

Chinese and Multinational Companies in Switzerland

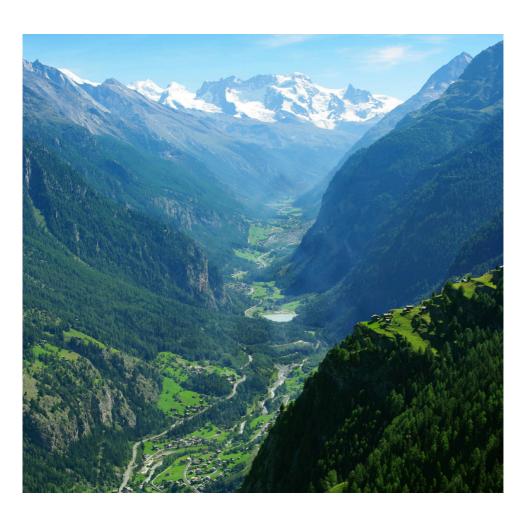


OFFICIAL PROGRAM

As part of its remit from the State Secretariat for Economic Affairs SECO and the cantons, Switzerland Global Enterprise (S-GE) provides potential foreign investors with information about the particular strengths and operating conditions of Switzerland as a business location. Its services for foreign companies include assessing the potential of their projects before they are presented to the cantons. S-GE assists the cantons with the relocation of foreign companies, providing market and trend analyses and coordinating the activities of all the bodies involved in the promotion of Switzerland as a business location.



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A WARM WELCOME!

Success stories from Switzerland

Chinese and multinational companies in Switzerland.



Jean-Jacques de Dardel Ambassador Embassy of Switzerland



Daniel KüngCEO
Switzerland Global Enterprise

The year 2014 represents a very important milestone in the history of Sino-Swiss relations. Signed already in 2013, the coming into force of the bilateral Free Trade Agreement (FTA) between China and Switzerland on July 1 this year will not only help to further deepen the economic relations between the two countries, but for China it is also the first FTA to come into effect with a continental European country. It also provides an opportunity to examine and celebrate the depth of the relationship, and a timely reminder of the benefits Switzerland can offer Chinese companies currently or looking to operate in the European market. For Switzerland lies at the heart of Europe yet remains independent, and this important free trade agreement enhances the benefits of this position.

The capacity of Switzerland to offer a stable economic, political and business environment has long made it home to many leading global organizations. They include the United Nations and the International Olympic Committee, and Swiss multinational companies that originated in Switzerland and have their global headquarters here such as ABB, Nestlé, Novartis, Roche, Credit Suisse and UBS. In more recent years they have been joined by numerous global and European headquarters for Chinese companies that include the likes of Sinopec, Huawei, Yuanda and Ruida, and international companies such as Unilever and P&G.

In this booklet we provide a number of consise case studies of successful companies from China and around the world that have set up in Switzerland. These "proofs of concept" range from small sales offices, to R&D centers and to European or global headquarters. With no company having the same requirements as another, what they all have in common is the desire to take advantage of the liberal market conditions and the wealth of benefits Switzerland has to offer, as well as the quality of life it provides for their staff.

With the backing of both government and private industry, Switzerland and each of its 26 cantons actively encourage inbound investment by providing a flexible package of services tailored to each company's needs.

The Swiss Business Hub China welcomes your interest in our country as your gateway to Europe and encourages you talk to our local representatives within the Embassy of Switzerland in Beijing. They will offer you a warm welcome and help you quickly discover the unique benefits and advantages Switzerland has to offer your company, following the success stories of companies depicted hereafter.

LIDAN DICG



Switzerland -Your Gateway to Europe

Switzerland is the most competitive business location in the world according to the 'Global **Competitiveness Report** 2013'. Innovative strength and technology, a liberal economic system, political stability, excellent education, professional training and health systems, outstanding infrastructure and high quality of life, plus a competitive tax system - all good reasons for companies to set up their business in Switzerland.

The long-standing bilateral relations between the People's Republic of China and the Swiss Confederation are strong and have unceasingly become more intense over the past years. In the mid-17th century traders and missionaries from Switzerland established contact with the Chinese Empire. Trading relations developed at a rapid pace in the second half of the 18th century, leading to the opening of a Swiss trading agency in Shanghai in 1912. Diplomatic relations were established as early as in 1950 with the PR of China.

In 1980, the Swiss Schindler Group marked the first industrial joint venture founded in China with 'China Schindler Elevator Co.' Bilateral relations between Switzerland and China have developed at a very brisk pace since. In 2007, Switzerland and China signed a Memorandum of Understanding (MoU) on the intensification of high-level political consultations and the further deepening of bilateral relations.

Today, China is Switzerland's primary trading partner in Asia (trade volume 2013: CHF 20.2 billion / USD 22.8 billion), and Switzerland is the first continental European economy to have signed a free-trade agreement (FTA) with China in July 2013. The FTA will come into force July 1, 2014.

The Gateway to Europe

In Europe, Switzerland is well established as a global hub for international organizations (e.g. UN, WTO, WHO) and large multinationals (e.g. Nestlé, ABB, Novartis, Roche). In the context of the Sino-Swiss FTA, an increasing number of Chinese companies are recognizing the importance of Switzerland as a business location to steer their European activities from. With low unemployment, low inflation, low capital costs, a stable currency, a positive investment climate and a healthy capital market, as well as solid purchasing power and moderate levels of taxation, the Swiss economy is one of the most liberal and competitive in the world. Switzerland's GDP, the 20th world's largest, is significantly higher than the EU average.



