



2008 – Year of the Rat

Höschgasse 89
CH-8008 Zurich
Switzerland
Phone
+41-44-421 38 88
Fax
+41-44-421 38 89
Website
www.sccc.ch

Chapters

Geneva
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Legal Chapters

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Cooperation partners

Beijing
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INVITATION

28th ANNUAL GENERAL MEETING

followed by a speech by our guest of honour

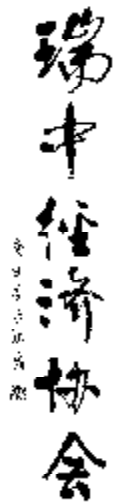
Josef M. Mueller

Former Head of Nestlé in Greater China Region
IMD Executive in Residence
Business Advisor - Asia/Europe

Tuesday, June 3rd 2008

15.30 – 18.00 (details inside)

Credit Suisse Forum St. Peter
St. Peterstrasse 19
8001 Zurich



Member of
EUCBA
Euro-China
Business
Association
&
SwissCham
Association of
Swiss
Foreign Trade
Chambers

GUEST OF HONOUR



Josef M. Mueller

**Former Head of Nestlé in Greater China Region
IMD Executive in Residence
Business Advisor - Asia/Europe**

Josef M. Mueller is of Swiss nationality and was born on October 14, 1947 in Switzerland. He completed his schooling and commercial and economic studies in Switzerland and holds an MBA degree from I.M.D. (formerly IMEDE) in Lausanne, Switzerland. He spent his entire professional career on important international assignments with the Nestlé Group: out of 35 years, he spent 32 years abroad, out of which 28 years in Asia, including 19 years in the Greater China Region.

He joined the Nestlé Group in Switzerland in 1972 as international operational auditor with assignments in Europe, North America and South Africa. After 4 years of solid introduction to Nestlé's operations in various countries, his subsequent career brought him to the Far East (Hong Kong, Taiwan, Philippines) where he continuously progressed into senior positions in Sales and Marketing Management. In between these transfers, he spent some 3 years at Nestlé Headquarters in Switzerland with business development responsibilities for Far Eastern countries.

During 1992-1995, he was Head of Nestlé in Pakistan and during 1995-1998 Head of Nestlé in Korea. In mid 1998, he moved to Beijing and took over the responsibilities for Nestlé in China as Chairman and CEO of Nestlé (China) Ltd. and, in mid-2000, his responsibilities were further expanded as Head of Nestlé in the Greater China Region where in 2007 Nestlé employed over 13'000 permanent staff and operated 21 factories and one R&D Centre (2nd to open in 2008). He also was nominated as Consultant to the Yunnan and Shaanxi Provincial Governments and was Vice President of the Beijing Association of Enterprises with Foreign Investment.

Upon his recent retirement from Nestlé, he maintains an active interest in global business activities, in particular in Asia/Greater China Region as well as Europe. He has been invited to serve as a Senior Advisor by various organizations and as an 'Executive-in-Residence' at IMD, International Institute for Management Development, Lausanne/Switzerland. He is a member of the Board of Directors of the Bühler Group in Switzerland and of three Nestlé's joint ventures in China, namely Shanghai Totole Food Ltd. and Shanghai Totole First Food Ltd. in Shanghai and Haoji Food Ltd. in Sichuan Province.

He speaks German, English and French and has a basic knowledge in some other languages.

The event is kindly supported by



Nestlé is Switzerland's largest industrial company and the world's leading nutrition, health and wellness company with 480 factories in 86 countries and 276'000 employees around the world. Nestlé products are sold in more than 1 million outlets in the Greater China Region.

