

SWISS CHAMBER

40TH YEARS ANNIVERSARY CHRONICLE

HONG KONG



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Does my strategy embrace it?
And my portfolio reflect it?



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On the occasion of DKSH Hong Kong's 100th anniversary, we wish to thank our partners for their support on this journey. We look forward to continue enriching people's lives and providing leading market expansion services for the next 100 years!



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WELCOME & GREETINGS





BENJAMIN SIGG



BENNO JAEggi

Here's to four decades of Swiss excellence and Swiss leadership, at the Swiss Chamber of Commerce in Hong Kong. We have come a long way and are finally able to celebrate 40 Years of our chamber here in Hong Kong. It has been a great journey, made possible by many incredible people: our dedicated Swiss Cham board and staff members, the Swiss Consulate General in Hong Kong, all the loyal members of our chamber and the families and friends of our Swiss community.

When we look back, at the '30 Years Anniversary Book' and still further, at the 20 Years Anniversary in 2002, it is hard to believe how much has changed over these last few decades.

In the early days, in 1982, our chamber started out at our first registered address at the offices of Ciba-Geigy (Hong Kong) in Central. A couple years later, a part time staff member was hired at a desk in the Credit Suisse building to handle the day-to-day operations for less than fifty members. At that time, the chamber was still known as the 'Swiss Business Council'. It was the time when Hong Kong became the place to be, not only for the Swiss but also for other Western companies that were eager to explore opportunities in Asia and China in particular.

In the early 1980s the decision to establish the chamber in this region of Asia was rather bold. But sooner or later, in the mid 1990s, Asia was where major changes happened. China's sudden rise

and economic development was the beginning of something great to come. Swiss businesses realised that there was potential, and they engaged significantly with China, often using Hong Kong as a base to venture from - and often with the explicit or implicit support of the Swiss Chamber of Commerce as we became to be known.

Though we had our ups and downs, the chamber kept growing steadily over the decades. We have come a long way, experiencing many political and economic changes and turbulent times. We experienced the handover of Hong Kong to the People's Republic of China and the political adjustment process that ensued. We overcame the financial crisis in 2008, and last but not least, we are just witnessing the tail end of a major global health challenge in the shape of COVID-19. There were many hurdles to overcome, large and small, and many that we probably never thought to get tested with.

But here we are, celebrating a milestone, with our 40th Anniversary of the Swiss Chamber of Commerce in Hong Kong. We have had exceptional leadership over the years, and thanks to all of our leaders, we find ourselves on firm ground today. We are extremely proud to celebrate four decades of outstanding Swiss leadership.

Today our chamber has grown to over 150 members, many of whom have been with us since 1983, supporting our mission to strengthen Swiss business

excellence in Hong Kong. With more than 50 professional and social events a year and with our growing influence and ability to advocate on behalf of the Swiss business community, the chamber continues to shape the future in support of Swiss businesses in Hong Kong.

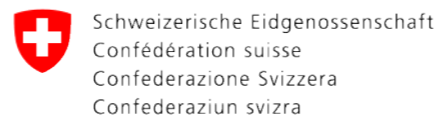
On behalf of the Swiss Chamber and our Swiss community, we would like to sincerely thank all our contributors, sponsors, members and our editorial team for their dedication and determination to produce this remarkable edition of our chronicle.

We are indebted to our past and present boards, and to our fellow chamber members for their energy and precious help and input.

A special thanks to our 'Management Team', our 'Young Professionals' and the Consulate General of Switzerland in Hong Kong.

With this book, the Swiss Chamber of Commerce in Hong Kong hopes to continue to tell the story of 'Swissness at its Best' and to illustrate how the Swiss community has shaped today's landscape and our Chamber in Hong Kong SAR.

**To many more years ahead -
Danke! Merci! Grazie! Grazcha!**



Swiss Confederation

On behalf of the Swiss government, I am honoured to contribute to this anniversary book and to congratulate the Swiss Chamber of Commerce in Hong Kong for this important milestone. As Confucius famously noted in The Analects, 40 years old is an age of certainty and maturity; and the Swiss Chamber can be proud of its accomplishments and continuous development since 1982.

Switzerland has a strong economic presence in Hong Kong, with more than 250 companies operating in the city. Swiss companies in Hong Kong are primarily active in the financial and business services sectors, as well as in the luxury goods and machinery industries. The figures for bilateral trade and investments in Hong Kong speak highly about the dynamism of our relations, which are further facilitated by the double taxation between Switzerland and Hong Kong and the free trade agreement between EFTA and Hong Kong.

For the last forty years, the Swiss Chamber of Commerce in Hong Kong has provided a wide range of services to its members, including networking opportunities, information, and advice on doing business in Hong Kong and China, as well as promoting Swiss culture and heritage in Hong Kong. While its main goal is to promote trade and economic relations between Switzerland and Hong Kong, the Chamber provides a unique platform for networking and exchange among its members, thus acting as liaison between its members and the Swiss and Hong Kong governments.

While accomplishing these tasks, the Swiss Chamber of Commerce has been an important partner of the Swiss government and in particular of its Consulate General in Hong Kong. I would like to acknowledge these important endeavours and look forward for this partnership to continuing in the future. Wishing you all the best for the next 40 years!



IGNAZIO CASSIS

Federal Councillor & Head of the Federal Department of Foreign Affairs (President of the Swiss Confederation 2022)



I would like to congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary and the publication of this anniversary book, which highlights the numerous contributions made by Swiss companies and businesspeople to the Hong Kong economy, and community, over the past four decades.

Since 1982, the Swiss Chamber of Commerce has played a pivotal role in building ties between Hong Kong and Switzerland. Our relations, I am pleased to say, are strong and growing. In 2021, bilateral merchandise trade totalled US\$11.5 billion, with an average annual growth rate of 2.1 per cent between 2017 and 2021. Some 255 Swiss companies, including 54 regional headquarters and more than 80 regional offices, call Hong Kong home. They include major banking and finance companies, prestigious watch, and luxury goods brands and leading pharmaceutical, insurance and trading companies. Swiss investment in Hong Kong is also substantial. At the end of 2021, Switzerland ranked 13th among Hong Kong's major sources of inward direct investment, with an investment stock of US\$14.3 billion.

Swiss businesses and investors see long-term promise in Hong Kong, thanks to such national initiatives as the Guangdong Hong Kong-Macao Greater Bay Area development, the Belt and Road Initiative, and the National 14th Five-Year Plan, together with the wide-ranging opportunities they offer Hong Kong companies, and the companies that partner with Hong Kong.

In my October 2022 Policy Address, I outlined a series of measures designed to attract strategic overseas businesses and talent. I look forward to welcoming more Swiss companies and entrepreneurs to Hong Kong to help realise the rewarding future there for us all.

My warm congratulations once again to the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary. I wish the Chamber and its members the best of business in 2023.



JOHN LEE

Chief Executive of Hong Kong SAR



My heartfelt congratulations to the Swiss Chamber of Commerce in Hong Kong (SCCHK) on its 40th Anniversary!

I am delighted to be taking part in the celebration of this anniversary. I deeply value the regular contacts and exchanges not only with its board members but also with the Swiss business community at large in Hong Kong.

The past years have added challenges to the business community. Sharing information and concerns and standing together in times of difficulties helped overcome hurdles.

The 40th anniversary of the establishment of the SCCHK marks also the 1st edition of the Swiss – Hong Kong Business awards (Innovation and Sustainability). These two milestones are a sign of success and determination, and a celebration of the values of our companies, their innovation capabilities, and the quality of their work, as well as their engagement and responsibility when doing business. Let us share potential solutions to address the mounting demographic woes in the face of a rapidly aging and shrinking society, as well as the undergoing energy transition and the dire state of climate change. Building a sustainable future requires effort from all parties – and especially a strong cooperation between the private and public sector.

I thank all the past and present presidents and board members for their availability, dedication, and many hours of hard work for the Chamber. I am confident that with the experience and continued commitment of the SCCHK and the Swiss and Hong Kong business community we can look ahead to even stronger links between Switzerland and Hong Kong in the future.



ROLF FREI

Consul General

BUSINESS & INSTITUTIONS





The Swiss Association of Hong Kong is delighted to congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th Anniversary.

Both of our associations provide a platform for the Swiss Community living in Hong Kong to socialize and to foster collaboration. While the Swiss Chamber of Commerce represents business interests, the Swiss Association organizes family outings, the monthly round of Jass and the Ladies get-together, hikes, and many other activities. Where both of our worlds meet, we are happy to organize events together. Joint events such as our signature Swiss National Day celebration or our traditional Joint Christmas Charity Luncheon are a testament of our close collaboration and friendship.

We strongly believe that staying connected as a Swiss community is especially important in these challenging times. Therefore, the Swiss Association works closely with other Swiss organizations such as the Swiss Benevolent Society, which helps Swiss citizens with financial challenges in Hong Kong, the Swiss School Committee, which safeguards the cultural and educational interests as well as sports teams such as the Swiss XI Football, the Dragon Boat team or the Swiss Rifle Association.

On behalf of the Swiss Association, I am looking forward to continuing the fruitful collaboration with the Swiss Chamber of Commerce in Hong Kong.



RAFFAEL MORGER

President

I am honoured to congratulate the Swiss Chamber of Commerce on its 40th anniversary on behalf of swisstrade.com. Among Swiss business communities worldwide, we have come to know SwissCham Hong Kong as one of the most vibrant and proactive organizations of its kind. Thanks to its open-minded and determined Board of Directors, together we were able to get the “SwissCham HK - Regional Business Update” off the ground within the space of just a few weeks in 2021. This monthly newsletter gives a concise overview of news articles relating to business links between Switzerland, Greater China, and the APAC region.

The newsletter is based on swisstrade.com, a brainchild of the COVID-19 years. Launched by the Swiss Export Association, the Switzerland-based news agency Café Europe and the logistics expert T-LINK, it was a response from the private sector to the sudden freeze on international travel and the flow of goods. When people can no longer travel and exporters experience difficulties in ensuring that goods arrive safely at their destination in good time, then information must fill the gap. When people and companies want to do business abroad, then the information about them should spread before they even arrive.

Therefore, it was in this vein that swisstrade.com was established as the first English-language news platform covering Swiss export industries. As a private, non-profit platform, it is open to all partners in Swiss business communities around the world. As the first regional Swiss Chamber of Commerce for whom a regionalized newsletter based on swisstrade.com was produced, Hong Kong placed its trust in this venture from the very beginning.

It is a coincidence that Swiss Cham Hong Kong celebrates its 40th anniversary in the same year that marks the 50th anniversary of Swiss export. Both organizations were pioneers in their fields of promoting Swiss exporting industries; both organizations are still among the most innovative in their fields – a true sign of looking at the bigger picture. It is an honour to be able to link them together through swisstrade.com.



STEFFEN KLATT

Editor-in-Chief

SWISS-HONG KONG
BUSINESS ASSOCIATION



DR. ESTHER NAGELI

President

On behalf of the Swiss-Hong Kong Business Association in Switzerland, I would like to extend my warmest congratulations to the Swiss Chamber of Commerce in Hong Kong for its achievements over the last 40 years in facilitating sustainable economic relationships between Hong Kong and Switzerland! It has been a privilege for us to work together with the Swiss Chamber of Commerce in Hong Kong for over almost two decades since our organisation was established. Over the last 40 years the Swiss Chamber of Commerce in Hong Kong has been indispensable for developing and furthering business relationships between businesses in the Hong Kong SAR, China, and Switzerland. Ever since its founding it has strongly furthered economic exchanges that were developed to a manyfold of areas from traditional industries, such as trading, logistics and banking, to FinTech, MedTech, artificial intelligence and others. All these fields are of great importance for both the Hong Kong SAR and Switzerland. Over the last two years when travelling was only possible on a very limited scale, the Swiss Chamber of Commerce in Hong Kong used all means available to strongly maintain exchanges and was at the forefront of providing information and support. Now that travel restrictions have been lifted, we expect them to be at the core of buzzing personal exchanges between businesspeople from the Hong Kong SAR, China, and Switzerland. We warmly thank them for our long-term collaboration, and we congratulate them for their achievements in the facilitating of economic development between the Hong Kong SAR, China, and Switzerland. We are very much looking forward to continuing our successful partnership for another 40 years and beyond! Wishing the Swiss Chamber of Commerce in Hong Kong all the best in its future endeavours!

SWISS-CHINESE
CHAMBER OF COMMERCE
SWITZERLAND



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FELIX SUTTER

President

The board of the Swiss-Chinese Chamber of Commerce Switzerland and I send our heartfelt congratulations to SwissCham Hong Kong for their 40th anniversary!

Two years ago, at the begin of the pandemic, we celebrated our own 40th anniversary in Switzerland which was a great opportunity to look at the developments of bilateral economic relations. Here you are now, at the end of the pandemic, celebrating your anniversary. As the gateway to China, the Swiss Chamber of Commerce Hong Kong has been and will always be an important partner and base for our members in Switzerland.

Both Hong Kong and Switzerland are relatively small, yet both are significant trading partners, playing key roles in the development of their respective regions, be that greater China or Southeast Asia.

Since its return to PR China in 1997, Hong Kong has been able to adapt its role in Greater China, utilizing its unique strengths and advantages. Under the “One Country, Two Systems”, Hong Kong has maintained its status as the gateway to mainland China for many organizations and business travellers. With its own currency, common law legal system and being an individual member of international bodies, it continues to have valuable uniqueness.

With the Swiss Chamber of Commerce in Hong Kong, Swiss and Chinese companies have an indispensable and highly motivated partner in tackling all potential business opportunities and in building a solid bridge between the two countries into the 21st century. We wish the Swiss Chamber of Commerce Hong Kong all the best in their future endeavours!



MARTIN MUELLER

National Chairman

Dear Members and Friends of the Swiss Chamber of Commerce Hong Kong,

SwissCham China wholeheartedly congratulates the Swiss Chamber of Commerce Hong Kong on its 40th anniversary! The city as well as the Chamber have witnessed challenging times recently, but we are glad to see that even during this difficult period, the metropolis and the Chamber have endured and are ready for a new era that will hopefully once again resemble Hong Kong's splendour of the past.

Over the last 40 years, many Swiss companies have settled in Hong Kong. The same is true for mainland China, which saw an influx of Swiss businesses after Schindler's iconic joint venture in 1980. This early move helped to open doors for other companies to enter this challenging market, which eventually turned into an investment and business opportunity that is unique in its size and kind.

Recently, several established Swiss companies, as well as new Swiss talents, have made significant investments in China, in industry segments such as food, robotics, chemicals, logistics, MedTech, and more.

With Swiss companies remaining unabated in mainland China, our Chamber is fortunate to maintain its membership base. For several years now, we have been able to count on more than 500 members that are in our network and who use our platform to facilitate and expand their business activities. Last year, SwissCham decided to officially launch its fourth Chapter in the Southwest and set up its local headquarters in Chongqing. SwissCham China is here to support our members, to ensure they have a level playing field for doing business on the mainland.

The network is only as strong as the bond we can create with our members and partners. We are therefore looking forward to working closely with the Swiss Chamber of Commerce in Hong Kong and to many joint activities.



JOEL SAURINA

Counsellor and Head of the Swiss Business Hub in China

On behalf of the Swiss Business Hub China, I would like to congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th Anniversary and for the countless milestones the Chamber has achieved over the years. The Chamber acts as one of our most important partners by maintaining a strong relationship with Switzerland Global Enterprise and its representative, the Swiss Business Hub China.

Founded in the early 1980s by the former Swiss Ambassador to China, Dr. Uli Sigg, and a group of Swiss businessmen, the SwissCham Hong Kong - or "Swiss Business Council", as it was known back then - has successfully grown its membership from less than 50 members to over 600 company members within the past four decades; this is undeniable evidence that the Chamber is a strong facilitator of sustainable economic relationships between Switzerland, Hong Kong and more broadly the whole of the People's Republic of China.

