



World Chambers Competition 2003

The Swiss Center Shanghai

www.swisscenters.org

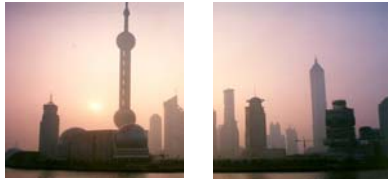
created and presented

by

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Fribourg Chamber of commerce, industry and services
SWITZERLAND





Swiss Center Shanghai

www.swisscenters.org

business, financial, marketing, industrial, HR & IT solutions

Your partner in China and Asia

We provide small and medium sized enterprises and the Swiss economy a strategic competitive advantage

Mission



The Swiss Center Shanghai gives SMEs entering the Chinese and/or Asian markets, a global strategic advantage by systematically reducing:

- market entry time
- costs and investments
- risks

and by ensuring most competitive local operations.

Besides, we

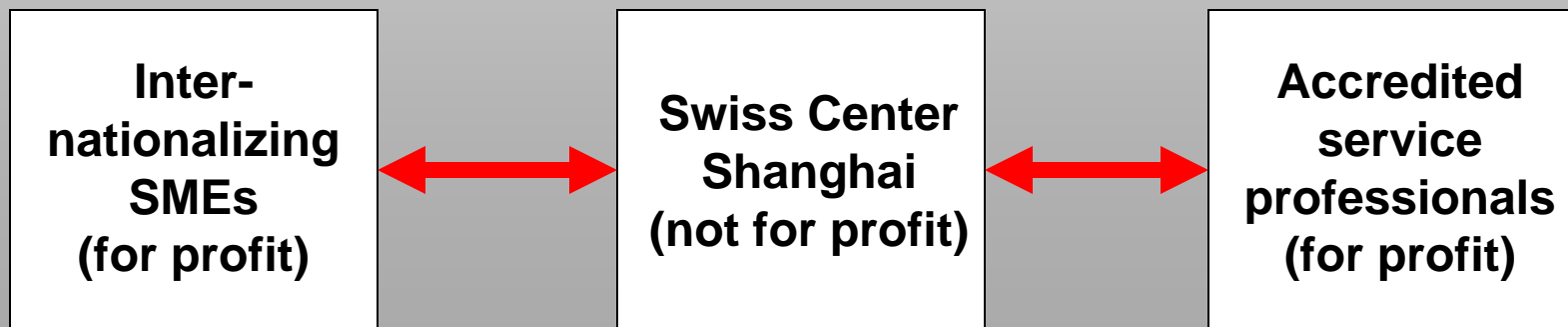
- facilitate Swiss-China trade, know-how transfers and investments
- contribute significantly to the enhancement of the Swiss image in China

Concept

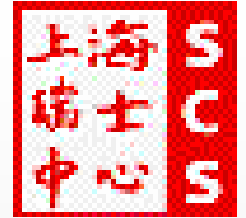


The SCS is a pool of SMEs and experts to:

- offer the resources SMEs lack to be successful in China
- minimize set-up risks, through a step-by-step approach
- reach economies of scale to minimize operational costs, so that SMEs can compete on the Chinese, Asian and, ultimately, global markets.



Services (1)



The SCS directly offers :

- general information
- instant offices and workshops
- exhibition space and event management
- domiciliation and business center
- local authorities relations and local visibility

Services (2)



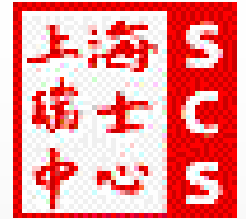
Accredited partners offer expert services for efficient, step-by-step operations

- environment understanding
- feasibility, preparation and concepts
- action plan implementation, project management
- operations support (coaching, accounting and financial management, IT integration, strategic management)

