

## 中国经济增长对出口的依赖程度并不像传统观点认为的那样大。用一种新的衡量方式——国内增值出口额 (DVAE) ——来更准确地衡量中国出口增长对实际 GDP 增长的真实贡献。

作者 John Horn Vivien Singer 华强森

中国的经济增长主要依赖于出口，还是正变得越来越以内需拉动为主？这是一个经济学家们争论不休的问题——无论对于政策制定者，还是对于企业高管，这个问题都十分重要。一个日益注重消费和投资的中国经济，可以增大与发达经济体保持更平衡贸易关系的机会。与此同时，随着中国经济正加快步伐从制造业中心向主要的消费市场转型，在中国运营的企业，或正计划进入中国的企业，可以发现更大的机遇。

为了阐明这一问题，我们开发了一种新的方法，用于衡量出口增长在中国总体经济增长中的作用。我们发现，出口一直是一种主要的拉动因素，但并不像人们通常认为的那样占据支配地位。事实上，有许多明确的迹象表明，一种朝着以内需拉动经济增长的转型正在进行。对于在中国和其他国家运营的企业来说，中国经济显示出的这种前景对其增长战略和供应链战略都具有重大影响。<sup>1</sup>

### 衡量出口的一种不同方法

在中国经济依赖出口的真实性质上存在各种争论，其根源在于难以对出口部门进行恰如其分的衡量。各级政府 and 大多数分析师采用的传统衡量方式是出口总额的增长在 GDP 增长中所占的份额。这种衡量方式表明，自 1990 年以来，出口增长额平均占到实际 GDP 增长总额的近 40%——而自 2000 年以来，这一比例已经提高到了近 60%<sup>2</sup>。

然而，表明出口在中国经济中占有主导地位，而且其作用日益增大的这些数字，却与以下事实并不相符：在 2008 ~ 2009 年的全球性经济大衰退中，中国是逃过这一劫，

而没有出现大的经济滑坡的少数国家之一——这就表明，其国内经济增长发挥了重要作用。作为原因之一，其他经济学家于是采用了一种截然不同的衡量方式：净出口额（出口总额减去进口总额）的增长占 GDP 增长的份额。按照这种衡量指标，在中国近年来年均 10% 的 GDP 增长中，出口增长的贡献率仅为 10% ~ 20%。

我们认为，这两种衡量方式都具有误导性。采用出口总额来衡量忽视了以下事实：中国的许多出口货物中都包涵了相当数量的进口商品，这些进口商品或被重新组装，与国内附加的内容相结合，或在出口之前已被修改。由于没有从出口总额数字中减去这些进口额，因此高估了出口对 GDP 的贡献率。而另一方面，精确的净出口额（出口额减去进口额）衡量方式又低估了出口对 GDP 的贡献率，因为有许多进口商品并未用于组装和

出口，而是销售给了中国的消费者和企业。

为了更准确地评估出口在 GDP 增长中的作用，我们总结出了一种衡量方式，我们将其称为国内增值出口额 (DVAE)。DVAE 是从出口总额中减去仅用于生产最终出口的产品和服务的进口额后得到的出口额。例如，对于汽车而言，进口的整车不需要从我们的出口额衡量指标中予以扣减。但是，用于制造出口摩托车的进口发动机零部件则需要扣减。

各国政府通常都不会把进口总额分解为用于国内（生产、投资和消费）和用于出口的进口额，中国政府也不例外。因此，我们利用了三种不同来源的数据（每一种都具有自己的长处和局限性），来估算中国的国内增值出口额 (DVAE)。三种结果具有非常好的一致性——并且共同有力地揭示了供应链战略的演变、中国的消费状况，以及在全球经济低迷时期中国经济的表现（请参见附图“关于本研究”）。

### 供应链的变化

我们的分析表明，从 2002 年到 2008 年，进口物料平均占到出口总价值的 40% ~ 55%。换句话说，在中国的出口总值中，国内增值部分大约占到一半。同时，总的来看，国内增值出口额 (DVAE) 在出口总额中所占的比例随着时间的推移在不断提高，这就表明，中国单纯对进口零部件进行组装的比例正在逐渐减小——这是政府公开宣布的一项政策目标。

这对于许多企业的供应链和业务模式具有重要影响。如果你的公司是在中国运营，主要为再出口加工中间零部件的制造商——例如，一家总部位于台湾，生产家居用品的原始设计制造商，那么，现在考虑改换组装

工作的地点可能正当其时。随着中国向价值链的高端转移，并开始出口更多的技术密集型产品和服务，亚洲其他地区很快将会出现以更低成本承接单纯组装工作的各种机会。

### 出口、消费与战略

我们还将自己的 DVAE 分析应用于重新评估一些年份出口对 GDP 增长的贡献，在我们的三种衡量指标中，我们拥有这些年份部分重叠的数据。我们发现，在 2002 ~ 2008 年期间，中国的出口部门对 GDP 总体增长的贡献率在 19% ~ 33% 之间（图表 1）。这一比例只有用传统的出口总额衡量方式表示的出口贡献率的大约一半<sup>3</sup>。