The SwissCham Hong Kong and the Swiss Business Hub China have a shared commitment to promote common interests and goals amongst the Sino-Swiss business community. Today, China is Switzerland's third most important trading partner. Our work is therefore more than ever to focus, together, on supporting Swiss export strategies and the promotion of Switzerland as a premium and an attractive business location.

We are proud of having the SwissCham Hong Kong as a valuable and crucial partner to the authorities of Switzerland, to Swiss Global Enterprise and to Swiss nationals in Hong Kong.

We wish the Swiss Chamber of Commerce in Hong Kong and the Sino-Swiss business community a prosperous future and hope you will remain an inspiration for other Chambers worldwide.



STEPHEN PHILLIPS

Director-General of Investment Promotion

I would like to warmly congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary. This is a significant and important milestone in its development. 2023 is an important year and marks the beginning of a new chapter in the journey for both the Chamber in its 40th year, and for Hong Kong as we emerge out of the shadows of a long pandemic into a more complex world.

Just as character defines the person, places are defined by their people and Hong Kong values and shares many of the qualities that are associated with Switzerland. We are both safe and attractive places for companies and people to call home. We have exacting standards in quality, efficiency and ethics. We both have a small population which is fiercely proud of its traditions but at the same time highly international in its outlook. We are both highly open and receptive to new people and the ideas that they bring. The list goes on. Suffice it to say: we have so much in common that this creates an environment for even deeper and broader collaboration.

For four decades, the Chamber has successfully provided a focal point and a hub around which companies and people from Switzerland can gather and exchange. The strong sense of community and mutual support are the hallmarks of the Swiss Chamber. We are proud and grateful to have had the opportunity to partner and collaborate with you and, we hope, play a small part in your success.

Looking ahead, I am confident that Swiss companies will continue to grow and find new markets and business opportunities in our fast evolving region, from the GBA to ASEAN and beyond, especially with Hong Kong's upcoming accession to RCEP. And, of course, we look forward to working with the Swiss Chamber to attract companies and talent from Switzerland to Hong Kong and help them grow and prosper in our city.

We thank the Swiss community for choosing to make Hong Kong your home, and for your contribution in making this city the very special place that it is.

SWISS HOSPITALITY



THE HONGKONG AND
SHANGHAI HOTELS
HOSPITALITY



PETER CAMILLE BORER

Chief Operating Officer

The Hongkong and Shanghai Hotels, owner and operator of The Peninsula Hotels, The Peak Tram and other luxury properties around the world, is a company that looks to the very long term. Our resilience has been proven over more than 155 years of history, underpinned by strong leadership and vision from our majority shareholders, the Kadoorie Family. This resilience in the face of adversity has held us in good standing during the incredibly challenging past few years of the global pandemic. We are seeing a strong recovery in overseas markets, and we hope to start welcoming visitors back to our home market of Hong Kong in 2023 now that restrictions have eased.

Looking ahead, I believe we can be optimistic for the medium to long-term future of the hospitality industry. There is pent-up demand for travel, particularly in the high-end business sector, and we believe our guests will continue to seek The Peninsula's warm hospitality, luxurious comfort, and personal attention to detail. We own and operate ten existing hotels in



THE PENINSULA
HONG KONG

Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Paris, Bangkok, and Manila, and we are opening two new Peninsula Hotels in London and Istanbul in 2023, which is a major milestone for our group.

Our group is proud to have robust connections with Switzerland. The Peninsula Hong Kong opened Hong Kong's first Swiss restaurant, Chesa, in 1965. Our Group Executive Chef Florian Trento and former General Manager of The Peninsula Hong Kong Mr Felix Bieger, who has been working with us for almost seventy years, are Swiss nationals. We have many dynamic young colleagues in Hong Kong and around the world who have been educated at Switzerland's leading hotel schools. On the clubs and services side of our business, The Peak Tram is a fine example of Swiss engineering and manufacturing and has recently concluded a major upgrade project which opened in 2022.

As a Swiss national who has lived in Hong Kong for more than 40 years, I am delighted to congratulate the Swiss Chamber of Commerce in Hong Kong on their 40th anniversary. SwissCham is an important partner for Swiss businesses and plays a crucial role in bridging the Swiss community in Hong Kong together with local officials and corporations. We are looking forward to continued cooperation and wish you every success for the future.



Founder

GREGOIRE MICHAUD

Born and raised in Verbier, Switzerland, veteran pastry chef and master baker Grégoire Michaud cut his culinary teeth with an apprenticeship at a local bakery at the age of 15. Today, he helms an expanding enterprise feeding Asia’s love affair with artisanal breads.

After concluding an eight-year tenure as the Executive Pastry Chef at The Four Seasons Hong Kong, Michaud decided to scale up his expertise in artisan production by opening Bread Elements in 2013, a centralised bakery providing sourdough breads and pastries to some of Hong Kong’s finest kitchens.

With artisanal breads growing in popularity, he opened Bakehouse by Gregoire Michaud in Wanchai in 2018. A vibrant gathering space that champions craftsmanship and quality, the beloved neighbourhood bakery is credited for nurturing the city’s appreciation of artisanal baked goods and sourdough loaves. Following the success of its first location, Bakehouse opened its second location in Soho, Central in 2020, its third location in Tsim Sha Tsui in 2021, and its fourth and fifth location in Stanley and Causeway Bay in 2022.

In March 2021, Michaud brought his beloved baked goods closer to home with the introduction of Bread Pantry, a new range of toaster-ready artisanal breads to be sold in food halls, supermarkets and other retail formats. Defying the stereotype of mass-produced, additive-addled breads, Bread Pantry’s loaves are made in accordance with the same time-honoured traditions that anchor Bakehouse and Bread Elements.

“From the very beginning, it has always been our aspiration to make artisan bread more accessible to Hongkongers. Growing with the community has been our greatest pleasure, and we hope to further this appreciation of craft baked goods across the region in the years to come,” says Michaud.

Known to be uncompromising when it comes to the quality of ingredients, Michaud has gone to great lengths to source the best ingredients for his creations. These include organic flour from the Girardeau Family’s Suire Mill in Boussay, France; grass-fed Canary Butter from Waikato, New Zealand; Guérande sea salt; and 18-year-old natural leaven, among other craft ingredients.

Having been in Hong Kong for over 20 years, Michaud has forged a deep connection with the city’s community and culture. In addition to speaking Cantonese, Michaud generously shares recipes and expertise, often acting as a mentor to young local bakers and pastry chefs. Named “Tatler Best Pastry Chef 2013 for Hong Kong & Macau”, Michaud is also the author of five cookbooks, two of which earned the prestigious World Gourmand Cookbook Award, and he is regularly invited to judge international competitions.

It is our pleasure to send congratulations to the Swiss Chamber of Commerce in Hong Kong to celebrate its 40th anniversary. The Swiss Chamber of Commerce is an excellent voice for the business community in Hong Kong and the Chamber’s important work around bettering opportunities for young people is particularly commendable. The Chamber should celebrate these achievements as it looks forward to continuing its important work in the years to come. I am sure that this milestone will further encourage the young people and local businesses in the area to mark the Chamber’s incredible legacy. Please accept my best wishes on this special occasion!



Originally from the Jura, the watchmaking region of Switzerland, Damien founded The Swiss Wine Store (TSWS) in Hong Kong in 2012. TSWS proposes a selection of carefully chosen high-quality wines made by small family and boutique wineries with a focus on biodynamic production in Switzerland.

“I founded TSWS as a showcase of some of the best and most renowned producers from Switzerland to share with Hong Kong. At the time, Swiss wines were unheard of in the local market, so I had the opportunity to introduce something new and unique to the city, particularly wines made from grape varieties indigenous to Switzerland.

Switzerland is renowned for quality, precision, and innovation, and all these qualities are reflected in the country’s agricultural and winemaking industries. The country is a pioneer of sustainable agriculture, fighting diseases with natural means instead of chemicals, and developing grape varieties that are most suited to its environment. However, of all the wine consumed in Switzerland only around 35% is produced in the country – the other 65% is imported – and only about 1.5% of these wines are exported. This low export rate means that Swiss wines are not as well-known as the likes of watches, chocolate, or cheese that



Switzerland is famous for on the international markets – although this has changed somewhat in the last two decades.

In global wine markets there has been a growing interest for wines from lesser-known regions – which is great news for Swiss wines. In addition, consumers seeking high-quality red wines, such as Burgundies, are discovering superb Swiss Pinot Noirs, now the most planted varietal in the country, as well as Chardonnay alternatives. Although Switzerland is a small country, it has six wine regions and great diversity in climate and soils because of the Alps and the Jura Mountains. The environment is natural and unspoiled, and this purity is reflected in the wines which are typically clean, lean, fresh, and mineral.

A lot of variety can be found in Swiss wines thanks to the integrity and authenticity of the winemakers. Swiss quality standards are high, and the best producers craft wines on par with some of the finest from internationally renowned regions. Since launching TSWS over 10 years ago, we have built a strong network of fantastic Swiss wine producers that we are proud to work with. We are also proud of our role in bringing their lesser-known wine gems to the attention of Hong Kong, Asia and the world

through our online store, tastings, workshops, and the partnerships we have formed with chefs and venues, including those with Michelin stars.

It has been incredible to watch the Hong Kong wine market evolve, and witness consumers becoming more knowledgeable about wines in general – and more curious about and keen to explore unique offerings such as the fine artisanal varieties we have at TSWS.

On a personal note, founding TSWS gave me the life-changing opportunity to leave a hi-tech, digital-heavy career and move into working with a natural product that reconnects me to Mother Earth and my Swiss roots.

I am thrilled to congratulate the Swiss Chamber of Commerce on their 40th anniversary, the same year TSWS celebrates its 10th anniversary and its 10 years of membership and partnership. The Swiss Chamber of Commerce is offering a valued platform for connecting Swiss minded people and businesses and supporting Swiss lifestyle and culture. I raise my glass to more years and anniversaries to come!”



JURG MEIER

Co-Founder & Managing Director

Jürg Meier, also affectionately called “Mr. Chocolate” or “Schoggi Meier”, came from Switzerland and has a wealth of experience in the chocolate industry. As a Swiss entrepreneur Jürg knows all the ropes of chocolate making. At merely 16 years old, he served his apprenticeship as pâtissier and chocolatier respectively three and two years. It was during his time working with Zurich’s confectionery giant Confiserie Sprüngli, famous for its masterpieces in confectionery art, where his real passion for chocolate making took shape. Within four years his immense talent earned him the position of maître chocolatier in the company. At the age of 24, even though he had the best diplomas and qualifications in the industry, the visionary Jürg came to a watershed moment in life – barely proficient in the English language, he tackled the difficult challenge of venturing out to Hong Kong to join the Peninsula Group. It was here that he had the real opportunity to develop his boundless creativity with luxury handmade chocolate. Jürg became a committee member of the Hong Kong Chefs Association. Ten years later, equipped with the know-how and the expertise acquired from working with top hotels and caterers in the region, he founded Gourmet House Limited with Mr. Rene Frauenfelder. The high demand of bakery products led to the growth of the company, Jürg launched “Panetina Limited”, a bakery product manufacturer, as well as his namesake online chocolate boutique “Schoggi Meier”, providing one-stop online retail services in

2008 to create easier access and greater enjoyment of the Swiss gourmet chocolates for chocolate lovers.

In 2020, Rafael Meier, the son of Jürg Meier joined Gourmet House as a production manager and has also been delighting Hong Kong with his confectionery zeal and skills. He brings to the company systematic production management know-how to equal the highly demanding standards performed in Switzerland, renowned for its rigour, attention to detail and a high level of integrity.

Established in 1994, Gourmet House is an exclusive Hong Kong luxury chocolate company dedicated to the production of high quality, premium chocolate using the finest raw materials. They are passionately dedicated to ensuring a high level of customer satisfaction by using only the finest couverture chocolate from Switzerland and Germany that consists of 100% genuine cacao butter in marketing their premium and deluxe chocolates.

Jürg successfully leads the development of Gourmet House and of Panetina Limited which offers a wide range of products such as bread rolls, loaves, focaccia, crispy bread sheets, lavosh, scones, etc. which are all freshly made in Hong Kong everyday under the watchful eyes of Swiss master bakers.

Schoggi Meier, an all-round online chocolate boutique, offers personalized packaging services that add glamour to many important events or special occasions. Be it a corporate event, anniversary celebration, wedding banquet, baby naming ceremony or a private party, Schoggi Meier always provide the gifting ideas and solutions to celebrate the sweet memorable moments with our customers. With over 28 years of experience in producing chocolate in Hong Kong, Gourmet House has long-term satisfying relationships with 5-star hotels, airlines, clubhouses, restaurants, and specialty shops. Our passion is always our premium chocolate!

It is our pleasure to send our congratulations of the Swiss Chamber of Commerce in Hong Kong on their 40th anniversary. We are so proud to be a part of it. The Swiss Chamber HK has been playing an important role in building bridges between Switzerland, Hong Kong, China, and the whole world. It provides great opportunities for Swiss companies to explore the community and encourages young potentials locally. We wish the Swiss Chamber HK all the best and every success in the future. Happy 40th Anniversary!



JUSTIN LAM

Business Executive Officer
of Nespresso Hong Kong

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. Nespresso embodies the luxury lifestyle values of quality, convenience, and innovation, offering the ultimate coffee experience to coffee lovers all around the world.

Headquartered in Vevey, Switzerland, Nespresso operates in 81 countries and has over 13,000 employees. In 2022, we operate a global retail network of 802 boutiques.

For more than 30 years, our innovations have redefined the way millions of people enjoy their coffee, growing from a ground-breaking idea in Switzerland to a global brand. At the touch of a button, customers in homes, offices, hotels, restaurants, and cafés can enjoy high-quality, sustainably produced coffee, cup after cup. As we continue to grow, we remain relentless in our focus on delivering sustainable quality at every stage of our value chain while at the same time maintaining a direct privileged relationship with our customers.

Commitment to Sustainability

Committed to sustainability throughout its global value chain, Nespresso is dedicated to making every cup more than just a gourmet coffee experience, but also one that has a beneficial impact on the environment and on society.

In 2003, Nespresso launched the AAA Sustainable Quality™ Program in collaboration with the NGO Rainforest Alliance. The program helps to improve the

yield and quality of harvests, ensuring a sustainable supply of high-quality coffee and improving livelihoods of farmers and their communities. The company works with more than 120,000 farmers in 15 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes.

Since its inception over 30 years ago, Nespresso has remained steadfastly committed to making a difference in the world, and sustainability has become a crucial component of its business today. By embedding transformative actions throughout its value chain, such as regenerative agriculture, eco-design, recycling, and circularity, Nespresso strives to bring positive impact to all its stakeholders, from farmers and business partners to consumers. In 2022, Nespresso was certified as a B Corp and joined a global movement of companies doing business responsibly and transparently while maintaining high sustainability standards.

Nespresso in Hong Kong

Currently, Nespresso Hong Kong has six permanent boutiques in the ifc mall, Elements, Festival Walk, YOHO Mall, K11 MUSEA and APM.

In 2022, we launched RE:FARM, a limited-time, experiential showcase that highlights the full circular journey of coffee - from capsule to cup to the dining table – all under one roof. The program is the result of a partnership between Nespresso, K11 and Common Farms, a local indoor agri-tech farm, and is aligned

with the sustainability vision of our parent group Nestlé SA and its commitment to unlock the power of food to enhance the quality of life for everyone, today and for generations to come.

At RE:FARM, visitors have a unique opportunity to witness Nespresso's sustainable circular system in action. An on-site recycler separates coffee capsules from the coffee grounds and recycles the aluminium to make second life products. Meanwhile, Nespresso's composter turns spent coffee grounds into nutrient-rich compost that will be used to bring life to new produce. RE:FARM uses this compost to grow a variety of herbs, microgreens, and edible flowers within self-contained farming units, which are later harvested and sent to selected Nespresso partner restaurants in K11 MUSEA and at The Rosewood Hong Kong, thus completing the circular journey.