☞ Staff of the SCS

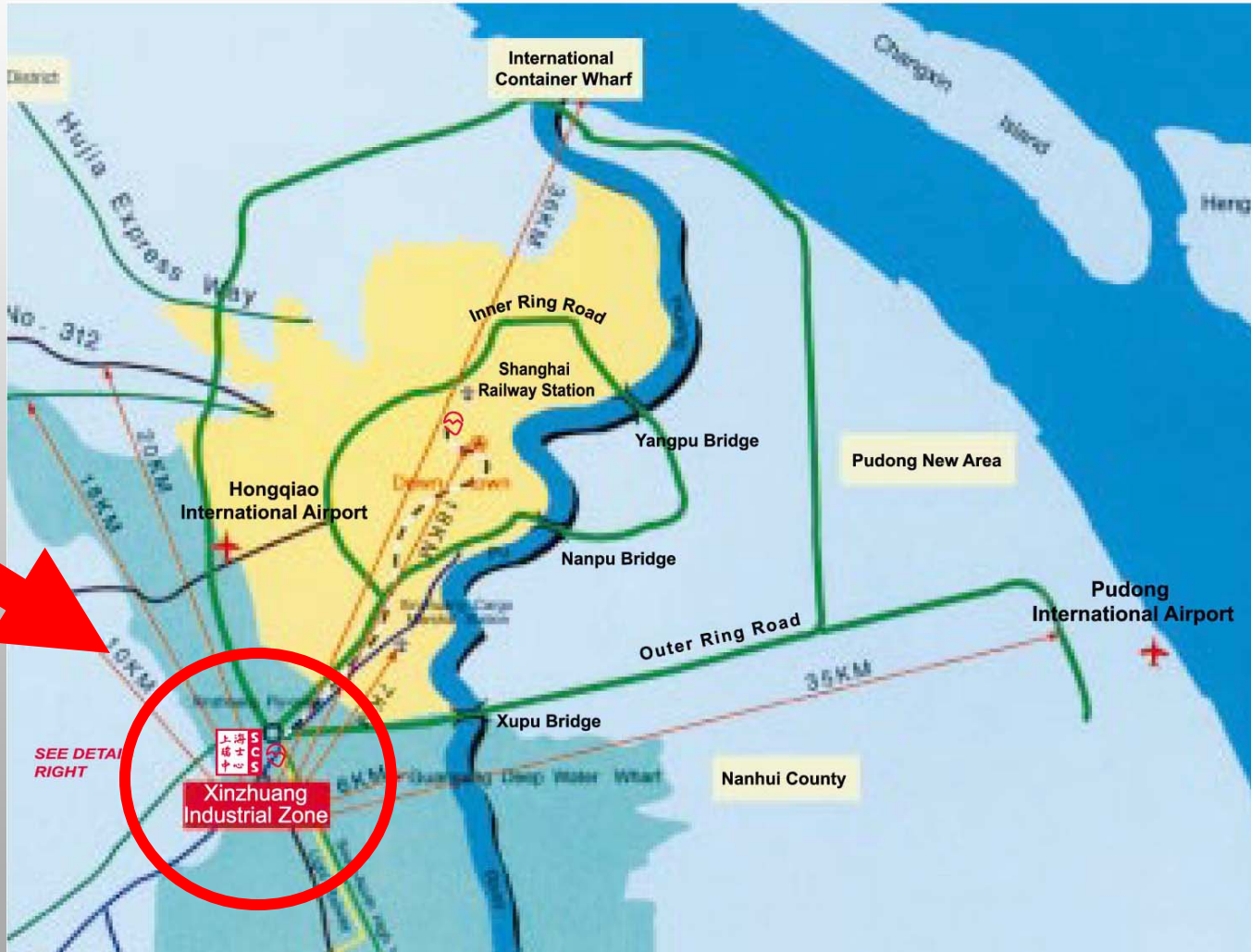
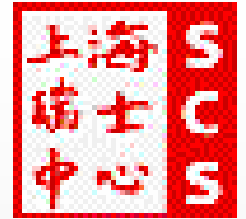


☞ General managers



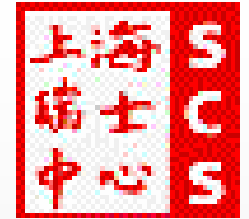


The SCS in Shanghai





Building - Office

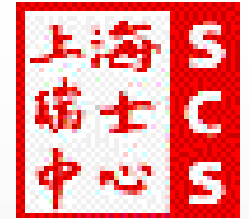


**Swiss Center
Shanghai**

**Bank
of Shanghai**

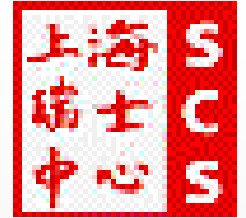


Industrial park - workshops



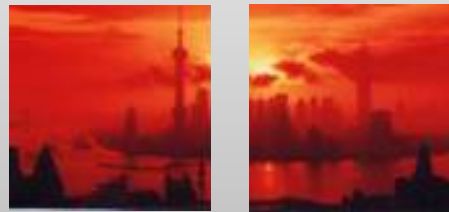
July 25, 2003 : under construction





👉 Why is the SSC so special ?