换句话说，DVAE 分析表明，出口一直是中国经济增长的重要拉动因素，但并不是占支配地位的因素，而且，最常见的观点高估了出口的作用，同时低估了国内消费对中国经济增长的作用。目前在中国制造产品，并主要将其出口到其他国家的任何中国企业或跨国公司，都应该反躬自问：是否需要采取扩大内销的战略，以获取一块更大的“蛋糕”。这就包括要更精细化地了解中国市场，生产对中国消费者具有吸引力的产品，并设法有效地营销和分销这些产品——同时，还必须与日益强大的中国竞争对手争夺市场<sup>4</sup>。

### 中国的“低迷期”与未来之路

对国内增值出口额 (DVAE) 与其他主要宏观经济要素对经济增长贡献率的一项比较表明，在 2002 年 -2007 年期间，DVAE 对经济增长的贡献超过了私人消费，但其重要性小于投资拉动（图表 2）。在经济低迷时期（2008 年和 2009 年）<sup>5</sup>，出口对经济增长的贡献远远小于其他要素，这就解释了为什么在本世纪初期，中国经济可以与其 GDP 增长率并不完全匹配。不过，私人消费、投资拉动和成品进口开始发挥更大的作用，这种转变解释了中国为何能如此顺利地度过经济低迷期，并表明了中国经济向注重内需转型的动向，尽管当全球经济复苏时，出口可能仍将继续发挥重要作用。（见图表 2）

当然，在未来几年中，人民币币值的不断变化也将影响到中国贸易的发展。我们的 DVAE 分析意味着，由于出口部门更加重视提高产品附加值，价格较高的商品在出口中所占的份额将越来越大，这些高档产品将与发


达国家的产品进行更直接的竞争。这种趋势与中国货币的升值相结合，意味着中国将与世界各国建立更平衡的贸易伙伴关系——以及当企业考虑在中国未来的战略举措时，经济大背景的一个重大转变。

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### 注释

- 1 在本文中，我们只讨论全国的 GDP，而不涉及中国内部的就业或地区性差异影响。我们关心的是中国经济的整体健康状况，因此我们暂不考虑一些群体或地区因为整体出口水平的任何变动而获益更多的问题。
- 2 用麦肯锡全球研究院 (MGI) 的中国城市化模型计算得出。
- 3 毫不奇怪，与按净出口额计算的出口相比，按国内增值出口额 (DVAE) 计算的出口对 GDP 增长的贡献更大——几乎大两倍。因此，DVAE 代表了介于出口总额与净出口额之间的中间值。
- 4 请参阅郭劭夫 (Jeff Galvin)、何杰明 (Jimmy Hexter) 和贺睦廷 (Martin Hirt) 撰写的“在中国营造‘第二故乡’”，《麦肯锡季刊》中文网，2010 年 7 月；安宏宇 (Yuval Atsmon) 等人撰写的“2009 年度中国消费者研究 (第二部分)：一个国家，多个市场——用麦肯锡城市群方法瞄准中国消费者”，“麦肯锡解读中国”，2009 年 9 月。
- 5 2009 年的国内增值出口额 (DVAE) 是仅仅根据“IHS 环球透视”的数据得出的。


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# By the Numbers...

## 2010年的主要数字.....

### >2 mio

More than 2 million people visited the City Pavilion of Basel, Geneva and Zurich during the World Expo 2010.

Source: Presidential Department canton of Basel

**>200万:** 超过200人在2010年上海世博会期间参观了巴塞尔、日内瓦和苏黎世城市馆。  
来源: 巴塞尔州总统部

### 45% of GDP

Morgan Stanley economist Stephen Roach predicts an increase of consumer spending in China from 36 percent of GDP to 45 percent in the next five years.

Source: Newsweek, September 6, 2010

**占GDP45%:** 摩根士丹利经济学家 Stephen Roach 预测中国的消费支出占GDP的比例在未来五年内将从目前的36%增至45%。  
来源: 新闻周刊, 2010年9月6日

### Factor 10

Swiss exports to China (+38%) grew ten times faster than Switzerland's overall exports (+3.8%) in September 2010.

Source: Seco

**10倍:** 2010年瑞士向中国的出口增长(+38%)是瑞士总出口增长(+3.8%)的十倍。  
来源: 瑞士国家经济事务秘书处

### 100 Index Points

If the average purchasing power of a person living in Zurich is to be set at 100 index points, which is the world's highest purchasing power, then the respective values for Chinese cities are:

For Hong Kong: 41  
For Shanghai: 23.2  
For Beijing: 21.4

Source: UBS, Study "Prices and Salaries", August, 2010

**100个指数点:** 如果苏黎世人的平均购买力是100个指数点, 代表世界最高购买力, 那么中国以下城市的指数分别如下:

香港: 41  
上海: 23.2  
北京: 21.4

来源: 瑞士联合银行, "价格与工资" 研究, 2010年8月

### 7,020,000 20%

The assets of the Swiss Pavilion at the World Expo site, including the exclusive authorization for reconstruction of the building and the scene design with 6,000 solar panels, were sold for CNY 702 million through online platform Jinmajia.

Source: <http://expo2010.ifeng.com/>

**7,020,000:** 世博会瑞士国家馆的资产, 包括建筑重建的独家授权和6,000块太阳能电池板, 通过网络平台金马甲共销售702万元人民币。

来源: <http://expo2010.ifeng.com/>

China counts 20% of the world's population and 15% of the world's economic performance.

