

## Registration

Please register by sending a copy of the completed form to the Chamber  
**until Monday, May 19<sup>th</sup> 2008, 17:00 by fax 044-421 38 89**  
or to the Swiss-Chinese Chamber of Commerce, Höschgasse 89, 8008 Zurich.

**Venue Zurich:** Credit Suisse Forum St. Peter, St. Peterstrasse 19, 8001 Zurich  
**Venue Neuchâtel:** CSEM Headquarters, Rue Jaquet-Droz 1, 2002 Neuchâtel  
(for location-maps see enclosure)

**Participation: free of charge**  
**Registration is mandatory.**

- 
- for Seminar in **Zurich, Wednesday, May 21<sup>st</sup> 2008**  
 for Seminar in **Neuchâtel, Friday, May 23<sup>rd</sup> 2008**

Company.....

Participant's name.....

Accompanied by (1 guest/participant).....

Full Address.....

Phone..... E-mail.....

Date..... Signature.....

- Member Swiss-Hong Kong and/or Swiss-Chinese Chamber of Commerce  
 Member of the Forum-SCM or Osec  
 Non-Member (for membership and more, visit [www.sccc.ch](http://www.sccc.ch))



Hong Kong 香港科技园  
Science & Technology Parks

## Invitation

### How to Access the Best Business and Scientific Minds that Hong Kong & China Offer to the World

with Representatives of the

Consulate General of Switzerland in Hong Kong

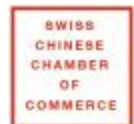
**Consul General Hans J. Roth**

Hong Kong Science & Technology Parks Corporation

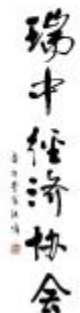
**Ken Hui, Vice President**  
**Kevin Koo, Senior Manager**  
**Stephen Lam, Senior Manager**

**Zurich: May 21<sup>st</sup> 2008**  
13:30 – 18:00  
Credit Suisse Forum St. Peter

**Neuchâtel: May 23<sup>rd</sup> 2008**  
09:00 – 13:30  
CSEM Headquarters



The Events are in cooperation with



## About the Seminar

This important presentation session will give plenty of information for you to formulate your corporate and marketing strategies to go into the exciting China and Asian markets. You will learn how to leverage the resources available in Hong Kong to maximize your profit, enhance your R&D capabilities and expand your market coverage to the Asian Markets especially China.

You will have a good understanding of the comprehensive range of services in Hong Kong to cater for the needs of industry at various stages, ranging from offering a series of marketing and technical support programmes through industry and university collaboration; nurturing technology start-ups through the incubation programme support; providing advanced facilities and support services in the 22-hectare state-of-the-art Hong Kong Science Park for applied R&D and new product development. At the end of this session, you will know how to access to the generous funding sources, advanced R&D facilities and the best scientific and business minds that Hong Kong, China could offer to the world.

Technology companies, research institutions, entrepreneurs and venture capital firms in electronics, wireless, biotechnology, life science, optoelectronics, nanotechnology and IT and telecommunications arenas can gain maximum benefits from this seminar.

## Speakers

**Dr. Hans Jakob Roth** was born in Basel, Switzerland, in 1951 and graduated in economic history from Basel University after having passed a master degree in history at the same university and a master degree in economics at Geneva University. He spent a substantial time studying abroad, in London, Beijing and Rome. In 1982 Dr. Roth entered the Swiss Foreign Ministry. After postings in Bern, London and Tokyo he was deputy Head of Mission at the Embassy of Switzerland in Beijing from 1990 to 1995. After a posting back home he became Consul General in Shanghai, a post he occupied from 2001 to 2006. Since July 2006 he is Consul General of Switzerland in Hong Kong and Macau. Dr. Roth also holds a master degree in social psychology from the University of Hagen, Germany, for studies which he finished parallel to his diplomatic work in 2004.

**Ken Hui Kin Nam** has served as Vice President, Marketing and Admission at Hong Kong Science and Technology Parks Corporation (HKSTP) since December 2006. Mr. Hui brings over 25 years' experience in business development, operations, technical application and support, and customer relations in China and Hong Kong. For the past 11 years, Mr. Hui was employed by Landis & Gyr Ltd. as Chief Executive Officer, Greater China. He set-up two manufacturing sites in Zhuhai and Taipei, successfully establishing Landis & Gyr China as the Centre of Competence in the Asia Pacific region.