The Swiss Business Hub China

The Swiss Business Hub China is your first and most reliable contact for business in Switzerland.

CONTACT

Embassy of Switzerland Swiss Business Hub China Sanlitun Dongwujie 3 Beijing 100600 P.R. China

Phone: +86 10 8532 8888 Fax: +86 10 6532 4353

www.eda.admin.ch/beijing

Quality of life

According to the Mercer rankings, Zurich, Geneva and Bern are among the world's most liveable/attractive cities. Whether the measure is income, schooling or security, both urban and rural areas of Switzerland regularly achieve top grades. Other considerations are the unspoilt natural environment, the diversity of landscape, a first-class health system and reliable infrastructure.

Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is represented abroad by Swiss Business Hubs. With 21 hubs around the world, Switzerland Global Enterprise seeks to support entrepreneurs and promote Switzerland as a business location. Its role as a center of excellence for internationalization is to foster exports, imports and investments, to help clients develp new potential for their international businesses and to strengthen Switzerland as an economic hub. Switzerland Global Enterprise is a strong and trusted partner for its clients, the cantons and the Swiss government, with a global network of experienced advisers and experts. All hubs have a first-rate network of contacts abroad on account of their official status.

The Swiss Business Hub China

An integral part of the Swiss Embassy, the Swiss Business Hub China informs potential investors, entrepreneurs, managers, consultants and interested parties about Switzerland as a business location. It works together with its headquarters in Zurich (Switzerland Global Enterprise - S-GE), the cantonal business promotion representatives in selected markets and industry clusters, to actively pursue the marking of Switzerland as a business location.

Interested in locating your business in Switzerland? We're here to help!

We support your company by providing the preliminary information you need for free.



FACTS

NAME

Huawei Technologies Switzerland AG

LEGAL STRUCTURE

Sales, Technical and Service Office

SECTOR

ICT, Telecom

ESTABLISHED

1988 in China 2008 in Switzerland

EMPLOYEES

Worldwide: 150,000 Switzerland: 300

LOCATION

Liebefeld, Köniz Canton of Bern Greater Geneva Bern area



HUAWEI

«One should focus on high-quality products while thinking about an investment in Switzerland. Swiss customers have high expectations.»

KAMER, FELIX

Vice President | Huawei Technologies Switzerland AG

Huawei is a leading global ICT solutions provider working with 45 of the 50 top telecom operators in the world. It is committed to creating maximum value for telecom carriers, enterprises and consumers by providing competitive ICT solutions and services.

Swiss Office

Huawei is present in 140 countries around the world and 33 in Europe. Switzerland is important to Huawei because even if it is a small country, it has very strong innovation power and high quality expectations. Consequently, it was a logical choice for Huawei Technologies to establish an office in Switzerland in 2008 – to be very close to potential customers.

For Felix Kamer, Managing Director of Huawei Technologies Switzerland AG, it is therefore clear that one should focus on high-quality products while thinking about an investment in Switzerland. "Swiss customers have high expectations", he states.

Establishment & Political Stability

Kamer is also convinced that establishing a company in Switzerland is easy compared to other countries. The duration of only two to four weeks from application to a legal establishment underlines the low administrative barriers.

Furthermore, Huawei Technologies appreciates in particular the political stability – one of their main reasons to settle down in Switzerland. But also the qualified and international workforce and the world known education system were key factors in the decision making. Moreover, the excellent location and infrastructure in Switzerland also played an important role in their strategic business decision. Besides, the advantageous tax system is another Swiss benefit.

Quality of Life

Last, but not least, Felix Kamer highly appreciates the quality of life Switzerland is offering to him and all the 300 employees in the country. Especially fascinated by the beautiful nature and landscape, he thinks "Switzerland is a really 3-dimensional country - there are many wonderful mountains to be climbed!"



JINKOSOLAR

«Switzerland's beauty lies in its diversity: varied landscape, multi-faceted cuisine, many different cultures and languages.»

QIAN, JING Global Brand Manager

JinkoSolar is a leading manufacturer of competitive solar products. Although only established in 2006, JinkoSolar is now the world's sixth largest manufacturer of photovoltaic modules and has developed an international sales and marketing network covering Europe, North America, Asia Pacific, Africa and the Middle East.

In November 2012, JinkoSolar ranked No. 4 in the PV Sustainable Growth Index published by PwC, a ranking of the largest publicly traded solar companies in the last eight years. The efficiency of our polycrystalline cell has reached 17.8%, among the highest available for mass production worldwide.

The Swiss Office

JinkoSolar's Swiss branch represents an important strategic step in the expansion of the company's global footprint. In establishing JinkoSolar AG in Zug, a Swiss canton known for its favorable business climate, in 2011 the company aims to reinforce its global presence while expanding its local operational capabilities throughout Europe to better service its growing clientele.

FACTS

NAME

JinkoSolar

LEGAL STRUCTURE

European Headquarter

SECTOR

Manufacturing of high-quality photovoltaic products including wafers, cells and modules

ESTABLISHED

2006 in China 2011 in Switzerland

EMPLOYEES

Worldwide 10,000 Switzerland: 5

LOCATION

Zug Canton of Zug Greater Zurich Area



Thanks to its central geographical location, its stable, modern and open economy, as well as favorable government policies toward foreign companies, Switzerland proves a desirable destination for international business expansion.