Source: NZZ Nov 6 2010, Peter A. Fischer

**20%:** 中国拥有世界20%的人口和世界15%的经济贡献率

来源: 新苏黎世报, 2010年11月6日,

Peter A. Fischer

### 2,000,000

children enter into the new school year in China every year

Source: NZZ Nov 23 2010

**20,000,000:** 中国每年有20,000,000名孩子进入新学年

来源: 新苏黎世报, 2010年11月23日

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Nursery School at Longxing Town:

# Putting the World to Rights

隆兴镇幼儿园：让世界回归原位



瑞士各界及在华机构捐建崇州市隆兴镇幼儿园开学典礼  
 Opening Ceremony for LONGXING TOWNSHIP KINDERGARTEN CHONGZHOU  
 A Swiss Project for Earthquake Reconstruction





Written by **Gérald BÉROUD** Director of SinOptic

The children turned a Snow Pavilion in their little hands, a crystal snow ball with a mini replica of the Swiss Expo Pavilion inside. Snowflakes in the transparent ball brought immense joy to the children of this newly built nursery in Longxing town.

3rd September 2010 witnessed a festival in Chongzhou, a city which is just an hour's drive from Chengdu, the capital city of Sichuan Province. A nursery financed and built by the Swiss community was handed over to the local authorities. With its blend of local architecture and Swiss aesthetics designed by Swiss architects Virtuarch from Shanghai, the nursery consists of single-storey, multi-colored buildings connected by two capped corridors which look like auspicious dragons in the air. The new nursery will be welcoming almost 250 children at the start of the new semester in early September.

The local authorities of Chongzhou City were delighted to welcome representatives of different Swiss partners for the reconstruction project in Sichuan. The presence of H.E. Blaise Godet, Ambassador

of Switzerland to China, who was making his third visit to Longxing town, Pieder A. Casura (HEKS), Christian Guertler (Chairman SwissCham China), Stephan Titze and Felix Sutter (both Project Co - Presidents) and Daniel Heusser (Project Manager) and many other distinguished guests were highly appreciated. The participants were greeted by children waving Chinese and Swiss national flags and entertained by a brief live performance. It was followed by an opening speech, the tour of the nursery buildings and the official inauguration ceremony to be



concluded by a press conference.

Two years ago, the picture was completely different; on 12 May 2008 a catastrophic earthquake measuring 8.0 on the Richter scale hit Wenchuan in southwestern China, killing nearly 70,000 people and leaving some 18,000 missing.

The city of Chongzhou was confronted with an emergency where more than half of its 700,000 population suffered from the earthquakes, more than 540,000 houses were destroyed and economic loss of CNY 10 billion incurred. The local schools were hit as well: 64 were injured (10 teachers and 54 students) and 12 killed (2 teachers and 10 students). Most school buildings were damaged and teaching tools no longer usable. The old nursery at Longxing town, established in 1998, had a floor space of 340 square meters and enrolled 132 children.

Shortly after the disaster, Swiss Cham Shanghai initiated a call to join forces to the Swiss community in China, including SwissCham's in Beijing and Guangzhou, the Embassy of Switzerland in China, the Consulate General of Switzerland in Shanghai, the Swiss Society Beijing, the Swiss Club Shanghai and a number of groups and



individuals, to raise funds not only in China but also in Switzerland. Some Swiss-based bilateral organizations, such as the Swiss-Chinese Association, the Swiss-Chinese Association - French Speaking Region, the Swiss-Chinese Chamber of Commerce and the Entraide Protestante Suisse (EPER) along with some individuals, launched fundraising campaigns for the quake-stricken areas. Among them, EPER became the figurehead for the fundraising effort in Switzerland. The total collection in China and Switzerland amounted to more than CNY 7.8 million - a great achievement worth mentioning here. There is nothing like this exemplary cooperation. We would like to extend our gratitude to everyone who initiated and supported the project.

The contribution by the Swiss community may pale in comparison to the disaster-caused losses; however, it is significant especially in regards to this year's 60th anniversary of the Sino-Swiss diplomatic relations. Here we see a brand new school for the children, one that draws focus from around the world.

**About the Author:**  
Gérald BÉROUD, Director of SinOptic and President of the Swiss-Chinese Association French Speaking Region

孩子们的小手翻转着含有世博会瑞士馆小复制品的积雪透明球。透明球内飘着的雪花带给隆兴镇一所崭新的幼儿园的孩子们无穷的喜悦。

2010年9月3日，在离四川省首府成都市有一小时路程的崇州市是个节日。地方当局接收了由瑞士资助并建立的建筑楼。该幼儿园的教室借鉴了瑞士及当地农村和小镇的风貌。每栋建筑都是以单层多彩建筑为主。一条封顶走廊把所有的教学楼连接在一起，形成波浪状，从空中看犹如是两条吉祥龙。9月份开学时这座楼将迎来250名孩子。

崇州市当局非常高兴地迎接了瑞士在华机构四川重建项目不同合作伙伴的数位代表。第三次访问隆兴镇的瑞士驻华大使顾博礼 (Blaise GODET)，HEKS的Pieder A. Casura，中国瑞士商会会长 Christian Guertler，合作项目主席 Stephan Titze 和 Felix Sutter，以及项目经理 Daniel Heusser 等出席受到了热烈欢迎。手上挥舞着中国和瑞士国旗的孩子们欢迎客人的到来，短暂的艺术表演之后，该项目完成致辞，建筑楼参观以及正式的落成典礼和新闻发布会。

