

Swiss China Update – Partnerschaftsforum

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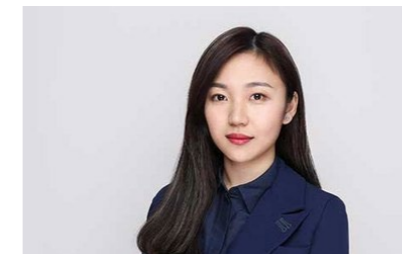
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Knowledge transfer for students and businesses

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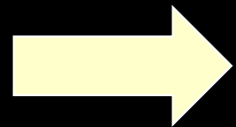
Sister Cities – Konzepte, Herausforderungen und Potentiale



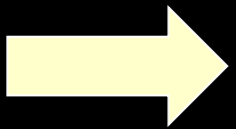
... Woher kommt die Idee?

... Aktuelle Herausforderungen?

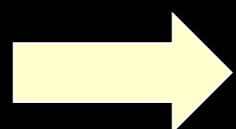
... Potentiale für die Zukunft?



Der Anfang und der Glanz der Partnerschaften



Die Herausforderungen am Beispiel Bern - Shenzhen



**Innovationspotentiale: erforschen, diskutieren und
gemeinsam umsetzen**



Der Anfang und der Glanz der Partnerschaften



Sister City – Friendship City

Develop relationships based on different aspects:

- preexisting mayoral relationships
- trade relationships
- historical connections
- ancestral/demographic connections
- expatriate communities
- shared geographic/sector challenges
- faith-based groups
- personal experiences study/work

Sister city, county, or state relationship

- broad-based, **long-term partnership** between **two communities in two countries**
- highest elected or appointed official from both communities sign off on an agreement to become sister cities
- **Multiple sister city organizations are possible**
 - **community involvement** ranging from a half dozen to hundreds of volunteers
 - Each **sister city organization is independent** and pursues the activities and thematic areas that are important to them and their community including municipal, **business, trade, educational, and cultural exchanges and projects with their sister city.**

Friendship Cities/Cantons between Switzerland and China

- Chongqing und Kanton Zürich
- Guangdong und Kanton Zürich
- Ordos und Crans- Montana
- Guizhou und Obwalden
- **Heilongjiang und Kanton Solothurn**
- **Shenzhen und Kanton Bern**
- Jiangsu und Kanton Waadt
- Lijiang und Zermatt
- Hunan und Kanton Schaffhausen
- Kunming und Stadt Zürich
- Changsha und Fribourg
- Beihai und Lugano
- Shanghai und Basel
- Huangshan und Interlaken
- **Gansu und Kanton Solothurn**
- Jiangsu und Luzern
- Shangri-La und Arosa
- Hangzhou und Lugano
- Shandong und Aargau

FHNW office in Heilongjiang, Harbin on 8 April 2014.

Founded in Harbin on 8 April 2014. Located on Harbin Technology Building.

Opening Ceremony of SSRCC

- Strong **business activities and experience** and long-term relationship between the **Government of Heilongjiang and the School of Business of FHNW**
- The **demand from Chinese and Swiss domestic SMEs to find a strong partner for possible business extensions into the Chinese or Swiss market**



- http://www.most.gov.cn/dfkj/hlj/zxdt/201404/t20140416_112730.html

Heilongjiang - Solothurn Friendship Ceremony

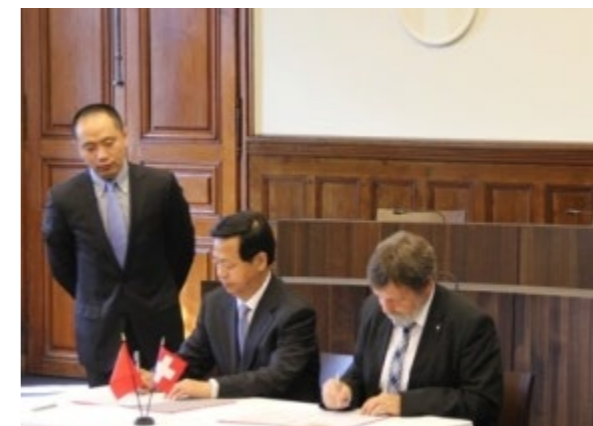
On **September 24, 2015**, Ambassador Xu Jinghu was invited to the city of Solothurn to attend a ceremony to conclude the provincial friendly relations between Heilongjiang Province and Solothurn

– Opportunities

- Solothurn is mainly an **agricultural state**. In recent years, Solothurn's **clean energy industry** has developed rapidly. **Heilongjiang can learn from Solothurn**.
- Heilongjiang has two excellent research-oriented institutions, **HIT and Harbin Engineering University**, which can increasingly cooperate with **FHNW** to improve teaching and scientific research.