**Kevin Koo** joined the Hong Kong Science and Technology Parks Corporation (HKSTP) in May 2007 and is currently a Senior Manager with the responsibility to develop the Electronics cluster. Mr. Koo brings over two decades' experience in business development, technical application and support, contracting and customer relations in China, Hong Kong and Asia Pacific. Mr. Koo served the ABB group for 13 years with 3 years in Zurich. In the past decade, Mr. Koo was employed by multi-national corporations focusing in Telecom (Marconi) and Semicon (ASML).

**Dr. Stephen Lam**, Ph.D., MBA joined the Hong Kong Science and Technology Parks Corporation (HKSTP) in November 2006 and is currently a Senior Manager with the responsibility to develop the Life Sciences and Biotechnology cluster. He brings to the organization over two decades of research, management and business development experience in the bio-technology industry. Prior to joining HKSTP, Dr. Lam served roles of increasing impact at several multi-national corporations including CIBA-Geigy, Novartis, Syngenta and Pioneer (a DuPont Company). He also served as founder and Chief Operating Officer of Ayzun Pharmaceuticals, an early-stage drug development company focused on infectious diseases and oncology. He earned his B.A. at the University of Oregon, his MBA at Duke University, and his Ph.D. at the University of Utah. Dr. Lam is an inventor on 16 issued US patents and authored over two dozen scientific publications.

## Programme

### Programme same for Zurich and Neuchâtel

#### Zurich / Neuchâtel

- |               |   |
|---------------|---|
| 13:30 / 09:00 | Registration  |
| 14:00 / 09:30 | Welcome address   |
| 14:10 / 09:40 | <b>“How to Harness the Exciting Opportunities in China through Hong Kong”</b><br><b>Ken Hui</b><br>Vice President, Hong Kong Science and Technology Parks Corp.       |
| 14:50 / 10:20 | <b>“Hong Kong Science Park – A Powerhouse for Microelectronics”</b><br><b>Kevin Koo</b><br>Senior Manager, Hong Kong Science and Technology Parks Corp.               |
| 15:10 / 10:40 | <b>“Biotechnology &amp; Life Sciences - A New Opportunity in Hong Kong”</b><br><b>Dr. Stephen Lam</b><br>Senior Manager, Hong Kong Science and Technology Parks Corp. |
| 15:30 / 11:00 | Questions & Answers   |
| 15:40 / 11:10 | Coffee break and Networking   |
| 16:00 / 11:30 | <b>“How To Operate Successfully in China”</b><br><b>Consul General Hans J. Roth</b><br>Consulate General of Switzerland in Hong Kong                                  |
| 16:50 / 12:20 | Questions & Answers   |
| 17:00 / 12:30 | Finger-food-buffet and Networking   |
| 18:00 / 13:30 | Closing of Seminar  |

