

02-07 NOVEMBER 2023

## FACT-FINDING MISSION TO THE GREATER BAY AREA, SHANGHAI AND HANGZHOU

### UNLOCKING OPPORTUNITIES IN THE GREATER BAY AREA AND CHINA

Finally, after three years of pandemic restrictions, the Swiss-Chinese Chamber of Commerce was more than happy to resume its Fact-Finding Mission to the Greater Bay Area, Hangzhou, and Shanghai, scheduled from November 2 to 7, 2023. A group of Swiss executives were able to join the trip. The delegates enjoyed the opportunity to visit a diverse mix of more than 20 companies and activities, including the participation at the China International Import Expo (CIIE). Exclusive insights from SwissCham chapters in Hong Kong, Shenzhen, and Shanghai made this year's Fact-Finding Mission even

more successful. At its core, the mission was a mix of deepening the delegates' understanding of China and the Greater Bay Area, cultivating partnerships with Chinese companies, and uncovering potential market opportunities. As the SCCC is well established in China, they provided their participants with unique insights. Some participants described it as the experience of a lifetime. In addition, the perfect and very efficient planning of the SCCC organizers, was highly appreciated by all participants.



# WARMLY WELCOME

## Distinguished Guests of Swiss Delegation

China Unicom Global Limited

02/11/2023

### HONG KONG: DEVELOPMENT, INVESTMENT & ART

The SCCC welcomed its delegates with a well-organized dinner in Hong Kong. It was the perfect opportunity to meet and get to know other delegates while getting some advice and interesting insights from the SCCC team about the upcoming trip. The tour officially began with a meeting at the Guangdong-Hong Kong-Macao Greater Bay Area Development Office, where participants were welcomed with a comprehensive overview of the Greater Bay Area and its future development. This was followed by a Meet & Greet with InvestHK Family Office, which highlighted the benefits of establishing a family office in Hong Kong.

The day continued with a very interesting company visit to China Unicom in Hong Kong and an immersive cultural tour of the M+ Sigg Collection at the M+ Museum, designed by Swiss architects Herzog & de Meuron.

The evening was rounded off with a cocktail reception at the Swiss Consulate General in Hong Kong.

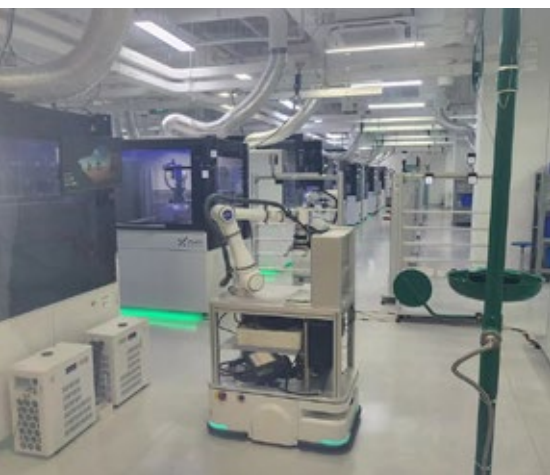






## SHENZHEN: THE „SILICON VALLEY” OF CHINA

Shenzhen is called China’s Silicon Valley for a reason. From a fishing village to a metropolis in less than 40 years, the city reflects China’s rapid growth. Delegates were able to feel the pulse of the city as it embraces openness and technological advancement. Meetings at the Shenzhen Stock Exchange, the Shenzhen Federation of Industry & Commerce as well as visits to innovative companies such as XtalPi, Hexcubes, Shenzhen SMD UAV Co., Ltd. and Tencent showed different aspects of the dynamic city. The entrepreneur of KK Mold was delighted to present his family business to the delegates and invited them to an exquisite lunch. A cocktail reception with the Swiss Consul General in Guangzhou provided a networking platform and an opportunity to reflect on the impressive events of the day.







