

# Chancen und Risiken im chinesischen Markt für Schweizer Firmen



## About me

### Michael Simonet



University of applied sciences Northwestern Switzerland - FHNW

Shanghai University of International Trade

Business Administration - International Management /  
Major Finance. Exchange semester in **Beijing**

**Moved to China.** Doing a Mandarin  
Language Course for one year.

Swissmooh

2008 - 2011

2011

2012

Founded **WFOE Swissmooh**, and grew with them from 2 to 25 employees. Main Success: E-Commerce with project lead, to finally biggest Cheese shop on Tmall.com!

Swisscloud Consulting Ltd. / Alea E-Commerce Co. Ltd.

2017

2018-2019

2019

In 2016 I founded Swisscloud Consulting Ltd. in Hongkong, as a preparation to move out of Swissmooh. In January 2017 the moment came when I founded my Mainland E-Commerce Services Company and prepared to scale it up.

E-Commerce, Social Media & Consulting service provider

Sino Social GmbH



Focus on CBEC operations and Social Media management, with a focus on xiaohongshu (little red book) and WeChat social-commerce operations.

Swiss Company with a local co-founder who runs his own 'Western' social media agency. Focusing on Tourism related Digital landscape management, aiming at Chinese FITs.



Jungfrau Region

## Risks

### Macro:

- Limited economic growth in the coming years, shaky property market
- High **urban** youth unemployment
- Imbalance of ROI and Risk, unclarity of sustainability (Geopolitical tensions)
- Regulatory environment expected to be more challenging

### Consumer Market:

- Local brands are gaining momentum
- Consumption Downgrading, 'value' with premium products, offered at affordable prices. A shift in consumer preferences

## Chancen

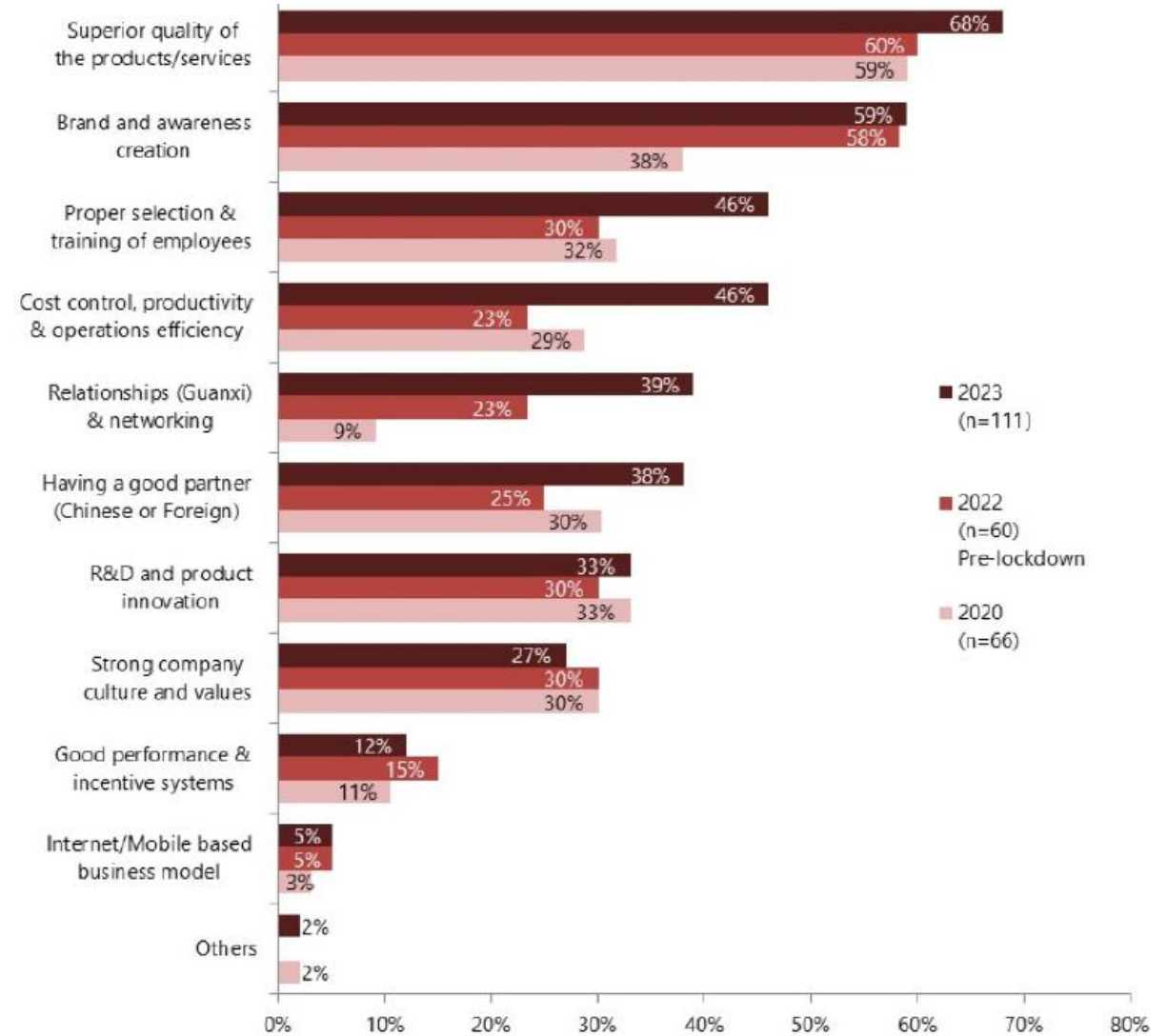
### Macro:

