

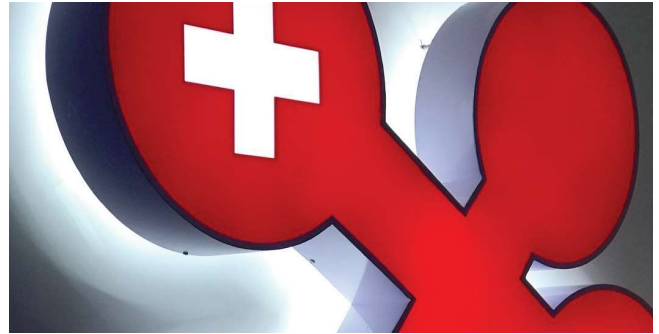
YOUNG SWISS IN CHINA - SWISSNEX

The vast and rapid growth of China in the fields of Science and Technology make it a country worth thinking of doing business there. Swiss firms need to take China's competitiveness into consideration and be an active market participant. Swissnex hereby acts as a central role in fostering the presence of swiss firms in the Chinese industry.

Swissnex connects the dots between Switzerland and China in science, education, art and innovation. They share their offices, host out-of-the-box events, connect thought leaders and offer a global perspective and local expertise. The core values of the swissnex network are connecting, advising, promoting and inspiring.

MORE AND MORE STUDENTS FROM SWITZERLAND

Today, the number of students who want to study or work in China is increasing significantly. In order to enhance the experience, one must be ready and well-informed about the country, its customs and the educational possibilities it proposes. Therefore, swissnex becomes an important contact. They assist Swiss students and interns in China by regrouping all relevant information, about studying, working and living in China in one place for them. JH



swissnex China in Shanghai. Photo: NL



Dr. Felix Moesner, CEO, MBA, swissnex China in Shanghai. Photo: JH

FANCY SOME FREY CHOCOLATE ON THE BUND? – M-INDUSTRY

Over the last few years, China's e-commerce has developed significantly. As the country's purchasing power grows, the Chinese population increasingly appreciate safe and high-quality products. This is one of the main reasons why M-Industry has entered the online business in China. The company sells its products in partnership with the Chinese e-commerce platform NetEase Kaola under the name "Orange Garten". Thanks to M-Industry's high Swiss production standards, the company is optimally positioned to meet the demands and needs of the Chinese population.



Patrick Glauser, Head of Operations & Business Development China - M-Industry. Photo: JH

To learn more about M-Industry and its business in China, one important stop at the onsite trip was dedicated to M-Industry in Shanghai. Through Mr. Patrick Glauser, Head of Operations and Business Development in China, the delegation gained great insight into M-Industry's customer-oriented, high-performing and innovative business.

M-Industry belongs to the Migros Group and produces over 20,000 high-quality food and non-food products. The focus lies in quality and reliability. By now, M-Industry has eight foreign businesses outside of Switzerland and exports its Swiss products by now in around 50 countries.

ENTERING THE MARKET IN CHINA: A HURDLE TO SUCCESS

For doing business in China, M-Industry has to overcome some hurdles from time to time. Due to constantly changing regulations and trends, it is not always easy to cooperate in China. Therefore, M-Industry responds to local requirements and produces solutions in an optimum amount of time. Thanks to its local presence, M-Industry is able to identify market requirements and trends at an early stage and develop concepts and innovations. JH