## SHANGHAI: INNOVATION & THE SWISS COMMUNITY

The journey in Shanghai began with a deep dive into the electric vehicle industry with a company visit to NIO. After the group had a chance to have a look at the state-of-the-art vehicles for themselves, the group had a meeting with the CFO of NIO. After this enlightening experience, the participants were invited to lunch with China experts Wen Cui and Olivier Grünig. In the afternoon, Daniel Heusser, founder of Swiss architecture firm VIRTUARCH, shared his success story at his office in Shanghai. The Business Briefing event, organised in collaboration with SwissCham, offered interesting insights from successful businesswoman and entrepreneurs, Claudia Masueger and Lucas Rondez, in China. The event was perfectly combined with a wine tasting and a delicious dinner.



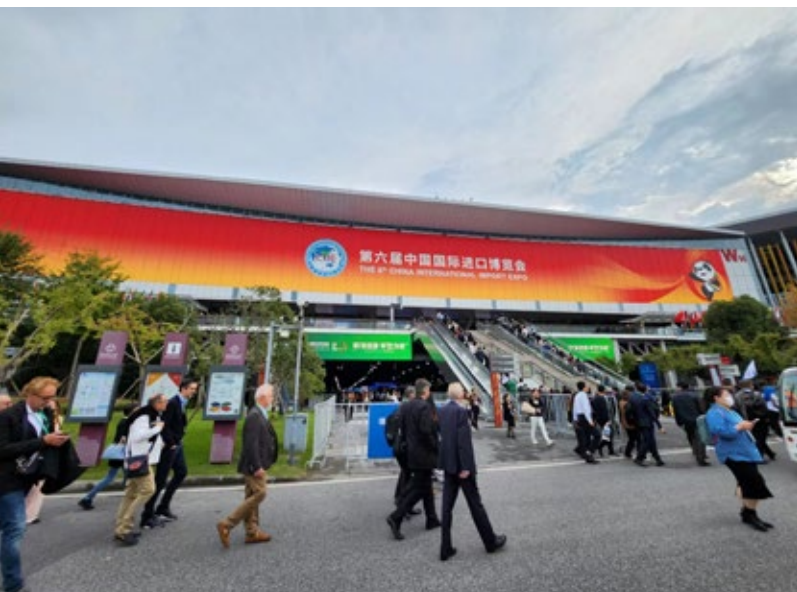


## SHANGHAI: CHINA INTERNATIONAL IMPORT EXPO (CIIE)

A major event that took place in Shanghai was the 6th China International Import Expo (CIIE). The delegation had the exclusive opportunity not only to visit the CIIE, but also to attend the China Europe CEO Summit, which was hosted by ICBC as the official side event.

On this occasion, SCCC signed a Memorandum of Understanding with ICBC Zurich Branch, formalising their commitment to a long-term strategic partnership dedicated to promoting

and supporting the trade and investment activities of Chinese and Swiss companies. As the last stop of the day, the delegation visited the cleantech company AlwaysBrong Application Technology Co., Ltd. - a leader in the field of domestic industrial emissions and environmental protection through chemicals, instruments and equipment, precision consulting and innovative technology solutions.



## HANGZHOU AND NINGBO: THE GRAND FINALE

Already nearing the end of the amazing trip, the delegates left early in the morning for Hangzhou and Ningbo. Visits to the Alibaba and Zeekr headquarters once again highlighted China's innovative and technological advancement. While Alibaba and Alibaba Cloud showcased their global products and cloud services, Zeekr fascinated delegates with its fully autonomous car manufacture and its capacity to produce a car every sixty seconds.

## CONCLUSION

All delegates agreed that the Fact-Finding Mission 2023 was a great success. They were particularly impressed by the diversity and entrepreneurial spirit that China has to offer and the well-established relationships that the SCCC has built up over the years. The overall picture of China was better than the delegates had previously expected. Having seen the diversity of this vast country, the delegates will return home inspired and with much to think about. The whole group has been kindly invited by the SCCC to meet again in December and is already looking forward to reviewing the shared experience of this amazing Fact-Finding Mission.



The SCCC would like to take this opportunity to thank all the companies and individuals who took the time and effort to host the delegation. A special thanks goes to the in-kind sponsors, Läderach and Victorinox, for providing sweet and memorable gifts throughout the trip.