两年前的情景与今天截然不同。2008年5月12日，汶川地区遭受了一场可怕的地震，规模达到里氏8级。有近七万人死亡，一万八千人失踪。约有七十万人口的崇州市面临着半居民遭受地震灾难，有五十四万

多户房屋被摧毁，经济损失达到100亿元人民币的紧急状态。教育部门也受到了损失：64人受伤（10名教师和54名学生），12人死亡（2名教师和10名学生）。大部分教学楼不同程度损坏，教学用具变得无法使用。1998年开设的隆兴镇幼儿园，占地340平方米，地震前拥有132个孩子。

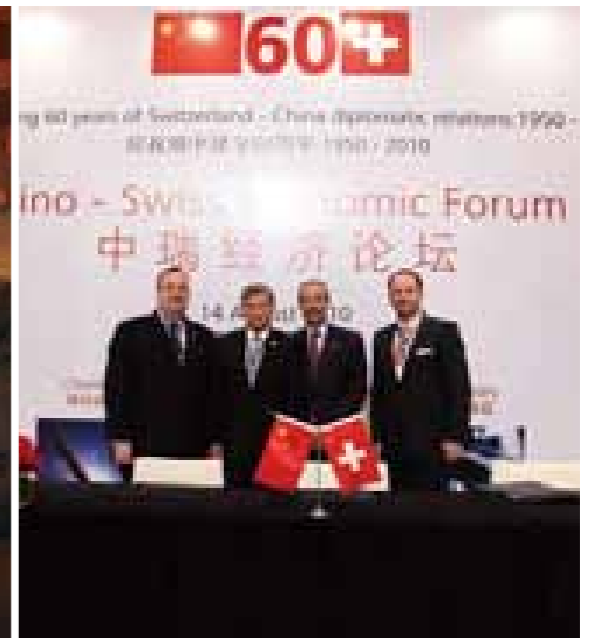
灾难发生后不久，上海瑞士商会就发动了中国所有的瑞士社会团体，包括北京和广州瑞士商会，瑞士驻华大使馆，瑞士驻上海总领事馆，北京瑞士社团，上海瑞士俱乐部以及众多企业和个人迅速地行动了起来。不仅在中国也在瑞士开始了募捐活动。在瑞士的一些双边关系组织像瑞中协会，瑞中协会法语区分会，瑞中经济协会和瑞士新教互助协会还有一些个人发起了募捐活动。而瑞士新教互助协会成了主要赞助协会。募捐总额超过七百八十万人民币。这项成功值得提及。因为像这样有示范意义的合作是非常罕见的！我们对所有发起和支持该项目的人们深表感谢。

与这场灾难造成的损失相比，瑞士的贡献也许不是很大，但意味深长：今年，当我们庆祝瑞中建交60周年，我们可以看到这些孩子们有了一个崭新的学校，世界的目光聚集在那里……

作者简介：白鹤 (Gérald BÉROUD)，《中国视角》- 中国社会研究服务公司董事长，瑞中协会法语区分会主席

# Sino-Swiss Economic Forum

14 August, 2010



On the occasion of the official visit of the President of the Swiss Confederation, Mrs. Doris Leuthard, who was accompanied by a large delegation of Switzerland's most influential business leaders, the Embassy of Switzerland in China and SwissCham Beijing, in association with the Swiss Business Hub and Cleantech Switzerland, organized a Sino-Swiss Economic Forum for the Chinese and Swiss Business Community. A Presidential Gala Dinner to celebrate the 60th anniversary of the diplomatic relations took place in the evening.

The Sino-Swiss Economic Forum was held in the afternoon of 14th of August and was composed of an official part, a Switzerland Investment Promotion Seminar, four workshops on Finance, Life Sciences, Machinery and Cleantech, followed by a networking cocktail with the presence of H. E. President Leuthard. The forum gathered around 400 participants with approximately 60% Chinese and 40% Swiss officials and business leaders.

President Doris Leuthard and Chinese Minister of Commerce, Chen Deming made the official opening speeches, followed by speeches from OSEC, the Swiss Chamber of Commerce in China and economiesuisse. On this special occasion, a Memorandum of Understanding (MoU) and two private contracts were signed in the Cleantech field.



## Machinery 机械制造

### Swiss & Chinese Machinery: Partners or Competitors?

#### 中瑞机械制造：合作伙伴还是竞争对手？

**Moderator:** Kurt HAERRI, President, Swiss-Chinese Chamber of Commerce in Switzerland, Senior Vice President, Head Global High-Rise Business, Schindler Elevator Ltd.