Nespresso remains committed to providing our consumers with the best coffee experience and remaining innovative, while promoting restoration and regeneration to create long-term, positive impact on the world.

Nespresso Hong Kong together with Nestlé Hong Kong sends our warmest congratulations to the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary. In a robust and changing environment, opportunities in this region remain ample and we look forward to collaborating with the Swiss Chamber of Commerce and its members to build a strong and sustainable future.

Zurich Insurance (Hong Kong) Strong and committed to Hong Kong

Deeply rooted in Hong Kong for over 60 years, Zurich Insurance (Hong Kong) is dedicated to offering a full range of flexible general insurance and life insurance solutions to individuals, SME and corporates, catering to their needs in insurance, protection and investment.



Individual protection

- Travel insurance
- Medical insurance
- Life insurance
- Personal accident insurance
- Domestic helper insurance
- Motor insurance
- Home insurance

SME protection

- Business protection
- Group critical illness insurance
- CyberCare liability and privacy insurance
- Employee voluntary critical illness insurance
- Group personal accident insurance
- Contractor's all risk insurance
- Fine art and specie insurance
- Business travel insurance
- Construction insurance

Corporate protection

- International programs
- Captive services
- Casualty insurance
- Marine insurance
- Employee compensation
- Construction insurance
- Financial lines insurance
- Motor fleet insurance
- Property insurance
- Risk Engineering

SWISS ICONS





Chief Executive Officer

ELTON CHAN

Jardine Schindler Group was established in 1974 as a joint venture between Schindler and Jardine Matheson. Jardine Matheson, founded in 1832, is one of Asia's foremost multinational conglomerates. Schindler has been pioneering vertical mobility solutions since its founding in Lucerne, Switzerland in 1874, and its first elevator in Hong Kong was installed in 1930.

Headquartered in Hong Kong, Jardine Schindler Group has a strong presence in 12 operating markets. We employ over 5,000 staff in a variety of specialist disciplines to design, engineer, install, maintain, and modernize elevators, escalators and moving walkways. 100 million people throughout Asia are being transported by our equipment on any given day in this fast-moving world.

Rapid urbanisation has challenged the global construction industry like never before in the past few decades. The growing urban population demands safe, speedy, smart, and sustainable constructions of ever-taller buildings, many of which are being constructed in Asia. Jardine Schindler Group has a major role to play in this fast-moving urbanised environment.



Jardine Schindler

Bringing together the latest innovative technologies and decades of Swiss engineering expertise, we serve the world's growing metropolises by creating a comfortable, intelligent, and low-carbon urban environment. At the construction phase, we are bringing in robots to assist in the installation of elevators. Then throughout the lifecycle of our equipment, customised maintenance of each individual machine is supported by Big Data insights collected through the Internet of Things. Our continuous commitment to world-class products and services means that we will always be at the forefront of innovation that brings a better future to cities.

In addition to innovation, dominating the headlines in the recent decade is the call for our industry to build sustainable cities. With vertical transportation consuming a sizable portion of a building's energy, sustainability is a top priority for Jardine Schindler Group. We have developed and installed building traffic management systems across Asia. The PORT system achieves up to 40% energy savings by optimising elevator operations, reducing excessive elevator trips and passengers' waiting time.

Without a doubt, the evolving world has presented our industry with both enormous opportunities and immense challenges. We believe that the future world will be marked by seamless vertical mobility journeys that will be the critical backbone of smart and sustainable cities. We will continue to offer superior design, flexibility, energy efficiency and high-performance products and systems that ensure smooth journeys for the 100 million people that our equipment transport throughout Asia each day.

I would also like to congratulate the Swiss Chamber of Commerce in Hong Kong for its 40th anniversary. The Chamber has been a key catalyst and representative for Swiss enterprises in Hong Kong, and I sincerely wish the Chamber continued success in the years to come.



DR. CHUNYUAN GU

Chairman, China

ABB: Writing a sustainable future of Hong Kong with technological innovation

ABB is a global technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. Building on more than 130 years of excellence, ABB is operating in more than 100 countries with 105,000 employees, serving customers in utilities, industry, transport and infrastructure.

As one of the early birds, ABB set up its first presence in Hong Kong in 1974 to exploit this dynamic and attractive market. In the following decades, ABB companies in Hong Kong worked together with partners and customers in bringing technologies to fuel the industrialization.

Being a steadfast partner in Hong Kong's development, we are also proud to have contributed world-class end-to-end electrical and automation technologies, solutions, and services to the construction of many local projects such as the Black Point Power Station project, the high-speed rail project linking Hong Kong to Shenzhen and Guangzhou, Tuen Mun sludge treatment facility project, HSBC data center, Lantau Hospital, Kai Tak Cruise Terminal building, Macau Galaxy Integrated Resort City, and the Venetian Macau Hotel.

With the rise of the Greater Bay Area, Hong Kong has been more closely connected with Macao and Guangdong. We are honored that ABB has been very active in this Area and has been engaged in major infrastructure projects such as the Hong Kong-Zhuhai-Macao Bridge, a vital transportation link for the area, by providing a broad array of products and systems.

In recent years, Hong Kong has made proactive efforts to speed up its green transformation and strives to become carbon neutral by 2050. Among the major decarbonization strategies highlighted in the Hong Kong's Climate Action Plan 2050, renewables, green transport, energy saving and green buildings, and waste reduction are highly aligned with ABB's business priorities.



ABB is committed to addressing the world's energy challenges and embeds sustainability throughout our value chain. We are partnering with our customers and suppliers to enable a low-carbon society and help to preserve the earth's resources for future generations. Specifically, we aim to become carbon-neutral by 2030 and support customers in reducing their annual CO2 emissions by at least 100 megatons compared with the 2019 baseline.

Energy efficiency: When it comes to reducing energy consumption, carbon emissions and waste, electrification and automation are key. We need to decarbonize the energy system and use energy more efficiently. For example, ABB's environmentally friendly Azipod® propulsion systems and ABB Ability™ digital solutions helped Genting Hong Kong significantly reduce emissions on vessels, moving towards the next generation of cruising with high flexibility, sustainable profile and highest safety and efficiency standards.

Environmental protection: Population growth, increasing water demand and aging infrastructure are straining the wastewater treatment systems of big cities. In Hong Kong, the government launched an initiative to improve the water quality in Victoria Harbour. ABB's unified distributed control system (DCS) provided an integrated plant automation system, adaptable to future expansion and offering operators with full control over the older and newer parts of the plant, enabling wastewater treatment in a smarter way.

Green transport: Popularizing e-mobility is bringing Hong Kong closer to the zero vehicular emissions target and speeding up its progress in building a sound ecosystem for the EV industry. ABB has supported the expansion of CLP's public EV quick charging network by providing multi-standard chargers and reliable solutions. Globally, after entering the EV-charging market in 2010, ABB has delivered one million EV chargers so far across more than 85 markets.

We are also pushing the boundaries of e-mobility as title partner and official charging partner in the ABB FIA Formula E Championship. In 2019, the Hong Kong race hit the streets of the city's iconic harbour front, helping cement people's belief in the potential of green transport and sustainable progress.

The newly unveiled Hong Kong Innovation and Technology Development Blueprint depicts a clear path of building Hong Kong into an international innovation and technology centre over the next five to ten years. ABB will continue our efforts to support the "new industrialization" in Hong Kong, enrich innovation talent resources and deepen technological and business cooperation, contributing to Hong Kong's long-term prosperity and sustainable development.

ABB sends our warmest congratulations to the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary. We look forward to continuing our collaboration with the Swiss Chamber of Commerce and its members to build a strong and sustainable future, together.



DAN BRINDLE

President of
Novartis Group (China)



DEREK CHENG

Head Hong Kong,
Novartis Innovative Medicines

Headquartered in Basel, Switzerland, Novartis is a leading global medicines company driven by a vital purpose of reimagining medicine to improve and extend people's lives. With more than 100,000 employees comprised of more than 140 nationalities throughout the world, we deploy the most innovative science and digital technologies to create transformative treatments in areas of great medical need. Last year, we invested more than nine billion dollars, approximately 20% of our global revenue, into research and development. This places us among the world's top companies investing in research and development. Last year, Novartis products reached more than 800 million people in more than 155 countries and markets around the world.

Novartis is a consistent leader within the industry regarding the development of new technology platforms. Among them, Novartis has successfully discovered, developed, and commercialized three innovative technology platforms—xRNA, radioligand therapy, and cell and gene therapy.

- Small interfering RNAs (siRNAs) are small pieces of RNA that can be specifically created to bind larger fragments of RNA and prevent them from being converted into proteins. The siRNA therapy is a promising platform that can be applied to a variety of chronic disease areas.

- Radioligand therapy, another breakthrough technology, may represent the next-generation therapy of cancer care. It works by directing micro doses of radiation at markers that are highly expressed, or most prevalent, in certain cancer cells.
- Cell therapy and Gene therapy, represent overlapping fields of biomedical research and treatment, aim to treat, prevent, or potentially cure diseases to alleviate the underlying cause of genetic diseases and acquired diseases.

We have a long and proud history in the China market including Hong Kong. Through our legacy companies, our history in China originated in 1886. Last year, we celebrated our 136-year anniversary in China. Our name in Chinese “Nuo Hua” literally translates as “commitment to China” and articulates our long-term commitment to providing innovative medicines to China and to Chinese patients.

Our Hong Kong roots trace back to 1947. Today, Novartis Hong Kong supplies more than 100 innovative medicines to the Hong Kong market and neighbouring Greater Bay region, benefiting more than one million patients. In the next five years, we expect to bring an additional 50 products or new

indications across key therapeutic areas such as Cardiovascular, Immunology, Neuroscience, Solid Tumours, and Hematology to Hong Kong. Further, in alignment with the Hong Kong Government's efforts to develop frontier scientific research fields in life sciences and healthcare, we are also bringing Advanced Therapy Products (ATP) such as leading cell and gene therapies to Hong Kong patients.

We are extremely proud of our Swiss heritage as well as of our history in China including Hong Kong and would like to extend our heartfelt congratulations to the Swiss Chamber of Commerce in Hong Kong on the important milestone of its 40th year anniversary in Hong Kong.



President of UBS Asia Pacific

EDMUND KOH

I am delighted to congratulate the Swiss Chamber of Commerce in Hong Kong on their 40th anniversary. SwissCham is an important partner for Swiss businesses and plays a crucial role in bridging the Swiss community in Hong Kong together with local officials and corporations. We are looking forward to continued cooperation and wish you every success for the future.

UBS established its first office in the Asia Pacific region in Hong Kong in 1964. Today, Hong Kong is home to more than 2,500 employees and, along with Shanghai, Singapore, Sydney and Tokyo, is one of the firm's major hubs in the region. Asia Pacific represents the fastest-growing market in the world for all of UBS's businesses.

Today, we offer our regional and global corporate, high net worth and institutional clients an array of market leading financial products, expert advice, innovative solutions, unmatched execution, and comprehensive access to global capital markets. Asia Pacific stands as one of UBS's key geographies, alongside Europe, Middle East and Africa and the Americas.

In 2004, UBS moved into the iconic Two International Finance Centre building. In 2016, UBS expanded its presence further by opening a new office in Kowloon. This office brings us closer to clients across Hong Kong and the Greater Bay Area which is developing rapidly. Going forward, the bank has announced it will move into state-of-the art, purpose-built offices in the West Kowloon cultural district in 2026.

The firm's offering is unique, comprising the region's largest Wealth management business, the No. 1 ranked Equities and Research Houses supplemented by a strong asset management platform covering institutional and wholesale demands ranging from traditional equity and fixed income to alternative investments, infrastructure investments, private equity and real estate.

With its strong capital position, a unique client franchise, and a business mix which provides well-diversified revenue streams, UBS's stated aim is to be the choice of clients worldwide. For UBS, the support of an investment bank with strong fixed income, foreign exchange, equities and execution capabilities, and the presence of a research-based advice model, ensures its clients have global access to investment ideas that fit their needs.

Sustainability is at the heart of what we do. It has been a priority for the firm for more than two decades and we continue to think and act with the long term in mind as we meet our clients' investment and financing objectives through sustainable finance. In Global Markets we focus on developing products and solutions to meet clients' specific and increasingly detailed ESG objectives, including carbon emission futures, thematic portfolios and investment solutions. We are also working to reduce our own footprint.

With ESG issues inevitably embedded in any firm's business model, our independent ESG Research team

focuses on ESG integration and works closely with UBS's sector analysts. UBS Evidence Lab provides data-driven insights to help answer ESG-relevant questions that matter. Global Banking supports companies on their sustainability journey in the transition to a low carbon economy, both in advisory and through finance raising. This applies across the product spectrum, from supporting issuance of green and sustainability-linked bonds and loans, to raising private capital.

UBS Global Wealth Management offers a broad array of sustainable fully diversified multi-asset portfolios as well as advisory solutions that offer investors' choices on how to implement sustainable investing. Our clients can benefit from access to Impact Investing solutions, such as the Oncology Impact Fund and the Rise Fund, investing across sectors. In philanthropy, we connect our clients to our network of expertise and support, building on our 20-year track record and applying an investment-based approach.

UBS believes in giving back to the communities where we operate. The UBS Hong Kong Community Academy, established in 2019, is a strategic platform to meet the educational and entrepreneurial gap in the current Hong Kong community. Under this framework, we have reached out to more than 15,000 beneficiaries including students, ethnic minorities, homeless people, NGO leaders and the marginalized over the past four years.



Chairman and CEO of
ZURICH Greater China

ERIC HUI

Zurich Insurance Group was founded in Switzerland in 1872, the Hong Kong chapter started in 1961. I have been working for Zurich Insurance (Hong Kong) for over 32 amazing years. We are proud to be one of the leading insurance providers of wide-ranging Life, Property and Casualty insurance solutions in Hong Kong.

As the Asian economy expands, the growing accumulation of wealth in the community levies tremendous opportunities for the insurance industry. Insurers in the region are playing a vital role to close the increasing protection and morbidity gap, and to support the resilience of the business community.

Known to many, Hong Kong has been an international and friendly city to businesses for decades. The vibrant culture, the active commercial community and the heavy weight in treasury trading attract many businesses to the city. Moreover, Hong Kong is an important gateway to China, appealing to many businesses looking to expand. Hong Kong is also one of the most capitalized cities for tech and start-ups, presenting good investment opportunities for businesses to provide better services and to manage costs in response to the constant salary inflation by leveraging technology.

I once attended a roadshow of Swiss tech start-ups organized by the Chamber. Quite a few were related to health and well-being, which is very much connected to insurance. I believe Hong Kong will remain an attractive place for them to mature. I would recommend new businesses in Hong Kong to: (1) get to know the key stakeholders for better understanding of the market, (2) manage the people factor as staff turnover tends to be high and (3) focus in ESG as this is a growing trend in Hong Kong.

As an insurer, our Group is fully committed to protecting our most treasured home - the Earth. We are one of the first signatories in supporting the Principles of Sustainable Insurance under the United Nations Environment Program – Finance Initiatives, and the founding member of the Net-Zero Insurance Alliance. We actively promote sustainability through reforestation, green products, green underwriting and impact investments. Here in Hong Kong, we uphold our dedication in sustainable development of our society and have recently been awarded the “Excellence in ESG and Sustainability Award” from the Hong Kong Federation of Insurers. I am also personally leading a few different taskforces to drive

the development and popularity of green finance and ESG. I do believe that Hong Kong, with our special role in global trade and finance, can achieve more in climate resilience and ESG development.

Embarking on the celebration of the Chamber’s 40th anniversary, I am hoping that Zurich Insurance (Hong Kong) can work closer with the Chamber on exploring ways to promote climate resilience and ESG in our business community. Meanwhile, it would also be great for us to connect with the Swiss members of the Chamber to work on the insurance risk programs for them, locally or globally, with sustainability on the agenda.