Moreover, Switzerland's qualified and international workforce, the Swiss tax system, the many world leading industry clusters present in the country and its competitiveness and innovation were a strong plus in Jing Qian's point of view, Global Brand Director of JinkoSolar.

"Switzerland's beauty lies in its diversity: varied landscape, multi-faceted cuisine, many different cultures and languages. Besides, Switzerland offers extremely good chocolates, watches and ski resorts!"



FACTS

NAME

Baoshida Swissmetal AG

LEGAL STRUCTURE European Headquarter

SECTOR Metal

ESTABLISHED

2002 in China 2012 in Switzerland

EMPLOYEES

Worldwide: 3,000 Switzerland: 260

LOCATION Reconvilier

Canton of Bern Greater Geneva Bern area



BAOSHIDA SWISSMETAL

«Thanks to its great business reputation in Europe, Switzerland is a great place for financial investment and a best break point to the EU market.»

LU, LEO Overseas Investment Manager

Baoshida Swissmetal is a Swiss manufacturer of copper and copper alloys based in Switzerland. Baoshida's high quality products are distributed worldwide in various product lines: electronics, telecommunications, aerospace, military, oil & gas exploration, automotive, consumer goods, architectural, and others.

The Swiss Office

In 2012, Baoshida decided to extend its operations in Europe by buying Swissmetal, a Swiss metal manufacturer with production sites in Reconvilier and Dornach. Baoshida was able to take advantage of very well qualified staff with know-how who could boost their business in a better and more competitive way.

Baoshida also decided to move to Switzerland for its unique position in Europe. "Thanks to its great business reputation in Europe, Switzerland is a great place for financial investment and a best break point to the EU market. We also appreciate Switzerland's strong and stable monetary policy as well as its political neutrality and stability."

"Last but not least, all along the process of setting up its

location in Switzerland, the general environment has been very friendly and positive. Besides the amazing sceneries, Switzerland's facilities and infrastructure are very efficient. Swiss people are reliable and the Swiss government has been extremely pragmatic and collaborative. You can enjoy a peaceful and quality life in Switzerland."

In 2013, both Baoshida Swissmetal's production sites, Reconvilier and Dornach, successfully renewed the ISO 14001 and ISO 9001 certifications for their environmental management systems. This is the result of compliance with the legal norms, ongoing improvements, rational use of resources and the minimization of environmental risks and impacts.



FACTS

NAME

Kerry Logistics (Switzerland) GmbH

LEGAL STRUCTURE

Head and Operations Office

SECTOR

Logistics

ESTABLISHED

1978 in Hong Kong 2006 in Switzerland

EMPLOYEES

Worldwide: 20.000 Switzerland: 20

LOCATION

Basel Canton of Basel Basel Area

KERRY LOGISTICS

KERRY LOGISTICS

«Switzerland's trade with Asia has a lot of potential. Switzerland has a strong and stable buying power for Asian products. At the same time, high-end "Made in Switzerland" products are very successful in Asia. Thanks to the newly signed Free Trade Agreement between China and Switzerland, this trend is very likely to sustain!»

LOMBARDI, BRUNO Managing Director

Kerry Logistics is Asia's premier logistics service provider with a strong focus on China. With its base of operations in Asia and a strong focus on China, Kerry Logistics consistently deliver the best logistics solutions to make its customers successful.

Based in Hong Kong, Kerry Logistics has offices in 24 countries with over 15.000 employees and a transportation fleet of 8.000 vehicles. Its core business encompasses integrated logistics, international freight forwarding facilities; it provides customers with reliability and flexibility to support their future expansion and long-term growth.

Kerry Logistics Central Europe was founded on September 01, 2006 with its Headquarters in Hamburg, Germany. With over 60 employees based in Germany, Austria, Switzerland and the Czech Republic, Kerry Logistics Central Europe benefits in

Europe from its high market competence in Asia and China, in particular from its European management expertise.

The Swiss Office

In 2006, Kerry Logistics opened an office in Basel, this was part of Kerry Logistics' general European business expansion plan. In the middle of Europe, Switzerland is an ideal place for accessing the EU market. It is also important to underline Switzerland's dynamic economical context. Switzerland's trade with Asia has a lot of potential. Switzerland has a strong and stable buying power for Asian products. At the same time, high-end "Made in Switzerland" products are very successful in Asia. Thanks to the newly signed Free Trade Agreement between China and Switzerland, this trend is very likely to sustain! Some Swiss based companies also chose to expand their production into Asia in order to supply the Asian markets.



NEUSOFT

«I appreciated in particular the professional and secure treatment of the tax and registration offices.»

ZIMMER, KLAUS CEO | Neusoft Europe

Neusoft was founded at Northeastern University, China, in 1991. Till this date, Neusoft has set up 6 software bases, 8 regional headquarters and a comprehensive marketing & service network in over 40 cities across China. Neusoft is therefore the largest IT solutions & services provider in China. In the global marketplace, it has subsidiaries spread across North America, Asia, Europe and the Middle East.

Focusing on software technology, Neusoft provides Industry Solutions, Product Engineering Solutions, related software Products & Platform and Services through seamless integration of software and services, software and manufacturing, as well as technology and industrial management capacity.

The Swiss Office

Switzerland was Neusoft's perfect choice to install its European financial Headquarter in 2009 as it serves as a hub for European business and offers political and fiscal stability. Furthermore, due to its excellent educational institutions that are internationally recognized, its labor market offers a wide range of skilled people. Moreover, the favorable tax system, the competitiveness and innovation or the quality of life were other very important reasons why Neusoft decided to come to Switzerland. For the near future, Neusoft plans to develop marketing and sales offices in Switzerland.