**Panellists:** Valentin VOGT, CEO, Burkhardt Compression, Member of the Executive Board SwissMem  
 Andreas KOOPMANN, Chairman and Country President, Alstom (Switzerland) Ltd.  
 WU Bolin, Chairman, China Machine Tool & Tool Builder Association | 吴伯林, 中国机床工具工业协会会长  
 LU Xianfeng, Vice Executive General Manager, BYJOCUMA (Beijing) Machine Tool | 鲁险峰, 北京第一机床厂副厂长

### Innovation & Challenges in the Machinery Sector in China

#### 中国机械产业的创新与挑战

**Moderator:** Rudolf MINSCH, Member of the Executive Board economiesuisse Swiss Business Federation

**Panellists:** Martin HUBER, Chairman of the Board of Directors, Georg Fischer AG  
 Claudio FACCHIN, Chairman and President, ABB (China) Ltd.  
 WANG Ruixiang, Chairman, China Machinery Industry Federation | 王瑞祥, 中国机械工业联合会会长  
 WANG Bo, General Manager, Beijing No. 2 Machine Tool Works Co., Ltd. | 王波, 北京第二机床厂有限公司总经理

Life Sciences 生命科学



**China's Health care Reform: Implications for Health care & Biomedicine Companies**

**中国的医保改革对医疗健康和生物医药公司的影响**

**Moderator:** WANG Shuo, Editor-in-Chief, Caixin Media Company | 财新传媒 主编王烁

**Panellists:** YI Min, Country President China, Novartis | 诺华制药中国区总裁 易珉

William R. KELLER, Chairman and Partner HBM BioMed China Partners Ltd., Founder of Keller Pharma Consultancy Shanghai Co., Ltd. | 弘迈中国医药投资主席兼合伙人 W\_R.KELLER

LIU Guoen, Professor and Director Department of Health Economics and Management, Peking University, Guanghua School of Management | 北京大学光华管理学院卫生经济与管理研究院执行院长刘国恩

YU Mingde, Chairman, China Pharmaceutical Enterprise Association | 中国医药企业管理协会主席于明德

**R&D in China: China Boosting Global Innovation?**

**研发在中国：中国推动全球创新？**

**Moderator:** Flavia SCHLEGEL, Director swissnex China | 瑞士科学中心主任 Flavia SCHLEGEL

**Panellists:** Alexandre JETZER-CHUNG, Member of the Board of Directors Novartis AG | 诺华制药董事 Alexandre JETZER-CHUNG

Andreas TSCHIRKY, Head of Roche R&D China | 罗氏中国区研发总监 Andreas TSCHIRKY

WANG Xun, Head of Syngenta Biotech China Co., Ltd. | 先正达生物科技有限公司王迅

LIU Jianyun, Director, International Business Development, CapitalBio | 博奥生物国际商务开发部总监刘建云

Henry SUN, Vice-President of Tasly Group Co., Ltd. China | 天士力集团副总裁孙鹏



Finance 金融

**Opportunities & Challenges for Financial Institutions in China**  
**在华金融机构面临的机遇与挑战**

**Moderator:** Peter FISCHER, China Bureau Chief, Neuer Zuercher Zeitung

**Panellists:** Tobias GULDIMANN, Chief Risk Officer, Member of the Executive Board, Credit Suisse Group AG  
Geoff RIDDELL, CEO Asia Pacific and Middle East, Chairman Global Corporate, Zurich Financial Services  
David LI, Chairman, UBS China and Chairman of the Board of Directors, UBS Securities  
ZONG Liang, Vice General Manager, Bank of China



**China as a Future Financial Place?**  
**中国成为未来的金融之地？**

**Moderator:** WANG Tao, Managing Director, Head of China Economic Research, UBS Securities

**Panellists:** Gerold BUEHRER, President, economiesuisse - Swiss Business Federation

Murtaza SYED, Resident Representative China, International Monetary Fund

Levin ZHU, President and CEO, China International Capital Corporation CICC

YU Yongding, Director, Institute of World Economics and Politics



Cleantech 清洁技术

**Presentations of Cleantech Switzerland On the Road, on the Water, in the Air**

**瑞士的清洁技术 - 陆海空，全方位的清洁技术体验**

**Moderator:** Switzerland Lives Cleantech: Innovative, Reliable, Precise

Presentation by Uwe KRUEGER, President Cleantech Switzerland

Zero Tracer: Swiss Technology Heading for Speed Limits on the Street

Presentation by Patrick MILO, Head of Communication & Project Head Oerlikon

Solar Racing Team, Oerlikon Solar

Planet Solar: Solar Power Across the Oceans

**Video Presentations:** Solar Impulse: Pioneering Spirit for Inventing the Future

Presentation by Bertrand PICCARD, Initiator and Chairman, Solar Impulse



**Discussion on Current Potential and Technical Limits of the Usage of Solar Energy**  
**论可再生能源的当前发展潜力及技术极限**

**Moderator:** Uwe KRUEGER, President Cleantech Switzerland

**Panellists:** Hubertus von GRUENBERG, Chairman of the Board, ABB Ltd.

Bertrand PICCARD, Initiator and Chairman, Solar Impulse

WANG Jun, CEO, Country President, Oerlikon China

Terry WANG, CFO, Trina Solar





## 14 August 2010 "60 Years of Switzerland - China Diplomatic relations - Sino-Swiss Economic Forum & Gala Dinner"

Venue: Grand Hyatt

On the occasion of the 60th anniversary of the diplomatic relations between China and Switzerland, the Swiss Chamber of Commerce and the Embassy of Switzerland co-organized a Sino-Swiss Economic Forum & Presidential Gala Dinner.

