

## Seminar

### Chinese Railways – Progresses and Opportunities

Friday, 27. August 2010

Location: "Au Premier", Zürich HB (Main Railway Station)

China is becoming one of the most important railway countries of the future. Long time ago, the Chinese government has had the insight that building an excellent railway network would be crucial to keep up with the fast and steady economic development and the social stability of the country. Hence the Chinese government is currently building tens and thousands of kilometres of new railway lines, mostly high-speed lines up to 350 km/h.

Hence it seems that the time is favourable for companies to consider their opportunities in doing business in this huge market of the future. While the Swiss railway industry has an excellent reputation elsewhere in the world it is almost unknown in China. One promising strategy could be making a strong presence of Swiss railway industry by joining forces and building better channels between China and Switzerland.

The Head of Guangzhou Office of Swiss Business Hub China, Mrs. June Cui, worked in Chinese Railways for many years and also has a rich experience of working between Europeans and Chinese, and she knows very well the business behaviours at both sides. She will discuss the impressive achievements of Chinese Railways, their plans and ambitions.

We will also share important information and experiences with the outstanding speakers from both public and private organizations in Switzerland and China and the newest developments in the field.

Do not miss this unique opportunity to hear the first-hand facts and data about an exciting market.

#### Supported by:



Schweizerische Eidgenossenschaft  
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Confederaziun svizra



## Programme:

**14:45 Mrs. Michaela Stöckli, General Manager, SwissRail Association**  
Welcome by Swissrail

**Minister Martin Zbinden, Minister and Head of Free Trade Agreements/EFTA, SECO**  
Welcome by Swiss government

**Economic and Commercial Counsellor Wu Xilin, Embassy of the People's Republic of China in Switzerland**  
Welcome by Chinese government

**15:15 Mrs. June Cui, Head Guangzhou Office of Swiss Business Hub China**  
"Chinese Railways – Progresses and Opportunities"

**16:00 Dr. Markus Montigel, CEO sysstransis Ltd, Member of Swissrail Association**  
"Experiences in the Chinese Railway market by a Small Swiss Enterprise"

**16:20 Mrs. Ya Li, Certified Lawyer in China, Managing Partner CML International Ltd.**  
"Company Setting-up and IP Protection in China "

**16:40 Questions & Discussion**

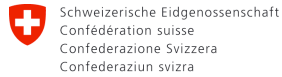
**17:00 Conclusion of official part  
Cocktails & Networking**

**18:00 End**

**Please send enclosed registration form until 23 August 2010 by fax/mail/e-mail**

#### Fee to cover expenses:

Swissrail members: CHF 140.—  
Non-members: CHF 190.—



## Registration Form for Seminar "Chinese Railways – Progresses and Opportunities"

Friday, 27. August 2010, 14:45, "Au Premier", Zürich HB

Last name: \_\_\_\_\_ First name: \_\_\_\_\_

Title/Function: \_\_\_\_\_ Department: \_\_\_\_\_

Company/organisation: \_\_\_\_\_

Postal address: \_\_\_\_\_

PLZ/ZIP: \_\_\_\_\_ Town: \_\_\_\_\_

e-mail: \_\_\_\_\_

Swissrail member:  yes  no

I herewith confirm my participation in the above seminar. I will receive an invoice for the participation fee of CHF 140 (Swissrail members)/CHF 190 (non-members), payable within 10 days.

Location: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please send registration form until 23 August 2010 by fax/mail/e-mail to:**

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