FACTS

NAME

Neusoft Europe AG

LEGAL STRUCTURE

European Financial Headquarter

SECTOR

Information Technology

ESTABLISHED

1991 in China 2009 in Switzerland

EMPLOYEES

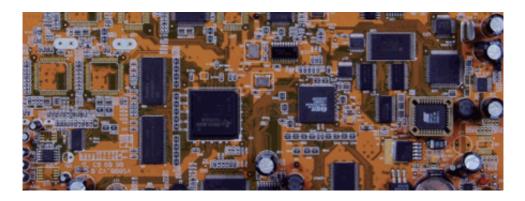
Worldwide: 20,000 Switzerland: 3

LOCATION Appenzell

Canton of Appenzell-Innerrhoden St.GallenBodenseeArea



Klaus Zimmer, CEO of Neusoft Europe AG, based in the canton of Appenzell recommends every potential Chinese investor to first find trustable partners before investing in Switzerland. This facilitates the establishment of the company in the country. Once taken the decision to head towards Switzerland, Zimmer appreciated in particular the professional and secure treatment by its partners, including the tax and registration offices.



-4070

NAME

Ruida Electronics SA

LEGAL STRUCTURE

European Sales and Support Office

SECTOR

Electronics

ESTABLISHED

2004 in Switzerland

EMPLOYEES

Worldwide: 1,500 Switzerland: 5

LOCATION

Chatel-St-Denis Canton of Fribourg Greater Geneva Bern area

RUIDA

«Switzerland is so well organized legally, there are no political or governmental issues affecting our business management.»

CHEN, XIAOHUI

Ruida is the unique European sales and support office for the Chinese group Yuandong, a reputed turn-key electronic manufacturing company which is based in Beijing.

The Swiss Office

In 2004, Ruida was established locally in Switzerland to facilitate communication, create more direct lines of production, offer better industrialization support and to allow more secure financial transactions to our European client base. In particular, Chen Xiaohui underlines and appreciates the image of the Swiss products. "Because our services are well sold in Switzerland, it means our services and products are recognized by the Swiss Enterprises with the higher standards", states Chen.

Another strong point mentioned by Ruida Electronics is the legal aspect. "Switzerland is so well organized legally, there are no political or governmental issues affecting our business management," admires Chen.



Furthermore, the Swiss tax system is very beneficial for companies. A further reason for Ruida Electronics to choose Switzerland as its base. "There is definitively a lower tax burden compared to the surrounding European countries", says Chen.

Due to its strong educational institutions, Switzerland also offered Ruida Electronics a very qualified work force. Moreover, Chen appreciates the loyalty of the Swiss employees towards their company. "There is a strong identification of Swiss with their company", he observed while working in Switzerland. He personally really enjoys the Swiss working attitude and the good environment of business development in the country.

Nevertheless, it is not an overnight decision to invest in Switzerland. Chen advises everyone having an interest to invest in Switzerland to be really prepared first. In particular, he underlines two aspects: patience and organization. "To develop the market and business in Switzerland, you should be really patient and precise in each step. A very well organized planning is indispensable (e.g. the legal documents)", according to Chen Xiaohui's point of view. "To employ locals or to have a Swiss partner is a big advantage to develop the business", adds Chen.



NAME

Trina Solar (Schweiz) AG

LEGAL STRUCTURE

European Headquarter

SECTOR

Renewable Energy Manufacturing, Project Power Development

ESTABLISHED

1997 in China 2009 in Switzerland

EMPLOYEES

Worldwide: 13,700 Switzerland: 50

LOCATION

Wallisellen Canton of Zurich Greater Zurich Area

TRINA SOLAR

«We believe that interconnectedness is the basis for a lasting partnership. Switzerland guarantees this interconnectedness and lives Trina Solar's core values: Quality, reliability and sustainability.»

HILL, BEN President Trina Solar Europe

Trina Solar Limited (TSL) is an internationally recognized manufacturer of mono and multi crystalline photovoltaic (PV) modules and has a long history as a solar PV pioneer since it was founded in 1997 as a system installation company in China. Our high-quality PV modules provide clean and reliable solar electric power to on-grid and off-grid residential, commercial, industrial and utility scale applications around the world. We have local sales and marketing offices as well as installation partners throughout Asia, Europe and North-America.

Trina Solar employs worldwide over 13'000 people and is represented with regional headquarters based in San José, USA, Singapore and Zurich, Switzerland. 22 offices worldwide support the pursuit of excellence and drive Trina Solar's vision of smart energy together with installers, distributors, utilities and developers.



The Swiss Office

Trina Solar (Schweiz) AG in Wallisellen, outside of Zürich, is the regional headquarter for Europe of Trina Solar Limited headquartered in Changzhou, China. The significant expansion of sales and service network in Europe was driven by the belief that interconnectedness is the basis for lasting partnership. The activities in Europe began in 2005 and by 2012 accounted for 48% of the global revenue. Trina Solar (Schweiz) AG is active on several boards of European photovoltaic associations including the European Photovoltaic Industry Association, the recycling scheme PV Cycle and the Solar Trade Association of the UK. The regional sales offices are situated in Munich, Milan, Madrid and Lyon, with the regional headquarter in Wallisellen, Switzerland.

