

PART 4

Articles

UBS'S OLYMPIC COMMITMENT ON SHOW IN BEIJING

瑞银集团助力北京奥运

When the world's best athletes arrive in Beijing this summer to push themselves to the limits and fulfil the 'faster, higher, stronger' mantra that defines their success, most attention will be on who wins gold, silver and bronze.

But behind the scenes a myriad of activities will take place away from the track, the pool and the stadium of Beijing 2008. Credit Suisse, UBS, one of the world's leading financial institutions, will be in the thick of the action.

Simon Jui, Manager of UBS AG's Beijing branch explains how the Beijing Games is an opportunity to reassert the bank's commitment to the Olympic movement:

"Although UBS is not a sponsor of the Olympic Games, we will have a presence in Beijing as our role as an 'Olympic Partner' of the 'House of Switzerland', the home of the Swiss community at Games since 1988. The House of Switzerland is a hub for decision makers from business and politics and a meeting place for the Swiss Olympic team. As well as hosting receptions, media conferences and media conferences throughout the Games, it is a wonderful venue in which to meet old friends and in the social centre for Swiss Olympic fans at the Games."

“北京奥运会是全世界瞩目的盛事，也是奥林匹克运动会的最高盛会。作为瑞士社区在奥运会上的重要合作伙伴，瑞银集团将秉承其一贯的奥林匹克精神，全力支持北京奥运会。我们将通过举办各种形式的活动，为瑞士社区和全球客户提供优质的服务。我们将通过举办各种形式的活动，为瑞士社区和全球客户提供优质的服务。我们将通过举办各种形式的活动，为瑞士社区和全球客户提供优质的服务。”

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UBS's involvement in the Games includes an active relationship with the Swiss Olympic Federation, and support of Special Olympics China, a non-profit organization, officially recognized by the International Olympic Committee in 1988, and dedicated to empowering those with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.

"We are also one of an exclusive group of 'Swiss Olympic Leading Partners' which aims to create the optimal environment in Switzerland in which the Swiss Olympic team can prepare for the Games," notes Jia.

The Firm's commitment to the Olympic movement is complemented by its role as an Official Partner and long-time sponsor of the Olympic Museum in Lausanne, which brings together sport, art and culture to demonstrate that the true Olympians advance beyond sporting competition.

China has great strategic importance for UBS's business in Asia Pacific. UBS has established a multi-entity domestic platform designed to capture the growth potential of the market, while mitigating risk and maintaining strategic flexibility. The platform includes UBS AM's Beijing New Branch, UBS Securities and UBS SBC Fund Management Company.

Continued financial liberalization coupled with strong economic performance bode well for the rapid development of the financial sector. UBS is committed to creating and providing solutions that will cater the needs of China's clientele. Over the past three years, all of UBS's Asia-Pacific businesses have grown exponentially in terms of revenues. The region accounts for an increasing share of global revenues in equities and investment banking, while the asset and wealth management businesses account for an increasingly significant proportion of global inflows.

國際奧委會與奧委會均與瑞士銀行
 有密切的合作關係。此外，瑞士銀行亦
 積極支持中國奧委會的工作。中國奧委會
 是國際奧委會的正式成員，致力於推動
 殘疾人士參與體育活動，成為身心健康、
 有生產力的社會人士的重要組成部分。

同時，瑞銀亦積極支持北京奧運會。瑞銀
 是瑞士奧委會的官方合作夥伴。此外，瑞
 銀亦積極支持中國奧委會的工作。中國奧
 委會是國際奧委會的正式成員，致力於
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 健康、有生產力的社會人士的重要組成
 部分。

對於中國經濟在亞太地區的發展，中國
 正擁有巨大的投資機會。此外，瑞銀亦
 積極支持中國經濟的發展。中國經濟的
 發展，正為瑞銀提供了一個絕佳的投資
 機會。此外，瑞銀亦積極支持中國經濟
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瑞銀的參與，是其在亞太地區發展的重要
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ABOUT UBS

UBS is one of the world's leading financial firms, serving a discerning international client base. Its business, global in scope, is focused on growth. As an integrated firm, UBS creates added value for clients by drawing on the combined resources and expertise of all its businesses.

UBS is the leading global wealth manager, a leading global investment banking and securities firm, and one of the largest global asset managers. In Switzerland, UBS is the market leader in retail and commercial banking.

UBS is present in all major financial centers worldwide. It has offices in 60 countries, with about 50% of its employees working in the Americas, 32% in Switzerland, 10% in the rest of Europe and 13% in Asia Pacific. UBS employs more than 80,000 people around the world. Its shares are listed on the Euronext Swiss Stock Exchange, the New York Stock Exchange (NYSE) and the Tokyo Stock Exchange (TSE).

www.ubs.com

关于瑞信集团

瑞信集团是全球最具规模的金融服务机构之一，拥有全球领先的财富管理和资产管理业务，以及领先的全球投资银行和证券业务。在瑞士，瑞信集团是零售和商业银行业务的领导者。

瑞信集团在全球60个国家设有办公室，约有50%的员工在美洲工作，32%在瑞士，10%在欧洲其他地区，13%在亚太地区。瑞信集团在全球拥有超过80,000名员工。其股票在瑞士证券交易所、纽约证券交易所（NYSE）和东京证券交易所（TSE）上市。

瑞信集团是瑞士最大的金融服务机构之一，在瑞士拥有超过80,000名员工。瑞信集团是瑞士最大的财富管理机构，也是全球最大的财富管理机构之一。瑞信集团是瑞士最大的资产管理机构，也是全球最大的资产管理机构之一。瑞信集团是瑞士最大的投资银行和证券机构，也是全球最大的投资银行和证券机构之一。瑞信集团是瑞士最大的银行和金融机构之一，也是全球最大的银行和金融机构之一。



Austrian Airlines The European Sports Carrier of Choice

Austrian Airlines has always been the carrier of choice for major sports events in Europe. Teams representing 15 middle-European countries are again flying to Beijing this August with Austrian Airlines. Enjoy the fast, convenient, and quality service at Austrian Airlines!



Earn miles with Miles & More

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Fax: (010) 85 21 2568 5488
office.beijing@austrian.com

Austrian Airlines Hong Kong
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Fax: (0085 2) 2568 5488
office.hongkong@austrian.com

ENJOY SWISS HOSPITALITY AT THE HOUSE OF SWITZERLAND 2008!

From 8th to 24th August, 2008, the Chinese are proud to be hosting the greatest sporting event in their history, the 29th Olympic Games. Switzerland is looking forward to this mega event, and is pleased to establish its national "House of Switzerland" in Beijing, and present itself in all its diversity to Chinese and international audiences.

The official House of Switzerland has been a fixture at the Olympic Games since 1904 at the Winter Olympic Games in Nagano, Japan. In a location approved by DOCOG, the Beijing Organizing Committee for the Games of the XXIX Olympiad, the House of Switzerland will be located in Beijing's Deshengmen 798 Art District, at 798 Art Center, and be open from August 1st to August 24th. With a total of almost 4000 m² this House is the largest ever established by Switzerland for the Olympic Games.

Unlike most national houses hosted by other countries, the House of Switzerland 2008 is open to the general public and will offer a delightful taste of authentic Switzerland both in its public restaurant and on the exhibition floor. In addition to welcoming the public, the House acts as a hub and meeting point for the Swiss Olympic team, their fans as well as influential people from the political and business spheres. In conjunction with the Swiss Confederation, the Swiss Olympic Association and other partners may also use it for receptions, client events, press conferences and notably for medal celebrations for winning athletes.

The House of Switzerland encompasses five areas: the exhibition area with its own seating area, the public restaurant, the separate VIP zone, a cinema and national Swiss television's broadcast studio.

With the exclusive collaboration of Lucerne Tourism and the Lake Lucerne Region, the House in Beijing has now twenty Swiss partners from the public and private sectors. Twelve Swiss firms will have the opportunity to present themselves and their products in the attractive exhibition area.

The Piazza – the central meeting zone

This meeting zone in the heart of the House offers a large space for bigger events, measuring approximately 800 m². The Piazza can hold up to 200 people, and can be furnished and staffed according to individual requirements. Our professional catering team is on hand to create a special menu for any event.

The VIP Zone

The separate VIP Zone with its exclusive restaurant is located in a quiet part of the hall. This exclusive dining area with elegant décor has 150 places reserved solely for VIP guests from business and politics. The professional catering team will make your party feel at home in this ordinary window and will create special menus at your request.

The Public Restaurant

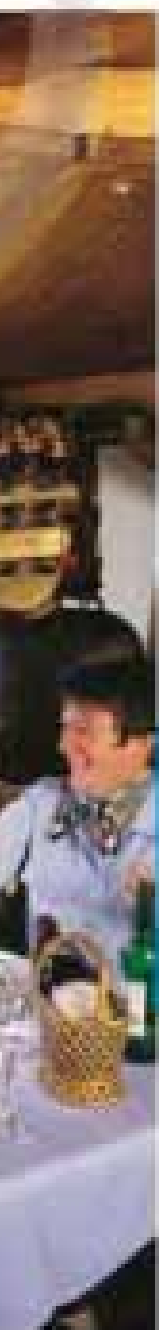
The public restaurant in the House of Switzerland is open daily from 10.00 a.m. until 10.00 a.m. and is open to all (no reservation required). There is room for up to 100 people in this stylish restaurant, who will be treated after well. Additional entertainment is provided in the shape of television screens showing Swiss television programmes and live transmissions of the Olympic Games.



交流过程中，中日两国在文化、中国改革开放、中国发展道路、体育健康等方面进行了广泛交流。中国代表团成员表示，中国代表团此行，不仅是一次文化交流之旅，更是一次增进两国人民友谊、推动两国关系发展的契机。从代表团一行成员、媒体记者、工作人员等方面，均表现出极高的热情和专业素养，为此次交流活动增添了光彩。

中国代表团此次来华，不仅与中方进行了广泛交流，还与中方进行了深入的探讨。代表团成员表示，此次来华，不仅是一次文化交流之旅，更是一次增进两国人民友谊、推动两国关系发展的契机。从代表团一行成员、媒体记者、工作人员等方面，均表现出极高的热情和专业素养，为此次交流活动增添了光彩。

与其它国家代表团成员交流不同，瑞士代表团成员在交流过程中，除了与中方代表进行深入交流外，还与中方代表进行了广泛的交流。代表团成员表示，此次来华，不仅是一次文化交流之旅，更是一次增进两国人民友谊、推动两国关系发展的契机。从代表团一行成员、媒体记者、工作人员等方面，均表现出极高的热情和专业素养，为此次交流活动增添了光彩。



在“瑞士屋2008·中国” 享受瑞士人的热情好客!

瑞士屋·中国分为五个区域，每个区域都有独特的魅力。在瑞士屋，您可以体验到瑞士人的热情好客。

瑞士屋·中国分为五个区域，每个区域都有独特的魅力。在瑞士屋，您可以体验到瑞士人的热情好客。

瑞士屋·中国·北京地区

瑞士屋·中国·北京地区，为您提供最优质的服务和最舒适的住宿环境。在这里，您可以体验到瑞士人的热情好客。

瑞士屋·中国·上海地区

瑞士屋·中国·上海地区，为您提供最优质的服务和最舒适的住宿环境。在这里，您可以体验到瑞士人的热情好客。

瑞士屋·中国·广州地区

瑞士屋·中国·广州地区，为您提供最优质的服务和最舒适的住宿环境。在这里，您可以体验到瑞士人的热情好客。

WHAT'S HAPPENING IN THE HOUSE OF SWITZERLAND

Apart from the culinary highlights and the hospitality services, there will be numerous exciting events taking place in the House of Switzerland 2026.

- You will be entertained with various cultural and commercial events, such as musical performances by popular Swiss artists and folkloric bands.
- You will have the unique chance to meet famous Swiss athletes, get autographs and celebrate their successes at medal ceremonies!
- We will have a surprise guest waiting for you: a famous Swiss Olympic athlete who won several Olympic medals will be our special guest in the House of Switzerland. This is your chance to enjoy memorable moments with a VIP, take a picture and get an autograph.
- Want to visit Switzerland? You have the chance to win a trip to Switzerland by participating in the numerous fun competitions, games, quiz shows and puzzles! We will have different entertaining games and new prizes to win almost every day!
- Prizes for Swiss quality products: Swiss companies will present their most special exhibits and newest product lines in the House of Switzerland. You can find out how Swiss chocolate is being produced and why it is considered the most delicious chocolate of the world. Be surprised of how many more surprising objects you can discover in our House of Switzerland!

Apart from all that, you will be able to closely follow the Olympic Games. Many large TV screens all over the House of Switzerland will live broadcast the Olympic competitions. You can watch the Games while enjoying the taste of contemporary Swiss cuisine & wines with live folk music from Switzerland playing in the background.