- Qualitative not quantitative consumer growth, a rapidly growing middle class, and many **untapped lower-tier cities**

### Consumer Market:

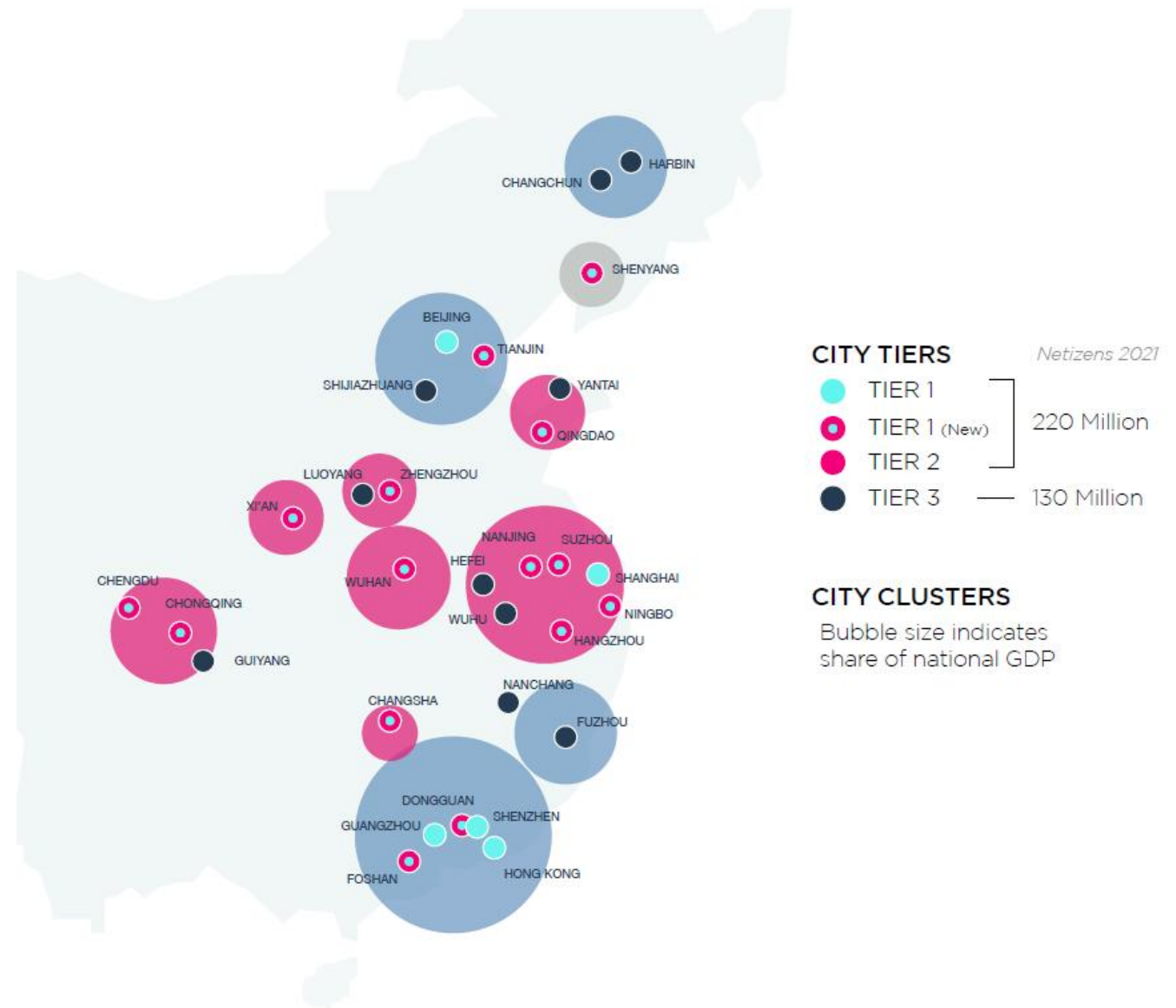
- Gen Z as Culture Catalysts, Authenticity, JOMO, experience focused
- Rise of more experience-driven, activity-based consumption in China
  - 1. Sensory payoffs: snacks, tastes, f&b
  - 2. Connecting; eSports, dating apps, events
  - 3. Health/Wellness: supplements, gym/fitness, food quality
- Good communication with your Chinese counterpart can increase agility for market needs, with no travel restrictions for field visits.