Since the establishment of the European activities, Trina Solar has provided the market with PV modules and solutions as a leading supplier. With local support and global know-how, Trina Solar is supporting the customers in their efforts to accelerate the transition to clean and reliable renewable energy. Over the past years, Trina Solar Switzerland has established a significant market share throughout the distribution and project business, with very stable business relationships with Swiss companies.

Swiss customers appreciate our products due to their high quality and performance, our extensive certifications and warranty, as well as their durability in adverse weather conditions such as high snow and wind loads.

Wallisellen, a suburb of Zürich, was chosen by Trina Solar as a regional headquarter for its central location within Europe, its proximity to the neighboring markets and the highly skilled and multilingual labor force. Switzerland and the Zürich region in specific, offer Trina Solar an international, stable and interconnected environment with a solid infrastructure and open-minded partners. Ben Hill, President of Trina Solar Europe, has worked in several work-environments in Europe and appreciates the efficiency of Swiss authorities and the diversity that Switzerland offers. Switzerland is a solid partner, sharing the core values that Trina Solar pursues: quality, reliability and sustainability.



EVCTS

NAME

Yuanda Europe Limited

LEGAL STRUCTURE European Headquarter

SECTOR

Building Facades, Design & Engineering

ESTABLISHED

1993 in China 2009 in Switzerland

EMPLOYEES

Worldwide: 13,000 Switzerland: 65

LOCATION

Basel Canton of Basel Basel Area



YUANDA GROUP

«Our aim is clear. We will work to provide exceptional value for our clients by combining industry-leading European design, engineering and project management skills with the ultra-modern, cost efficient manufacturing facilities of the Chinese-based parent company.»

LAZENBY, ALISTAIR CEO | Yuanda Europe Limited

Yuanda Europe are a subsidiary of Shenyang Yuanda Aluminium Industry Group (Yuanda), a world leader in the design, manufacture and installation of external facade systems for major residential and commercial buildings, also known as 'curtain walls'. These systems usually comprise aluminium or steel frames with glass, metal panel or stone infill materials, in bespoke designs created by some of the world's best known architects. The finished wall systems are prefabricated in China and shipped in sea containers and road transport to their respective building sites, where they are positioned onto the building structure using cranes or specialist lifting devices. The parent company is headquartered in Shenyang, in north-east China, but has a number of manufacturing bases across China and has offices in more than 55 countries, so it is well positioned to serve its clients worldwide.



Yuanda have grown at an impressive rate since their inception since 1993, rising from a small start-up company to the industry world leader in terms of revenues and employing some 13,000 staff globally. Yuanda have five manufacturing plants in China which are equipped with the latest European manufacturing equipment. The Shenyang plant – also the Group's

Headquarters – includes dedicated facilities for export market projects as part of its ultra-modern 1.7 km2 industrial park development. Such continuous and significant growth has been made possible only by a heavy investment in people and equipment in recent years, of a scale simply not seen in the construction manufacturing industry in Europe.

Some 10 years ago the company began to enter the export markets, and soon became a well known player in the Middle East, South-East Asia and the United States. In 2009 Yuanda Europe was established with a view to penetrating the European construction markets, a feat which had never previously been attempted by a Chinese facade contractor. Despite the difficult economic conditions since 2009, Yuanda Europe have secured 19 major contracts in some of Europe's leading cities, including London, Paris, Frankfurt and Zurich. In Switzerland, projects have been secured in Zurich (City West), Zug (Park Tower) and Lucerne (Allmend), two of which are now complete. In Paris, a 40 storey tower in La Défense approaches completion, whilst in London two 50 storey towers are presently under construction.

The European Headquarter

Basel was chosen as an ideal location for the European Headquarters due to the availability of trained and experienced design and engineering staff and facade professionals, easy access to the borders of France and Germany and good flight connections across Europe generally. The responsibilities of the team in Basel is to design and engineer the facade system to meet the aesthetic demands of the Architect, whilst acting as an environmental filter to create optimal working or living conditions for the building's occupants. The Basel team define the specific materials to be procured, in compliance with the client's specifications. Procurement of the materials, machining and assembly of the finished facade panels, prototype performance testing, logistics and containerization all take place in Shenyang. Project and site management and the installation, commissioning and client handovers of the installed facade are handled by project teams from the relevant subsidiary of Yuanda Europe, for example Yuanda UK or Yuanda Germany. Thus far, Yuanda Europe now have subsidiary offices in the UK, France, Germany and Italy.

The business strategy for Yuanda Europe is to be able to combine European-designed facades, built and installed to European levels of quality and specification, with competitive production costs such that we are able to offer clients and building developers cost-effective, quality solutions to cladding their buildings. We see a bright future from our base in Basel.



FACTS

NAME

Greatview Aseptic Packaging Europe GmbH

LEGAL STRUCTURE

European Headquarter

SECTOR

Aseptic packaging, dairy and beverage industries

ESTABLISHED

2003 in China 2009 in Switzerland

EMPLOYEES

Worldwide: 1250+ Switzerland: 20

LOCATION

Winterthur Canton of Zurich Greater Zurich Area

GREATVIEW ASEPTIC PACKAGING

«The question of setting up our European Headquarters was never a 'where', but a 'when'. We are very happy with our European headquarters in Switzerland. The quality of employees, the central location and the non-bureaucratical approach of the Swiss labour law make Switzerland the best place to be. We hope to see increasing cooperation in the beverage industry between China and Switzerland over the coming years.»