Sixty years ago, Switzerland was one of the first Western countries to recognize the People's Republic of China on 17 January 1950. Formal diplomatic relations were established on 14 September of the same year. Since then, and especially since the beginning of the reform and opening policy in China, bilateral relations between

the two countries have intensified and diversified.

The President of the Swiss Confederation, Mrs. Doris Leuthard, paid an official visit to China where she stayed from 10 to 15 August. On that occasion, she opened the Sino-Swiss Economic Forum together with Minister of Commerce, Chen Deming, and then hosted a Presidential Gala Dinner. H. E. Ambassador Blaise Godet and Mr. Liu Qi, Member of the Central Committee Political Bureau of the PRC and Secretary of the Municipal Party Committee, were among the VIP guests at the presidential table. The gala for sure was a beautiful and unforgettable experience to make very high rank connections and to get to know the Swiss culture with the Jazz alphorn music concert organized for that special day.



## 22 June 2010 "Development of Micro-Finance in China"

Venue: Grand Millennium Beijing

Speakers: Sara Jane HO, Wokai, Justin ZHANG, PlaNet Finance, Elaine CHOU, PlaNet Finance and Li QI, China Foundation for Poverty Alleviation.



## 25 June 2010 "The Economic Competitiveness of China and Asian Emerging Markets"

Venue: Renaissance Beijing Capital Hotel

Speaker: Bart VAN ARK, the Conference Board



## 06 July 2010 "China's Economic Situation: Status and Trends 2010"

Venue: Hilton Hotel Beijing



Speakers: Christophe WEBER, Wold Economic Forum, YE Weiqiang, Caixin Media, Robert WIEST, Swiss RE



## 29 June 2010 "China's New Representative Office Regulations"

Venue: Hilton Hotel Beijing

Speaker: John LIEBESKIND, Global Law Office, Lin FANG, PricewaterhouseCoopers, Klaus ZIEGLER, Quality Partnerships

## 01 August 2010 "Swiss National Day Celebration"

Venue: Wine Talk



## 02 September 2010 "Tianjin GM Briefing - China Switzerland Economic Relations"

Venue: Raffles Tianjin Hotel

Speaker: Blaise GODET, Ambassador of Switzerland to the People's Republic of China

## Committees

**24 August 2010** **Engineering/Manufacturing (EM) Committee Meeting: "R&D in China for Future Regional and Global Business Successes" & Company Visit**  
**Venue:** Nestle R&D Centre  
**Speaker:** Olivier BALLEVRE, Head of Nestle R&D Centre



**01 September 2010** **Legal/Tax/Consulting/Services (LTCS) Committee Meeting : "Improving the use of Foreign Capital in China"**  
**Venue:** Chiomenti Studio Legale  
**Speaker:** Sara MARCHETTA, Senior Associate

## Forums

**07 September 2010** **Finance and Accounting (FA) Forum: "How Finance & Controlling Tools Can Enable a Global Steering Logic For Global Companies"**  
**Venue:** T-Systems  
**Speaker:** Petra BAIR-EMDE, Director Finance & Controlling



## Networkings

**17 June** Tianjin Business Networking  
**30 June** European Networking  
**15 September** All-Chamber Networking Night



## Corporate Members

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## Young Professional

**Mr. Oliver JONES**  
**Mr. Jim LEE**  
**Ms. Amelie PAPIN**  
**Mr. Antoni VON PLANTA**  
**Ms. Connie WANG**

**20** **Swiss Night**  
**Venue:** The Four Seasons  
**May 2010** **Organizers:** SwissCham & Lucerne Tourism



**21** **Basel Networking Event**  
**Venue:** Swiss City Pavilion  
**May 2010** **Organizers:** City of Basel & SwissCham



**24**  
**May 2010**



**Joint Chamber Trade Fair**  
**Venue:** The Shanghai Centre, Atrium  
**Organizers:** SwissCham, IsCham, German Chamber, SSBA-SCS, Italian Chamber, BenCham

**08** **16th CFO Roundtable**  
**June 2010** **Venue:** Westin Bund Center  
**Speaker:** Jason Ding, CFO Roland Berger Consulting  
**Organizer:** SwissCham

**09** **Geneva Networking Event**  
**June 2010** **Venue:** Swiss City Pavilion  
**Organizers:** City of Geneva & SwissCham

**22**  
**June 2010**



**Tax Update**  
**Venue:** Hyland Sofitel  
**Speaker:** Titus von dem Bongart, Ernst & Young, and William Zhang, KPMG  
**Organizers:** BenCham & SwissCham

**06**  
**June 2010**

**CEO Event - Dr. Christoph Jansen, Jansen AG**

**Venue:** Swissotel  
**Speaker:** Dr. Christoph Jansen  
**Organizer:** SwissCham

**Event summary:** The second gathering in the CEO series proved to be just as appealing as the first. Dr. Christoph Jansen, Director of Jansen AG, was kind enough to reserve some time to talk to our members about the challenges that Swiss SME's can face in China, despite his full schedule.

