into establishing a flowmeter production in China. He will lead us through the production facilities. At the end, the delegation will have the chance to ask questions and to compare the procedure of the production processes here in Switzerland to the one in China.

FRIDAY, 17 FEBRUARY 2012

Joint Event with connectUS and Focus India

Topic: “Who needs trade?”

09.00 – 09.15

OPENING AND WELCOMING

FHNW and Project Teams

09.15 – 10.15

INTRODUCTION TO TRADE – BLASER SWISSLUBE



Hans Niederhäuser

Area Sales Manager South
East Asia (Blaser Swissslube)

Abstract

In his presentation, Mr. Niederhäuser is going to present Blaser Swissslube and will elaborate on the importance of trade for the company, the experiences he gained within his working field, challenges for the company in trading goods and the impact on organizational behavior and influences of trade agreements and barriers on the daily operations of Blaser Swissslube.

About the person

Mr. Hans Niederhäuser is Area Sales Manager at Blaser Swissslube and responsible for the Southeast Asian markets Singapore, Malaysia, Indonesia, Thailand and Vietnam. Having more than 25 years of working experience in the Asian business, he also worked for several years as an Area Sales Manager for the foundation of Blaser Swissslube India. Mr. Niederhäuser obtained a technical and business management degree. His professional experience lies in machine tool manufacturing and metal-working industry.

10.15 – 10.45

Coffee Break

SEMINAR PROGRAMME

10.45 – 12.00

Free trade agreements (FTA): an instrument to deepen trade relations with important trading partners



Maurizio Cerratti

Deputy Director EFTA State Secretariat for Economic Affairs (SECO)

Abstract

Trade and free trade is getting more and more important for industrialized as well as developing countries in today's globalized world. This can be seen for example in the export share to GDP of Switzerland, United States, India and China which accounted to 54%, 13%, 22% and 30% respectively in 2010 (worldbank.org).

Therefore, in this section we are going to discuss in more detail the issues of trade and FTA agreements by understanding the importance for Switzerland of open and predictable framework conditions for trade and investment understanding the role of free trade agreements (FTAs) as complementary instrument to the multilateral trading system (WTO) and getting an overview about ongoing contacts and FTAs processes, including the situation regarding China, India and the USA which is going to be elaborated by Mr. Maurizio Cerratti (Deputy Director EFTA at the State Secretariat for Economic Affairs (SECO))

About the person

In 1999, Mr. Maurizio Cerratti completed his studies in economic science at the University of Fribourg and started his career at the State Secretariat for Economic Affairs (SECO) as a scientific employee in the department of Bilateral Economic Relations in 2000. His primary working area was Europe. Since 2004, Mr. Cerratti is working in the EFTA department, with the primary working filed in world trade. As of April 2007, he took over the function as deputy director of the EFTA department.

12.00 – 13.30

Lunch Break

SEMINAR PROGRAMME

13.30 – 14.15

TRADE IN VISUAL ARTS



Marianne Burki

Head of Visual Arts
Pro Helvetia

Abstract

Why we exchange cultural goods and knowledge and what kind of influences this has on each country. During the presentation we will focus on visual arts. We will learn more about the value and the aims of cultural exchange at the example of selected countries: what is the meaning of exchange outside the commercial systems and where are the limits? The presentation will also show us how Pro Helvetia is dealing with questions of national representation abroad.

About the person

Marianne Burki, lic.phil.I, Studies of History of Art and Architecture, University of Bern, Switzerland. 1996 practical studies at New York Film Academy, 2002 Culture Management at Stapferhaus Lenzburg, Switzerland.

1982-1990 freelancer for art section of the daily journal „Der Bund“, 1993 -1996 scientific collaborator at the Paul Klee Foundation, Bern; 1994 Project Manager of the Catalogue raisonné Paul Klee. scientific employee at the Paul-Klee-Foundation and Project leader of the Catalogue Paul Klee. 1989- 2001 various lectureships for History of Art and Architecture, among others at the College for Architects, Biel and at Bern University of the Arts. 1999 bis 2005 director and curator of Kunsthau Langenthal, priority contemporary art. 2003 Culture Award of the Canton of Bern and the City of Langenthal. Since November 2005 Head of Visual Arts, Swiss Arts Council, Pro Helvetia.

SEMINAR PROGRAMME

2002 Production of the film „Mariann Grunder. Bildhauerin“, which is shown at Swiss Television and at the Solothurn Film Festival 2003. Publication of texts to themes concerning contemporary art. Selection: 2005 for Memoria „Die Vergänglichkeit des Reproduzierbaren. – Videokunst und neue Medien zwischen Archiv und Gegenwart“ (Video art and New Media between Archive and the Present) and for „Neue Zürcher Zeitung“ „Zwischen Ausstellungsraum und Atelier. Unabhängige Projekträume beleben die Kunstszene Londons“. (Between exhibition space and studio. Independent artist run project spaces make London’s art scene lively).

14.15 – 14.45

Coffee Break

14.45 – 15.45

PODIUM DISCUSSION



PD Ph.D Philippe G. Nell

Minister, Head of Americas Unit, State Secretariat for Economic Affairs (SECO), Bern

Abstract

In an interactive discussion with guests from the private sector, the government and the cultural sector, interesting aspects of Trade and Fee Trade in international relations and collaborations will be highlighted. The discussion is moderated by Prof. Michael Jeive.

About the persons

Philippe G. Nell is Privat Docent at the University of Fribourg. He holds a Ph.D and a Master of Arts from the Graduate School of International Studies of the University of Denver, a Master of Arts in International Affairs from Carleton University, Ottawa, and a degree in economics from the University of Fribourg in Switzerland.

Presently, he is in charge of trade and investment issues with the Americas at SECO and holds the title of Minister.

Previous to that, Minister Nell was Deputy Head of WTO Affairs, Head of customs, origin and government procurement, Secretary of the Swiss Chief negotiator for the negotiations on the European Economic Area and in charge of financial issues.

Minister Nell has published extensively on trade and integration policy. In May, he will release a book “Suisse-Communauté Européenne: au coeur des négociations sur l’Espace Economique Européen” with the Fondation Jean Monnet pour l’Europe in Lausanne and Economica in Paris. He is also lecturer at the Universities of Basel and Fribourg and at European University in Geneva.

SEMINAR PROGRAMME



Fabio Menegola

Manager Sales & Marketing,
Kühne + Nagel

Fabio Menegola started working at Kuehne + Nagel in 2006, after a three-year-study at Zurich University Winterthur (today: Zurich University of Applied Science). Kuehne + Nagel is one of the leading global logistics provider. With more than 900 offices in over 100 countries and over 60'000 employees provides Kuehne + Nagel integrated global supply chain solutions.

His interest in macroeconomics and international dependencies has been the reason why he decided to study economics. During his 5 years of experience within Kuehne + Nagel as manager, consultant and sales representative he has been working with a very wide variety of customers – small and large, national, international and multi-national companies from different industries (Industrial, Chemical, Retail, Fast Moving Consumer Goods, Pharma& Healthcare, etc.) with various challenges. Whether textiles from Asia to Europe, chemicals from the US to Switzerland, industrial goods to South America - every customer has its specific needs and challenges in supplying the markets.



Marinne Burki

Head of Visual Arts
Pro Helvetia

See on page No 3 under “Trade in cultural goods”

15.45 – 16.30

APERRO