BI, JEFF CEO

Greatview is the world's third largest supplier of aseptic paper cartons to the liquid food industry. Each year, the company supplies over 10 billion cartons to leading international dairies and beverage companies. Greatview's mission is to add significant value to our customers in the liquid food industry by supplying a high quality, competitive and sustainable packaging choice. This is reflected in the company motto 'Choice Creates Value'.



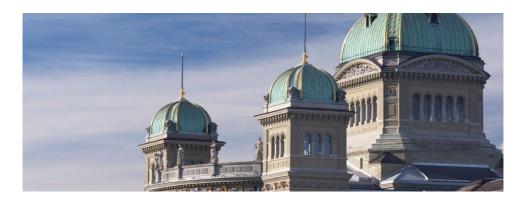
While the group's business began in China, the distorted nature of the aseptic carton market and dependence on a specific supplier in Europe attracted customers to our value proposition, who began to take orders in 2007. Milk and juice producers in Europe have subsequently benefited from increased supplier diversity and healthier competition.

The Swiss Headquarter

Greatview Aseptic Packaging Europe GmbH has served as the Group's regional headquarters since 2009, when the company established its operations base in Winterthur. Switzerland was an ideal location for several reasons; namely the quality of employees, the central location and the non-bureaucratical approach of the Swiss labour law.

Greatview's Swiss operation is still very much in its early development phase. However, we are helping to break up a monopoly market in the aseptic carton industry, which gives us confidence in the future demand of our packaging material from Swiss and other European milk and juice producers.

Looking ahead, Greatview anticipates that the Free Trade Agreement between China and Switzerland will bring significant benefits to our business and enable more premium Swiss agricultural products with export potential, such as milk, cheese, yoghurt, and non-alcoholic beverages to be imported into China tariff-free or at reduced rates. The liquid milk market in China is presently booming, with imported volumes expected to rise to 300,000 tonnes this year, and the majority of products originating from Europe. Greatview, as a manufacturer with know-how in the China market and with a new state of the art converting factory in Halle, Germany, is well placed to capture the vast opportunity of growth in China and enable more Swiss milk products to be packaged and sold there.



NINGBO MH

«The stable political system, the friendly business environment, an attractive tax rate and the efficient government work, all these factors have contributed to the decision to choose Switzerland as a business location.»

DAI, WANGHUI Vice President

As a daughter company of Ningbo MH group, the biggest manufacturer of garment accessories in the world, MH Import & Export Co., Ltd. focuses on trading sport equipments and furnitures in the overseas market. The Ningbo MH group specializes in outdoor leisure products, household products, sport equipments, office furnitures and pet supplies with more than 3,500 employees worldwide.

The Swiss Office

With six subsidiaries in Europe already, the newly established subsidiary located in Switzerland in 2013, the AOSOM AG will act as the European headquarter of Ningbo MH's e-commerce in the region. At currently 200 employees worldwide for the e-commerce business sector, the new office in Switzerland thus represents a vital expansion for its European market with planned recruitment of at least 25 persons in the next five years.

Based in Neuhausen since December 30 2013 and thus the newest registered Chinese company in Switzerland, AOSOM AG plays a crucial role as the European headquarter of e-commerce for Ningbo MH. As such, the new headquarter will not only serve as a marketing and trading center, but it will also oversee

FACTS

NAME

Ningbo MH Industry Co., Ltd.

LEGAL STRUCTURE

European Headquarter (e-commerce)

SECTOR

Garment industry

ESTABLISHED

1999 in China 2013 in Switzerland

EMPLOYEES

Worldwide: 200 Switzerland: 25 (in 5 years)

LOCATION Neuhausen

Canton of Schaffhausen Greater Zurich Area



the overseas investments of the company. It will furthermore provide financial services for its European subsidiaries as well as services in logistics.

Successful investment abroad is first of all strongly linked to the careful planning and design of the business model and operation structure for a new location. Ningbo MH encourages other companies to seek the professional assistance of an expert to accompany this process before a making a decision. Moreover, and as a second indicator, the experiences of other companies of both, success and failure, should be taken into consideration as well.

For Ningbo MH, the advantages of Switzerland as an investment location, the political and social stability, its cooperative and customer oriented authorities far outweighed as well as the high quality of life far outweighted its competitors in the field, and led the company to base its European e-commerce headquarter in Arcadian Neuhausen.

And from a personal point of view, for Vice President Dai Wanghui, the quality of life and great living environment have been another beneficial factor in support of the overall decision.



EACTS

NAME Unilever

Unitever

LEGAL STRUCTURE

European Supply Chain Headquarter

SECTOR

Fast moving Consumer Goods

ESTABLISHED

1885 in the UK 2006 in Switzerland

EMPLOYEES

Worldwide: 173,000 Switzerland: 1,400

LOCATION

Schaffhausen Canton of Schaffhausen Greater Zurich Area



UNILEVER

«For companies running business in several European countries, a sound evaluation on where to establish their European organization is crucial. Comparably low bureaucracy, high efficiency combined with excellent infrastructure and a central location make Switzerland an attractive Hub.»

ABT, MARKUS Communication & Public Affairs

Unilever is a world leader in the fast moving consumer goods business. Unilever's portfolio ranges from nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday households care products. They produce world-leading brands including Lipton, Knorr, Dove, Axe, Hellmann's and Omo, alongside trusted local names such as Blue Band, Pureit and Suave. Every day, two billion people across the world use one of their products and with more than 400 brands, they generate annual sales of EUR 51 billion while employing 173'000 people.