PROGRAM

15.30

Registration

16.00
SCCC

**Opening of the 28th Annual General Meeting
by the President of the Chamber, Kurt Haerri**

Agenda

1. Activity Report 2007 (handed out at meeting)
2. **Report by the State Secretariat for Economic Affairs (SECO):
Bilateral Relations between Switzerland and China during 2007
by Massimo Baggi, Head of Division Asia/Oceania, Federal
Department of Economic Affairs, State Secretariat for Economic
Affairs (SECO), Bilateral economic relations, Asia/Oceania**
3. Approval of the Accounts for the year 2007 (laid out)
4. Release of the Board
5. Budget 2008 (laid out)
6. Board Resignations
Board Re-elections
Board Elections
Election of Auditors for 2008
7. Changes of the Articles of Association (see enclosure)
8. Varia

16.30
SHKBA

**3rd Annual General Meeting of the Swiss-Hong Kong Business
Association (SHKBA), remarks by the President, Dr. Kurt Moser**

(for Agenda see enclosure; members of SHKBA only)

16.40

Coffee break

17.00
Keynote
Speech

Josef M. Mueller
Former Head of Nestlé in Greater China Region
“China - a Fascinating Country and a Challenging Market”

18.00

Cocktails & Networking

19.00

Closing of event

REGISTRATION

Please **register** by sending a completed copy of this page to the Chamber **until Friday, May 30th 2008**

by fax: 044-421 38 89

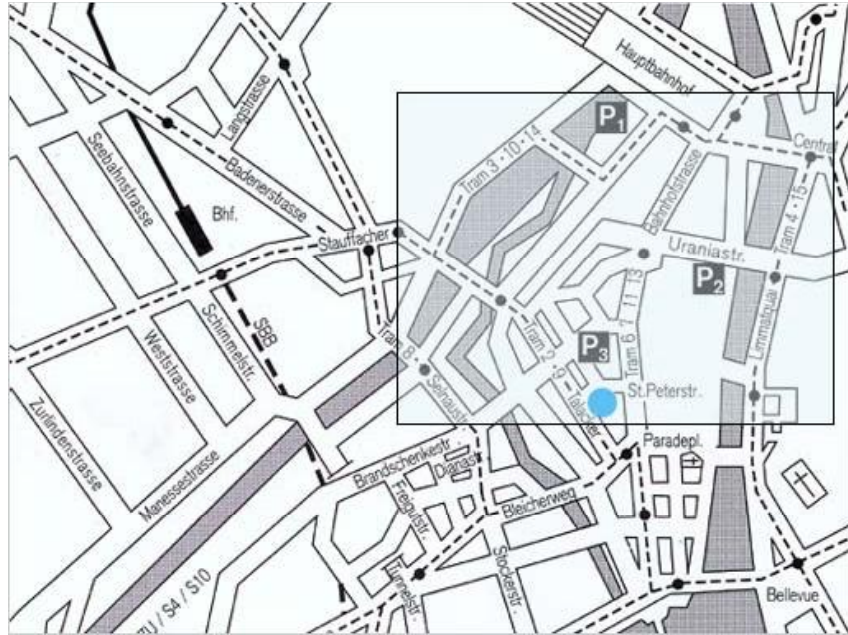
or by mail to the Swiss-Chinese Chamber of Commerce
Höschgasse 89, 8008 Zurich.

Venue:
Credit Suisse Forum St. Peter
St. Peterstrasse 19, Zurich

Tramway 6, 7, 11, 13 from Main Train Station (HB) to "Paradeplatz"

Registration fee:
Members free
Non-Members CHF 80.-

Registration is mandatory.



I/we will register for:

- | | |
|--|----------------|
| <input type="checkbox"/> Annual General Meeting SCCC & SHKBA | 16.00 - 16.40h |
| <input type="checkbox"/> Keynote-Speech by Josef M. Mueller | 17.00 - 18.00h |

Participant's name:
(Board members of the Chamber have to register by separate invitation)

Company:

Address:

Phone: E-mail:

Guest's name/s:

- Member Swiss-Chinese Chamber of Commerce
- Member Swiss-Hong Kong Business Association (SHKBA)
- Non-Member

Date: Signature: