

China and Europe – The Role of Switzerland

Dear Sir or Madam,

It is with great pleasure that we invite you to participate at the 2019 Swiss Investment Promotion Road Show, hosted by SCCC and co-organized by CCB, SIX, PwC, Green Datacenter and China Unicom. The events will take place in Shanghai, Beijing and Shenzhen. The event will outline the important role that Switzerland can play for Chinese companies interested in international business activities.

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Date	City	Location
November 14, 2019 13:30-17:00	Shanghai	CCB Building No.99, Yincheng Road, Lujiazui Financial Center, Pudong, Shanghai
November 18, 2019 13:30-17:00	Beijing	PwC Beijing 26F, Beijing Fortune Center Office building A, Dongsanhuan Middle Road No.7, Chaoyang District, Beijing
November 20, 2019 13:30-17:00	Shenzhen	PwC ShenZhen Room 13, floor 3, group A, Shenzhen Hong Kong Innovation Center, 4008 Menghai Avenue, Qianhai Shen Gang cooperation zone, Nanshan District, Shenzhen

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In difficult times on a global scale such as now, many companies face significant challenges. Switzerland can, more than ever, play an important role helping businesses to manage and mitigate risks. If your company has international exposure or would like to have an international platform in the near future, you should definitely register for this event near you now!

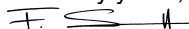
The Swiss business community has, for decades, successfully tackled global challenges. Understanding the importance of fundamental economic strength, the Swiss Government, business communities and citizens alike, have - for a long time - created and upheld business friendly and liberal market economy oriented laws and regulations. Across the world, many overseas companies have come to set up their international headquarters in Switzerland and have benefited from the favourable business environment in Switzerland.

Some major attractions for Chinese companies include the dual listing opportunity on the Shanghai Stock Exchange and SIX, the operator of the Swiss Stock Exchange, which allows raising capital in Europe and improving visibility and brand awareness in international markets, placing their intellectual property in a stable and legally enforceable environment while benefiting from a tax regulation which allows the licensing revenues from the IP to finance business operations and R&D activities in Switzerland. Therefore, choosing Switzerland as the setup location reduces the need for capital export from China and enhances growth opportunities in global markets.

SCCC was founded in 1980 and headquartered in Zurich. SCCC is one of the largest and most influential chambers of commerce in Switzerland. At present, it has more than 700 unit and representative members, which including famous banks, insurance companies and industrial commercial enterprises from China and Switzerland. Since its establishment, SCCC has made many contributions to the development between the economic and trade relations of China and Switzerland and has supported Swiss enterprises in trade and investment with/in China.

The speakers at these events will shed light on the various aspects of the business opportunities and financing options for Chinese companies as well as use a real life example of a Chinese company already operating in Switzerland to demonstrate how to operate and succeed in such a promising business environment. Register now at the location nearest to you and we are looking forward to meeting you in person. Please send your registration including name, company, job function, phone number, email address to Ms. Beilun Wei 魏北伦, General Manager SCCC (roadshow@sccc.ch).

Sincerely yours,



Felix Sutter
President

PROGRAM

13.30	Registration for the seminar
14.00	Official Welcome Addresses by Local Host Investment Promotion Agency at MOFCOM (Beijing only) Switzerland Global Enterprise
14.25	Overview of Europe & The role of Switzerland by Felix Sutter, SCCC How is Switzerland edging out a competitive advantage
14.45	Banking SIX & CCB Implications of the Shanghai Stock Exchange and SIX Cross -listing agreement / Capital raising opportunities for Chinese companies by issuing GDRs or Bonds - Marco Estermann/Urs Sauer, SIX Financing of European Operations from a Chinese Bank point of View Break
15.25	
15.45	Tax Swiss & China Swiss corporate tax reform, a future proof tax system - What has changed? Benefits of a Swiss setup - Stefan Schmid PwC Switzerland PwC offerings in China & Switzerland to support CN companies
16.25	A practical example by Roger Süess, Green.ch & Eric Li, China Unicom
16.45	Q&A and Closing Remarks