There are six major reasons :



1

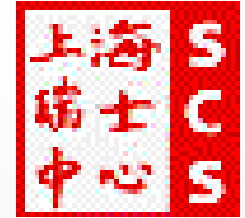
2

3

4

5

6



1

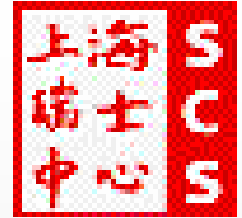
It offers both hard and software to its clients.

There is the office and workshop space for an immediate start-up of the business, as well as the bordering services, which are needed when beginning in China.

2

A pool of companies reach success.

The SCS creates a successful and synergetic network of Swiss companies abroad for favorable conditions and visibility.



3

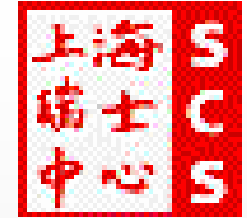
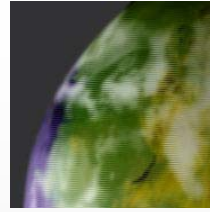
Support till the business is operating successfully.

The SCS offers help from A to Z; from the first visit to China, to the set-up of the factory, until the new company is running smoothly and successfully.

4

Suitable funding for such a project.

The SCS is financially supported from private companies. The structure of the SCS is private and non-profit.



5

Pioneer in this kind of service providing field.

The SCS is the first China based support platform to any SMEs, doing business in any kind of industry.

6

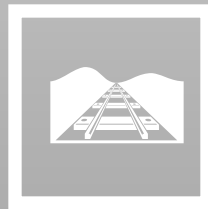
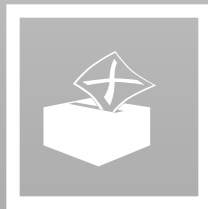
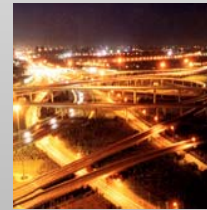
Global advantage for the client.

The SCS provides not only the access to China alone. With its service and presence the SCS leads the company to competitive advantage on a global scale.



Why is the SCS on the right way ?

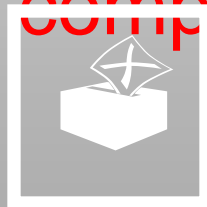
There are three major reasons :

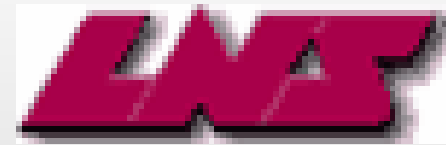
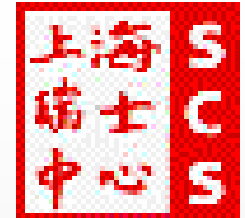


1

No failure track record for all the companies served.

In the last two years, the SSC e.g. registered 5 companies, developed 7 market strategies, hired 11 managers, helped restructuring 2 companies and completed 1 full company set-up, etc.





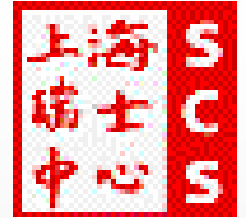


2

The SCS is doing the right thing at the right time.

The business idea of the SCS is absolutely right for the global economical situation. Workshop space is rented out practically before starting the business.



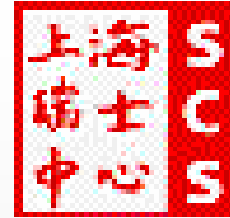


3

The SSC is heading into the right direction.

Other organizations are looking for having a similar project at other locations in the world, e.g. Dubai.





Thank you very much
for your attention.

Merci de votre attention.

