



INCREASING COMPETITIVENESS IN CHINA AND EMERGING MARKETS

Tuesday, 22 April 2008 in Basel

In partnership with: **handelskammer beider basel**

VERBAND DER INDUSTRIE-, HANDELS- UND DIENST-
LEISTUNGSFIRMEN IN BASEL-STADT UND BASELSTADT

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WELCOME

Have you pondered to set up an office, laboratory or workshop in China? Are you already present there and need to change or enlarge your facilities? Every feasibility study will have to answer also questions about the right location and the availability of management and workforce. The Swiss Center China organizations (currently Shanghai and Taicang) are specialized in facilitating SME's entrance in the China market in all its facets.

With Taicang, Swiss Center organizations have chosen a location convenient located in close proximity to domestic and international airports, deep sea harbors and train intersections. The convenience of being adjacent to the biggest city of China, the ready availability of human and other resources combined with an attractive investment environment makes Taicang to an ideal location for Swiss enterprises.

REFERENCES

Mr. Wang Heliang, Commercial Counsellor of The Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Switzerland

Mr. Song Jianzhong, Vice Mayor of Taicang Municipal Government.

Mr. Liu Xiaoyu, Project Manager of Investment Bureau in Taicang Economy Development Area.

Mr. Christian Guertler, President of SwissCham Shanghai, Chairman of Swiss Center Shanghai and Taicang.

Mr. Martin Helfenstein, CEO of Ditzler Indap AG and Flanschenfabrik Angenstein GmbH in Aesch, Basel.
Ditzler Indap established its China branch in 2007.

Ms. Sabine Horvath, Head Marketing Location Basel.

Mr. Nicolas Musy, Managing Director of Swiss Center Shanghai.
MSc. Physics Engineering EPFL (Swiss Federal Institute of Technology).
20 years achievements in trade, investment, management and strategy in China.
Extensive research projects and China expertise: Swiss-China Survey (www.chinaguide.ch).

PROGRAM

- 11:00 **Registration and Reception**
- 11:30 **Welcome**
Mr. Song Jianzhong, Vice Mayor of Taicang City
Mr. Wang Heliang, Commercial Counsellor of The Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Switzerland
Mr. Christian Guertler, President of SwissCham Shanghai, Chairman of Swiss Center Shanghai and Taicang
- 11:40 **Introduction of Swiss Center organizations**
Mr. Christian Guertler
- 11:50 **Presentation of Taicang Economy Development Area**
Mr. Liu Xiaoyu, Project Manager of Investment Bureau in TEDA
- 12:00 **Selecting a location for high-precision production**
- the China human resources factor
Mr. Nicolas Musy, Managing Director of Swiss Center Shanghai, author of *The China HR Paradox – People Shortages in the Land of Billions*
- 12:20 **Experience report: Set-up of a production plant in China**
Mr. Martin Helfenstein, CEO of Ditzler indap AG and Flanschenfabrik Angenstein GmbH
- 12:30 **City Partnership Shanghai - Basel**
Ms. Sabine Horvath, Head Marketing Location Basel
- 12:40 **Questions & Answers**
- 13:00 **Break**
- 14:00 **One-to-one business discussion with Taicang government officials and the representatives of Swiss Center Taicang**
- 16:30 **End**