Find more details to our events and entertainment on the event calendar of www.swissworld.ch!

瑞士展，精彩紛呈

除了美食和酒類的展示外，瑞士展還將舉辦多項精彩的活動，包括：瑞士國歌演唱、民舞表演及多項令人興奮的遊戲。

• 瑞士國歌演唱：瑞士國歌是瑞士文化的重要組成部分，屆時將有瑞士國歌演唱隊在現場演唱，展現瑞士人的愛國情懷。

• 民舞表演：民舞是瑞士傳統文化的重要組成部分，屆時將有民舞表演隊在現場表演，展現瑞士人的傳統風采。

• 遊戲：除了精彩的表演外，現場還將舉辦多項有趣的遊戲，包括：瑞士國歌演唱比賽、民舞表演比賽等，讓遊客在歡樂的氣氛中，深入了解瑞士文化。

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瑞士屋 2008 · 中国

LUZERN
LUCERNE
SWITZERLAND

瑞士屋 2008 · 中国

House of Switzerland 2008 · China

欢迎来到中国“瑞士屋”，您将欣赏到瑞士的壮丽山景、森林、瑞士传统建筑、音乐、艺术、“瑞士屋2008-中国”的开幕式等活动。还有精彩的瑞士文化表演、午餐和咖啡的供应。

日期：2008年9月12日(周六)

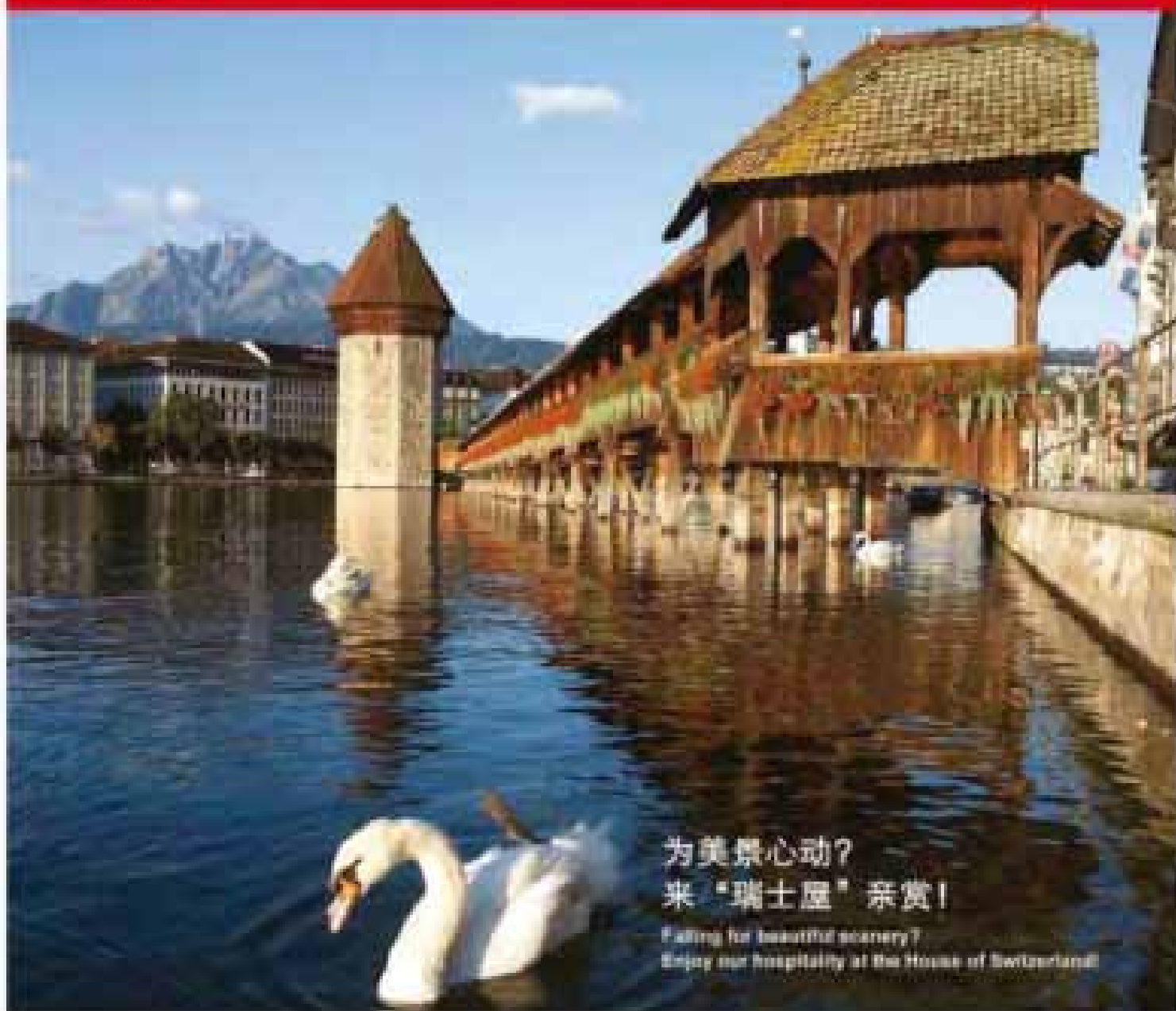
地点：中国北京五环内中国国际贸易中心(国贸)三期(三期)

www.houseofswitzerland.org
www.luzern.ch

At the House of Switzerland you will be charmed by the view, the sun, and the atmosphere of Luzern. You will enjoy the view of the House of Switzerland 2008. There will be various activities, including a concert, a cultural performance, lunch and coffee service.

Date: 12th September 2008

Address: 15th Floor Center Building Phase 3, 15th Street, Beijing, China



为美景心动？
来“瑞士屋”亲赏！

Falling for beautiful scenery?
Enjoy our hospitality at the House of Switzerland!

瑞士屋 2008 · 中国
House of Switzerland 2008 · China
www.houseofswitzerland.org
www.luzern.ch



瑞士

“With kind regards from Lucerne”

来自琉森的问候



Classic Ocean Magazine / 航海家 (with Marco & Pamela)
瑞士皇家国际航空公司集团

Lucerne – Like Lucerne Region, the anniversary celebration with 'House of Switzerland' focuses on increasing and strengthening Switzerland's presence abroad for the 'House of Switzerland 2008, China' project and will present the Lucerne Lucerne Region together with around 20 partners during the Olympic Summer Games in Beijing.

House of Switzerland 2008, China
 P.O. Box Center, 7017 Finkenau, 7000 Lucerne, Art District, Beijing
 Opening times August 20th, 21st and 22nd 10 am - 6 pm

For more information please visit: www.houseofswitzerland.com

這是一項與瑞士政府、中國政府共同合作（由瑞士政府與中國政府共同資助）的項目，名為“瑞士屋”（House of Switzerland），旨在加強瑞士與中國之間的關係，並為北京奧運會提供一個展示瑞士的平台。

瑞士屋2008 中國，位於中國北京中心區，7017 號芬肯勞中心，開幕時間：8月20日、21日和22日，上午10時至下午6時。

查詢電話：+41 41 311 1470 148



Manuel Petten is Managing Director (CEO) of the Lucerne Tourism Board since January 2007. 自2007年1月起，曼努埃爾·彼得森擔任瑞士旅遊局的總經理。



What is the purpose of your presence during the Olympic Games and of investing in the Chinese market?

China being the biggest event in the history and has endless objectives regarding the 2008 Olympics. There will be a community who from the world throughout the world. We want to use this unique chance to show a strong and long lasting impression in China. Already today, Lucerne is a possible tourism destination in China. For us the Chinese market has a lot of potential. In 2007, we had about 1200 overnight stays from Chinese guests which means an increase of 17.5% during the last 4 years. We are proud to be the most popular destination for Chinese tourists in Switzerland. We have what our Chinese guests appreciate: shopping and sightseeing activities together with exciting prospects for recreation and less crowded cities: getting outdoors. We are confident our way will offer the Chinese market and we expect to expand further the excellent initial position. Lucerne Tourism – as the heart of the tourist industry – would like to boost visitor value in the tourism industry and to establish tourism as a strong force in our region's economy.

Are you looking forward to Beijing 2008?

We are very proud to be present at the 'House of Switzerland' together with our partners and in cooperation with President Hu Jintao. Our role as the host of the official House House really means something special for us.

Why should guests visit the "House of Switzerland"? What can they expect?

Together with our partners we will present us as a high quality tourism destination and a pleasant location for business activities. Around 20 companies based in Switzerland are increasing our contribution to the Chinese and international public. "Our House" acts as a meeting place for the Swiss Olympic team and to meet the reporters, media representatives, celebrities following the events of matches, different kinds of events and so on up to the Swiss accompanying service.

他在北京奧運會期間與中國領導人共同慶祝奧運會開幕式的目的。

中國是歷史上最大的一場全球性盛事，我們希望利用這個獨特的機會，在中國展示一個強大且持久的印象。目前，琉森已經是一個可能的旅遊目的地。對於我們來說，中國市場充滿了潛力。2007年，我們接待了約1200名來自中國遊客的過夜住宿，比前四年增加了17.5%。我們很自豪地成為最受中國遊客歡迎的瑞士旅遊目的地。我們擁有中國遊客所欣賞的一切：購物和觀光活動，以及令人興奮的休閒和戶外活動。我們對我們的發展方式充滿信心，並期待進一步擴大我們在中國市場的卓越地位。琉森旅遊局——作為旅遊業的樞紐——希望通過提高遊客價值來推動旅遊業，並將其確立為我們地區經濟的一股強大力量。

為什麼你們對北京2008年奧運會感到興奮？

我們非常自豪能夠與我們的合作夥伴一起，與胡錦濤主席共同慶祝奧運會開幕式。作為官方瑞士屋的主持人，這對於我們來說意義非凡。

為什麼客人應該參觀“瑞士屋”？他們可以期待什麼？

我們將與我們的合作夥伴一起，展示我們作為一個高品質旅遊目的地的優質服務和一個令人愉快的商業活動地點。大約有20家瑞士公司正在增加對中國和國際公眾的貢獻。“我們的瑞士屋”作為一個會面地點，供瑞士奧運隊、記者、媒體代表、名人參加比賽、各種活動以及瑞士隨行人員。



What exactly are the guests supposed to experience in the “House of Switzerland”?

First, “the House” takes place in the “Fischer-Gut 7127” in the Gantwald-Str. District, an exciting and unusual location in Lucerne. Furthermore we’re hosting the only “Wind-Deezer” which is open to the public. Our guests are enjoying a seasonal and family atmosphere and the typical Swiss hospitality. Each of our partners has a special feature to attract visitors and tourists – this way to the water’s largest Swiss Army Sale or an outstanding event in the water-producing or chocolate sector.

That water provides a diversity of events such as a huge party on August 12 - the Swiss National Day - further shows, historical music groups from Lucerne Canton Region, movies, comedians and shows to see, live covered Olympic sports events. Whether our guests are curious to learn about the situation of Lucerne or they love to visit water sports, to buy typical Swiss products or they simply prefer to sit back, relax and enjoy Swiss food & our atmosphere is in the charge – everybody enjoys our hospitality.

What are your personal wishes and expectations?

Together with our partners I would like to bring the Lucerne Canton Region used together with a Part of Switzerland to Lucerne. Our guests should feel comfortable at the “House of Switzerland” enjoying our hospitality and hospitality. Personally, it’s very proud to be a member of the host family and to meet to have more about the Chinese culture and the way of life in this fascinating country. And the feeling comes to an interesting exchange of experiences together with our Chinese and international guests.

希望與民衆可以在「瑞士屋」體驗到什麼呢？

首先，「瑞士屋」將在「Fischer-Gut 7127」區，一個令人興奮且不一樣的盧塞恩地區。此外，我們還將舉辦「風之DJ」活動，這是唯一對公眾開放的。我們的客人將享受季節性和家庭式的氛圍，以及典型的瑞士好客。我們的每個合作夥伴都有一個特殊的特點，以吸引遊客和遊客——這將是瑞士最大的水邊大減價，或是水產或巧克力行業的一項令人驚嘆的活動。

此外，水還提供多樣化的活動，如8月12日舉行的盛大派對——瑞士國慶日——進一步展示、歷史音樂團體來自盧塞恩州、電影、喜劇演員和表演，以及各種奧運會項目。無論我們的客人對盧塞恩的情況感到好奇，或是熱愛水上運動，或是購買典型的瑞士產品，或是他們只是想放鬆身心，享受瑞士美食和我們的氛圍，這都是我們的責任——每個人都會享受我們的款待。

您有什麼個人願望和期望呢？

與我們的合作夥伴一起，我想把盧塞恩州與瑞士的一部分帶到盧塞恩。我們的客人應該在「瑞士屋」感到舒適，享受我們的款待和好客。就個人而言，我很自豪能成為這座令人驚嘆的國家和生活方式的成員，並能更多地了解中國文化和生活。與中國和國際客人進行有趣的經驗交流。



Come grow with us

HOUSE OF SWITZERLAND 2008, CHINA | Contact: info@hsw.ch or www.houseofswitzerland.org

Business Development Lucerne 瑞士卢塞恩州经济发展局

Lucerne stands for growing business and excellent prospects. This destination is growing as a business location, as a regional centre, and as a hub for all kinds of cultural activity. Count on Lucerne and become part of this success story – an unbeatable place to work, live in, and enjoy. It is a pleasure for Lucerne to show you the advantages of setting up your Business / Trading Headquarters in Lucerne. Discover its magnificent setting and how enjoyable your leisure time could be. Let yourself be convinced why Lucerne is the ideal location for you and your business. Learn more at: www.lucerne-business.ch

在这里，您会看到希望：卢塞纳发展成为一个国际立足点，城市地区和生活中心为一体的联邦州，让您梦想成为选择或您历史的一部分，或您家时休闲-工作，度假并享受生活！他们非常愿意为您提供相关资讯：您将发现在这里创立自己的公司是多么简单的一件事！您将感受到在这里生活是多么的可行；您会感到您的休闲生活是多么的丰富多彩；您一定会相信，这里是您商业投资的理想之地。

Expo-Partner of Business Development Lucerne

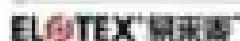


D4 Business Center Lucerne

The City spirit of success lies in its comprehensive offer of facilities. These facilities range from a state-of-the-art infrastructure to a business club, providing a variety of services such as telephone networks, newly furnished offices and conference rooms. The client's individual needs are addressed in a flexible manner inspired by the motto: "Where business is pleasant."

Learn more at: www.d4center.ch

D4的设施包括最先进的通讯网络，现代化的基础设施以及一流的高级服务。一流提供租赁的商务设施服务，包括网络服务，并提供管理公司以非常灵活的方式，为客户提供「商务为家」的办公室。我们使用高品质的服务的方式为完成客户的任何需求，如网络的设置，日常办公的设施。



Elotex AG is a leading Swiss based international producer of construction material additives. Three specialties high quality redispersible powder polymer, admixtures and performance additives for applications such as cement, mortar and adhesives, coatings for floors, stucco, joint joint compounds and wallpaper adhesives to the multi-faced market industry. Learn more at: www.elotex.com

Elotex-保莱茵是一家总部位于瑞士的世界领先的建筑材料添加剂的生产商。Elotex-保莱茵为各种建筑应用以及工业应用提供高品质的产品。产品包括水性涂料添加剂，用于砂浆砂浆，混凝土，石膏板，石膏，石膏粉以及石膏板。更多产品信息请浏览：www.elotex.com



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The products manufactured by the HOCHDORF group contribute to the quality of many well-known products and are used for bread, high-quality foodstuffs. Extracted from natural resources, the milk and wheat, these products also contribute to the health and well-being of humans. Customers at home and abroad include the food industry, retail business, gastronomy industry, bakeries and the agricultural industry. Learn more at: www.hochdorf.com

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SCHURTER is a progressive innovator and manufacturer of fuses, connectors, circuit breakers, power systems, EMC products and manufacturing services for the electronics industry. We focus on components that ensure safe supply of power and make the interface between human and machine easier. Learn more at: www.schurter.com

SCHURTER是一个不断发展的创新的提供领先电子元件制造商，主要产品为保险丝，连接器，断路器，电源系统，EMC产品，并提供设计制造服务。我们一直专注于开发并生产电源系统的安全及可靠并满足环境的人机界面。了解更多：www.schurter.com

Swissôtel Beijing-Hong Kong Macau Center

Paralympics In and Around

The International Paralympic Committee (IPC) as the global governing body of the Paralympic Movement organizes the Summer and Winter Paralympic Games and serves as the International Federation for nine sports. It is committed to enabling Paralympic athletes to achieve sporting excellence and to develop sport opportunities for persons with a disability from beginner to elite level.

Swissôtel Beijing Hong Kong Macau Center will be the official Paralympic Family Hotel for the Beijing 2008 Paralympic Games, accommodating members of the IPC during the span of the Paralympics.

The Games provide the ideal opportunity for the hotel to offer their home-away-from-home facilities to the Paralympic Family. The personalized service in a modern and comfortable setting is a perfectly planned theme for the staff and associates alike who will be staying faithfully around the world for an extended period.

Several times during the preparation phase for the Games, Swissôtel Beijing Hong Kong Macau Center had the privilege of showing Paralympic Family visitors a preview of the hotel, proving it to be a well-situated location in Beijing. The Paralympic Family completely embraced the redesigning and improved accessibility of the facilities.

The members of the Paralympic Family look forward to a pleasant time here in Beijing.

北京港澳中心 瑞士酒店 走进残奥 同样精彩

作为残奥运动的全球管理机构，国际残奥委会举办夏季和冬季残奥会，旨在为残疾人提供展示体育才能的机会。它致力于为残疾人提供从初学者到精英水平的体育机会。

北京残奥会为国际残奥委会提供了一个展示其设施的机会。北京港澳中心瑞士酒店作为残奥会的官方残奥家庭酒店，为残奥家庭提供了一个展示其设施的机会。残奥家庭完全接受了酒店重新设计和改善的可访问性。

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Lausanne, the Olympic Capital and The Lake Geneva Region greet Beijing 2008

Lausanne the Olympic Capital

On the occasion of the Games of the XXX Olympic due to take place in Beijing from 8-24 August 2008, the City of Lausanne, the Olympic Capital and The Lake Geneva Region are launching a promotion and public relations campaign designed to strengthen their links with the Olympic movement and Chinese partners.

This campaign will be entitled "Lausanne, the Olympic Capital and The Lake Geneva Region greet Beijing 2008". This event will take place for the duration of the Games in the prestigious Swissôtel Beijing-Hong Kong Macau Center. During the operation, the partners will have the opportunity to invite guests to an Olympic event, to present their products and services during a cocktail and to share an original meal at the hotel's "Café Swiss" restaurant, which will be staging a Swiss Food Promotion for this occasion.

Absolute Swiss Indulgence

Inspired by Chef Edgard Boveri from the award-winning restaurant "La Table d'Edgard" at Lausanne Palace & Spa in Switzerland, Chef Amaul Hugon, his loyal disciple is presenting us a fresh, natural and pure Swiss contemporary cuisine with Mediterranean twist. Boveri's kitchen rests primarily on the quality of the products and the respect that he has for them. The role of the craftsman-cook is to improve even more the delicious and beautiful ingredients of Nature. Once more, the most important for him is to preserve as much as may be the natural and original flavour of the products. His goal is to offer to guests, through his creations, a little bit of happiness and sunshine, to make guests discover the flavours of the Mediterranean Cuisine and the culture of the Alpine cooking, and to make known to the guests the southern "joie de vivre".

From August 4 - 17, 2008, daily 6:00pm - 10:00pm @ "Café Swiss", Swissôtel Beijing.

Beijing 北京 2008



奥林匹克之都

——瑞士名城洛桑和日内瓦湖地区迎接北京2008年奥运会

奥林匹克之都——瑞士名城洛桑
在2008年北京奥运会开幕之际，北京奥运会组委会在洛桑举办了为期三天的活动，北京奥运会组委会主席罗格在开幕式上致辞，高度评价北京奥运会的成功举办，并预祝北京奥运会取得圆满成功。北京奥运会组委会主席罗格在开幕式上致辞，高度评价北京奥运会的成功举办，并预祝北京奥运会取得圆满成功。

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奥林匹克之都——瑞士名城洛桑

北京奥运会组委会主席罗格在开幕式上致辞，高度评价北京奥运会的成功举办，并预祝北京奥运会取得圆满成功。北京奥运会组委会主席罗格在开幕式上致辞，高度评价北京奥运会的成功举办，并预祝北京奥运会取得圆满成功。北京奥运会组委会主席罗格在开幕式上致辞，高度评价北京奥运会的成功举办，并预祝北京奥运会取得圆满成功。

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The Olympic Museum

Precursor to the Events of Lausanne Tourism the Olympic Museum has the honour to be present at the Swissôtel Beijing for the 'Lausanne, The Olympic Capital and Lake Geneva Region great Beijing 2008' operation from 1 to 27 August 2008.

The exhibition realized in collaboration with The Olympic Museum consists of two main parts. The first part presents the dynamic Lake Geneva Region, where the IOC has been established since 1894 following the wishes of Baron Pierre de Coubertin, who particularly appreciated the city of Lausanne and its lake-side charms. Aside from its splendid panoramas, this region in the heart of Europe offers all the advantages of a dynamic urban setting with numerous cultural and sporting sites. The main poles of excellence in the Lake Geneva Region, such as its know-how, authentic sustainable development, a beautiful and diverse environment, education and research, are at the forefront of this tourism and economy-based part of the exhibition.

The second part is devoted to The Olympic Museum and the heritage of the Games. With more than 100 items from its collections, several themes are presented. First of all, in the entrance lobby, various display cases show a periphery of surprising objects held in The Museum collection. On the mezzanine, some of the emblematic objects of the Games are on show: trophies and winners' medals. The diversity of Olympic summer and winter sports are illustrated through sports equipment used by top champions. Not forgetting the subject of Swiss sporting excellence, with a tennis racket used by Roger Federer and a painting by Jean Good (1911), showing Alinghi defending its title at the foot of the Matterhorn! Posters and memorabilia from the 1928 and 1948 Winter Games in St Moritz remind us that Switzerland has twice hosted the Winter Games. Artworks linked to the Olympics add also an artistic component to the exhibition. And large visuals of Olympic athletes provide the final touch to the Swissôtel décor.

See you @ Swissôtel Beijing.



ABSOLUTE SWISS INDULGENCE by CHEF Arnaud

1 Course Set Menu | 17 Course Dinner

Inspired by Chef Edgard Baurer from the award-winning restaurant "Le Table d'Edgard", Chef Arnaud Hugon, the local disciple is presenting us fresh, natural and pure Swiss contemporary cuisine with a Mediterranean twist.

August 4 - 31, 2008 @ Café Swiss, Swissotel Beijing
Daily from 6:30pm - 10:00pm

Dinner
3-Course Set Menu
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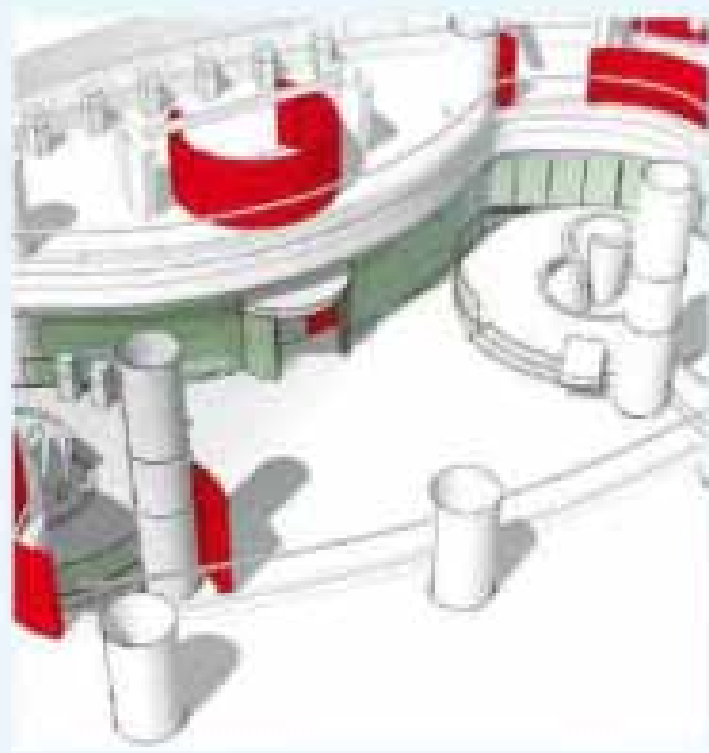
瑞士美食家阿諾德

瑞士美食家阿諾德以其對美食的熱愛和對傳統瑞士美食的創新而聞名。他在瑞士首都蘇黎世中心瑞士酒店擔任廚師，主理瑞士美食家阿諾德。阿諾德在瑞士酒店工作多年，對瑞士美食有著深入的研究和了解。他認為，瑞士美食不僅是一種口味，更是一種文化和藝術。他將把這種精神和理念帶入北京瑞華中心瑞士酒店，為廣大賓客帶來正宗的瑞士美食。

北京瑞華中心瑞士酒店位於北京繁華的金融區，是瑞士酒店集團在中國市場的重要據點。酒店自開業以來，一直秉承著瑞士酒店集團的高品質服務標準，為廣大賓客提供舒適、優雅的住宿體驗。此次阿諾德廚師的加盟，將進一步提升酒店的美食品質，為賓客帶來更多元化的選擇。

阿諾德廚師將為賓客帶來正宗的瑞士美食，包括：瑞士牛肉、瑞士奶酪、瑞士巧克力等。此外，他還將推出多款具有創意的瑞士美食，讓賓客在品嚐美食的同時，也能感受到瑞士文化的魅力。阿諾德廚師表示，他非常期待能與廣大賓客分享他的美食心得，並為北京瑞華中心瑞士酒店的美食事業貢獻力量。

北京瑞華中心瑞士酒店



swissinfo in China

瑞士资讯swissinfo在中国

PART 4
ANNUAL



website is seeking to raise its profile in Beijing with a special Olympic dossier on the website www.swissinfo.ch and a team of journalists on the spot.

swissinfo is a unique Swiss nine-language news and information platform. Besides reporting on the Olympic Games 2008 and Sino-Chinese relations, swissinfo will have a presence at the House of Switzerland, the official Swiss meeting place, in the booming Daxiuhai Art District of northeastern Beijing.