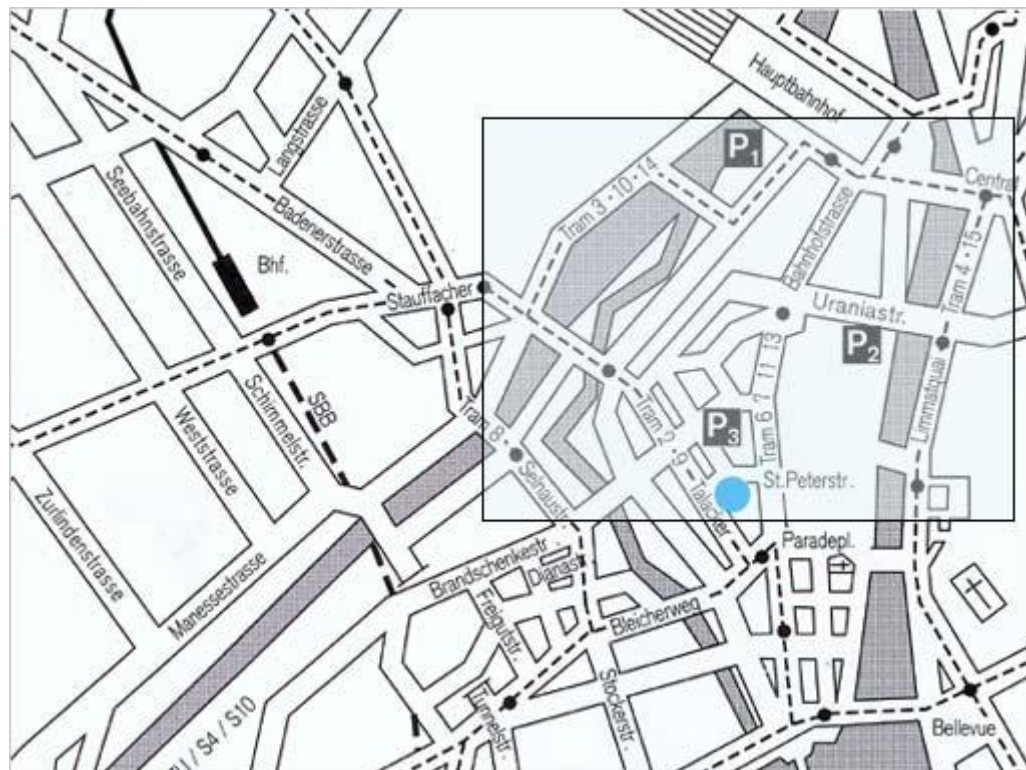
The Events are kindly supported by



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Science & Technology Parks

## Location-maps

Seminar Zurich, Wednesday, May 21<sup>st</sup> 2008, 13:30–18:00



### ● Credit Suisse Forum St. Peter, St. Peterstrasse 19

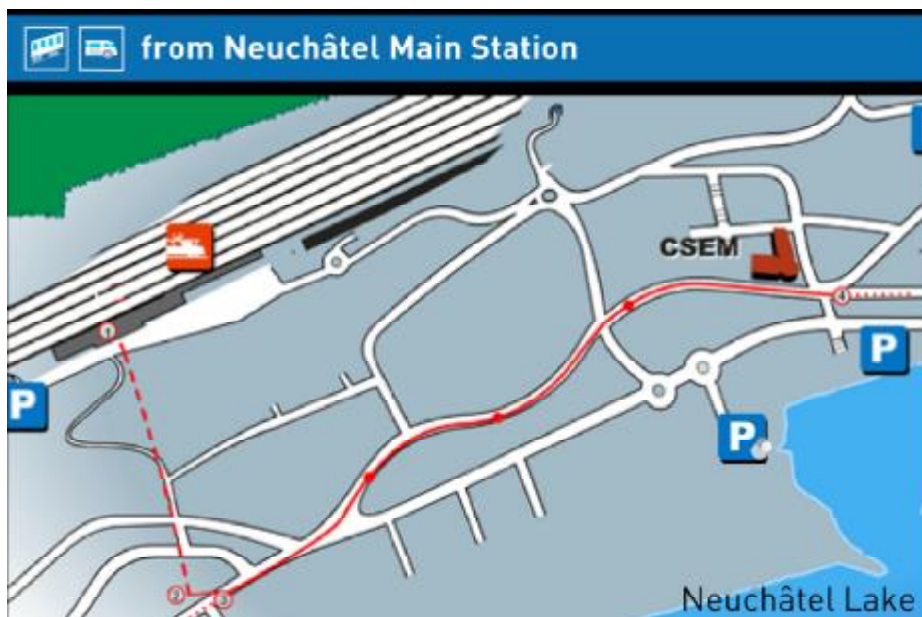
--- Tramlinie 6, 7, 11, 13 ab Hauptbahnhof bis Haltestelle Paradeplatz

**P1** Parkhaus Sihl, Gessnerallee

**P2** Parkhaus Urania, Uraniastrasse

**P3** Parkhaus Talgarten, Nüscherstrasse

Seminar Neuchâtel, Friday, May 23<sup>rd</sup> 2008, 09:00–13:30



### CSEM Headquarters

Centre suisse d'électronique et de microtechnique

Rue Jaquet-Drot 1

1. Exit at the station, and follow direction to funiculaire (Université)
2. Upon arrival at the funiculaire last station follow direction TN (Marin)
3. Walk up the stairs and take bus No.1 direction (Marin)
4. Exit at the bus station (Bas du Mail) in front of CSEM building

By car:  
GPS 46.9975° N / 6.9475° E