As usual, representatives of many different industries were present, all of which were able to relate to the topics that Dr. Jansen was addressing, making his

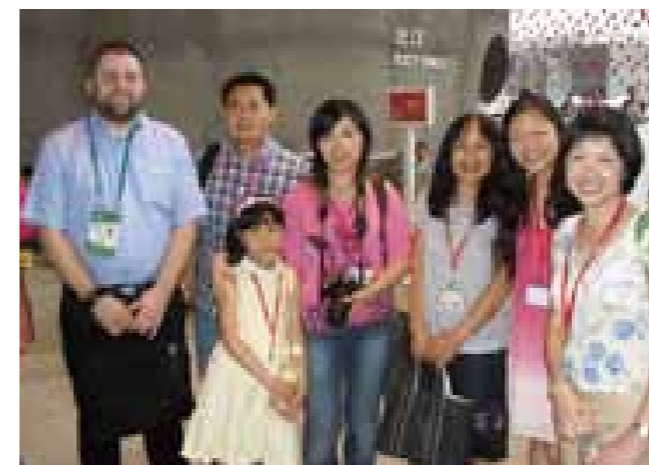
presentation all the more captivating. The issues of being copied, gaining brand awareness and penetrating the local Chinese market transcend into every sector of business, so it was intriguing to see how the Jansen AG chose to address them.

The Q & A that followed was equally lively, as many questions were asked and answered in turn by Dr. Jansen, which continued during the dinner, as he patiently took the time to converse with the attendees.



**2-3**  
**July 2010**

**Expo Weekend**  
**Venue:** Swiss National Pavilion  
**Organizer:** SwissCham



**09** **Shanghai on the Road of Becoming A Global Innovation Center**  
**July 2010** **Venue:** The Longemont

**Speaker:** Professor Du Debin, East China Normal University & Professor Wu Weiping, Virginia Commonwealth University & Dr. Amber Cai, China Novartis Institutes for BioMedical Research  
**Organizer:** SwissCham



## 28 Summer Networking

**Venue:** Urban 18  
**July 2010**  
**Organizers:** SwissCham, European Chamber, CanCham & Italian Chamber

## 11 Cleantech Event

**August 2010**  
**Venue:** Swiss National Pavilion & Shanghai Oriental Arts Center  
**Speakers:** President of the Swiss Confederation, Doris Leuthard & Dr. Bertrand Piccard and Michelle Piccard, Solar Impulse & Dr. Uwe Kruger, Cleantech & Daniel Kueng, OSEC  
**Organizers:** Swiss Business Hub & Cleantech & SwissCham



Bertrand Piccard (middle)

Doris Leuthard

## 08 Sichuan Opening Ceremony

**September 2010**  
**Venue:** Longxing Township Kindergarten Chongzhou  
**Organizer:** SwissCham  
**Summary:** On the 3rd of September, the Swiss Community, accompanied by Ambassador Blaise Godet and the various donors of the project, gathered in Chongzhou, Sichuan to witness the much anticipated opening ceremony of the Longxing Township Kindergarten. They were happily greeted by the visibly excited children and future students of the school, who then proceeded to showcase a performance for this special occasion. After the various speeches by those who were instrumental in the projects realization, the Kindergarten was officially opened and handed over to the Chinese Government. SwissCham Shanghai is extremely proud to have had the opportunity to be a part of this project and would like to extend its sincerest gratitude to all those who made it possible.

## 12 National Pavilion Day

**August 2010**  
**Venue:** Swiss National Pavilion  
**Speaker:** President of the Swiss Confederation, Doris Leuthard  
**Organizer:** Swiss National Pavilion  
**Summary:** In the morning of August 12, the President of the Swiss Confederation, Doris Leuthard, visited the Swiss Pavilion and announced the illumination of the Lupu Bridge by Swiss light artist Gerry Hofstetter in celebration of the 60th anniversary of diplomatic relations. "The Lupu Bridge is one of Shanghai's landmarks and it is also just beside the Swiss Pavilion" said President Leuthard, "We chose to illuminate this bridge as a symbol of the bridge of communications between Switzerland and China, and as a celebration of the close friendship between the people of our two countries." Furthermore, she continued in stating that "We are impressed by Chinese people's great enthusiasm for the Swiss Pavilion and glad to see that it is one of the most popular national exhibitions at the World Expo", said President Leuthard. "We hope the solar cells will act as a lasting reminder not only of the Swiss Pavilion and Expo, but also of our joint efforts to create a more sustainable future."



Doris Leuthard (President of Switzerland) with SwissCham SHA Board Members

## 04 November 2010

**Young Professional Event**  
**Venue:** Cotton's  
**Speaker:** Mr. Neil Ducray, Managing Director of Touchmedia



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**08 / 07**  
July 2010 / October 2010

**Monthly Young Professional Cocktail**

**Venue:** FINDS in Lan Kwai Fong and Amante in Sheung Wan



**07** Monthly Luncheon on “Sustainable Recovery or Bubbles Interrupted” with the Swiss Association of Hong Kong  
June 2010

**Speaker:** Dr. Simon Ogus, CEO of DSGAsia Limited



**17** Joint Chamber Young Professionals Cocktail at MINT  
June 2010

**Venue:** MINT



**09** Monthly Luncheon on “The Swiss Financial Centre: Well-equipped for the Future” with the Swiss Association of Hong Kong  
July 2010



**Speaker:** Mr. Patrick Odier, Chairman of the Swiss Bankers Association

**01** Swiss National Day Celebration Dinner  
August 2010

In celebration of the Swiss National Day, Swiss Association organized a Swiss National Day