The Swiss Office

An efficient and globally aligned supply chain is a core element of Unilever's ambition to double its business while reducing the overall environmental impact and increasing its positive social impact. Following the successful establishment of its European Supply Chain operations in Schaffhausen in 2006, Unilever has further consolidated its presence in 2011 and established a Supply Chain management for the Americas in

Schaffhausen. This enables Unilever to better deliver the products and fulfill customer need in a shorter time, with the best quality, at the best cost while delivering significant operational benefits such as reduced inventory and transportation costs or improved management of its production facilities.

By co-locating the European and American teams, we are further improving our ability to share and repeat best practices and pool expertise as needed. Located in the center of Europe, the Swiss location has proven to be an attractive business location within easy reach of key corporate and innovation centers.

For companies running business in several European countries, a sound evaluation on where to establish their European organization is crucial. Comparably low bureaucracy, high efficiency combined with excellent infrastructure and a central location make Switzerland an attractive Hub. The unique combination of modern lifestyle, embedded in intact nature offer great conditions also when families have to raise their kids.



P&G

«Switzerland offers the favorable business conditions which multinationals need in order to develop harmoniously.»

REEB-LANDRY, FRÉDÉRIQUE Director General Public Affairs | P&G Switzerland

The Company was founded in Cincinnati in 1837 by William Procter and James Gamble, a candle maker and a soap maker who started a small business that has grown into the world's largest and most profitable consumer packaged goods company. For 175 years, P&G has been making each day a little better for consumers. P&G serves approximately 4.8 billion people around the world with its brands and has one of the strongest portfolios of trusted, quality, leadership brands, including Always°, Ariel°, Duracell°, Gillette°, Head & Shoulders°, Lenor°, Oral-B°, Pampers°, Pantene°, and Wella°. With operations in approximately 70 countries worldwide and sales in more than 180 countries, P&G is an internationally integrated company with linked operations and supply chains around the world.

The Swiss Office

P&G has a regional headquarters in Switzerland responsible for managing our European, Middle Eastern and African (EMEA) businesses, representing about a third of our global business. P&G has been growing in Switzerland ever since it started its operations in Lucerne in 1953. Our Geneva office, established in 1956, evolved to become the headquarters for Europe, Middle East and Africa (EMEA) in 1999, with a payroll of 250 employees.

FACTS

NAME

Procter & Gamble

LEGAL STRUCTURE

European, Middle Eastern and African Headquarters

SECTOR

Fast moving Consumer Goods

ESTABLISHED

1837 in USA 1953 in Switzerland

EMPLOYEES

Worldwide: 121,000 Switzerland: 3,000

LOCATION

Geneva Canton of Geneva Greater Geneva Bern area



Over the years, P&G has grown into one of the 50 largest companies in Switzerland and the third largest private sector employer in the canton of Geneva, with a workforce of about 3000 employees represented by 70 nationalities, mirroring the diversity of the consumers we serve across EMEA. Our employees play an active role in the community and our Company is also recognized for its contributions and positive impact to the region.

In general, Swiss and foreign multinationals, like any other company, need a high degree of long-term predictability and political, legal and economic stability to guarantee current and future local investments. Switzerland offers a certain number. of business conditions which multinationals need in order to develop harmoniously, namely a stable legal framework, a government attentive to the business sector with a long-term political vision, an attractive, competitive and responsible tax system, and an effective social security system which enables employment flexibility. In addition, Switzerland has good quality infrastructure, personal safety and protection of property, as well as an environment favorable to innovation and R&D. Finally, international companies can count on an excellent quality of life, a geographic location in the center of Europe, the presence of skills clusters and academic institutions of excellence, a high value-added multilingual workforce and historical multiculturalism. I advise companies that want to settle down in Switzerland to penetrate Swiss culture, develop relationship with authorities who are attentive to the business sector and to develop network with key external partners.

In 2013, P&G celebrated its 60th anniversary of thriving presence in Switzerland. Switzerland has been a valuable partner in the heart of Europe for P&G and a great place to grow, offering P&G a central location from which we can efficiently and easily communicate with the many countries and serve the over 1 billion consumers of the EMEA region.



FACTS

NAME

Hamilton Bonaduz AG

LEGAL STRUCTURE

European and Asian Headquarters

SECTOR

Medtech & LIfescience

ESTABLISHED

1953 in USA 1966 in Switzerland

EMPLOYEES

Worldwide: 1,600 Switzerland: 800

LOCATION

Bonaduz Canton of Grisons Greater Zurich Area



HAMILTON

«Grisons is an ideal high-tech location, since there are a lot of dedicated, creative and loyal people. In addition, we are near to the colleges and universities.»

WIELAND, ANDREAS

Hamilton Company is a global enterprise with headquarters in Reno, Nevada; Franklin, Massachusetts; and Bonaduz, Switzerland and subsidiary offices throughout the world. It all started with production in a humble garage. The decisive stroke of genius came to the American chemical engineer Clark Hamilton in 1947, with the invention of the microliter syringe. Since then, Hamilton has enjoyed lightning growth to become a life science and medtech group with 1,600 employees and operating on an international scale. Now, for more than 60 years, Hamilton has been satisfying customer needs by combining quality materials with skilled workmanship to ensure the highest level of performance.

