

Registration

Registration is mandatory

Please register by sending a copy of the completed form to the Association

until Thursday 20th, 2010 by fax 044 421 38 89

or to the Swiss-Hong Kong Business Association, Höschgasse 89, 8008 Zurich.

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- Yes, I / we register for the event at Univ. Life Science Muttenz, May 25th, 2010**
- Yes, I / we register for the event at EPFL in Lausanne, May 26th, 2010**

Company.....

Participant's name.....

Full Address.....

.....

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

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

- Member of the Swiss- Hong Kong Business Association
- Member of the Swiss- Chinese Chamber of Commerce
- Non-Member (for membership and more information, visit www.sccc.ch)

Supporting Organisations



LEADING EDGE
MANAGEMENT CONSULTING



Simoil Consulting www.simoil.com

Swiss Solar www.swissolar.ch



Hong Kong 香港科技園
Science & Technology Parks



InvestHK
The Government of the Hong Kong
Special Administrative Region

Hong Kong Science & Technology Parks Corporation

and

Invest Hong Kong

Hong Kong Special Administrative Region Government

invite you to a special event with free admission

How to access Asia's best Business and Scientific minds that Hong Kong and China offer to the World

Muttenz, Tue. May 25th, 2010 from 14.00-18.00

University of Life Science, Room 332

Gründenstrasse 40, 4132 Muttenz



Lausanne, Wed. May 26th, 2010 from 09.00-13.00

EPFL, Lausanne

Polydome, Avenue Picard, 1015 Lausanne

Supporting Organisations



ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE



About the Seminar

This seminar is designed to highlight the latest business opportunities and economic developments in Hong Kong and China, enabling Companies to formulate their corporate and marketing strategies for entering or expanding the China and Asia markets to maximise profit and enhance your R+D capabilities. You will learn about the comprehensive range of services Hong Kong and the Hong Kong Science and Technology Parks can offer. The marketing and technical support programmes are unique, nurturing technology start-ups through incubation programmes in a 22 hectare state-of-the-art environment of a Technology Park. At the end of the session, you will know how to easily access generous funding sources. You will hear testimonies from Swiss Companies how they successfully entered the markets in Asia through the services of the Hong Kong Science and Technology Park. One outstanding service feature is our guarantee of IP rights.

This seminar is for technology companies with emphasis on BioTech and GreenTech, research institutes, entrepreneurs and venture capital firms. By working together with EPFL in Lausanne and the University of Northwestern Switzerland we aim to establish closer relationship and strong cooperation.

Speakers

Wong Kai, Stephen

Head of Mission
HK Economic and Trade Office HKETO, Berlin/German

Ken Hui K.N.

Vice-President Marketing & Admission
HK Science & Technology Parks, Hong Kong SAR

Dr. Stephen Lam

Senior Manager BioTech Cluster
HK Science and Technology Parks, Hong Kong SAR

Prof. Dr. Gerda Huber

Director Life Science, Muttenz
University of Northwestern Switzerland (www.fhnw.ch)

Dr. Roland Luthier

Director – Alliance Industrial Liaison Program
EPFL, Lausanne (www.epfl.ch)

Dr. Andreas von Kaenel

Director
Pasan SA, Neuchatel (www.3-S.ch)

Meinrad Flury

Entrepreneur
Joker AG, Kerzers (www.jokerag.com)

Supporting Organisation



www.swissbiotech.org

Programme

all presentations in English

Muttenz Lausanne

14:00	09.00	Registration
14:30	09.30	Welcome Addresses by Hans R. Kunz HKSTP Overseas Representative Switzerland
14.35		Introduction of Life Science in Muttenz Prof. Dr. Gerda Huber
	09.35	Introduction of EPFL Lausanne Dr. Roland Luthier
14.50	09.50	How Hong Kong can accelerate your China Entry and reasons for trust on IP issues Stephen Kai Wong
15.20	10.20	What Hong Kong and the HK Science Park has to offer for your entry into China Ken Hui K.N.
15.40	10.40	Coffee and Tea break
16.00	11.00	Bio-Technology – an important cluster at HKSTP Dr. Stephen Lam
16.30	11.30	Successful business expansion in Asia by using HK Science Park as a hub Muttenz: Meinrad Flury, Joker AG, Kerzers Lausanne: Andreas von Kaenel, Pasan SA, Neuchatel
17.00	12.00	Business success stories HK Science Park
17.10	12.10	Questions & Answer Session Drinks and Finger Food during Networking Session
18.00	13.00	Closing of the event