Visitors to the meeting place, run by "Presence Switzerland", will be able to meet swissinfo Chinese department journalists, who will be happy to talk about Switzerland and swissinfo, in addition to covering the Olympic games and other news from China.

瑞士信息網在奧運期間將派出多組新聞記者，瑞士駐京記者swissinfo在Beijing House of Switzerland (北京西便門) 設有辦事處，為中國記者提供第一手資訊。此外，swissinfo亦將派出一支由記者及翻譯組成的採訪小組，負責採訪奧運會及北京其他新聞。瑞士駐京記者swissinfo亦將與北京各大傳媒機構合作，為中國讀者提供第一手資訊。此外，swissinfo亦將與北京各大傳媒機構合作，為中國讀者提供第一手資訊。此外，swissinfo亦將與北京各大傳媒機構合作，為中國讀者提供第一手資訊。

Background and up-to-date news

swissinfo's multimedia dossier, "Olympic Games Beijing", offers something for everyone who is curious about Switzerland and China: visual and interactive elements, background information, and up-to-date news.

Not only will swissinfo be reporting on the Olympic Games and the performances of Swiss athletes competing there, we will also be covering international news from a Swiss perspective. swissinfo is not just for Swiss living abroad, but for anyone anywhere keen to learn more about Switzerland.

Numerous background articles will focus on Sino-Chinese bilateral relations: Did you know that Swiss traders and missionaries made the first contacts with China in the 17th century? Or that the first Swiss trading agency was opened in Shanghai in 1827? Or that a friendship treaty was signed in 1818 between the two countries? Switzerland was also one of the first Western countries to officially recognize the newly founded People's Republic of China in 1950. The two countries have been engaged in a human rights dialogue since 1997, and China has been Switzerland's most important partner in Asia since 2002. swissinfo's dossier has information on all this, plus much more.



swissinfo journalists of the Chinese editorial department at the headquarters in Bern, Switzerland (from left): Yang Xuting, Detlev Bross and Ting Bing.

時事新聞

除了報導奧運會和瑞士運動員的表現外，我們亦會報導國際新聞，從瑞士的角度出發。swissinfo 不僅是為海外瑞士人提供資訊，亦是為任何對瑞士有興趣的人士提供資訊。此外，swissinfo 亦將與北京各大傳媒機構合作，為中國讀者提供第一手資訊。

許多背景文章將集中於中瑞雙邊關係：您知道瑞士商人和傳教士在 17 世紀與中國建立了最初的聯繫嗎？或者，第一家瑞士貿易公司在 1827 年於上海開設？或者，兩國於 1818 年簽署了友好條約？瑞士亦是西方國家中最早正式承認 1949 年新成立的中華人民共和國的國家之一。自 1997 年起，兩國在人權問題上展開了對話，而自 2002 年起，中國已成為瑞士在亞洲最重要的夥伴。swissinfo 的檔案庫包含有關所有這些內容的詳細資訊，以及更多內容。

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Securitas at the House of Switzerland

The Swiss Securitas Group is an official partner of the House of Switzerland with responsibility for the venue's safe operation and safety systems. Our involvement here represents a milestone on our mission to raise awareness of our products and services in the Far East in general and in the Chinese market in particular. Our safety systems and services enjoy an outstanding reputation in the world market, and our intention is to enhance their availability in China.

Whether private, commercial or public, need for safety revolves around keeping everyday life free of incidents and worry. Taking care of safety should mean feeling the freedom to devote time to things that matter. This is where the Swiss Securitas Group comes in.

The Swiss Securitas Group is your full-service partner for everything from risk analysis to well-functioning round-the-clock security and safety. In keeping with this philosophy, we are responsible for ensuring the safety of the House of Switzerland and its visitors – while there, we invite you to visit our exhibition stand to learn more about our expertise and our solutions.

You are warmly invited to visit us in Beijing, where we look forward to taking you through our range of safety and security solutions and telling you more about our company. The Swiss Securitas Group is looking forward to bidding you a warm welcome at the House of Switzerland in Beijing during August 2008. We are delighted to be involved in making your visit to the venue a safe one – and one that you will cherish.

People and technology acting together for your security

Meeting security and protection needs with human capabilities, technical system solutions and efficient services provides the foundation for the success of the Swiss Securitas Group.

From this versatility we generate synergies and we constantly develop and refine our products and services. Our philosophy and market activities are directed towards effective security and we call up the best solution for each requirement. Thanks to this commitment, the know-how of the Group has always grown to meet our customers' expectations – and what is more, has kept one step ahead of the risks.

A decisive advantage of the Swiss Securitas Group is its experience. It has been dealing with the subject of security since 1907. Today over 10'000 employees provide professional services and leading security technology – worldwide.

Security from a single source, the efficiency of the right size of partner, and closeness to the market, both technically and geographically, characterise the Group companies. No security requirement is too complex – and none too small – to justify anything but the best possible protection against risks. The subsidiaries and affiliated companies of the Swiss Securitas Group are devoted to this principle – and above all to your security.



 SWISS SECURITAS

北京瑞士屋里的Securitas

瑞士的保安公司Securitas是瑞士政府的官方合作伙伴，也是全球顶级的安全管理及安全系统。他们和中国的合作代表了他们最顶尖的素质，即提供我们产品和服务在迅速反应，特别是中国市场上的知名家。我们的安全系统服务在世界市场上享有最佳声誉，我们的服务是紧跟在中国的脚步。

在北京，瑞士保安公司Securitas安全系统，以我们在日常生活中的安全系统，提供保障之佳。安全系统Securitas可以无性无感地渗透到其管理层的系统。瑞士保安公司Securitas是中国的最佳合作伙伴。

瑞士保安公司Securitas是瑞士文化的一部分，也是世界上从设计到制造完全的安全系统。我们的北方性服务，我们提供最好的瑞士保安，也是瑞士最顶尖的保安。在此我们提供我们最好的服务，我们提供了我们自己的专门保安系统。

我们的保安系统是在北京对我们进行培训，我们提供为瑞士保安公司Securitas的合作伙伴。我们提供最好的瑞士保安，也是瑞士最顶尖的保安。在此我们提供我们最好的服务，我们提供了我们自己的专门保安系统。

人类与技术共同创造更安全的未来

用人的力量，提供最好的保安系统以及最高的服务。我们提供最好的保安系统，也是瑞士保安公司Securitas的合作伙伴。

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Creating synergies out of two main business areas

Best technical solutions originate from the Alarm and Security Systems business area of the Delta Securitas Group. At the same time, human beings stand at the centre, for they make available the technology, which in turn makes human beings safer – from the sensible detection of single events through complex Security Management Systems. It combines this with design, development, planning, installation and maintenance, professional security services.

The Security Services business area represents the human being in action. His performance and ability to react, his communication and judgement skills, make him the key figure for security. The service companies of The Delta Securitas Group offer complete solutions for every security requirement.

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从原文中提取重要信息

最好的技术解决方案源自于Delta Securitas集团的报警和安全系统业务领域。与此同时，人类站在中心，因为他们提供了技术，而这反过来使人类更安全——从对单个事件的合理检测到复杂的安防管理系统。它结合了设计、开发、规划、安装和维护，提供专业的安保服务。

安防服务业务领域代表了行动中的人类。他的表现能力和应变能力，他的沟通能力和判断力，使他成为安全的关键人物。Delta Securitas集团的服务公司为客户提供完整的安保解决方案。

关键词

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Meeting security and protection needs with human capabilities, technical system solutions and efficient services provides the foundation for the success of the Swiss Securitas Group

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 **SWISS SECURITAS**

For a business to be successful in the long term it has to create value, not only for its shareholders but also for the people in the countries where we are present. We call this Creating Shared Value.

一个企业的成功不仅是为股东创造价值，更是为我们所在国家的民众创造价值——我们称之为“创造共享价值”。

13,000 Employees of Nestlé in China proudly welcome the 2008 Beijing Olympics

13000名雀巢在华雇员自豪的迎接2008北京奥运

As early as 2007, with the enthusiastic support of our employees in 12 cities including Fuzhou, Chongqing, Wuhan, Harbin, Urumqi, Dngdao, Tianjin, Guangzhou, Kunming, Chengde, Shanghai and Beijing, Nestlé in China supported a very special bid by eager schools in these cities for Beijing to host the 2008 Olympics. We wholeheartedly sponsored a large joint painting activity under the theme of "New Beijing, Great Olympics. Let's draw it together!" The result of all this "athletic artistry" was 12 beautiful scrolls of 100 meters each. This original artwork carried the hopes and dreams, now realized, of close to 1 million children representing the true diversity of China and their wish for China to host the 2008 Olympics. 8 children of different ethnic origins were invited to visit Lausanne, the home city of the International Olympic Committee and the town of Vevey, the birth place of Nestlé, the world's leading Nutrition, Health and Wellness Company.

Beyond most sporting events, from school sports days to international athletic gatherings, there are countless among them; these are the volunteers who work tirelessly for love of sport, society and their Country. Nestlé in China honours such a spirit of service to society which is in line with our concept of Creating Shared Value and have donated five NESCAFÉ to volunteers. We hope our small contribution will ensure that they feel refreshed and re-energised as they perform their essential activities to ensure a perfect performance. "ZHONG GUO JIA YOU!"

While the drama unfolds in the many stadiums in Beijing to the excitement of millions around the world, Nestlé in China is providing athletes with a private place to reflect and re-charge. At the POWERBAR Energy Centre they can share their thoughts, feelings and experiences with their friends and families back home through the video conferencing facilities. They can enjoy the free lounge facilities, relax and meet other athletes away from the pressure of the public. They can also re-energise with the renowned range of POWERBAR nutritional performance products tailored for the needs of these extreme athletes. We have also provided professional physiotherapy to help ensure our great athletes power to their peak performance!

Nestlé in China is a sponsor of the House of Switzerland. This showcase which is open to the public highlights the culture and values of Switzerland and fosters mutual understanding and friendship with the Chinese people.

早在2007年，在来自福州、重庆、武汉、哈尔滨、乌鲁木齐、大连、天津、广州、昆明、承德、上海和北京等12个城市的雀巢在华员工的积极支持下，北京申办2008年奥运会得到了一个特殊的助力。在主题“新北京，新奥运，一起来画吧！”的号召下，12幅长100米的画卷，承载了100万中国孩子对北京申办2008年奥运会的美好祝愿。8名来自不同民族的孩子受邀前往瑞士洛桑，国际奥委会总部所在地，也是雀巢的诞生地。孩子们在那里度过了他们人生中难忘的一课。——雀巢在华员工支持北京申办奥运会。

除了大多数体育赛事，从学校运动会到国际性的体育盛会，数不胜数。这些志愿者们热爱运动、热爱社会、热爱国家。雀巢中国尊重这种为社会服务的精神，这与我们的“创造共享价值”理念不谋而合。因此，我们为志愿者们捐赠了五罐雀巢咖啡。我们希望我们的这点小小的贡献可以帮助他们在完成他们的工作时感到精力充沛、精神百倍。从内而外地完成工作。中国加油！

在北京申办奥运会上的艰辛历程是成千上万名志愿者的辛勤付出。雀巢中国员工们建立的“能量中心”，通过为运动员们提供贴心的服务，在奥运会期间可以让他们体会到一点与老朋友的家人般的友好和温暖。他们到洛桑，同时可以欣赏到美丽的自然风光，与其他运动员一起品尝当地美食，雀巢中国员工们针对运动员们在洛桑期间的所思所想，特别准备了产品礼包和定制。我们还将为志愿者们提供，以帮助他们完成在奥运会期间的志愿服务。

雀巢中国是瑞士之屋的赞助方之一，其宗旨是展示瑞士文化和价值观的精华，并增进中国人与瑞士的相互理解和友谊。

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Headquarters in China is fulfilling its role as a leading green multinational and a responsible corporate citizen in China as no other. Through this venue we proudly promote with our Green Harbors and our long and successful history of doing sustainable business in China since we first commenced operations here in 1998. Visitors to the House of Switzerland will be able to enjoy some of our vast range of high quality health products, 30% of which are produced locally in China. Many of these products have been backed by our Research and Development Center in Shanghai (soon to be supported by a new Health Research Center in Beijing). Our products are designed to suit local tastes and scientifically meet dietary requirements and address deficiencies. We hope all visitors will also share our pride for having pioneered over 20 years with 10% of thousands of small farmers. These are the farmers who supply us with green coffee beans and only will live in other various kind areas. In these distant communities we have helped make a difference through our reliable payments for the high quality raw materials demanded by our trusted products and brands.



Health supports quality coffee growing in Yunnan
 健康支持云南高品质咖啡种植



2010YU GUO-JIA YUAN (Let's go China) 中国贡献

健康集团自2008年进入中国以来，一直秉承“绿色健康”的经营理念，致力于为中国消费者提供高品质的健康产品。在2010年，健康集团进一步加大了在中国市场的投入，特别是在云南咖啡种植业方面。通过支持当地农民进行咖啡种植，健康集团不仅帮助农民增加了收入，还促进了当地农业的可持续发展。健康集团的产品研发和生产基地均设在云南，这有助于降低物流成本，提高产品的竞争力。此外，健康集团还积极参与当地的公益活动，为改善当地的生活环境做出了贡献。健康集团相信，通过不断的努力和创新，可以为中国的消费者带来更加健康、更加美好的生活。

LE PARC OLYMPIQUE LAUSANNE



Children in different cities original from China were invited by Nestlé to visit Lausanne, Switzerland.
 来自不同城市的中国儿童受邀到瑞士洛桑参观。

With collection by Nestlé in various time zones.
 通过雀巢在不同时区收集。



Nestlé in China has successfully invested more than RMB 7 billion and employs locally more than 13,000 regular staff, providing them with continuous training, challenging job opportunities and an attractive career. We operate 20 factories across the country largely managed by our local employees. Nestlé's wide product range in China encompasses milk, infant formulae, cereals, coffee, bottled water and other beverages, ice cream, chocolate and confectionery, chicken调味料, seasonings and snacks, as well as pet food. Nestlé's headquarters for the Greater China Region are located in Beijing.

雀巢在中国累计投资超过70亿元人民币，雇用当地员工超过1.3万人，为员工提供持续不断的培训、挑战性的工作机会和吸引人的职业。我们在全国运营20家工厂，大部分由当地员工管理。雀巢在中国的产品线包括牛奶、婴幼儿配方奶粉、谷物、咖啡、瓶装水和其他饮料、冰淇淋、巧克力和糖果、鸡肉调味料、调味品和零食，以及宠物食品。雀巢在大中华区的总部设在北京。

In supporting Beijing's 2008 Olympic bid, one million children participated in the activity "New Beijing, Great Olympic, Let's draw it together",
 支持北京申办2008年奥运会——一百万儿童参加了“新北京，新奥运，大家一起来画画”活动。



雀巢



Nestlé

Good Food, Good Life
优质食品, 美好生活





CISB

Olympics Children's Choir

Last October, CISB Children's Choir was selected among many different international children's choirs in Beijing to be the one and only official choir of the China All Stars Support and Promotion Group for the 2008 Beijing Olympic Games. Delighted with CISB's work, China All Stars Support and Promotion Group has recommended the choir to perform at the opening and closing ceremonies of the 2008 Beijing Olympic Games.

Currently, the choir is made up of 70 students from over 26 different countries. Members of the choir range from six to no more than seventeen years old. Since then, the CISB Choir has been invited to perform at events around Beijing such as the Christmas Dinner at the Canadian China Business Council.

To make this musical event a great experience for students, the Olympic Committee has arranged for CISB Children's Choir to travel around China and the world to promote the Olympic Spirit.

At the beginning of 2008, the Choir was invited to perform at the "Green Olympics" exhibition to promote environmental friendliness through the Olympic spirit. In February, CISB Choir performed the Olympic theme song in Yunnan Province in the universally watched CCTV Spring Festival Program during Chinese New Year. Coming from different language and cultural backgrounds, the children sang with the spirit and hopes of the Olympic Games.

去年十月，北京國際童聲合唱團在眾多來自世界各地的童聲合唱團中脫穎而出，成為北京奧運會唯一官方童聲合唱團。北京國際童聲合唱團的成立，是中國文化對外交流的重要舉措。北京國際童聲合唱團的成立，是中國文化對外交流的重要舉措。北京國際童聲合唱團的成立，是中國文化對外交流的重要舉措。

目前，合唱團由來自26個不同國家的70名學生組成，年齡從六歲到十七歲不等。自成立以來，合唱團曾多次受邀參加在北京舉行的各種活動，如加拿大中國商務理事會聖誕晚宴等。為了讓這一次音樂盛會成為學生們難忘的經歷，奧委會已經安排北京國際童聲合唱團將在全國和世界範圍內巡迴演出，推廣奧運精神。

今年年初，合唱團受邀參加了“綠色奧運”展覽，通過奧運精神推廣環保意識。二月份，合唱團在雲南省參加了全國春節聯歡晚會，在春晚節目中演唱了奧運會主題歌。來自不同語言和文化背景的孩子們，帶著奧運會的熱情和願望，共同演唱了這首動人的主題歌。

為了讓這一次音樂盛會成為學生們難忘的經歷，奧委會已經安排北京國際童聲合唱團將在全國和世界範圍內巡迴演出，推廣奧運精神。

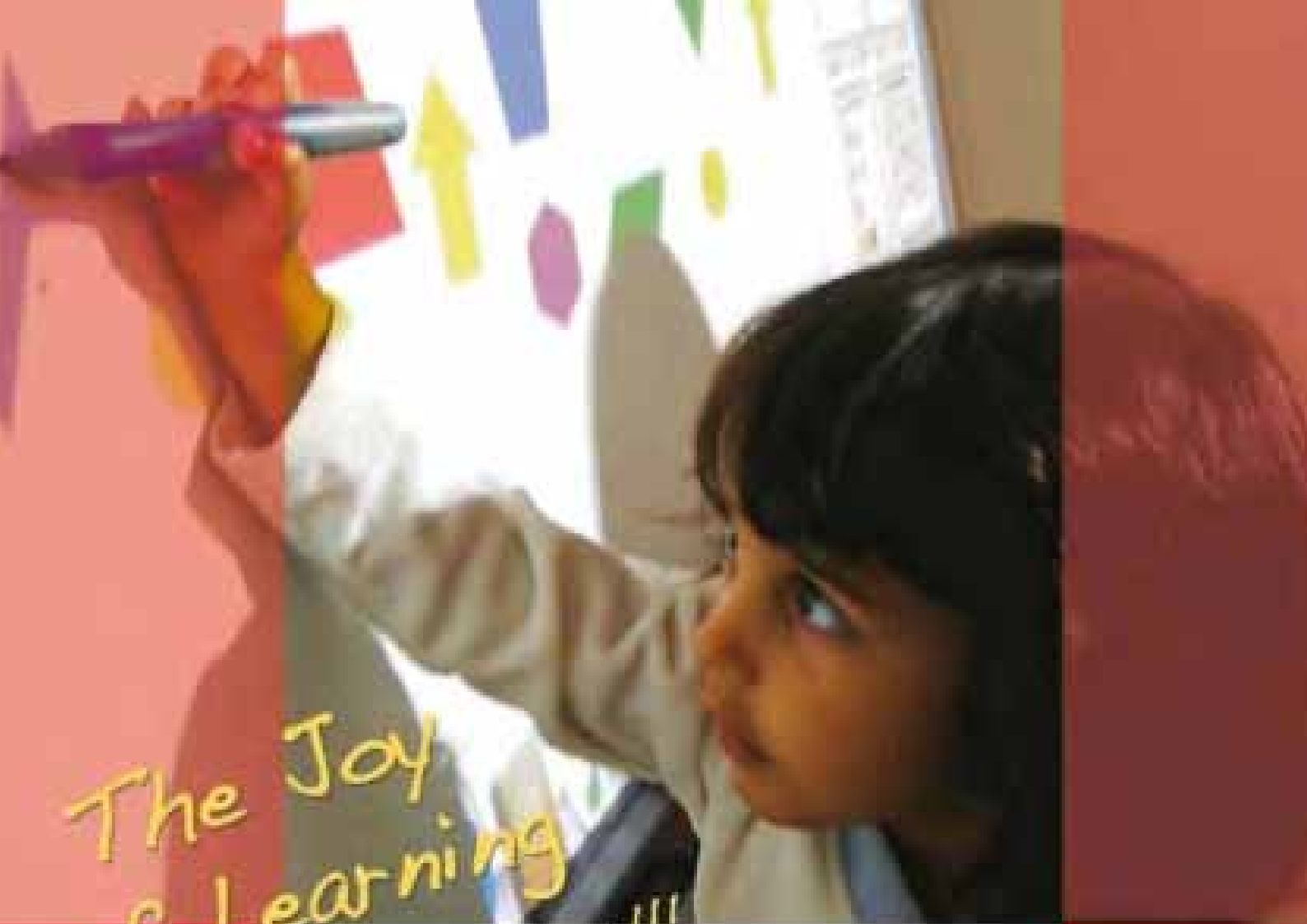
From early this year until July, CIBB Olympic Children's Civil World Tour will have taken the students to Athens, London, Paris, Morocco, Argentina, and the USA. In each city, the choir will receive a warm welcome and perform the Olympic song to share the Olympic Spirit with the world.

Leading up to the Beijing Olympic Games, CIBB students will continue their daily practice for their performance at the pre-opening, opening, and closing ceremonies of the 2008 Beijing Olympic Games. During these events, CIBB students will connect children from all over the world with the motto "One world, One dream!"

从今年年初的三月，北京加拿大国际学校奥林匹克儿童世界巡回演出，将带着学生们前往雅典、伦敦、巴黎、摩洛哥、阿根廷、美国。在每一个城市，合唱团都将受到热情的接待，并表演奥运歌曲，与世界各国的小朋友分享奥运精神。

为了迎接北京奥运会的到来，CIBB学生将继续他们的日常练习，为北京奥运会开幕式、开闭幕式以及闭幕式上的表演做好准备。在奥运会期间，CIBB学生将有机会参加奥运会开幕式、开闭幕式以及闭幕式上的表演。在这期间，CIBB学生将有机会与来自世界各地的孩子们一起，共同分享奥运精神。





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IB Candidate School



National Stadium

The Main Stadium for the 2008 Olympic Games

Herzog & de Meuron, Architects, Switzerland

Translation by Catherine Scheibert
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© Pictures: Ivan Saan

The National Stadium, a New Kind of Public Space for Beijing

The National Stadium is situated on a gentle rise in the centre of the Olympic complex to the north of Beijing. Its location is predefined by the master plan. All other urban and architectural decisions were initiated by our competition project and subsequently implemented in our construction project. Our most important principle throughout has been to develop an architecture that will continue to be functional following the Games in 2008, in other words, to create a new kind of urban site that will attract and generate public life in this part of Beijing. Significantly the Chinese themselves nicknamed the stadium "Bird's Nest" in the very early stages of the project, thereby essentially assimilating it as their own, before it had even left the drawing board.

From the distance, the stadium looks like a gigantic collective shape, like a vessel whose undulating rim echoes the rising and falling ramps for spectators inside the stadium. From this distant perspective, one can clearly distinguish not only the rounded shape of the building but also the grid of the load-bearing structure, which encases the building, but also appears to penetrate it. What is seen from afar as a geometrically clean-cut and rational overall configuration of lines, evaporates the closer one comes, finally separating into huge separate components. The components look like a chaotic thicket of supports, beams and stairs, almost like an artificial forest.

In this Pinaresian space, people get together in restaurants, bars, hotels and shops, or on the platforms and the criss-crossing horizontal, diagonal and vertical paths of access. This space, surrounding the interior of the stadium, is facade, structure, decoration and public space all in one. It is the link between the city outside and the interior of the stadium and is, at the same time, an autonomous, urban site. Herein lies the real potential of the project: it aims to be more than an Olympic sports arena for one single, admittedly unique occasion. This area between inside and outside affords the opportunity to create a new kind of urban and public place – even more so in view of the fact that people in Beijing love public life and are experienced users of public space. Sports, games, laser rock concerts and other activities will, of course, dominate the use of the interior, while the new park on the plinth will invite people to stop a while and relax; the really novel feature of the project is clearly the transitional space between interior and exterior. This is the space that will inspire people to move about, to be together and to enjoy each other's company.

The plinth

The geometries of the plinth and stadium merge into one element, like a tree and its roots. Pedestrians flow on a lattice of smooth steel walkways that extend from the structure of the stadium. The spaces between walkways provide amenities for the stadium visitor: sunken gardens, stone squares, bamboo groves, mineral fountains, and openings into the plinth itself. Clearly, almost imperceptibly, the ground of the city rises and forms a plinth for the stadium. The entrance to the stadium is therefore slightly raised, providing a panorama of the entire Olympic complex.

Structure = Facade = Roof = Space

The spatial effect of the stadium is novel and radical, and yet simple and of an almost archaic immediacy. Its appearance is pure structure. Facade and structure are identical. The structural elements mutually support each other and converge into a spatial grid-like formation, in which facades, walls, level structure and roof are integrated. To make the roof weatherproof the spaces in the structure of the stadium will be filled with a translucent membrane, just as birds stuff the spaces between the woven legs of their nests with a soft filler. Since all of the facilities – restaurants, shops, stairs and restrooms – are self-contained units, it is largely possible to do without a solid, enclosed facade. This allows natural ventilation of the stadium, which is the most important aspect of the stadium's sustainable design.

The Bowl

The stadium is conceived as a large collective vessel, which makes a distinctive and unmistakable impression both when it is seen from a distance and from close up. Inside the stadium, an evenly constructed bowl-like shape serves to generate optimal acoustics and drive athletes to outstanding performances. To create a smooth and homogeneous appearance, the stands have minimal interruption and the acoustic ceiling hides the structure in order to focus attention on the spectators and the events on the field. The human crowd forms the roof structure.

国家体育场

2008年奥运会主场馆

赫尔佐格和德默隆，建筑师，瑞士

翻译：孔庆祥
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国家体育场，北京的国家体育场

国家体育场位于北京西南奥林匹克体育中心区最靠北的地方。国家体育场的位置是在整体规划时就已经先确定的，其它城市层面和建筑方面的决定是在我们竞标过程中确立的。开赛后在开工建设过程中进行微调。一直以来，我们作为主要的设计师的想法设计一直在2008年奥运会之后仍具有世界性的建筑。然而在此之前，是在北京的这个位置建造一个可以吸引并形成公共生活氛围的新型城市基地。在项目的早期阶段，中国人就想了体育场一个昵称“鸟巢”，从后来看设计过程中就已经将其融入城市生活的一部分。

从建筑看，体育场的形状就像是一个巨大的鸟巢结构，像是一个巢里，其建筑的结构与体育场内部的结构伏线相呼应。从建筑位置，可以清楚地辨认的不仅是建筑本身的外形，同时也可以辨认出建筑内部作用的结构和外部结构。鸟巢体现了建筑本身的力量。从建筑的位置看，几处结构和对称建筑体系配置，在观众席和体育场的同时实现建筑化，并体现其巨大的独立建筑部分。这些建筑部分是由其结构、建筑结构和建筑的大序列从，更是一个人工建筑。

在这个建筑内部式（Pierced）的空间内，观众可以在看台、酒吧、商店和博物馆，或是平台和通向及通向交叉的人流空间上聚集。这些建筑体育场的空间结构、结构、服务和公共空间结构为一体。此空间结构建筑外部和体育场的内部结构，同时又形成了一个独立的建筑体系。这将是此项目的真正意义。一个鸟巢建筑体系使用功能的使用。这个关于内部和外部之间的空间为创造一个新型城市公共空间提供了机会。尤其是因为北京人喜欢公共生活，并有使用公共空间的习惯。运动、游戏，以及博物馆和其它公共空间将充分发挥内部空间的功能。而在鸟巢上的公共空间也将吸引人们来此参观和休闲。此项目真正的独特特征是内部的与外部空间之间的空间关系。这样的空间会帮助人们聚集和享受与其他人共同生活的乐趣。

鸟巢

鸟巢几何结构线与体育场融为一体，就建筑而言，这种不可分割。行人利用平台和石阶结构的网络状道路进入体育场。道路之间的空间为观众提供了各种休闲设施。下沉式花园、石阶广场、竹林、假山以及通往鸟巢的入口。城市地面随着上升，人们甚至可以感到不同。上升的地面构成了体育场的顶部。体育场的入口也随着地形，从而让观众可以全面式地感受鸟巢的入口。

结构·立面·屋顶·空间

体育场空间结构新颖，建筑，同时又有早上正午直白。体育场的外观完全是一种结构，建筑立面和结构一致。结构构件相互支撑，形成一种网络状结构。其中立面、结构、建筑结构和屋顶相互结合在一起。为使体育场建筑防水，结构之间的空间有半透明结构材料其中。建筑与用胶水的材料填充与结构材料之间的空间一样。由于所有建筑、餐厅、商店、商店及休息室都自成一体，因此，体育场外部更安全可靠。建筑内部结构，从而实现了体育场内外感统一。这使体育场可持续发展的最重要方面。

建筑特色

体育场的建筑结构是一个大型建筑系统，无论从其内部还是从外部看，都给人一种与众不同的独特感觉。体育场内部，早晨的阳光透过结构结构给观众带来惊喜。让运动品完美地进行展览。为创造一种早晨和一天的环境。所有观众都将享受早晨。同时，鸟巢建筑在建筑内部，以便让人们将注意力集中在观众和比赛项目上。观众人根本身就是一座建筑。

散发

瑞士
天然之味



利口樂

天然香草潤喉糖

Ricola

The “Bird’s Nest” with Jansen Profiles

瑞士严实钢框玻璃门落户“鸟巢”

China's National Stadium – known to the world as the Beijing Olympic “Bird’s Nest” – is a showcase of perfect image and function whose debut shall take place in the nation’s most awaited event in August 2008.

In the massive 258,000 square meter building area, a total of 42,000 tons of steel are its support – with high quality steel profile from Jansen AG, Switzerland – the primary component of this remarkable structure. Jansen’s application embodies the most common characteristics of a Swiss product: high quality, sophistication, beauty and precision. A total of about 400 glazed doors with Jansen steel profiles are a main attribute for all the VIP rooms facing the stand. For the audience and staffs, as well as main entrances and exits, outer glazed curtain walls dominate.

It is the combination of the original design concept and the creativity of renowned Swiss architects Herzog & de Meuron that introduced Jansen products into the most prestigious representative project of the Beijing Olympics.

In 2005, Swiss Jansen Ltd, Shanghai Representative Office and its Chinese agency, InterArch Company, learnt that the Swiss Architects Herzog & de Meuron were exploring technical solutions for glazed door and glazed curtain wall for the “Bird’s Nest” project. In a very short time, the technical department of Swiss Jansen Company provided a comprehensive solution of details according to the architects’ requirements, eventually gaining their approval. After much communication between Beijing and Switzerland, the final result – an ideal combination of function and appearance – was acquired.

The challenge for this project: the “Bird’s Nest” was to be constructed of all glazed curtain walls and glazed doors, adopt double-glazing and laminated glass on the outer surface, while the glazed door for the opening would have the largest dimension – at 3 meters high, 1.5 meters wide and a weight over 300 kilograms. Predictably, unlike the common glazed door, such a huge and heavy structure was more difficult to design and fabricate. Furthermore, there were other requirements – high transparency, lightness, durability, insulation and security functions. With all these requirements, no aluminum or similar material could satisfy all the aspects – except steel profile structure. Jansen’s steel profile system (Economy 60) then became the first choice for architects because of its fine performance and mature technology. In addition, the requirements were peculiar in architectural appearance and function. For example, the door of the inside stand ring opens to inside, and the door of the outer stand ring opens to the outside. Note that profiles and hinges can not be seen from the surface and glazed door, and that the curtain wall should have flush surface, etc. With such unique specifications, door solution of details becomes extremely complex resulting to high requirements on fabrication and installation accuracy. Only after many adjustments of solution optimization was the final solution reached. In this entire process, the high quality orientation in architecture and product design (a common standard to this project’s stakeholders) plus the common language and cultural background proved very effective in enabling smooth communication with the architects.

Architecture in Steel



Of course, there were many tests along the way from product selection confirmation to the final selection and implementation. During this period, the Chinese government called for a shift of "economically sponsor Olympic" in Olympic project investments. The retractable roof of "Bird's Nest" was "saved" and the original Jansen steel profile glazed curtain wall was replaced by Made-in-China steel profile system. But, more importantly, Jansen steel profile glazed door was not only retained, but also gained recognition from the government decision makers due to its unique technical advantages and inapplicability. In principle, the government proposed selection of domestic products. What is more interesting is that in this project, Jansen product sales and processing also provided the use of a large quantity application of self-owned technical fire-proof door from its Chinese partners.

The successful selection of Swiss Jansen products in the "Bird's Nest" project now gaining world wide attention relies on: First, a close coordination with architects on the architectural solution design, especially a high robot recognition on design and product similarity from Switzerland. Second, a mutual and complementary experience on technical advantages from Swiss Jansen Company and sales and business advantages of a first and best Chinese partner company. Third, a perfect combination of a high technical challenge in an engineering project to match the high quality technology of Jansen product. Fourth, an impressive record of over 80 years of mature production experience, a strong, renowned international brand, and a strategic plan over 6 years of economic architectural practice of Swiss Jansen Company in the Chinese market.

The application of Jansen products in Olympic projects also gives the road for expansion of European high quality products in the rising Chinese market, which may not be easy, but definitely better and full of potential.

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JANSEN

Multi-function Plastic Additives

—The safety factor in the chairs in “Bird Nest”



The installation of the stadium chairs, with the primary color tone of “Chinese Red” and “The Great Wall Grey”, marked the successful completion of the “Bird Nest” Olympic Stadium in mid-January. More than 80,000 spectators will have very close contact with the chairs beginning at the opening ceremony of Beijing Olympic Games. One can imagine how high the safety requirement of the facilities will be for such a big event, and one of the requirements is the flame-retardant properties of the chairs. Yet the spectator may first comfort in the knowledge that seats have Ciba® Trosynol XT series light stabilizer and specially-designed flame-retardant developed by Ciba Inc. (Switzerland), were used for the chair production. So guests from all over the world can sit on the chairs embodying with high-technology chemical and enjoy having a “Peaceful Olympic”.

The multi-function plastic additive produced by Ciba Inc. has not only enabled the chair to meet the European flame-retardant standard, but also satisfied the weatherability requirement of the chairs. When used together with Ciba® Comprostat 100 series of pigments with good weatherability, it can guarantee that the chairs will remain vivid and brightly colorful even after long-term outdoor weathering.

“For flame-retardant polypropylene materials exposed outdoor condition, Trosynol XT series of light stabilizers is certainly the best choice”, the project manager of Ciba said to the reporter proudly. Traditional light stabilizer and flame retardant when used together will have chemical interaction, which would decrease the light stabilizer and shorten the lifespan of plastic products. Therefore, the production of polypropylene plastic materials with flame-retardant properties and high weatherability has always been a challenge. Ciba, however, has the solution with its Trosynol XT light stabilizer with specially-designed flame-retardant properties. In addition, to overcome the disturbing that traditional red pigments tends to fade easily in long-term outdoor condition, pigment with high weatherability from Ciba – Ciba Comprostat 100 – has been chosen and used for the “Chinese Red” chairs. When used together with Trosynol XT light stabilizer, Ciba Comprostat 100 – can produce synergistic effect, which lays the foundation for the comprehensive performance of the “Chinese Red” chairs, which stays vivid, durable and brilliant even.

China Petroleum & Chemical Corporation (Sinopec Corp.) is the sponsor of the chair facilities in the “Bird Nest”, and its subsidiary, Yanshan Petrochemical Co. Ltd. undertook the R&D task for the polypropylene materials for the chairs in Olympic venue and the special materials of color masterbatches. After extensive study, Yanshan Petrochemical Co. Ltd. decided to choose Ciba Inc. Switzerland, one of the industry leaders in the specialty chemicals industry, as its partner because of Ciba’s strength in R&D as well as the prior success cases Ciba has in these applications.

Since Beijing won the bid for the 2008 Olympic Games in 2001, Ciba has paid attention to the stadium chairs project in the Olympic version. Up to now, Ciba's additives and pigments products have been successfully applied in the chairs in more than ten stadiums all over the world, including Basel stadium in Switzerland, Munich Olympic Games stadium in Germany and Ft. Strong International Court and so on.