# What are the most important factors for your success in China?



Source: Casas-Klett, T., Musy, N., & Xiao, Z. (2023). The Swiss Business in China Survey 2023

Treat each cluster as its own market, consider below T1 and T2 Cities



Source: Totem - China Marketing and Media Trends 2023

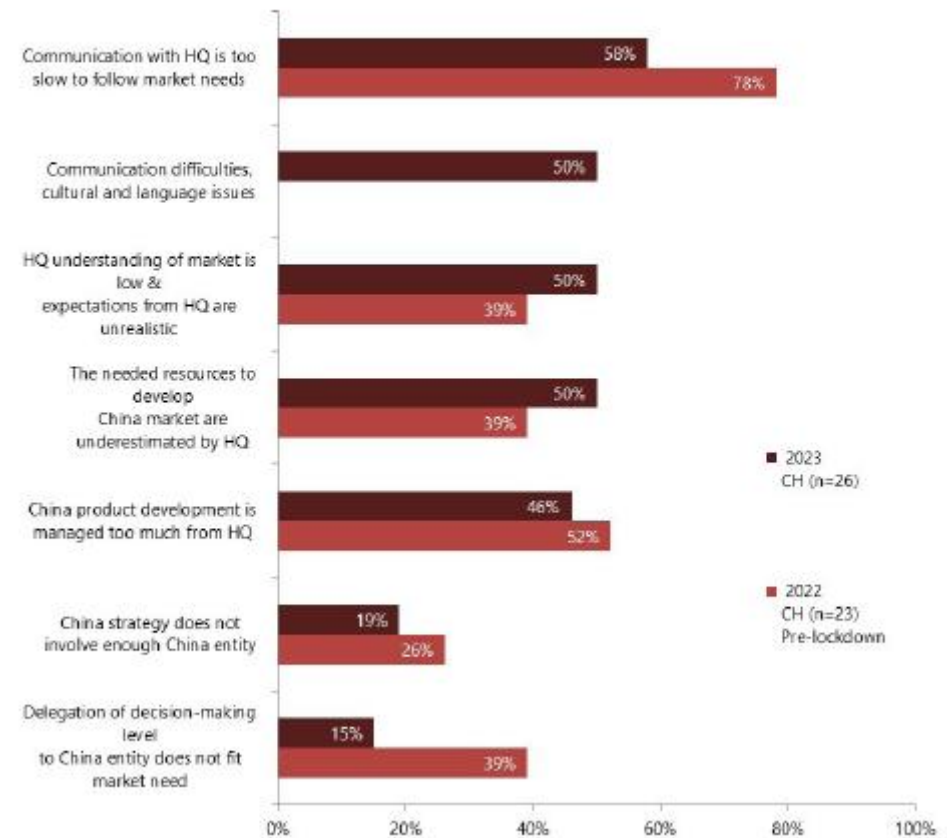
## Communication Challenges

The knowledge gap is wide, starting from cultural and language issues to understanding the market.

HQ China competence is more important than ever!  
Chose somebody with China experience, based in CH.

Institutions like FHNW are helping to improve this.

Q3.2.1  
What are the major challenges in communicating with and getting support from headquarters? (Multiple selection)



Source: Casas-Klett, T., Musy, N., & Xiao, Z. (2023). The Swiss Business in China Survey 2023



# Vielen Dank fuer Ihre Aufmerksamkeit! Fragen?

Michael Simonet - Serial China Entrepreneur

**Any questions please do not hesitate to contact me**



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