

## Join the 2<sup>nd</sup> Edition of our Seminar in Winterthur on 6-7 September 2018

in collaboration with



Since 2010, China has been Switzerland's most important trading partner in Asia and the third-largest globally. The growing number of subsidiaries set up in China is often accompanied by lack of understanding of China's social and economic background from headquarters in Switzerland.

The Swiss Centers China and the St. Gallen Institute of Management in Asia (SGI-HSG) will join forces to offer the second edition of the seminar "Subsidiary in China – Key to Success for the Headquarter" in Switzerland in this summer. The first edition last year achieved a great success, offering a comprehensive view and practical approach on foreign investment in China to Swiss business leaders who manage a subsidiary in China or have plans to set up one.

This year the seminar will maintain its high quality, aiming to inform participants on the investment environment on the basis of practical experience. It will also include a practical workshop session to provide answers to the concrete case studies the participants present.

## Program

Date	6 <sup>th</sup> – 7 <sup>th</sup> September, 2018	Location	Winterthur
<b>Language</b>	English		
	1.5 day seminar including networking, brainstorming dinner and overnight stay		
	6 <sup>th</sup> September	09h00 to 18h00	Lecture and interactive discussion
		19h00 to 22h00	Dinner, networking and brainstorming
	7 <sup>th</sup> September	09h00 to 13h30	Workshop on practical case
<b>Price</b>	1080.- CHF		
	Including: seminar and class material, lunches day 1 and 2, coffee breaks, aperitif and dinner day 1, overnight in single room hotel with breakfast, VAT 7.7%.		
	*The exact address of the venue will be confirmed 3 weeks before the seminar takes place.		

## Lectures

### China's Environment

**Main Speaker: Mr. Zhen Xiao, Managing Director of the Swiss Centers China**

- History, Geography and Culture: similarities and differences
- Political system: influence on the economy and development of business opportunities

### Business Environment: 1.5 Bio consumers or Niche Markets?

**Main Speakers: Mr. Nicolas Musy, Founding Partner of China Integrated**

**Dr. iur. Clarisse von Wunschheim, Partner at Altenburger Ltd legal + tax**

- Market: what is different from the rest of the world
- The Legal System: how it works and how it does not work
- The Human Resources: education system and motivation of employees

### Managing Subsidiaries in China: the HQ and the subsidiary view – a conflict?

**Main Speaker: Mr. Lukas Studer, Executive Director, St.Gallen Institute of Management in Asia, University of St. Gallen**

- The various stages of engagement
- Challenges for the subsidiary: Managing people: recruiting, communication, motivation; Dealing with officials
- Challenges for the HQ: How to ensure transparency on the business; Changes in operational and strategic aspects

## Workshop and Practical Cases

**Moderators: Mr. Zhen Xiao, Mr. Nicolas Musy, Mr. Lukas Studer**

- Participants are encouraged to bring a case with concrete questions and challenges via a 5-minute presentation.
- During the workshop, participants work on the concrete cases by group and form viable solutions and practical guidelines based on the seminar's learnings

## Speakers



**Mr. Zhen Xiao, Managing Director of the Swiss Centers China**

**Zhen Xiao** obtained his engineering education from Nanyang Technological University, Singapore. He then worked in Singapore and in Switzerland for more than 15 years as an engineer, researcher, and manager. He has been working with the Swiss Federal Institute of Technology, Lausanne since 2005 as China Relation Coordinator. Over the past 6 years, he has supported and advised many Swiss companies in business development in China, and successfully expanded the Swiss Center cluster with new facilities and services.



**Mr. Nicolas Musy, Founding Partner of China Integrated**

**Nicolas Musy** holds a MSc. in Physics Engineering from the Swiss Federal Institute of Technology, Lausanne ([www.epfl.ch](http://www.epfl.ch)). He has won his university's first Special Alumni Award for demonstrating outstanding innovative and entrepreneurial spirit. He has been responsible to establish EPFL's presence in China and his Alma Mater cooperation with Chinese top universities and the Chinese Academy of Science. In addition, he developed and ran the 2-week China Module of the EPFL EMBA in entrepreneurship.

Exclusively involved in China trade, investment, research, strategy and project management, he has resided in the Shanghai area since 1988. He founded the Swiss Center in China ([www.swisscenters.org](http://www.swisscenters.org)), co-founded the first Swiss industrial SME in China, Suzhou 2-ply Co. Ltd ([www.2-ply.com](http://www.2-ply.com)) and is the co-owner of LX Precision ([www.LXprecision.com](http://www.LXprecision.com)). Founding Partner of China Integrated (Shanghai) Co. Ltd. ([www.ch-ina.com](http://www.ch-ina.com)), Nicolas has successfully supported a number of multinationals and hundreds of mid-sized companies on market entry, operations management, acquisition and restructuring in the past 20 years.



**Dr. iur. Clarisse von Wunschheim, Partner at Altenburger Ltd legal + tax**

**Clarisse von Wunschheim** is a Partner at Altenburger Ltd legal + tax in Zurich, and the head of its China Desk and Dispute Resolution Practice Group.

Clarisse von Wunschheim specializes in international and cross-cultural dispute resolution, in particular international arbitration and commercial mediation and with a focus on the European and Chinese market. Clarisse spent nine years in China, where she worked as a lawyer advising and representing foreign (primarily European) and Chinese companies in cross-border arbitrations and litigations in the fields of general contract law, joint ventures, sales disputes, agency and distribution, and other FDI projects. Clarisse was also the Secretary General of the Swiss-Chinese Chamber of Commerce in Beijing. She is author and co-author of several publications on arbitration and contract law, including her PhD thesis on "Enforcement of Arbitral Awards in China".



**Mr. Lukas Studer, Executive Director, St.Gallen Institute of Management in Asia, University of St. Gallen**

**Lukas Studer** is in charge of Executive Education at the St. Gallen institute of Management in Asia and has for example developed and implemented the "Asia Executive Certificate Program" (ACP-HSG), a certificate of advanced studies coaching senior executives in their challenges in or with Asian markets. He worked for various industrial companies and obtained a strong executive track record in international management and organizational development. He held CEO positions in both Europe and Asia for about 15 years and has lived and worked in various countries, including about ten years in Asia.

## How to register

For registration, please kindly send an email to [noemie.nussbaum@swisscenters.org](mailto:noemie.nussbaum@swisscenters.org) including the following information:

Company name and address: Full name: Phone number (direct): Position:
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The seminar will be confirmed upon reception of the payment.

For additional information, please do not hesitate to contact Ms. Aline Garibian-Ballaman +41 79 772 63 15.

Full amount of registration fees will be refunded in the event that the seminar does not take place eventually.

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The Swiss Centers are invested and developed by Foundation Swiss Centers, a non-profit foundation registered in Neuchâtel, Switzerland.

### IN CHINA

HEADQUARTERS

A301 BLDG 3 526 FUTE NO.3 RD

SHANGHAI PILOT FREE TRADE ZONE

[www.swisscenters.org](http://www.swisscenters.org) |

[admin@swisscenters.org](mailto:admin@swisscenters.org)

Call us: +86 21 2076 5593

### IN SWITZERLAND

AVENUE DE CHAMPS-MONTANTS 12B

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