V-ZUG
HOUSEHOLD
APPLIANCES



Chief Executive Officer

PETER SPIRIG



Chief International Officer

ALBERTO BERTOZ

V-ZUG is Switzerland's leading brand in household appliances. For over 100 years, V-ZUG has been designing and manufacturing kitchen and laundry appliances. V-ZUG runs two main production sites in Zug and Sulgen, Switzerland, in which new concepts of sustainable manufacturing are progressively implemented. An important milestone in that development was reached in 2020: carbon neutrality. The new campus in Zug has been redeveloping since 2013, in a 20-year project that is already acknowledged as the new state-of-the-art in modern manufacturing. Besides its home market in Switzerland, V-ZUG is present in a selected number of international markets, focusing on metropolitan areas with an appreciation for comprehensive high-quality products and services. V-ZUG runs its own subsidiaries to distribute and service its products in the EU, the UK, China, Hong Kong, Singapore, and Australia, while relying on well-established distribution partners for some additional markets. V-ZUG employs roughly 2,200 people.

V-ZUG has been present in Hong Kong for over ten years, establishing its own V-ZUG Studio in 2016 in Russell Street, besides being available in several premium

kitchen studio partners. As of January 2022, V-ZUG is exclusively distributed by The Madison Group, a well-known and established player in the premium kitchens' market in Hong Kong. A new V-ZUG showroom is now located at the House of Madison in Wanchai's Hopewell Centre, presenting our range of home appliances which combine innovative technology with refined aesthetics, giving the public the ultimate experience of intuitiveness, versatility, and convenience. V-ZUG has been awarded some of the most exclusive projects in China (Shanghai, Beijing, Shenzhen), Singapore and Australia, growing as the most desirable kitchen brand in the industry by several of the most influential architectural firms. Under the new distribution partnership with The Madison Group, V-ZUG is now confident to gain a similar role in the post-pandemic real estate premium developments in Hong Kong and Macau.

Peter Spirig, the current CEO of V-ZUG, spent seven years in Hong Kong between 2009 and 2016 and served some five years on the board of SwissCham Hong Kong, the last two as president of the Chamber. He looks back on a period of rapid development – both

for the Chinese economy after the global financial crisis of 2008 as well as for SwissCham Hong Kong.

Alberto Bertoz was already with V-ZUG when he was a board member of SwissCham Shanghai between 2014 and 2019, the last four years as president of the Chamber. Today Alberto oversees all international markets of V-ZUG. Both Peter and Alberto wish SwissCham Hong Kong continued success as the primary voice of Swiss business in Hong Kong and beyond.





Chief Executive Officer

CARL ELSENER

Victorinox has been present in Hong Kong since 1996. During all these years we have maintained a trusted and fruitful collaboration and regular exchange with the SwissCham HK who strongly supported us in setting up our local business there. Today, we would like to express our heartfelt congratulations to them for four decades of Swiss business excellence in Hong Kong. An anniversary as such is always a good reason to celebrate and to reflect on what has been achieved so far.

Last year, Victorinox was also celebrating a special anniversary: 125 years of the Original Swiss Army Knife. It represented a significant milestone for our company and, above all, is a great incentive to continue and further develop what the Victorinox pioneers built up with so much passion. When my great-grandfather developed the Officer's and Sports knife back in 1897, he had no idea that his little red pocketknife would one day conquer the world and beyond! Today, our red pocketknife accompanies people in everyday life, but it is also there when adventure calls: on expeditions to the North Pole, on the highest peak on earth, Mount Everest, or in the tropical jungles of the Amazon. It is even used as an official piece of equipment for all astronauts on space shuttle missions.

The great success of the Swiss Army Knife led many customers to want other products with the same values as the Swiss Army Knife. Thus, from 1989 onwards, the pocketknives, household knives and professional knives were joined by precision watches, high-quality luggage and, with the acquisition of the Wenger company, even



a perfume line. These various product families have one thing in common. They are all inspired by the uniqueness of the legendary "Swiss Army Knife".

We see the further development of our company as a continuous process. The Swiss Army Knife is and remains the heart of our brand and is the benchmark for everything we do. Thanks to the expansion of our brand into other product categories, we are now more broadly positioned, and the dynamism and visibility of our brand have increased significantly.

In Hong Kong we currently operate eight Victorinox shops in premium locations as we experience a strong preference from consumers to buy in-store, despite the possibility for online shopping. Offering them a unique shopping experience and an excellent customer service is our central endeavour. Local collections of the Swiss Army Knife, such as the Chinese Zodiac limited edition, as well as personalized products draw consumers to our stores. We also like to engage with them on other occasions. Last year, we celebrated the anniversary of the Swiss Army Knife in Hong Kong with an immersive six-day Victorinox brand experience at Harbour City in Tsim Sha Tsui where guests were invited to discover the brand's most iconic products.

However, we were not only celebrating 125 years of Swiss Army Knife, but also the attitude that it inspired. My great-grandfather did not just develop a product back then, he shaped a mindset, a way of looking

at the world. His pioneering spirit can still be felt today in much of what we do. We remain true to our historical roots, we maintain tradition, but at the same time we are curious and open to new things, striving for constant development. As a company with strong roots, we have always succeeded in overcoming crises together while continuously looking to the future with a positive mindset. We have faced the challenges, grown with them, and refused to stand still.

I can still remember my first visit to Hong Kong very vividly. A lot has changed since then. Today, the APAC region accounts for 13% of our annual sales turnover and has become an important market for us where we still see huge growth potential. When the wind of change blows, some build walls, others build windmills, as the popular Chinese proverb goes.

I would like to encourage the SwissCham HK to keep going strong, never stop exploring, question the status-quo while continuing to build bridges, not only between Switzerland and Hong Kong, but also for Swiss brands entering the Hong Kong market. With your valuable network and expertise, you are the door openers and enablers to further establish and grow the local market presence for Swiss brands.

All our best wishes from the heart of Switzerland for another successful 40 years!



STEFAN P. BUTZ

Chief Executive Officer

At DKSH, our purpose is to enrich people's lives. We do so by providing reliable access to high-quality and responsible products and services, creating sustainable value for our partners, and contributing to raising the quality of life in the communities we operate in by generating jobs, perspectives, and opportunities for people's development and growth.

Since 1923 – for exactly a century – DKSH has been providing people in Hong Kong with access to value-added products and services. DKSH Hong Kong has been recognized as an Authorized Economic Operator since 2016, fulfilling its role in safeguarding the international supply chain as well as facilitating global trade and market access. Last year, we were elected as a Member to the Board of Directors of the Hong Kong Association of the Pharmaceutical Industry (HKAPI). We are proud to have consistently contributed to the development of the local communities in Hong Kong with the timely supply of essential goods, Rapid Antigen Test (RAT) kits, and vaccines to hospitals and patients, even during the peak of the pandemic with restricted manufacturing and trading operations.

A point of differentiation for DKSH as a leading Market Expansion Services provider with a focus on Asia and beyond is that we have a network of unique scope and depth, where we are offering comprehensive market coverage across Asia Pacific. Through this broad network, we act as the trusted partner for companies and support them to grow their business with a tailor-made, omni-channel portfolio of services along the entire value chain, including sourcing, market insights, marketing

and sales, eCommerce, distribution, and logistics as well as after-sales services. With our four specialized Business Units, Healthcare, Consumer Goods, Performance Materials, and Technology, DKSH is highly diversified, yet united by a strong and resilient business model across all four divisions, which is very attractive for stakeholders to collaborate with.

We have a rich heritage, with strong Swiss roots and over 155 years of trading experience in Asia. During this entire time span, we have not only reinvented our business model from being a traditional trading house to a specialized Market Expansion Services provider but have also reached considerable milestones. The creation of DKSH in 2002 as well as the initial public offering (IPO) at the SIX Swiss Exchange in 2012 are among the most decisive ones.

To keep transforming with the times and to remain as relevant as ever, we have rolled out a new DKSH Identity in 2020 that unites us as one company with five key corporate values at its core: Integrity, Empowerment, Collaboration, Entrepreneurship, and Sustainability. This new, purpose-driven corporate culture fosters a better place to work for all and supports our ambition to “deliver growth – in Asia and beyond”.

Our people who adhere to these guiding principles act as the backbone of this ambition. The cumulative in-depth knowledge throughout the different levels of our Group – from our lean management team to our highly specialized teams of industry experts – enables

us to respond quickly to ever-changing market conditions and customer needs. In Hong Kong, one of the gateways to Asia, our more than 800 specialists across four Business Units, not only provide the local market with products from around the world, but also collaborate with the regional offices of multinational companies to help their businesses grow.

DKSH has a compelling strategy in place, which focuses on driving our Business Unit strategies, nurturing a high-performance culture, championing digitalization, advancing operational excellence, and levelling-up Sustainability. Our strategy for growth is supported by our solid financials, including a strong balance sheet, efficient working capital management, a progressive ordinary dividend policy, and M&A, which altogether allow us to generate sustainable value for our stakeholders.

We remain very confident about the long-term potential of Asia as the dynamic growth region and we will continue being the trusted partner for our stakeholders, reliably supplying essential products, and continuously building a better company.

As a proud partner of the Swiss Chamber of Commerce in Hong Kong, we are honoured to be featured in this special 40th year anniversary issue, which coincides with DKSH's 100th year anniversary of doing business in Hong Kong. We are looking forward to continuing our partnership for many years and anniversaries to come.





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that you can feel.

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Swiss perfection for your home vzug.com

Valerio Olgiati, Architect

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SWISS LUXURY





Regional Chief Executive
of Richemont Group Asia Pacific

ALAIN LI

Richemont is a Swiss-based luxury group founded in 1988 by Mr. Johann Rupert. The Group comprises a unique portfolio of 26 Jewellery, Fashion & Accessories and Specialist Watchmakers Maisons as well as marketplace platforms. Our Maisons include such iconic houses as Cartier, Van Cleef & Arpels, A Lange und Sohne, Jaeger-LeCoultre, Vacheron Constantin, Montblanc, Chloe, and so on. We are present worldwide with a network of more than 2,300 boutiques of which approximately 1,150 are in Asia Pacific.

The Swiss luxury watch market reached Euro 40bn in 2021 reflecting the higher and wider demand for core classical pieces, heritage collections, limited editions as well as reimagined icons.

According to Deloitte, over the past 20 years, the average export price of Swiss watches rose 4.3 times. Furthermore, according to the Swiss Watch Industry Patronal Convention, the number of Swiss watchmakers has surpassed 60,000, a level unseen since the 1970s when the quartz revolution slashed the number of watchmakers from 90,000 to 30,000 between 1970 and 1988. This underlines the strength and resilience of the Swiss watch industry thanks to its high standards consolidating its reputation for quality and desirability.

During the last decade, the personal luxury goods industry has witnessed a strong and dynamic localisation of domestic sales accelerated by the Covid-19 pandemic. Mainland China experienced a remarkable shift with the market size doubling thanks to the repatriation of Chinese luxury consumption. Brands also accelerated their transformation from product focus to adopt a more customer centric approach with a full omnichannel strategy whereby clients can engage with

the Maisons anywhere, any time and on any device through more agile CRM, digital, social media, and data tools. This is in line with Richemont's own Luxury New Retail strategy and operations. In China, Tmall Luxury Pavilion, WeChat and Xiaohongshu are the eCommerce and social commerce destinations for luxury brands. In the rest of APAC, Kakao and Line also serve as engagement portals with our customers. Meanwhile, many groups and brands have retailised their distribution with more directly owned and directly operated boutiques enabling a deeper engagement with the client.

At Richemont Asia Pacific, to enhance the skills of watchmakers in the region, we established the Hong Kong Institute of Swiss Watchmaking in 2009 which has enabled us to recruit and train local talents in the traditions of the WOSTEP (Watches of Switzerland Training and Education Program) certification. The school also welcomes students from across the region and equips them with the skills to be able to work and flourish within the global watchmaking community of Richemont. Regarding customer service, the last few years have also been a pivot for the industry with an increasing consumer awareness on sustainability and a flourishing trade of second-hand pieces not only through auction houses but also through reputable second-hand luxury products marketplaces like Watchfinder which authenticates and trades pre-owned, or as we say, pre-loved watches. At the same time, our Maisons have developed products with a high proportion of recycled components like Panerai with its eSteel, Baume & Mercier with upcycled ocean plastic in the Baume series or Chloe with its low-impact Nama sneaker collections. The Group has also reinforced the traceability of components and products leveraging the

blockchain technology, like IWC Schaffhausen with its fully traceable Swiss calf leather strap. We are also partners in the Arianee-blockchain initiatives.

This growing circular economy trend reflects the increased level of sensitivity on everything related to sustainability and Environmental, Social and Governance UN principles. Hence, Richemont has committed itself not only to carbon reductions plans for 2025 and 2030 that have been validated by the Science Based Targets initiative but also PVC and plastics phase-out targets. Besides, thanks to all the different initiatives related to Diversity, Equity, and Inclusion, Richemont has been recognised for the third year running as one of the best employers on the Forbes 22 list. In the region, Richemont has been named on the list of top 10 best employers in HK in 2022. Our annual sustainability report shows our strong ESG performance mirroring our higher level of corporate governance, lower environmental footprint and amplified social handprint. Every year, Richemont has strived to certify more premises with LEED. We are particularly proud that Maison Chloe became the first luxury Maison to achieve B-Corp certification.

Finally, besides this decade of transformation and redefinition for the luxury industry, historical powerhouses will not only maintain and improve creativity and excellence, but also contribute further to the development of arts and culture, to fostering social progress while innovating and customising and personalising products and services.

We take this opportunity to wish the Swiss Chamber of Commerce in Hong Kong a very Happy 40th Anniversary.



President of
The House of Gübelin

RAPHAEL GÜBELIN

Hong Kong is known far and wide as a leading gateway to the world of luxury and is a lively hub for connoisseurs of all kinds to meet and interact. To serve the growing demand in Asia for providing gemmological analysis, we opened a branch of the Gübelin Gem Lab in Hong Kong in 2010. Since then, our world-renowned gemmological laboratory has been issuing highly respected Gemmological Reports and Gemmological Profiles, which famous auction houses, royal families, jewellers, gem traders and collectors all over the globe rely on.

The House of Gübelin, a Swiss, family-owned firm founded in 1854, has always been committed to sharing their love, passion, and knowledge for gemstones with the broader public. At the beginning of the 2010s, we noticed a growing interest in learning more about coloured gemstones. That led us to expand our activities in Asia and to open the first Gübelin Academy in Hong Kong in 2013. The Gübelin Academy provides gemmology courses and seminars to professionals, enthusiasts, connoisseurs, and anyone else interested in the fascinating world of coloured gemstones. At the same time, we opened a

private salon in Hong Kong. The private salon offers an intimate, relaxed atmosphere for customers who are interested in exploring the art of haute joaillerie and Gübelin Jewellery's exquisite creations. Its whole ambiance contributes to a personal and familiar feeling where our customers can feel at home.

One of the Gübelin Gem Lab's latest innovations is the Gübelin Gemstone Rating. This rating offers more orientation and comparability for end customers and the entire gemstone industry when buying or selling coloured gemstones. The Gübelin Gemstone Rating is based on an easy-to-follow point system which comprises three factors: quality, rarity, and saliency of the respective gemstone. Based on these parameters, gemstone experts assign a numerical value: Gübelin Points.

We would like to warmly congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary. This anniversary is symbolised by the precious ruby. In the world of gemstones, the ruby is known as the king of gems, symbolising love, and passion. In this regard, the ruby represents

the House of Gübelin's Deeply Inspired philosophy. This approach is based on a unique combination of beauty, knowledge, and expertise, always pursuing a deeper understanding of the métier, in tribute to the family's pioneering spirit. To symbolise this philosophy, each piece of Gübelin Jewellery contains a ruby. The ground-breaking spirit can be felt in all our activities and is particularly evident in our Provenance Proof start-up. The purpose of Provenance Proof is to provide independent proven transparency and traceability to the entire gemstone and jewellery industry to support its sustainability efforts and to simplify supply chain risk management through digital and physical tracking solutions. Transparency and digitalisation will also play a major role in the future of our industry.