Because of differences in climate and environment and selection of pigments, new formulations of additives and pigments have to be developed for the new project in Beijing. To optimize their polypropylene product for this project, researchers from Yanchen Petrochemical Co., Ltd. have carried out a number of experiments based on the formulation developed by Ciba with the support of Ciba's Asia Pacific Research and Technical Service Center in Shanghai. After a series of testing, they finally decided on the best formulation for the polypropylene resin, Cibacel TPU 2144 FT light stabilizer, same resistant pigment and other components.

Resin from Ciba still is not a very safe a tough test because of the light stabilizer and inorganic pigments needed. At one stage Ciba even postponed production of other products to ensure on time production of the chairs. Final weathering test was done promptly at the R&D center of Ciba's headquarters in Switzerland.

The multi-function additive, outstanding pigments and together with technical and customer services from Ciba has provided a safe and reliable solution for the 2008 Beijing Olympic Games "bird nest" stadium chairs installation. As the market leader of high performance colorants and additive products, Ciba hopes it can also contribute to the successful building of the coming Shanghai World Expo in 2010.



这组「展览」以2001年中国城市化的浪潮为背景，在2008年奥运会开幕之际推出。它展示了中国城市化的进程，以及城市化的挑战。展览由100多位艺术家和设计师的作品组成，展示了他们对城市化的不同看法。展览在2008年7月13日至8月31日在北京老门艺术空间展出。

展览由北京老门艺术空间主办，旨在探讨城市化的挑战。展览由100多位艺术家和设计师的作品组成，展示了他们对城市化的不同看法。展览在2008年7月13日至8月31日在北京老门艺术空间展出。

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Mon - Tue: By Appointment Only

开放时间:
周三 - 周日: 早10点 - 晚6点
周一、周二仅接受预约参观

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Schindler moves emotions and spectators

Over 200 Schindler elevator and escalators will move spectators during the Olympic Games

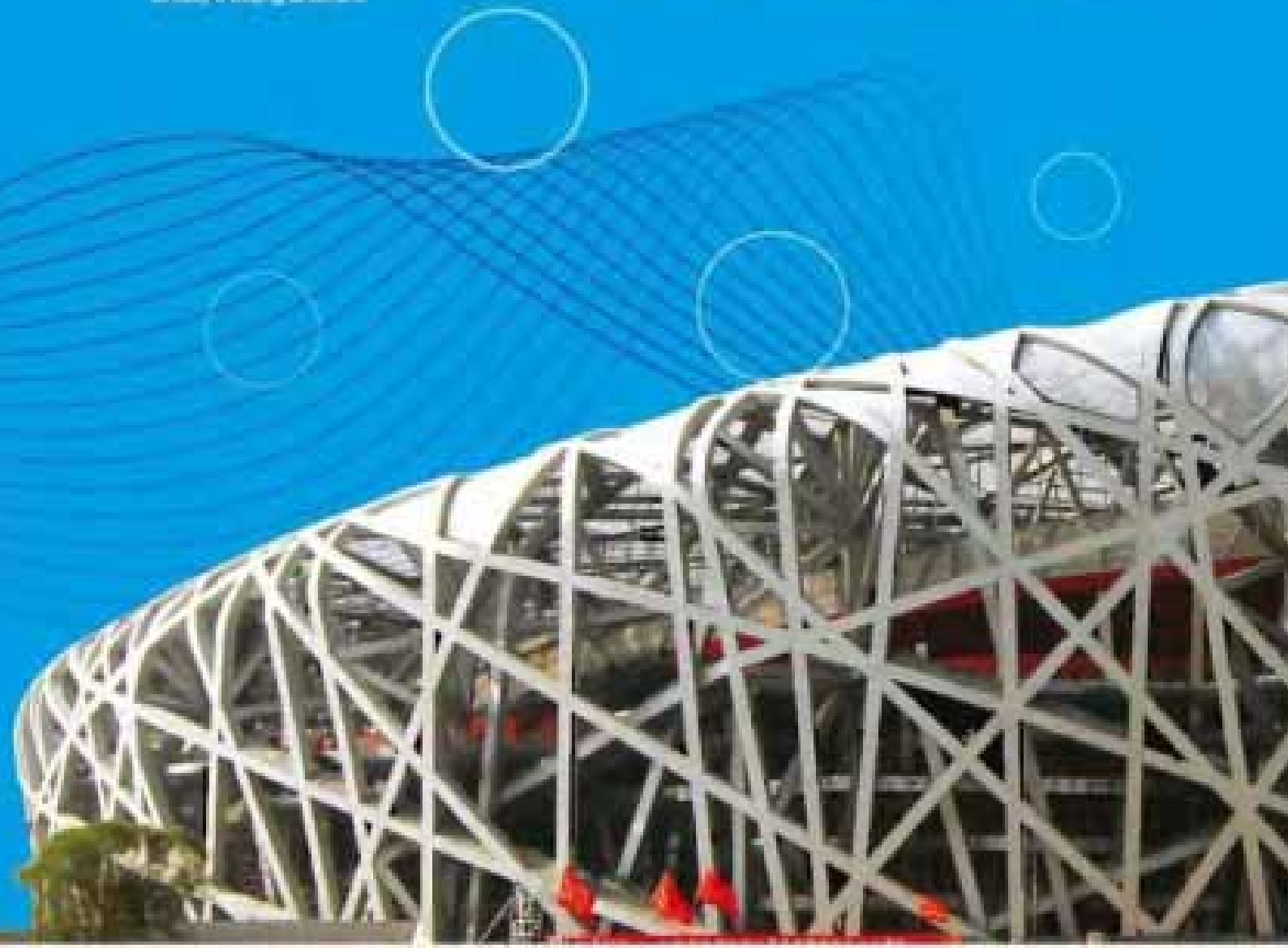
Over 200 Schindler escalators will transport spectators within the National Stadium itself, while a further 25 escalators will serve the Olympic Subway which links the various stations and facilities. Schindler is also supplying 71 elevators for the extensive underground commercial center in the Olympic Park.

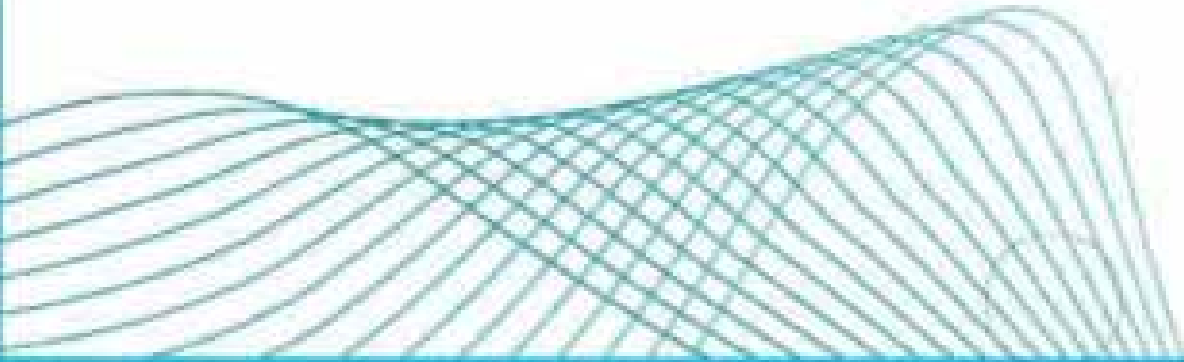
The National Stadium, designed by HOK and architect, Herzog & de Meuron, breaks new ground in architectural terms. Its nickname derives from the fact that the facade is made up entirely of interlocking steel "branches", which also support the massive structure. The Stadium's dimensions are impressive indeed: at 200 meters long, 200 meters wide and 69m tall, it contains 71,000 tons of steel and weighs a staggering 45,000 tons.

The Schindler installations were chosen for their reliability, and because they are able to cope with huge volumes of traffic. As the main venue for the track and field competitions, the National Stadium alone can hold up to 100,000 spectators.

Schindler is also a key mobility provider for the subway and the underground commercial center of the Olympic Park, where 71 escalators and some 25 elevators will keep guests moving smoothly around the facilities. This 1.2 km² area in the north of Beijing houses 14 schools, the Olympic Village (where the athletes sleep), the media and radio/TV centers, as well as several sports and exhibition centers and many green spaces.

After the Games, the Park will become a major conference and exhibition area, centered around the National Stadium, which is already a fitting landmark.





In 96 years (for 120-year history), Schindler has grown from a local Swiss manufacturer into a leading global elevator and escalator company. It has shown the industry, around the globe, as a leading provider and performer in a highly competitive global environment. In 1874 Schindler signed the first contract with Jenbacher, Heilmann & Co. Ltd. in Hong Kong. In 1900 Schindler had the honour of winning the first industrial fair venture in China. Accordingly when former Chinese president Song Jiaoring called the door to foreign investment, 20 years later we are proud to have our products running at the national airport of Beihai Road, the main venue of the 2008 Olympic Games.

Today, Schindler is a global leader in the elevator and escalator industry, with a strong presence in over 100 countries. The company's commitment to innovation and quality has led to a wide range of products and services, including the world's first fully automatic escalator. Schindler's focus on sustainability and social responsibility has also earned it a reputation as a leading global citizen. The company's success is a testament to its long history of excellence and its commitment to providing the highest quality products and services to its customers.

Moving people,
moving emotions.



我们运送的是世界顶级的赛事，我们运送的是人们，我们运送的是激情，我们运送的是文明的交流，我们以热情、我们以专业2008年北京奥运会上的运动员和观众，作为全球领先的电梯服务提供商，我们以专业的态度和服务，我们的产品和服务为北京奥运会“鸟巢”馆内的各个奥运场馆提供全方位的电梯解决方案和服务。

The Olympic Games and Schindler share the same passion: we move millions of people, we create emotions and we facilitate through high performance.

Therefore Schindler also moves the world during the Olympic games 2008 in Beijing. As an internationally successful supplier of elevator and escalator solutions, we are proud to have installed our products in several Olympic sites including the National Stadium in Beijing.

www.schindler.com.cn



Schindler



LEM Fully Assists the Beijing Green Olympics and Spares no Effort in Contribution

As a member of DeltekChen, LEM is both a well-known global electric quantity sensor manufacturer and a leader in the field of electric quantity service production. Its core product – electric quantity sensor, has been extensively applied in the field of current/voltage measurement. Electric quantity sensor is the core component installed within the system, and it plays a critical role for applications and equipment performance and safety, as well as energy saving and emissions reduction.

Two decades ago, when China had just started its reform and opening-up, as a world leading electric quantity measurement solution provider, LEM landed in the China market. Beijing LEM Electronics Co., Ltd. is a wholly owned company of LEM in China. Over the past 20 years, Beijing LEM has always adhered to the principle and practice of listening to the requirements of its clients, wholeheartedly and jointly thought over and searched for solutions, by using our state-of-the-art products and solutions, helped our Chinese clients with full efforts to achieve success, and witnessed the rapid growth of China.

In 2008, China has once again become the focus of world attention as it hosts the 29th Olympic Games in Beijing, characterized by the three concepts: "Green Olympics, High-tech Olympics, and People's Olympics". LEM has, as always, won favorable comments and recognition from the industry with its outstanding product performance in energy saving and emissions reduction. In the present Olympics, its products will be applied in the central area of the Beijing Olympic Games and, in connection with the National Indoor Stadium, it has constructed the 100kWp grid-feeding photovoltaic power generation system, and provides the electric current measuring ability for this system. The huge solar-powered photovoltaic grid-feeding power generation system has already been applied in a number of Olympic stadiums, including the National Indoor Stadium, which has not only ensured the safe and normal operation of the power equipment system of the Olympic stadiums, but also fully displayed the concept of "Green Olympics". This has been a good demonstration for the application of connection of the solar-powered photovoltaic power generation technology with architecture.