Among the products developed by Hamilton are sensors for biotechnical production of medicines, food manufacture, and wastewater treatment. Hamilton's respiratory equipment ranks among the leaders on the global market. Moreover, the company is an industry leader in the design and manufacture of liquid handling, process analytics, robotics and automated storage solutions. Hamilton's lifelong commitment to precision and quality has earned them the global ISO 9001 Certification.

The Swiss Office

Hamilton established its presence in Bonaduz, in the canton of Grisons, which is part of the Greater Zurich Area, in the form of a Headquarter for Europe and Asia. The latter keeps close contact to its subsidiaries in Germany, Sweden, the UK and Italy. Hamilton is American, a local Graubünden company, and international at the same time. In Bonaduz, tradition and innovation meet. Together, these apparently opposite characteristics forge a successful alliance. Since acquiring another new building in 2009, Hamilton Bonaduz AG and Hamilton Medical AG have become an even more fertile breeding ground for new ideas.

Hamilton found in Grisons in Switzerland an innovative place with internationally experienced staff which is necessary for their global distribution. It is a big plus for their Human Resources that their highly qualified and motivated staff can work in Bonaduz, a preferred holiday destination for other people. Other advantages are the moderate tax burden, reasonable land prices and the fast close connection to the Zurich airport. Thanks to its first-class education opportunities and its proximity to research institutes and technical universities which are excellent in fundamental research, Grisons is an ideal location for technology companies focused on innovation. That's why a string of internationally regarded corporations, including EMS Chemie, Würth, Hoppe, Trumpf and Baxter, now have headquarters or subsidiaries in the region.

The canton's economic and organizational credentials are unlikely to be harmed by the presence of the internationally renowned and annual World Economic Forum (WEF) in Davos. The forum, which was founded in 1974, invites leading business executives from across the world to discuss issues surrounding economic growth, sustainability and social development and is one of the most important economic and socio-political events in Switzerland.

Grisons has a high quality of life, great sports and shopping facilities, a naturally beautiful landscape and a great pace of life. With its existing infrastructure, future plans and business-friendly mentality, the canton is keen to become a key destination for multinationals of all kinds.

MORE INFORMATION

INVESTMENT PROMOTION SWITZERLAND

Switzerland Global Enterprise

www.s-ge.com/invest

Business Areas

BaselArea Economic Promotion

www.baselarea.ch

Basel-Country: www.baselland.ch Basel-Town: www.basel.ch

Greater Geneva-Berne Area

www.ggba-switzerland.ch

Berne: www.berneinvest.com
Fribourg: www.promfr.ch
Geneva: www.whygeneva.ch
Neuchatel: www.jura.ch/eco
Valais: www.business-valais.ch

Vaud: www.dev.ch

Greater Zurich Area

www.greaterzuricharea.ch

Glarus: www.glarusnet.ch
The Grisons: www.awt.gr.ch
Schaffhausen: www.economy.sh

Schwyz: www.schwyz-economy.ch Solothurn: www.locationsolothurn.ch Winterthur: www.standort-winterthur.ch

Zug: www.zug.ch/economy

Zurich: www.awa.zh.ch

Independent Cantons

Aargau: www.aargauservices.com Lucerne: www.lucerne-business.ch

Nidwalden: www.nwcontact.ch

Obwalden: www.iow.ch

Ticino: www.copernico.ch Uri: www.ur.ch/wfu

St. GallenBodenseeArea

www.sgba.ch

Appenzell (AR): www.wifoear.ch Appenzell (IR): www.ai.ch

St. Gallen: www.location.sg.ch Thurgau: www.wiftg.ch

Offices in China

Swiss Business Hub China

c/o Embassy of Switzerland Sanlitun Dongwujie 3 Beijing 100600, P.R.C. bei.sbh@eda.admin.ch

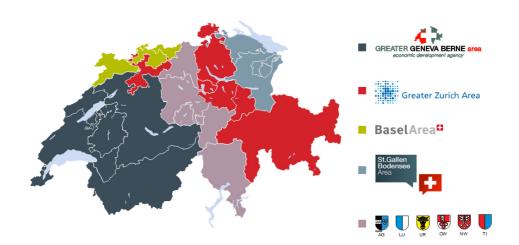
Office Shanghai

c/o Consulate General of Switzerland 22F, Building A, Far East International Plaza

No. 319, Xianxia Rd Shanghai 200051, P.R.C.

Office Guangzhou

c/o Consulate General of Switzerland 27th Floor, Grand Tower 228, Tianhe Lu, Tianhe District Guangzhou 510620, P.R.C



CHINESE CONTACTS IN SWITZERLAND

Chinese Embassy in Bern

Kalcheggweg 10 CH-3006 Bern Switzerland

Consular Office in Zurich

Bellariastrasse 20 CH-8002 Zurich Switzerland

Permanent Mission to the United Nations Office at Geneva and Other International Organizations in Switzerland

11 Chemin de Surville CH-1213 Petit-Lancy, Geneva Switzerland

Confucius Institute at the University of Basel

Steinengraben 22 CH-4501 Basel Switzerland www.ciub.ch

Institut Confucius de l'Université de Genève

24 rue du Général-Dufour CH-1211 Genève 4 Switzerland www.unige.ch/ic

Investment Promotion

www.s-ge.com/invest



Swiss Business Hub China c/o Embassy of Switzerland Sanlitun Dongwujie 3 Beijing 100600 P.R.China

Phone: +86 10 / 8532 8888 Fax: +86 10 / 6532 2736