Chopard

On behalf of Chopard, I would like to congratulate Hong Kong's Swiss Chamber of Commerce on its 40th Anniversary! As a proud Swiss marque, Chopard maintains a robust presence and visibility in Hong Kong with the support of SwissCham HK, and indeed, our synergistic relationship in this vibrant city is vital to a company like ours that remains steadfastly family-owned and -operated.

Founded in 1860, Chopard, The Artisan of Emotions, perpetuates the heritage of traditional know-how and ancestral crafts through contemporary and ethical creations.

Cultivating limitless creativity, the Maison takes craftsmanship to peak levels through the work of passionate and experienced artisans. Moreover, since July 2018, Chopard has been the first watch and jewellery maker to use 100% Ethical Gold for the production of its watches and jewellery.

Today, Chopard is run by the Scheufele family and masters more than 50 professions at its three production sites, where particular attention is paid to internal training and the transmission of know-how. The Maison lives in step with its prestigious partnerships: a loyal official partner to the Cannes Film Festival since 1998, it has also been the official timekeeper of the legendary Italian 1000 Miglia classic car race since 1988.

Chopard also has a long and cherished history with Hong Kong, a commitment that has recently been reinforced by the opening of a magnificent new flagship store in prestigious Landmark Prince's – the city's epicentre of luxury.





LOIC BIVER

Managing Director
for Hublot Greater China

Hublot is a Swiss watch manufacturer founded in 1980 and based in Nyon, Switzerland. As the first brand to dare to combine gold and rubber on a watch, Hublot has turned this audacious approach into a philosophy forming the cornerstone of all its creations, innovations, and partnerships: the Art of Fusion. Its most powerful expression—the iconic Big Bang in 2005—defined Hublot’s identity and became the driving force behind its Manufacture and its Research & Development department. The iconic Big Bang Original connecting tradition and innovation successfully caused a real impact in terms of watchmaking design in 2005, with its black composite insert, giving the impression that it was entirely crossed by the black rubber strap, and its “sandwich construction” which enabled the materials to be played with.

After the phenomenal success of this watch, Hublot created the Big Bang All Black and the revolutionary “invisible visibility of time” concept. The Big Bang All Black had a powerful monochrome style, which is widely used in contemporary watchmaking. The flagship model was subsequently introduced in an even more virile and sporty version, with the King Power, and then transposed in a barrel shape with the Spirit of Big Bang. The best-seller also incorporated the first Hublot “house” engine—the famous UNICO chronograph—thus becoming emblematic of the brand’s manufacturing development. From the sapphire of its case to the innovative movements it incorporated, and its multitude of gentle and joyous feminine variations, the Big Bang become an inexhaustible source of creativity and innovation.



Hublot’s growth and success led the global luxury leader LVMH to acquire the brand in 2008. To meet this rapid development and vertically increase its production, Hublot inaugurated two buildings in Nyon, the first in 2009 and the second in 2015. The high-tech manufacture hosts a rich array of professions, crafts, and technologies capable of conceiving watchmaking according to the “Art of Fusion”.

The Art of Fusion also expresses itself in the creation of innovative and unique movements. From the simplest to the most sophisticated, they fuse functionality, originality, and design. Introduced in 2010, the UNICO calibre is the first mechanical chronograph movement entirely designed, developed, and manufactured by Hublot. It was characterised by its atypical architecture, with the double clutch mechanism and column wheel visible from the dial side. This was followed by the MECA-10 calibre, which presented a skeleton reminiscent of a “Meccano” building set and a long 10-day power reserve. In the register of traditional complications, in 2014, Hublot presented a tourbillon with a 5-day power reserve, then combined it with a minute repeater with a double cathedral chime, before redesigning it in a barrel shape. This department is also responsible for the “Masterpieces” which are produced in very limited series and obey no codes.

In addition to its watches, Hublot shapes its identity and tells its story through the worlds that it brings together. In 2006, it was the first luxury watchmaking brand to enter the footballing world, with the Swiss national team. Conscious of the huge potential

of this popular sport, Hublot took to the pitches by partnering with FIFA, Premier League and UEFA, becoming involved with major events and the official timekeeper of various prestigious clubs (Chelsea, Manchester United, Juventus, Ajax, River Plate), and forming close relationships with footballing stars (Pelé, Maradona and Mbappé). In a stroke of genius, it transformed the fourth official panel into the Hublot emblem. And it sums up this partnership with a powerful slogan: “Hublot Loves Football”. In the field of sport, Hublot is also present in golf, Tennis and Sailing, and includes the greatest champions and renowned athletes among its ambassadors. These sports people personify talent, audacity and accomplishment, values that reflect the DNA of ‘Be First, Unique and Different.’

Hublot has 130 boutiques around the world including 3 boutiques in Hong Kong. From 2021, Hublot started to partner with one of the most famous museums in Asia - M+ Museum which reinforced its bond with art and thereby further root itself in Hong Kong.

Sharing the same Swiss DNA, Hublot would like to take this great opportunity to congratulate the Swiss Chamber of Commerce in Hong Kong on their 40th Anniversary. Hublot looks forward to strengthening and cementing our long-standing and prosperous relationship.

HUBLOT




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SQUARE BANG UNICO

18K King Gold and black ceramic case.
In-house UNICO chronograph movement.

TRAVEL & AIRLINES





Chief Executive Officer

Kuoni Tumlare, a company headquartered in Zurich, Switzerland, has a natural affinity with SwissCham. The original KUONI group was founded in 1906 by Alfred Kuoni as the world's most prestigious luxury travel company and consisted of Destination Management and Outbound services. The destination services were extended to Hong Kong in 1978. In 2017 the KUONI group was diversified and JTB-Tumlare acquired the KUONI DMC business. In 2020, two corporations came together under the Kuoni Tumlare brand.

The new Kuoni Tumlare entity operates based on the values of Partner First, Excellence, Respect, Grit, Innovation and Value Creation. It is a destination management company with over 100 years of experience, a global footprint, unrivalled local destination knowledge and rich expertise. This sets the company apart and drives the pursuit of the original purpose that inspired the founders over a century ago: to foster connections across cultures.

Kuoni Tumlare, delivers truly inspiring and innovative solutions and experiences that create value both for Partners as well as Society at large. The wide portfolio of products and solutions the company offers is built on 100+ years of destination management experience.

The solutions in the Kuoni Tumlare portfolio include series tours, technical visits, educational tours, and Japan specialist travel consulting, as well as meetings, incentives, conferences, and exhibitions. The product portfolio includes bus excursions at destinations as well as guaranteed departure tours devised and delivered by the Seat-in-Coach specialists, Europamundo (EMV) and Landcruise. The organisation caters to a wide range of customer needs in close collaboration with trusted suppliers and powered by teams of destination experts – enabling a real difference to the world.

The entity faces challenges linked to ever-changing customer preferences, ecological concerns, and global uncertainty. Consequently, the products, solutions, and approaches of the past no longer achieve the same results. The company is in a unique position to help business partners overcome both today's challenges and any that may arise in the future and seize the opportunities that arise with them.

Kuoni Tumlare has a strong global footprint, rich expertise, diverse offering and established partnerships, and offers stability and agility that

cannot be found elsewhere. The portfolio of products and solutions, built on 100+ years of destination management experience, creates maximum value for clients, suppliers, and for wider society.

From the union of multiple brands in our family we are now one global team standing united behind one global mission: to deliver truly inspiring and innovative solutions and experiences that create value both for our Partners and Society at large.

At Kuoni Tumlare, real change comes from collaboration – working as one towards a common goal. We are delighted to congratulate the Swiss Chamber of Commerce on their 40 years of operating in Hong Kong. We have supported SwissCham and held membership for many years and as such, consider SwissCham to be a valued business partner in Hong Kong. Congratulations!



DIETER VRANCKX

Chief Executive Officer

I am delighted to congratulate the Swiss Chamber of Commerce in Hong Kong for its 40-year anniversary. The Swiss Chamber plays a key role in representing and promoting Swiss business interests in this dynamic international business destination and facilitates - as well as deepens - the exchanges between our two large economies.

Time flies – almost 20 years ago I was living and working in Hong Kong, where I was the SWISS General Manager Hong Kong, Macau and South East Asia. During my time in Hong Kong, I actively participated at the Chamber and had the honour to serve as a member of the Board of Directors of the Swiss Business Council Hong Kong for three years. My family and I have great memories, still love the city very much and remain impressed by continued Swiss entrepreneurship in the city.

In addition to the Chamber, 2022 was also a very special and important year for SWISS. As the largest airline of Switzerland, we achieved an important milestone as we celebrated our 20-year anniversary. Over these years, we have been able to connect Switzerland with the rest of the world and to offer direct connections to more than 100 destinations. With the recent reopening of Hong Kong, family and friends can now reunite, business people can engage with their business partners and our passengers can now finally travel to their long awaited and well-deserved holidays.

Financially speaking, SWISS is strongly positioned to capitalise on the shifting dynamics in a post COVID world. Last year, we terminated SWISS's bank loan facility guaranteed by the Swiss Confederation before the end of its term and approved the modernisation of our long-haul aircraft fleet. SWISS is to mark a new milestone from 2025 onwards as the airline will gradually introduce five advanced, highly economical and carbon-efficient Airbus A350-900 twinjets to our intercontinental operations. This new aircraft will replace SWISS's four remaining four-engined Airbus A340-300s with one of the quietest and lowest-emission long-haul aircraft in the world. This will help SWISS substantially further improve our carbon emission credentials.

Early in 2022, we started to rollout Premium Economy Class on our long haul flights, which offers a new and highly attractive product to our customers. Furthermore, we announced further major investments in our products in order to continuously provide a premium experience to our customers.

SWISS has also committed itself to a sustainable future and we are a leader in the aviation space. We have committed ourselves to the ambitious climate goals of halving our 2019 net carbon dioxide emissions by 2030 and making our operations entirely carbon-neutral by 2050. In order to achieve this goal

a wide range of actions, innovations and investments are required within our company. We have invested in the Swiss-based Synhelion company, a spinoff of the Swiss Federal Institute of Technology in Zurich (ETH Zurich). The investment further underlines SWISS's firm commitment to sustainability and to helping accelerate the process of bringing solar fuels to market. Sustainable aviation fuels (SAF) - such as Synhelion's solar fuel - are essential to the achievement of ambitious climate goals within the aviation sector. As a result, helping to bring such fuels to market in sufficient volumes is a top priority. Aligned with our DNA, Swiss innovation is helping us to implement and achieve the ambitious targets of our sustainability strategy.

Swiss International Air Lines remains strongly committed to Hong Kong. You are not only an important destination for our passengers, but as a global shipping hub are an important market for cargo customers in our global network. We are very happy that we have been able to connect Hong Kong with Switzerland during most of the past three years, despite the obvious difficulties.

Once again, I would like to congratulate the Swiss Chamber of Commerce in Hong Kong for its 40-year anniversary. We very much look forward to an exciting and bright future jointly with the Swiss Chamber of Commerce and all its members.

AT RICHEMONT, WE
CRAFT THE FUTURE

Founded in 1988, Richemont is one of the world's leading luxury goods groups.

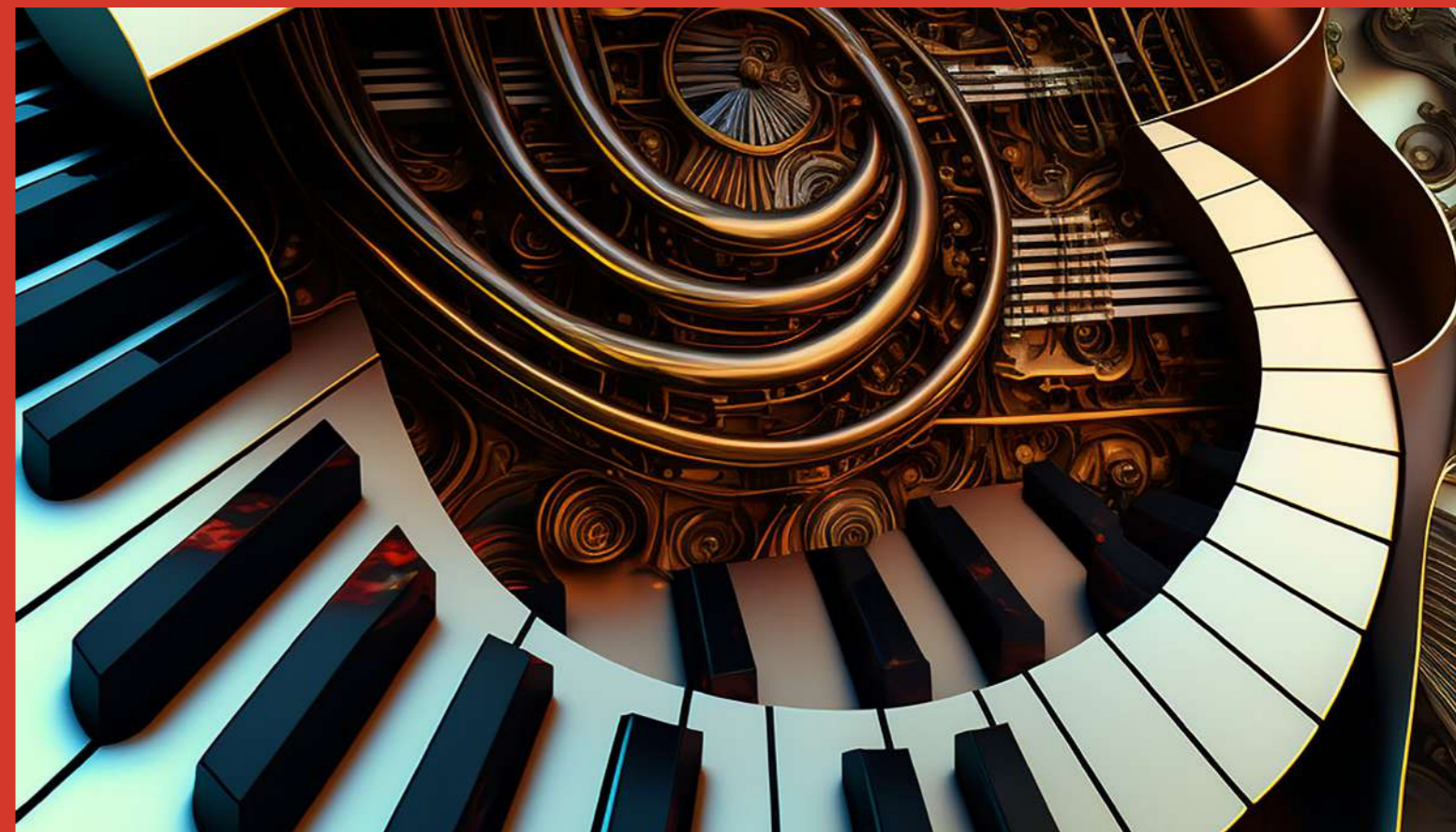
Our unique portfolio includes prestigious Maisons distinguished by their craftsmanship and creativity.

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ART, MUSIC
ARCHITECTURE & DESIGN





Asia Director

I would like to extend my congratulations to the Swiss Chamber of Commerce in Hong Kong as it celebrates 40 successful years in 2022, just one year before Art Basel Hong Kong marks its 10th edition in 2023. As with any ambitious undertaking, the launch of Art Basel in Hong Kong in 2013 was met with some scepticism and doubt. How could we introduce Asia to the international art world in a single week? How would we draw the highest quality of art from such a diverse, scattered region into one place? And was Hong Kong, a city of glittering towers of finance and commerce, ready to become the centre of Asia's art scene?