Celebration Dinner on August 1, 2010 at The Hong Kong Jockey Club. The Swiss Chamber Hong Kong and the Consulate General of Switzerland actively involved in organizing this event to make it successful. More than 200 members of the Swiss community together with their friends attended the dinner as well as late drinks afterwards. A lucky



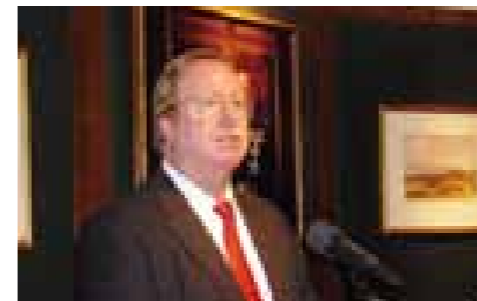
draw was held and many participants won fabulous prizes and proceeds went to a charity organization. Everyone had an enjoyable and memorable evening.

**25** Joint Chamber Breakfast Seminar “what your company could do to ensure it is well positioned to attract the right employees”  
August 2010

**Speakers:** Susanne Sahli and Siru Heino of True Colours

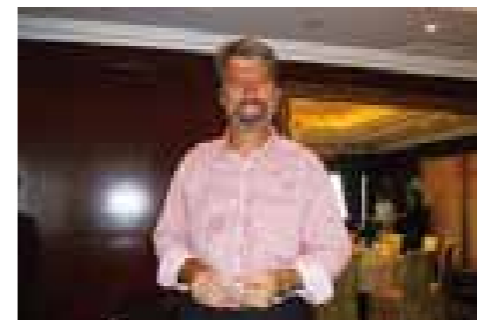
**06** Monthly Luncheon on “Recent Development and Prospects for Hong Kong, 2010-11” with the Swiss Association of Hong Kong  
September 2010

**Speaker:** Mr. David O’Rear, Chief Economist of Hong Kong General Chamber of Commerce



**09** Joint Chamber Luncheon “What will Hong Kong look like in 20 years?”  
September 2010

**Speaker:** Mr. Paul Zimmerman, CEO of Designing Hong Kong Ltd.



**10** Joint Chamber Luncheon “Prospects for Hong Kong, and the Regional Integration between Hong Kong and the Pearl River Delta”  
September 2010

**Speaker:** Mr. Leung Chun-Yin, Chairman, Asia Pacific of DTZ



**28** Swiss Chamber Networking Cocktail at The Mira  
September 2010

Members enjoyed the opportunity to meet and mingle with existing and new members of the Swiss and international community in Hong Kong. Complimentary ice cream was sponsored by Movenpick.

**04** Monthly Luncheon on “Asia - Horizon Gazing” with the Swiss Association of Hong Kong  
October 2010



**Speaker:** Mr. Robert Broadfoot, Managing Director, Political & Economic Risk Consultancy, Ltd

**09** Young Professional Junk Trip  
October 2010

“Explorer Sai Kung with culinary voyage”

## Upcoming Events

**Joint Monthly Luncheons with the Swiss Association of Hong Kong are usually held on the first Monday of each month.**

For details of events, please contact Ms. Irene Lo at tel no. (852) 2524 0590, fax no. (852) 2522 6956; email: admin@swisschamhk.org or www.swisschamhk.org

## Young Professional after-work cocktail

Welcome to our monthly Young Professional after-work cocktail with good old friends and nice new faces! The Swiss Young Professionals and their friends meet for a casual after-work cocktail every first Thursday of the month. If interested kindly contact Mr Benjamin Mueller-Rappard at bmr@themirahotel.com

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## Young Professional Members

- |          |            |
|----------|------------|
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| Robert   | HART       |
| Fabian   | KLEEMANN   |
| Jasy     | CHAN       |
| Kang Biu | CHEUNG     |
| Jennifer | ZINGG      |
| Samantha | OR         |
| Douglas  | MOSER      |
| Katia    | STAMPFLI   |
| Tobias   | KERN       |
| Diana    | ANGERER    |
| Claudiu  | GHIMBOS    |

## 01 August 2010

### Swiss National Day Party

The 2010 Swiss National Day Party was held at the Dapeng Beach in Shenzhen. Great weather, a nice beach, a large group of guests and friends, cool drinks and BBQ made this evening a great success! The chamber had the pleasure to welcome a delegation from the Swiss Consulate General in Guangzhou lead by the new Consul General Mr. Ulrich Hunn.



The new Consul General of Switzerland in Guangzhou Ulrich Hunn (left) with David Wu (Board Member of SwissCham Guangzhou)



Urs Calonder, President of SwissCham Guangzhou, welcomes the new Consul General of Switzerland in Guangzhou Mr. Ulrich Hunn and his charming wife at the party.



## 10 September 2010

### Company Visit MTU Shenzhen

SwissCham Guangzhou had the special opportunity to visit MTU Shenzhen. MTU Shenzhen is a German-Chinese JV providing maintenance service for airplane engines.



## Upcoming Events

### December Event: Swisscham Golf Tournament.

February 2011 Swisscham Golf Tournament in Shenzhen at the world class course Mission Hills. For further events please check the 2011 program at our website www.swisscham-gz.org

## New Members

### SSM (Zhongshan) Ltd.

Zhongshan, Represented by Fritz Moser



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