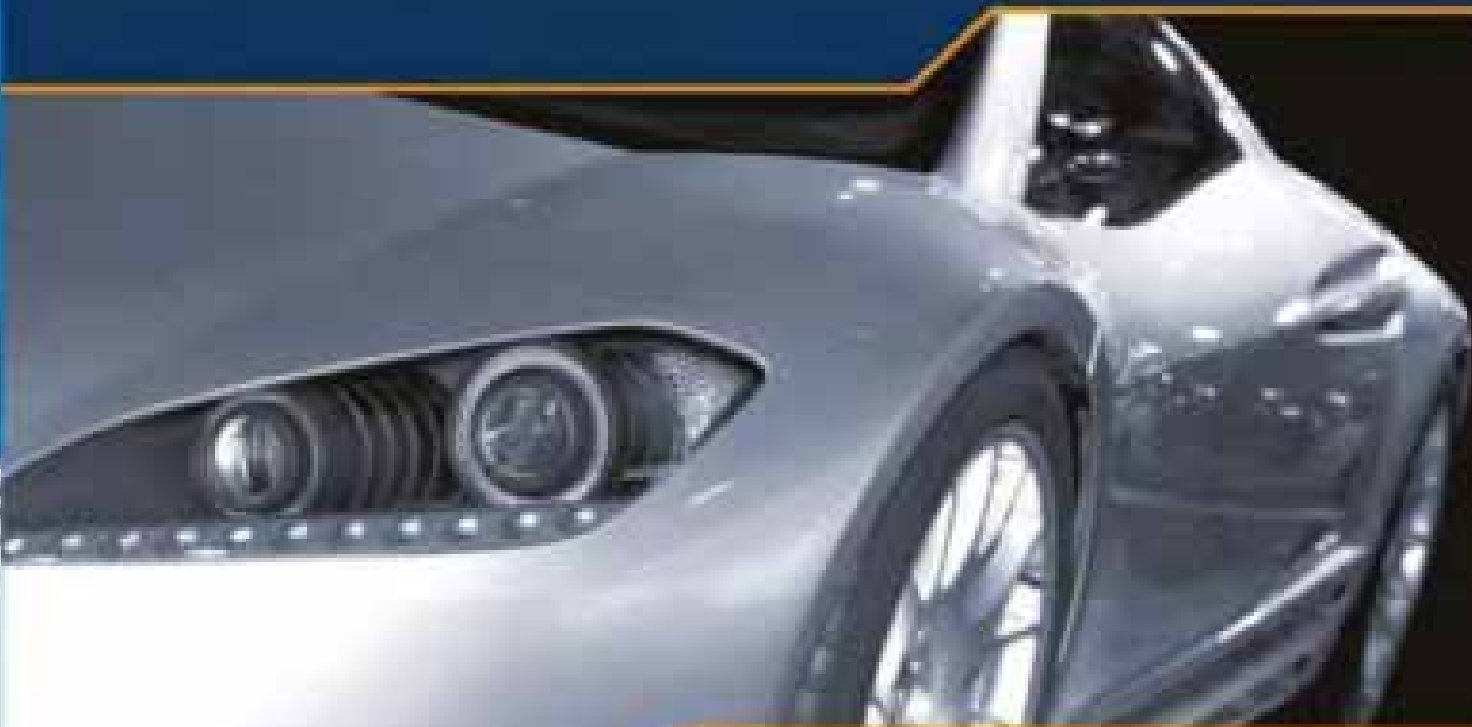


莱姆全力助力北京绿色奥运 不遗余力奉献力量

作为中国的绿色奥运中的一员，莱姆一直秉承着绿色奥运的理念，为北京绿色奥运贡献自己的力量。莱姆的产品——电源转换器，在各个环节都发挥了至关重要的作用。绿色奥运，不仅是奥运场馆的绿色，更是奥运场馆的绿色。莱姆的产品在奥运场馆中发挥着至关重要的作用，为北京绿色奥运贡献了力量。

莱姆的产品，在奥运场馆中发挥着至关重要的作用。莱姆的产品在奥运场馆中发挥着至关重要的作用，为北京绿色奥运贡献了力量。莱姆的产品在奥运场馆中发挥着至关重要的作用，为北京绿色奥运贡献了力量。

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As one of the important achievements of a "High-tech Olympics" shown to the world, the present Olympics will be a grand pageant for controlled display and operation of new energy automobiles. For instance, the Shanghai Volkswagen will provide 20 "Passat Lingyu" automobiles equipped with the 4th generation fuel-cell power systems this year, which will be used and run on the road of Beijing as vehicles for VIP reception and guide for the Marathon competition during the Olympics; Chery Automobile Co., Ltd., Chang'an Auto and Dongfeng Electric Vehicle Co., Ltd. will also supply a number of big buses for use by the Organizing Committee for the Games of the 2008 Olympics. LEM will supply advanced dual-channel current sensor-OFAD to provide accurate electric quantity measurement for the power battery management systems of hybrid power and fuel cell power vehicles, so as to achieve accurate battery charge management; at the same time, in driving motor electric engine control, the high-speed HN11DR and HC series products of LEM will carry out accurate electric engine current signal detection and measurement and provide to the power control unit (PCU) for analysis. The extensive use of these new energy vehicles will reduce considerably vehicle exhaust gas emissions and pollution, bring back more of Beijing's blue sky, and maintain a much better environment.

Upholding the vision of the LEM Group: "Innovation in world leadership with the highest quality in current voltage sensor and continuous innovation, and become the No. 1 global current voltage measurement solution provider in the 'More', as the wholly-owned subsidiary of LEM Group in China, Beijing LEM Electronics Co., Ltd. will be established in electric quantity measurement, continuously search for excellence, dare for innovation, pay attention to its clients, care about their needs, and become the most reliable client cooperative partner. At the critical moment of China's economic takeoff, Beijing LEM Electronics Co., Ltd. has a lofty goal and is committed to electric energy optimization and utilization; will pay attention to China's environment, strive to become the No. 1 electric quantity measurement scheme provider. Today, LEM has seized the historical opportunity of the 2008 Beijing Olympic Games, assumed with honor its heavy responsibility and the glorious mission for the construction of a "Green Olympics, and High-tech Olympics", and will spare no efforts in its contribution to make the 2008 Beijing Olympic Games the highest technical content, the greenest and the most environmental-friendly Olympics in its history.

作为世界体育盛事，“绿色奥运”、“科技奥运”的奥运盛会之一，本届奥运会将展示最新型汽车能源系统中燃料电池运行的一次盛会，上海大众汽车今年将提供20辆搭载第四代燃料电池系统的“帕萨特领驭”汽车，将在北京奥运期间作为VIP接待和马拉松比赛的引导车使用；奇瑞汽车、长安汽车和东风电动汽车有限公司也将提供一批大型客车供奥运会组委会使用。LEM将提供先进的双通道电流传感器-OFAD，为混合动力汽车和燃料电池汽车提供准确的电量测量，实现准确的电池充电管理；同时，在驱动电机电机电机控制中，LEM的高速HN11DR和HC系列产品将负责准确的电机电流信号检测和测量，并提供给功率控制单元(PCU)进行分析。这些新能源汽车的广泛使用将大大减少汽车尾气排放和污染，为北京带来更多的蓝天，保持一个更好的环境。

秉承LEM集团的愿景：“以全球最高的品质进行技术创新，成为世界领先的电流电压测量方案提供商”。作为LEM集团在中国的全资子公司，北京LEM电子有限公司将专注于电量测量，持续追求卓越，勇于创新，关注客户，关心客户需求，成为最可靠的客户合作伙伴。在中国经济腾飞的关键时刻，北京LEM电子有限公司有着远大的目标和使命，致力于电能优化和电能利用；今天，LEM已经抓住了2008年北京奥运会的历史性机遇，肩负着光荣而重大的使命，将全力以赴为北京奥运会的建设做出应有的贡献，力争成为北京奥运会技术含量最高、最绿色、最环保的奥运会。

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FOOD & DRUG SAFETY: CONTRIBUTION TO A BETTER WORLD

食品和药品安全：为了一个更好的世界

With the upcoming 2008 Beijing Olympic and Paralympic Games, the Chinese Government and Authorities have set stringent rules in order to protect food and ensure health safety. Every day, all over the world, SICPA Product Security stands between billions of products and devastating counterfeiting and diversion schemes, by leading the industry with superior performances in every facet of brand security.

在2008北京奥运会和残奥会即将到来之际，中国政府和部门出台了严格的法规，以确保食品
安全，维护健康。每一天，在世界的每一个角落，SICPA产品防伪作为品牌的佼佼者，以在品
牌防伪方方面面卓越的表现，在成千上万的产品和日益严重的造假和非法销售之间筑起仁文。

Background

The Pharmaceutical and the Food & Beverage industries are losing major revenue to counterfeiters and diverters. Annual revenue losses are estimated by authorized bodies at more than \$100 billion, and growing every year. This equates to nearly 10% of global sales revenues. Insurance premiums, legal liability, recall costs, and brand damage add further indirect costs. Public health concerns and the potential for bioterrorism have added pressure on brand owners to address the problem of counterfeiting and product diversion.

Pharmaceutical and Food & Beverage industries are also under constant pressure from shareholders and the markets to improve profitability and reduce costs.

To help such industries tackle various issues they can face on today's global market (i.e. counterfeit, diversion, adulteration, tampering, guarantee frauds, and unapproved production), SICPA has developed unique and feasible technologies, solutions and services that reduce threats and improve the efficiency of the Pharmaceutical and Food & Beverage supply chains, with the ultimate objective to safeguard product integrity worldwide.

医药和食品饮料产业，由于造假和窜货，正在遭受巨大的
品牌损失。据权威机构估计，每年的世界品牌损失高达2000亿
美元，而且这个数字还在逐年增长。这相当于其全球销售额
近10%的损失。保险费用的增加，法律、召回的成本，产品回收的
成本，以及品牌损失的间接成本，都是由此带来的巨额损失。
公共健康担忧和潜在的生物恐怖主义威胁也迫使品牌所有者
有紧迫感强大的压力，去应对造假和窜货。医药和食品饮
料产业同时也面临着来自监管机构和市场强大的压力，需要能
够降低风险，降低成本。

为了帮助这些产业应对在日益变化的市场上可能面临的各
种各样的问题——造假、窜货、假冒、篡改、篡改、篡改等
和非法的生产等，SICPA开发了独有的、切实可行的技
术方案，提供可行的解决方案，并帮助医药和食品饮料产
业降低风险和窜货的潜在威胁。医药和食品行业，是世界上最
容易受到假冒和非法销售影响的行业。

Product safety: an investment not a cost

In the past several years, many high-value Pharmaceutical products have been targeted by counterfeiters. This problem is especially acute in Asia.

The counterfeits include accurate but unauthorised copies, diluted / reduced concentrations of the active ingredients, drugs contaminated with toxic substances, and those with no active ingredients at all.

Another growing problem is diversion, also known as parallel trading. Diversion occurs when a drug intended for one market is diverted and sold—usually legally—to another market, either internationally or within the same country. Regulated price differences in neighbouring countries or regions encourage parallel trading. Product diversion enables counterfeit products to be more easily passed off as genuine because diverted drugs are sold outside of the regulated supply chain, making products difficult to track and authenticate. Diverted and re-packaged products are also difficult to trace for most purposes, and they can present significant health and safety risks if missing information such as expiration date or lot number is inaccurate.

Beside drugs, illicit trade has developed into all industry sectors: from luxury to consumer goods, household, Food & Beverage, equipment goods, health, automotive... Although mostly located in developed countries, illicit trade has grown to become a truly global issue: from traditional countries to all continents, as well as through the Internet.

In Europe, seizures of counterfeit food products entering the European Union (EU) increased by 77% from 2002 to 2005, and the problem of illicit trade in the Food & Beverage Industry is on the rise. In the EU more than 30'000 companies are directly involved in the Food & Beverage sector, employing over 2.7 million people - making it the EU's third-largest industrial employer and largest manufacturing sector with an annual turnover of 2000 billion. Illicit trade therefore has the potential to damage a large section of society, both through health and the economy.

Adequate security solutions offer the necessary return on investment to Pharmaceutical and Food & Beverage brand owners.

SICPA PRODUCT SECURITY SA

Founded in 1927, SICPA is the world's leading manufacturer of tamper-evident and value document security inks. SICPA inks and solutions are now present on most of the world's currencies and billions of branded products, providing the best technologies against counterfeiting and fraud, and creating confidence in over 200 countries.

Headquartered in Lausanne, Switzerland, it is backed by 1,200 dedicated professionals operating from offices around the world.

SICPA has been active in Asia for more than 25 years providing ink, technology and advice to nations such as China, the Philippines, Indonesia, Vietnam and Singapore. In 2008, SICPA has been notably active in China preparing both documents of value and products for the Beijing Olympic Games.

“假冒”... “假冒”... “假冒”

在江蘇的八年，許多高價值的藥品生產成了低價廉價的仿製。這十年來在江蘇

仿製方式包括精確的仿製，含有低劑量或無效成分，含有毒害物質或完全無效

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CREATING A CLIMATE OF TRUST IN A WORLD OF UNCERTAINTY

SICPA PRODUCT SECURITY PROVIDES LEADING SOLUTIONS AND TECHNOLOGICAL PLATFORMS TO DETER COUNTERFEITING AND DIVERSION IN EVERY FACET OF PRODUCT AND BRAND SECURITY, AUTHENTICATION AND SECURE TRACK & TRACE.

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