What a difference 10 years makes. Since 2013, we have witnessed tremendous growth in the Hong Kong arts ecosystem. Today, Hong Kong's gallery network boasts a dynamic balance of international blue-chip galleries and home-grown heavy weights. The Hong Kong Art Galleries Association, founded in 2012, now includes more than 50 members. Non-profit institutions continue to grow with recent additions like CHAT (Centre for Heritage, Art and Textile) by MILL6 Foundation along with Tai Kwun, which occupies the former Central Police Station Compound, a conservation and revitalisation project by the Hong Kong Jockey Club.

We must express our gratitude to the vision and support of Hong Kong's government, the network of passionate

local art patrons, and all the people who contribute to making Art Basel Hong Kong what it is. Institutions depend on the commitment and determination of their people. In our case, our success can be attributed to our passionate and dedicated team in Hong Kong, ably supported by our colleagues in Switzerland and the United States. Teamwork, collaboration, and the drive to deliver the highest quality experience for our clients, guests and partners are the codes that we live by across our shows in Basel, Hong Kong, Miami Beach and Paris. We certainly hope we have lived up to the expectations of Basel gallerists Ernst Beyeler, Trudi Bruckner and Balz Hilt, who created Art Basel in 1970.

What keeps our Shows exciting is the flow of people from all over the world who gather under the same roof at the Hong Kong Convention and Exhibition Centre to share in a common love for art. Art Basel Hong Kong is a nexus of East and West but also a forum for artistic dialogue across the region. Asia is hugely diverse and layered, and for Asia to understand itself requires dialogue and opportunities to meet, exchange ideas and take risks. There is much to uncover as our region grows and flourishes, as our stories continue to evolve, develop, and are remapped. Like SwissCham, international dialogue is at the centre of our mission and every year at Art Basel Hong Kong, I am excited by the diversity and depth of the gallery programs on offer from around the

world, and the ingenuity and creativity of artists from across continents, generations, and backgrounds.

At times of international tension, when the world threatens to break into opposing factions, we only see connection, openness, and friendship. Especially in the last few years, when the pandemic brought tremendous suffering for many. The challenges we faced were often practical and, to some extent, existential. We had to adapt and migrate from a largely face-to-face, brick-and-mortar business model to one dominated by virtual walkthroughs, digital catalogues, online viewing rooms and online engagements. We staged two art fairs during the pandemic, and when I look back at that time, I do so with a great deal of gratitude and pride. Art galleries, the collectors who make up our lifeblood, and our partner institutions all kept faith with us during those difficult times.

All milestones present an inflection point; a chance to look back, and a necessity to look forward. We see a bright future for the arts sector in Hong Kong and for the city itself, because we are always among friends here.

Adeline Ooi is the Asia Director of Art Basel, a position she has held since 2015. With a passionate commitment to the development of art and the art ecosystem in Asia, she presides over Art Basel's strategic initiatives in the region.



Entrepreneur and Art Collector

First, a bit of background about my relationship with the Swiss Chamber of Commerce: I am the founding President of the Swiss Chinese Chamber of Commerce, that I created with a group of Swiss businessmen back in 1980. The intention was to promote trade relations and strengthen contacts between Swiss and Chinese businesses: There was a dire need to exchange views and experiences in what had been much of a white spot for the Western business world. After 43 years of successful facilitation of business interactions between both countries, this intention remains the Chamber's mission. I am therefore very happy to see this other milestone, the 40th Anniversary of the Swiss Chamber of Commerce in Hong Kong.

When I first came to China in the late 1970s it was to establish what later became the first joint venture company between China and the outside world (Schindler Elevator Co., Beijing and Shanghai). These were the very first days of Deng Xiaoping's Open Door Policy which at the same time led to the beginnings of Chinese Contemporary Art.

Since I had been very interested in contemporary art, although Western, it was just natural for me to look around in my new environment to see what artists were doing there.

The Chinese artists had just freed themselves from the rule of 'Socialist Realism'. They had been cut off from the global mainstream of art of the 20th century. So, their art for the first few years looked somewhat derivative of Western art.

I did follow Chinese art back then but did not collect it till later when, in my view, Chinese artists had found their own language. And especially when, in the mid 1990s, upon renewed analysis of the Chinese art scene I realized that nobody, neither institution nor individual, collected its contemporary art production with any care or thought other than in a random fashion.

So, I decided to close this gap that existed in what is in fact the biggest cultural space in the world and did what a national institution was supposed to do but failed to do – to collect in a systematic way, along the timeline since the late 1970s, and across all media, so as to mirror the Chinese contemporary art production in its width and depth from its beginnings. Over time, I probably met close to 2,000 artists.

In 2012, I decided to donate 1,463 works of art and to sale another 47 pieces from my private collection to the M+ Museum for Visual Arts in Hongkong. The most coherent public collection of Chinese Contemporary Art in the world was born.

In keeping with the grandeur of the collection, the prestigious Swiss architect firm Herzog & de Meuron were chosen to design what is now undoubtedly the Best Museum for Chinese Contemporary Art in the world. I am proud that the collection has found its new home.

This Museum is for the Hong Kong public, and audiences from all over the world! I am most grateful to the Hong Kong Government, to the People of Hong Kong, to the West Kowloon Cultural District and to the M+ Museum who curated with care and passion what is now called the 'M+Sigg Collection'.

Back in the 1990s, when I made the decision, to research, collect and conserve like a national institution in the service of society was meant to do, I already knew I would donate these works of art, returning them to China. I had no idea, as to how, when, or where, but I knew that the collection would return home.

I wish the Swiss Chamber of Commerce in Hong Kong all the very best for its future. Congratulations for your successful 40 years of existence and I wish you many more milestones in the years to come.



JACQUES HERZOG



PIERRE DE MEURON

M+ is not just another museum. M+ is a cultural centre for 20th and 21st century art, design, architecture, and the moving image. As such, it embraces the entire spectrum of spaces, means of display and activities related to exhibiting and viewing these media. The spaces range from the conventional white cube, reconfigurable spaces, screening rooms and multipurpose facilities to so-called third spaces and even an “Industrial Space”.

The museum is located on the West Kowloon Cultural District (WKCD). An artificial piece of land that has been reclaimed from the sea and the natural harbour over the last 20 years. On that reclaimed land, yet another work of engineering defines the specificity of this place. M+ is sitting just above the underground tunnel of the Airport Express. By uncovering the tunnel, a spectacular space is created for art and design, installation, and performance; the excavations reveal nature of a “second order”, a “Found Space” that is a challenge to artist and curator alike, a space of unprecedented potential. A rough and large-scale exhibition universe that quite literally anchors the entire building in the ground. Initially an obstacle that complicated planning, this distinctive feature has become the *raison d’être* for our project. It set the stage for a unique art experience, inseparable from the specific character of this location.

Fused into the shape of an upside-down T, a thin and long vertical structure is built above the gallery spaces. It provides research facilities, artist-in-residence studios, and a curatorial centre where natural filtered daylight and expansive city views make researching, learning, and working a special experience. Integrated into the sun-shading horizontal louvers of the façade facing the harbour, an LED lighting system activates the building as a coarse-grained, oversized display screen for selected or especially commissioned works of art and establishes M+ as part of the Victoria Harbour skyline.

Through its specificity, it becomes a distinctive, singular, and unmistakable piece of Hong Kong. Above all, M+ is a public forum, a built platform for the exchange, encounter and activity of people and art.

M+ is connected to Switzerland in a very special way: Uli Sigg’s Donation of his literally unbelievable art collection is a strong fundament for the M+ holdings. Uli was a pioneer in identifying the most interesting artistic minds in China. He found them and has been collecting their work since the 1970s. This would not have been possible without his own private history as an entrepreneur and a Swiss Ambassador for China going back almost 50 years from now. Our own history (History of Herzog & de Meuron) with China

would also not have been the same without having been encouraged by Uli Sigg and his artist friend, who came to visit us in Basel in 2002.

They encouraged us to travel to mainland China and to Hong Kong to discover the country and its cultural richness. And to seize the many opportunities that were opening up for architects from the West in that moment of China’s evolution into a world power.

Indeed, we did many projects because of that engagement. Some projects as direct commissions, but mostly projects based on competitions that we won, namely the famous “Bird’s Nest”, the National Olympic stadium in Beijing, and many years later we won the competition for the newly opened M+ museum in Hong Kong.

We are happy to celebrate with the Swiss Chamber of Commerce in Hong Kong, 40 years of positive economic and cultural partnerships in this dynamic city. We wish them the best for their next endeavours! Warm regards, Jacques Herzog & Pierre de Meuron.



JOYCE PENG PENG

Chief Executive Officer

The Montreux Jazz Festival in Switzerland was created in 1967 by Claude Nobs, a legendary music lover and Visionary. Over the years, Montreux Jazz Festival has become an iconic event, generating fantastic stories and unique performances.

For over fifty years, the Montreux Jazz Festival has been bringing its unique know-how and ambiance to different cities around the world. From São Paulo, Detroit, Atlanta, Singapore, Monaco and now with Tokyo in Japan, Rio de Janeiro in Brazil and its latest addition, Montreux Jazz Festival China, they all hosted one or more editions of the legendary Montreux Jazz Festival.

Montreux Jazz Festival China – An exciting new chapter in the Greater China region:

This universal music festival landed in mainland China, from the shores of Lake Geneva to the shores of the West Lake in Hangzhou, for the first time in October 2021 thanks to the music loving couple, Hong Kong entrepreneur Joyce Peng Peng and her husband Ernst-Jan Tolen.

Joyce Peng Peng, the CEO of the Montreux Jazz Festival China, returned to Hong Kong in 2005, where she worked as a professional interior designer and opened her first music bar “Joyce is Not Here”. It was a place where she invited international musicians and hosted guests from around the world. More club openings followed, including the establishment of Jazz on the Beach festivals in Hong Kong and the establishment of Montreux Jazz Festival China in Hangzhou in 2019.



The first edition of the Montreux Jazz Festival China took place in Hangzhou, next to the West Lake, in October 2021. It became one of the only music festivals in China that year because of the pandemic restrictions. Different music styles from China, other parts of Asia, and of course jazz, which has enjoyed an increasing popularity in the country in recent years, met in the city, which is also inscribed on UNESCO’s World Heritage List. Under the motto “Where East Meets West” and as a bridge between Eastern and Western cultures, the Montreux Jazz Festival China aims at integrating tradition, innovation, and high technology with music and hospitality to create a new interpretation of the festival.

The last three years have been very challenging for the Montreux Jazz Festival in China. As a start-up, we went through very difficult times, but strong belief, spirits, and teamwork have kept us alive. In October 2021, we organized an intimate, magical, and very successful boutique festival on the rooftop of the Sofitel Hotel Hangzhou. Nine bands with 50 international musicians from six countries were on stage and had live performances with a small but passionate crowd. 15 musicians from Hong Kong and two from Europe, recorded their performances with a “360 Reality Audio” technique, which was presented at festival’s site immersive space. Only 1,000 live viewers were allowed, but it attracted over 2.5 million live streaming users online. The event was visited by then Ambassador of Switzerland, Bernardino Regazzoni, among many other music lovers that came to witness this new spectacle. The public’s reactions were overwhelming. Swiss TV was on the

scene and produced a nice story for the “10 for 10” news broadcast, and many other national and local Chinese television stations, print and online media outlets covered this one-of-a-kind event. In June 2022, the Embassy of Switzerland in the People’s Republic of China co-hosted a memorable jazz concert, featuring the “Golden Buddha Jazz Band” at the Swiss Embassy in Beijing. However, the initially planned festival in autumn ended up, being a “silent lake” at the Westlake in Hangzhou.

Montreux Jazz Festival China continued to be an important partner of the Swiss community in the Greater China region. Events in Shanghai such as the consulate’s ‘SO SWISS’ pop-up initiative in November which featured several artists were signals to the many more events in the coming years. We look forward to many more exciting and fruitful collaborations with the Swiss Embassy, it’s Consulates and the different chapters of the Swiss Chamber of Commerce in China and Hong Kong in the months and years ahead.

Montreux Jazz Festival China Hong Kong office, its board of directors, and the whole team are sending their warmest congratulations and greetings to the Swiss Chamber of Commerce in Hong Kong. Happy 40th anniversary and to many successful years ahead!

As with business and trade, culture breaks down barriers, melody knows no boundaries, and music will always triumph!

MEDIA & EDUCATION



L.U.C FULL STRIKE SAPPHIRE 腕錶

限量發行5枚藍寶石款

L.U.C Full Strike Sapphire 是一款具有天然光澤和創新設計的三問報時腕錶，採用半透明藍寶石錶殼，令這枚蕭邦複雜機芯一覽無遺。由533枚零件組成的L.U.C 08.01-L型機芯擁有五項專利，透過透明藍寶石水晶音簧鳴報小時、刻鐘和分鐘，構成世界上獨一無二的清脆聲音。這款非凡腕錶是蕭邦工匠大師引以為傲之作，全由他們獨力研發和手工製作，榮獲瑞士官方天文台認證和「日內瓦印記」(Poinçon de Genève)，充分彰顯品牌錶廠的精湛工藝和創新精神。

Chopard

THE ARTISAN OF EMOTIONS - SINCE 1860

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NZZ

The Neue Zürcher Zeitung is a Swiss, German-language daily newspaper, published by NZZ Mediengruppe in Zürich. The paper was founded in 1780.

Memories of my first encounter with Hong Kong go back to the early nineties when I visited the city as a young reporter. I remember how impressed I was with the hustling and bustling of a city that I would quickly judge as one of the most dynamic places in the world. I saw businesspeople and brokers busy checking their pagers to be able to answer important phone calls on time. I saw my first mobile phone which was at that time big and heavy like a brick. Hong Kong and the rest of the world have since then undergone a technological and digital revolution.

Over the following years I came back to Hong Kong again and again. In 1997 I covered the handover of the city as it went back under Chinese control. Late at night on June 30th we stood in the pouring rain to see the British flag being lowered and Prince Charles and the last governor, Chris Patten, say “Goodbye” to Hong Kong. Shortly after that I interviewed as the first European journalist the first Chief Executive of Hong Kong, Mr. C.H.Tung. Hong Kong remained, as I could witness during my visits over the following years, the same dynamic city it had always been and one of the most important business hubs in Asia, if not in the world.

And it has remained that till today. Hong Kong has the most important stock market in Asia, a deep capital market, plus the necessary ecosystem of law firms, accounting firms and consultants. The city offers an attractive tax regime, so it is no wonder that almost 9,000 international companies have set up office in Hong Kong.

The relationship between Hong Kong and Switzerland has been special. The city is an important gateway for Swiss exports to China. Swiss Cham Hong Kong has over 600 members many of which have offices in Hong Kong.

I wish to congratulate Swiss Cham Hong Kong on their 40th anniversary.



MATTHIAS KAMP

PRC Correspondent



I am delighted to congratulate the Swiss Chamber of Commerce in Hong Kong on its 40th anniversary.

Swissnex in China, as part of the Swissnex global network, connects Switzerland, China, and the world in science, research, education, and innovation. We support our partners’ outreach and active engagement in the international exchange of knowledge, ideas, and talents. Hong Kong, uniquely positioned as both a free-market economy and a gateway to mainland China, is a top destination for Swiss entrepreneurs, academics, and innovators. SwissCham HK’s important work not only strengthens the economic ties between Switzerland and Hong Kong, but also helps open doors for Swissnex’ stakeholders by fostering regular contact and exchanges through its extensive local network. Swissnex is pleased to count on SwissCham HK as a valued local partner and greatly appreciates the platform it provides.

The vibrant local community fostered by SwissCham HK has always been a great multiplier for Swissnex. In recent years, we brought together corporate innovators in blockchain at our very first “Future of Money” event. We connected ambitious Swiss entrepreneurs with the thriving local Fintech ecosystem through our Venture Leaders program. We will continue to support academic exchanges between Swiss academia and Hong Kong-based academic institutions.

I wish the SwissCham HK team a happy 40th anniversary and continued success in all your future endeavors. I am looking forward to continuing our productive partnership in my role as Swissnex in China CEO, as well as Chairman of the National SwissCham VPET Committee.



PHILIPPE ROESLE

CEO of Swissnex In China



JONATHAN SHUN WAH

Chairman of the Board

German Swiss International School (GSIS) was established in 1969 by German and Swiss families to provide a core bilingual German-English education, which initially started with 73 children from the expatriate community. Since then, GSIS has gone from strength to strength, and today provides dual-stream K-13 studies to over 1,200 students coming from around the world who seek the finest international education.

The GSIS English International Stream consistently ranks as one of the world's top IGCSE and International Baccalaureate schools. At the same time, its German International Stream provides a universally recognised German International Abitur diploma (DIA). Offering priority admission to German, Swiss and Austrian nationals, these options allow for the broadest possible opportunities for students to achieve their potential within a close-knit school environment.

Switzerland and its culture play an important role in the curriculum where Lower Primary students learn about Swiss traditions, values, and family life, whilst Secondary students are taught about Swiss politics and society. In addition, a 'Swiss Culture Studies' course is offered as an extra-curricular activity, and various initiatives including a dedicated 'Swiss Week'

and the 'Swiss National Day' are celebrated at the school each year.

GSIS is proud to employ Swiss educators and staff to instruct and develop children, many of whom have a Swiss connection, across both streams over the years. In addition, we continue to play an integral part in the Swiss community in Hong Kong, particularly with our interactions with the Swiss School Committee, the Swiss Association, the Swiss Consulate and, of course, the Swiss Chamber of Commerce in Hong Kong.

The GSIS board of directors has had several Swiss nationals since its inception, which includes a 'Swiss Taskforce' to represent Swiss interests, and to promote GSIS to Swiss families. Several Swiss parents are also part of the Parents' Committee that organises events to strengthen the school community across the two streams, including the return of the famous GSIS Christmas Bazaar where the Swiss raclette stall has always been one of the most sought-after treats.

Many of our graduates and alums have gone on to attend prestigious universities around the world. Aside from Ivy League, Oxbridge and other world-

class institutions, students in both streams have also gone on to continue studies in renowned Swiss tertiary institutions, such as the ETH Zurich, University of St Gallen, the University of Zurich and the École Hôtelière de Lausanne. GSIS is proud that many of its alums are thriving in their various fields of work, whether in Hong Kong or abroad.

With our deep roots and our rich history in Hong Kong, we look forward to continuing our partnership with Swiss companies, welcoming Swiss families, and other friends to receive top quality international education at our beautiful campuses located on The Peak and Pok Fu Lam.

GSIS is a proud member of the Swiss Chamber of Commerce in Hong Kong, and we are thrilled to celebrate this important milestone of 40 years of Swiss excellence in Hong Kong.

HSG Alumni – By The President of Hong Kong Chapter, Alex Tunik

HSG Alumni is the alumni organisation of the University of St. Gallen. With over 33,000 members, we are one of the most important alumni associations in Europe. Our Alumni allows you to stay in touch with your student friends, make new contacts and benefit from a range of over 350 interesting events per year organized in St. Gallen, online and by the 192 communities located in Switzerland and around the world. 2023 is also a special year for HSG, as it celebrates the 125th anniversary of its university.

The Hong Kong chapter of the HSG alumni association was founded in the early 2000s with the goal to bring together fellow graduates wanting to reconnect with friends and build their professional network in the city. Since then, I have been fortunate enough to preside and develop our club. Despite the hardships of the past 3 years' COVID restrictions which impacted our members' base, our community has managed to remain active organizing 2 to 3 events per year held at the Hong Kong Country Club. Another major achievement of the past 4 years has been our collaboration with the Ecole Hôtelière de Lausanne (EHL). Through these joint events, we have been able to connect more and more people with a Swiss education to share their stories in Hong Kong.

Prior to COVID, our flagship bi-yearly event was the "Asia Weekend" hosted in alternately between Hong Kong and Singapore. These events were self-funded through corporate sponsorships and have always been memorable, managing to gather over 100+ fellow Alumni from all over Asia. With restrictions now eased in the APAC region, we hope to restart the initiative in the years to come. As we look at the future of our chapter, please feel free to reach out to join us! We are always looking to connect young graduates from HSG starting their careers with senior Alumni present in Hong Kong for more than 30 years.

The HSG alumni association congratulates the Swiss Chamber of Commerce for its 40th Anniversary! We look forward to re-connecting with fellow members of the Chamber in the years to come at our events.



HSG Alumni -
President of Hong Kong Chapter

ALEX TUNIK



IMD Alumni Club of Hong Kong,
President of Hong Kong Chapter

EDOARDO TOCCO

IMD Alumni Club of Hong Kong – By The President of Hong Kong Chapter, Edoardo Tocco

IMD is an independent academic institution with campuses in Lausanne and Singapore. For more than 75 years, IMD has been a pioneering force in educating leaders who transform organisations and who contribute to Society. IMD has been ranked in the top three of the FT's Executive Education Rankings (combined ranking for open & custom programs) since 2012. It has also been in the top five for over 15 consecutive years. This consistency at the forefront of its industry is grounded in IMD's unique approach to creating "Real Learning. Real Impact". Led by an expert and diverse faculty, IMD strives to be the trusted learning partner of choice for ambitious individuals and organisations worldwide. Challenging what is, and inspiring what could be."The Alumni Club of Hong Kong was established in 1997 as an independent educational association whose mission was and still is today to strengthen the network of individual alumni and help maintain a strong relationship with the school while enabling continuous learning and creating opportunities for building and expanding solid business relationships. Since then, the community of the Alumni Club of Hong Kong has been growing consistently while creating a network of over 900+ professionals and business leaders in the Great Bay Area region.

The association organises formal and informal events and workshops on economic and management trends regularly, often once per quarter; some school professors might attend to share information and business news from the academic community. In addition, the association sometimes contacts local

business leaders and university professors to share knowledge about Hong Kong's most imminent leadership and business topics.

IMD Alumni Club of Hong Kong is an active member of the Swiss Chamber, organising joint events to create successful connections between regional business communities and the academic community led by the IMD Faculty. The IMD Alumni Club of Hong Kong congratulates the Swiss Chamber of Commerce in Hong Kong for its 40th Anniversary of activities. The Swiss Chamber, representing the Swiss business community to the Swiss and HKSAR governments, has contributed significantly to the development of business in HKSAR and the whole Region.

ETH Zurich Alumni Chapter, Hong Kong and Macao

ETH Zurich was founded in 1855 as a Swiss centre for innovation and technology. Since then, the university has established itself as one of the leading technical institutions worldwide, ranking in the first twelve for Science and Engineering in the THE and QS listings. Shaped by its values of responsibility, entrepreneurial spirit and open-mindedness, ETH fosters independent thinking and a performance-driven climate for students and researchers. While situated in the heart of Europe, ETH forges connections all over the world. In Asia, it is represented by the ETH Centre in Singapore, the university's only research centre outside of Switzerland. Since 2010 the Centre has been working on sustainable solutions for global challenges such as urban sustainability, resilience, and health.

Since 1869, the ETH Alumni Association has been the umbrella organisation of all ETH Graduates and former researchers. There are currently over 35,500 members and 74 member organisations, 20 of which are located outside of Switzerland. With the mission to foster the lifelong connection to the ETH Alma Mater, and promote knowledge and experience exchange, it aims to support ETH graduates in their personal and professional development. In Asia, the global network of the Association is represented by regional groups in Hong Kong and Macao, Singapore, Tokyo, Sydney, Beijing, Shenzhen and Shanghai.

The ETH Alumni chapter in Hong Kong and Macao dates back to 2013. It was founded with the aim to create a meeting place for Hong Kong and Macau

residing and visiting ETH alumni and foster an active and mutually beneficial relationship between ETH, its alumni, and the wider business community in Asia. Before the pandemic, the group used to organise social events every four months or so and host ETH professors and researchers coming to Hong Kong. During Covid, the chapter's activities decreased, as possibilities for social interaction plummeted and the ETH community partially dispersed. More recently, many new ETH alumni have moved to the Greater Bay Area and become a welcome addition to the ETH community, which now counts around 110 members. Thanks to the motivation of a group of long-term residents of Hong Kong, the ETH alumni are now successfully regrouping. The Chapter is kickstarting its events once again with the first official get-together in mid-February. The Chapter is always looking to welcome new members and expand its network. You can become a member by signing up with the ETH Alumni Association. There is no membership fee and events can be attended freely. ETH Alumni, ETH Students temporarily in the region, and visiting faculty who wish to know more about the ETH Community in Hong Kong and Macao or become a member can get in touch by writing to: info@alumni.ethz.com

"In a superfast moving place like Hong Kong, alumni clubs provide an easily accessible contact point for resident ETH alumni, for new arrivals, but also for people just passing through. Although Hong Kong is being more and more integrated with China, Hong Kong remains an ideal entry point to this thriving country for people trying their first steps. What better than meeting like-minded people upon your arrival in Hong Kong for the first time?"

SWISSCHAM IN HK 40 YEARS OF EXCELLENCE



FORMER SWISSCHAM PRESIDENCY & SWISS CONSUL GENERALS 1982-2022

Presidency Swiss Chamber of Commerce 1982-2022

- 1983 - Hans Ueli Ammann (In Memoriam)
- 1984 - Alfred Zbinden
- 1985 - Leo Weiss (In Memoriam)
- 1986 - Fritz Peyer (In Memoriam)
- 1990 - Hans-Peter Brunner
- 1997 - John Buser
- 2002 - Thomas R. Meier
- 2004 - Hans R. Kunz
- 2008 - Serge Fafalen
- 2011 - Susanne Sahli
- 2014 - Peter Spirig
- 2016 - Gabriel Mallet
- 2022 - Benjamin Sigg & Benno Jaeggi

Consuls General of Switzerland to Hong Kong 1982-2022

- 1982 - Richard Wolf
- 1985 - Alfred Killias (In Memoriam)
- 1990 - Jean-Marc Boillat (Consul General with Ambassador title)
- 1995 - Rolf Bodenmüller (Consul General with Ambassador title)
- 1999 - Peter Vogler (In Memoriam, Consul General with Ambassador title)
- 2003 - François Barras (Consul General with Ambassador title)
- 2006 - Hans Jakob Roth
- 2010 - Rita Hämmerli- Weschke
- 2015 - Reto Renggli
- 2019 - Rolf Frei

REFLECTION ON
SWISSCHAM HK
2012



Former President
SwissCham HK 2012

SUSANNE SAHLI



Former Swiss
Consul General 2012

RITA HAEMMERLI-
WESCHKE

10 years ago, when we both were in our respective roles, amid the organisation of the 30th anniversary celebrations of the Chamber in Hong Kong at the Ritz Hotel. Also, at the same date, Swiss Global Enterprise (formerly known as OSEC) opened another Swiss Business Hub in Hong Kong, the 6th outpost in the APAC region. Furthermore, the signed double taxation agreement and free trade agreement between EFTA and Hong Kong became effective in the same year, coinciding with the anniversary celebrations in 2012.

All these initiatives were important milestones, enhancing a thriving framework for developing business links between Hong Kong and Switzerland. With many Swiss companies from all economic sectors and an increasing interest in companies seeking information and contacts, we were well positioned to jointly facilitate these requests.

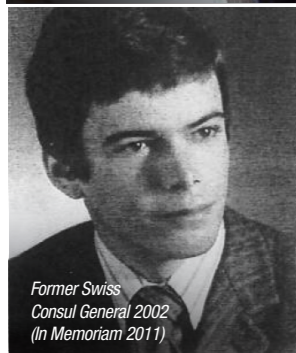
At that time, the Chamber witnessed a significant increase in its membership. The board established various sub-committees, committed to furthering the interest of the Swiss community, including company visits, networking opportunities, University alumni events and SME roundtables. The first joint event with the Guangzhou Swiss community marked the start of a stronger collaboration with the Swiss Chamber chapters in China and elsewhere in the APAC region.

Since then, the economic and political environment has changed. What remained is the foresight of the founding members of the Chamber in 1982: uniting efforts makes it easier to pursue common interests and endeavours.

Bearing that in mind, we wish the Swiss Chamber of Commerce in Hong Kong continued success, may you keep the same serious commitment to uphold your vision for the future. Enjoy your special celebration!



THOMAS R. MEIER



PETER VOGLER

Peter Vogler, the former Ambassador based in Hong Kong would have loved to contribute to this article. It was an incredibly dynamic period, a year that was overshadowed by the grounding of Swissair in 2001 and - what we did not know at the time - the sliding into the SARS Pandemic that changed in many ways our crisis management at corporate but also at government level.

Peter passed away in 2011, he was a loyal partner in finding pragmatic solutions for the Swiss (business) community in Hong Kong. We spent many hours at the time discussing challenges that in retrospect are still present today, however, the magnitude, the priorities, and certainly the way we deal with them has changed. Environment was an issue and is still today, education, the ease of doing business, licensing, and copyrights, fighting forgery, and then, of course, China.

It was the time after the handover in 1997, where China had taken a very soft, hands-off approach to the big surprise of the business community and the Hong Kong

population at large. The change was hardly felt, taxi drivers did still speak Cantonese.

But it was evident that the 50 years „one country two systems“ transition period would eventually end in a Chinese system and that the transition phase would also transform Hong Kong and many aspects of its civil society. The debate centred more around the competitive positioning of Hong Kong versus Shanghai. The looming threat that Hong Kong ultimately would follow a plan that serves China in general was more of a remote thought. Hong Kong was full of confidence about shaping its own future.

SARS was a first shock; however, the recovery was incredibly strong and highlighted the resilience of Hong Kong. I truly hope that in many aspects this attitude to embrace the challenges of the future is still in the DNA of Hong Kong. After 3 years of absence, I plan my first trip back to Hong Kong in March this year and I am looking forward to the moment of touching

the ground at Chek Lap Kok and feeling the vibes, the energy of a pulsating city, once again.

Hong Kong will remain an important hub for business. At the time, Hong Kong aspired to be Asia's World City, today's reality shows that it is still a thriving city, a city, however, where the political and economic reality is attached to China. The Bay Area, the international relevance will be different and newly defined. But the pragmatic, agile approach of the Hong Kong business community - which I always admired - will remain. Do not fight the change, deal with it! Congratulations to 40 years of the SwissCham in Hong Kong and best wishes for a bright future.



GABRIEL MALLET

Former President
SwissCham HK 2016 - 2022

Shortly after I first arrived in Hong Kong in 2012, I signed up to a few networks to make new contacts. That is how I became familiar with the Chamber, quickly becoming a regular at the social gatherings of the Young Professionals. While I attended other social occasions, there was a casual friendliness within that group that immediately gave me a good image of the Swiss community in Hong Kong and kept me coming back. Two years later, I was offered by Benjamin Mueller-Rappard who was leading that group at the time to take over as the YP representative within the Board of Directors of the Chamber; this is how I became a member of the board and had the opportunity to discover how it works from the inside.

The business landscape was fairly different for Swiss companies back then. Most medium-sized and large Swiss firms with an office in Hong Kong were headed by Swiss people, many of which were still under expatriate contracts. But the trend towards localisation both of senior management and contracts was already well underway.

In the age of social networks and of emerging trends that create havoc with our backs as we tend to be constantly glued to our mobile phones to stay connected, the days of Chambers of Commerce being the default go-to business platform companies

and individuals alike use to increase their visibility and opportunities are long gone. The board I first joined in 2014 was composed of expats to a large extent; the current one is filled with people who all have a form of long-term commitment to the city – and it turned out to be a necessity as the harsh Covid restrictions we operated under over the last three years triggered the largest talent flight from Hong Kong since the handover.

It became very apparent very quickly that the times where the Chamber's activity was largely carried by Swiss expatriates with natural connections to one another were coming to an end. This pushed us to innovate to meet an evolving public with different needs and to stay relevant in a business hub with too many formal and informal business associations to even count. We had to look at the assets we could rely on and start to build a refreshed proposal around it: the long history of the Chamber in Hong Kong, our partnership with other Swiss stakeholders like the Consulate and the Swiss Association, the institutional access we have as an international business Chamber, the excellent reputation Switzerland enjoys in this part of the world all played a role in helping us come up with new ideas to bring added value to our members and partners. But the only thing that could

make a real difference was the quality of the people who invested their time in the Chamber over these past years.

The Chamber is essentially what its members and board of directors make of it. Activity comes directly from exchanges with the community and implementing ideas based on what people need and want to see. With that idea in mind, we have gradually modified our offering and event schedule to respond to the changing landscape and focused on what offers added value to our members.

Under the direction of a strong line-up of experienced Swiss professionals and senior Hong Kong executives with a massive network of contacts in the city and beyond, I am confident that the Swiss Cham is armed to continue its journey towards a fully professional organisation in the next decade; one with a broad offering, adapted to what is expected of a modern Chamber to produce value that will make a difference in its members' business while still offering good times with a diverse, welcoming, valuable group of people on a regular basis. As China finally reopens to the world, the Swiss Cham has a tremendous opportunity to get to the next level. I was truly honoured to be part of this journey and will keep a close eye on the next chapters.

BOARD MEMBERS OF THE SWISS CHAMBER OF COMMERCE IN HONG KONG



Benjamin was born and raised in Switzerland. He joined our board in 2020 and was elected as Co-President in 2022. He also serves as the chambers National Board Representative. He has been living in Hong Kong since 2010. He is an entrepreneur and passionate art collector and the CEO of CONSIGG Group, a multi-family office, with offices in China, Hong Kong, and Switzerland. He is very involved in education, digital assets and blockchain technology



Benno joined the Board in October 2021 and is currently Co-President of the Chamber. After a long career in Financial Services in Hong Kong, he is now a consultant with Egon Zehnder, where he runs the Asian Corporate & Investment Banking and Fintech practices, and the global Blockchain practice. He earned a master's degree in Business and IT management from the University of St. Gallen in Switzerland and an MBA in Finance from the Hong Kong University of Science & Technology.



Charles-Henry joined the Chamber as a Young Professional in 2021 and became Vice-President in 2022, where he also overlooks the YP Committee. After graduating from the University of St. Gallen in 2016, Charles-Henry started his Finance career in the luxury industry at TAG Heuer in Switzerland. He relocated to Hong Kong to join Richemont APAC in 2018. In 2022, he joined BlackRock as Vice President, APAC Financial Planning & Analysis.



Michael has been a board member since 2018 and is a resident of Hong Kong since 2003. Until 2016 he pursued a career in banking as regional and global head in UBS, Merrill Lynch and Standard Chartered Bank. Since 2017 he has been focusing on technology driven innovation as an advisor and an investor to start-up companies and banks. He holds a PhD in Economics from the University of St. Gallen.



Carson has been a Board member at the Swiss Chamber since February 2019. He graduated from the California State Polytechnic University. He was General Manager at Richard Mille before becoming CEO at Bonhams Auctions Asia. Since 2014 he is the Chief Advisor at the Fondation de la Haute Horlogerie.



Daniel is a Board member since 2022. Dr. Chan is a renowned figure in luxury branding, principally in international prestigious brand watches for more than 25 years. He plays an influential role in the expansion of the luxury market of China. He has been serving on the board of directors at Po Leung Kuk since 2010 and currently serves as its chairman.



Joseph joined the board in June 2009. Of Scottish heritage he completed his studies at the Hotel Management School in Switzerland before working with Swiss Air Group and the Movenpick Food Division. He joined Ocean Park in 2006, moved to Beijing with Universal Studios Beijing in 2018 and joined Haichang Ocean Park in September 2022.



William has become part of the Board since September 2020. He is a financial professional with over 25 years of experience in the industry. He worked at Deutsche Bank, Bankers Trust for more than 2 decades. He currently acts as the Founding Partner of Singularity Capital.



Hugo joined the Swiss Chamber as a Board member in 2022. He worked for 17 years in FMCG companies such as Procter & Gamble, Reckitt, Suntory and DKSH in 12 different countries in different commercial and commercial healthcare roles. Currently he is the Vice-President Hong Kong and Macau with DKSH to date.



Frederic has been a Board member of the Swiss Chamber since 2018. He brings a lot of energy and innovative ideas to the chamber and heads the committee that organises the events that help to connect members within the chamber. Frederic is an Executive Director of UBS AG. He has over 20 years of banking experience with UBS AG.



Bassam joined the Board of the Swiss Chamber in 2019. He is a Senior Advisor at Mc Kinsey & Company and the former CEO of Citi Private Bank in Asia. Bassam was a founding partner of EFG Bank in Zurich and has a long history in the Wealth Management industry in New York, London, Zurich, Geneva, Dubai, Mumbai, Singapore, and Hong Kong. He is a graduate of the Paris 1 Sorbonne University in Paris.



**CHARLES-HENRY
DUBEY**

Head of Young Professionals Committee

Started back in 2005, the Young Professionals (YP) Committee of the Swiss Chamber of Commerce in Hong Kong has the main objective to create a vibrant platform for our younger members in the early stages of their career to start building their professional network and connect with peers amongst the Swiss business community and other chambers in Hong Kong.

With Carla and Lucas, our key mission as a committee is to propose and organise events, seminars, master classes and propose new experiences to the chamber's members.

The YP committee also serves as a formidable platform for our younger members to grow within our organization with many past YP members joining eventually our board of directors in the past decade. In 2022, on top of my responsibilities as a member of the YP committee, I have taken up the role of Vice President at the Chamber amongst our Executive Committee, solidifying the representation of our young population of members within our Board of Directors.

Stay tuned as we will propose new dedicated events to our community of 40 YP members in 2023 and the many years to come!



FELIX BIEGER

Born in Winterthur, Switzerland in 1930. Felix was educated in Switzerland until 1947 when he left school to start a cook apprenticeship, following which he worked in several hotels and restaurants as a chef.

In 1953, he left Switzerland for the Channel Islands to work as a cook in a hotel in Jersey. The same year, he went on board the cruise ship MS Chusan, which took him to Hong Kong, where he decided to settle. In 1954, Felix joined The Hongkong and Shanghai Hotels, Limited (HSH) and started as an executive chef and after a brief assignment in Gaddi's Restaurant, he was transferred to The Repulse Bay Hotel until 1959. During his home leave, he returned to Switzerland to attend a management course at the Lausanne Hotel School before returning to Hong Kong and became Reception Manager at The Peninsula Hotel. From 1970 to 1977, he was the Manager of The Peninsula, and then was made General Manager of the newly opened Peninsula Manila. In 1980, he returned to Hong Kong as General Manager of The Peninsula.

His tremendous contribution to HSH led to a restaurant in The Peninsula Hotel being named after him: Felix, was designed by Philippe Starck, who is now a household name. Felix took semi-retirement in 1997 but has always remained active in the hotel and business world, both locally and internationally. He is three-time Chairman of the Hong Kong Hotels Association; a member of the Hong Kong Swiss Association (since 1954), where he was President in 1990; a representative of the Hong Kong Swiss Community for 12 years in the 'Auslandschweizer Rat' (Switzerland's foreign parliament); an honorary life voting member of the Hong Kong Jockey Club; a member of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications; a member of the Vocational Training Council (Hotel, Catering and Tourism Training Board) where he was made an Honorary Fellow in 2010; and an advisor to HSH.

Guido Cherubini was born in Kappel, Switzerland in 1929 and after schooling in Ebnat-Kappel, he joined the well-known textile company, Heberlein & Co. AG, in Wattwil. After completing his commercial training, he continued there for a year but in 1948, he joined another textile company, Mettler & Co. AG, in St. Gallen.

In 1951, he got a letter from Lacoray SA in Geneva, informing him that they had an opening in Osaka, Japan in a newly formed company, Rayotex SA, a joint venture between Lacoray SA and E. Ott & Co. Hong Kong. In 1952, the Hong Kong company left the joint venture and Guido managed Rayotex as a subsidiary of Lacoray SA. In 1962 Lacoray took a majority stake in Liebermann Waelchli & Co., an old well-established company in Japan and Guido was appointed as managing director. A few years later, the company expanded into other countries in the Far East and created joint ventures with COSA, the Far East trading arm of Uebersee Handel AG, a well-known Swiss trading company in the technical field. In 1988, it was decided to merge the two entities together and it became Cosa Liebermann. Guido was then appointed managing director of the enlarged group and he moved from Tokyo to Hong Kong. Two years later, the main shareholders decided to sell the company to the Swiss-based Anova. Guido stayed on as co-managing director until his retirement in 1995.



(In Memoriam 1929-2021)

GUIDO CHERUBINI

Since his arrival in Hong Kong, Guido actively supported the Swiss Chamber and other Swiss related activities. The Swiss community was very fortunate to have the staunch support of such a dedicated businessman who devoted much of his retirement to supporting the Chamber.

Mr. Guido Cherubini passed peacefully away on the afternoon of August 16th 2021, at his home in Chiang Mai, Thailand. His quick witted, generous, and an approachable personality will be sorely missed. We will always appreciate his support and devotion to the Swiss community in the past decades.

Rest in peace, dear Guido!

Born in Grenchen, Switzerland in the early 1970s. At the age of 10, Susanne received a globe from her parents and from then on, she knew that she wanted to explore the world. In 1991, she completed her training as a travel consultant and 3 years later became the youngest branch manager at Kuoni Travel at the age of 23. At that time, Kuoni was one of Europe's leading travel corporations.

She remained with Kuoni for a total of 18 years, during which time she held several managerial positions in Sales, Operations and HR in Switzerland and Hong Kong.

In 2006, at the end of her expat contract, she was not yet ready to leave the vibrant city of Hong Kong and started her own business. She became co-founder and Managing Director of True Colours Ltd. in Hong Kong and Switzerland, a consulting firm specializing in leadership and organizational development. She and her team quickly became a trusted partner for both Multinationals and SME's, Universities and Government bodies in Asia and Europe, completing projects across APAC and industries for over a decade. In 2008, she joined the Swiss Chamber of Commerce in Hong Kong as a Member of the Board of Directors. Following her 10-year tenure and as the first female President (2011-2014), she was appointed an Honorary Member in 2018.

In 2019, she moved back to her home country Switzerland and still runs her own business. Moreover, she is the head of the Economic Development Agency in Grenchen, a Board Member of various organizations and a guest lecturer at the University of Applied Science FHNW. Susanne is a Swiss national with permanent residency status in Hong Kong.



SUSANNE SAHL

Before establishing Stanton Chase International Greater China, Ivo was Country Head of PA Consulting Group's Executive Search business in Asia. Prior to that, he was Search Director of Boyden International in China. Ivo is a certified user of several leading psychometric assessment tools including PAPI, OPQ and MPA. Ivo held top management as well as sales and marketing positions in a broad spectrum of industries, including food, non-food and durable consumer goods, OTC (over-the-counter) and pharmaceuticals, luxury goods and machinery systems for a variety of manufacturing industries.

He began his professional career in 1982 in Hong Kong with DKSH (Diethelm Keller Siber Hegner), specializing in marketing, sales, logistics and the distribution of consumer, healthcare and technical product lines focusing on North Asia.

In 1987, he moved to Johnson & Johnson to implement a major expansion of their healthcare, baby, sanitary protection, and OTC franchises. In 1992, Ivo was appointed General Manager of C. Melchers, a German trading house with diversified product lines focusing on business development and joint-venture negotiations in China. In 1994, Ivo was appointed Managing Director of SIG-Combibloc Taiwan, a leading global supplier of aseptic carton packaging systems. He was soon promoted to President North Asia, covering Taiwan, Hong Kong, PRC-China, Korea, and Japan. Ivo's extensive knowledge of Asia Pacific combined with his broad experience in diverse industries and senior line functions enable him to advise clients on all key aspects of establishing and managing businesses in Asia Pacific. He also served several years on the Board of Directors of the Swiss Chamber of Commerce in Hong Kong.

In 2007, he established the Logistics & Transportation practice within Stanton Chase, and subsequently served for 5 years as Vice Chairman Global Practice Groups on the board of Directors of Stanton Chase. In 2014, he also took over the role as Regional Vice-President for the Asia-Pacific region. At the end of 2018, Ivo moved to Kuala Lumpur, Malaysia, to focus on the development of key markets in Southeast Asia. In 2019, he sold his Greater China business to other partners in Stanton Chase but continues to work for selective client-mandates on a freelance basis.

Born and raised in Switzerland, Ivo speaks German, French, English and Chinese; he graduated from the Swiss Federal School of Commerce and majored in Marketing & Economics at the IMD Lausanne/Switzerland. He moved from Hong Kong to Kuala Lumpur in October 2018 and sold his Executive Search business in December 2019.



IVO ALBERT HAHN

Born in Filisur-Grisons, Switzerland in 1947. Fritz made an apprenticeship as a cook at the Palace Hotel Lucerne and at the Kulm Hotel in St. Moritz. Thereafter he worked in hotels in Geneva, Zermatt, Davos, Corfu and Greece. In 1969 he joined the opening team of The Hongkong Hotel, managed by the Peninsula Group. In 1971 he returned to Switzerland and attended the EHL Lausanne Hotel School. In 1973 he re-joined the Peninsula Group, holding management positions at The Repulse Bay Hotel, Hongkong Hotel and The Peninsula.

In 1977 he attended the Summer School at Cornell University, New York, and took up a new assignment at The Manila Peninsula. In 1979 he was appointed as Resident Manager at The Hongkong Hotel, followed by a period of secondment as Project Manager with Hong Kong Resorts, then in planning and development stage for a Hotel, The Resident Club Marina and Golf Clubhouse in Discovery Bay.

In 1982 followed the appointment as General Manager of The Jianguo Hotel, Beijing, China's first International Joint Venture Hotel. In 1984 the State Council issued a document to popularize Jianguo's management practices nationwide. The entire capital investment had been fully paid off within less than four years of operation.

In 1985 Fritz followed the call of Movenpick's Founder and CEO, in the capacity as Vice-President Movenpick, Far East & China with the mandate to develop hotel joint ventures. The Movenpick Dragon Spring Hotel in Beijing went operational in 1987 and under construction was Beijing Airport Movenpick Radisson Hotel. Meanwhile in Seoul a Movenpick food production was rolled out comprising three stand-alone delicatessen & pastry shops, complimented by a dozen bakery, pastry, and delicatessen counters in diverse department stores. The most challenging and rewarding time of his career, but also badly short-changing his family in Discovery Bay.

In 1988, with a third child soon to be born, Fritz knew it was time for a change and he accepted an offer from The Royal Hong Kong Jockey Club to head up its Hospitality Services Division. Major highlights of this period were the 1992 opening of the Upper Happy Valley Clubhouse, continuous expansions of the racecourse restaurant capacity and the 2008 opening of the Beijing Club House.



FRITZ SOMMERAU

In 2011, upon leaving HKJC, he joined Marco Polo Hotels to manage and renovate the Prince and the Gateway Hotel and in 2015 he took up management of the luxury Kandaya Resort in Cebu, Philippines. Covid pushed him into "early" retirement.

Fritz served as President of the Swiss Association in 1991/92 and organised an unforgettable program of events in celebration of Switzerland's 700th Anniversary as a nation. He joined the Swiss Business Council; was Stammvater of the EHL Alumni for 15 years; he is Co-founder, Past President, and Hon. Life Member of the Club Managers Association and the Hong Kong Chefs Association. Served on the board of the Vocational Training Council (Hotel & Catering Management), the Industry Advisory Committee of Poly-U, The Hong Kong Hotel Association and the Hotel, Resort & Restaurant Association of Cebu. The French Government recognised his contribution to the hospitality sector, making him the distinction of an Officier de L'ordre du Mérite Agricole.

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