– Challenges

- **Language barriers** can hinder comprehensive business and scientific cooperation.
- In a bachelor Thesis, we address these issues to find good solutions to bridge the language barriers!



The start of short-program between Heilongjiang and FHNW

- Heilongjiang and Switzerland locates on the same latitude
- News published from Heilongjiang Daily
- Highly praise for short term program, metaphored as golden seed
- Short-term Heilongjiang delegation group in Switzerland



放大 缩小 上一篇 下一篇

蝶变：源自北纬46度的“握手”

出版日期:2015-07-14 06版●时事新闻 记者 -- 黑龙江日报

□本报记者姜斌孙佳薇

黑龙江省与瑞士，站在地球的同一个纬度——北纬46度。

相知无远近，万里尚为邻。在相同的北纬46度，瑞士和黑龙江隔空相望，而跨过万里长空让彼此相遇融汇的，是互惠共赢的合作。

把项目做成培养中小企业人才的“金种子”工程

偏安北疆，信息、技术优势并不明显的我省中小企业，需要一个能融通中外的平台。2012年5月，省人力资源和社会保障厅与瑞士西北应用科学大学签署了为期5年的黑龙江省中小企业赴瑞士系统培训合作协议，并于当年启动了“黑龙江省中小企业赴瑞士系统培训项目”。

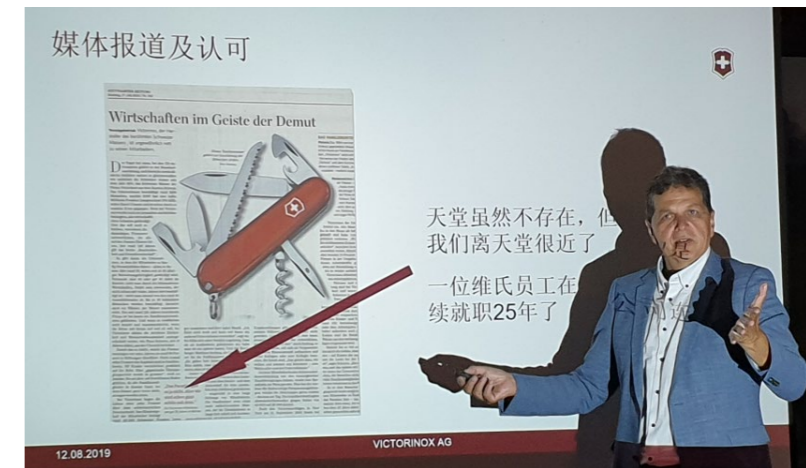
项目启动伊始，省人社厅的瑞士项目组就有一个信念：不求项目做多大、影响有多广，而是努力求新、求深、求实，把项目做成我省中小企业人才培养的“金种子”工程，做成撬动我省与瑞士乃至欧盟科技、人才、经贸合作的支点项目。



<http://epaper.hljnews.cn/hljrb/20150714/129983.html>

Short-term program between Heilongjiang and FHNW, mainly cooperated with Human Resource Department

- **Management programs** for Chinese executives (**Short Term Programs**)
 - 4 to 8 programs / year
 - Diverse topics of interest
 - Finance, education, agriculture
 - **Company visits**
 - **Rond table discussions**
 - **elite SME management talents with global perspectives and advanced management concepts, mastering advanced management techniques and technological innovation.**
- **Until now, 26 delegation groups** (approximate 400 delegates) have been to **Switzerland to attend short-term training programs.**
- <http://epaper.hljnews.cn/hljrb/20150714/129983.html>



Gansu International Fellowship Program GIFP - 2016

- GIFP took place for the 11th time with the goal to strengthen the ties of mutual understanding and friendship between the East and the West.
- Great opportunity for the delegates to learn about Gansu and China from the 8000-year-old roots of the ancient Silk Road up to the New Economic Road And Belt Initiative to be implemented during the next few years
- **Gansu & Solothurn – Friendship Award 2016**





Die Herausforderungen am Beispiel Bern - Shenzhen

Kanton Bern und Stadt Shenzhen – Sister City seit 2015



Partnerschafts-Forum:

Umgang mit Unterschieden am Beispiel Bern-Shenzhen

inkl. Analyse Schweizer Kantons- und Städtepartnerschaften

Yingbo Seiler, FHNW

MOU Themenbereiche

Das MOU umfasst folgende Themenbereiche:

- Kooperationen für Geschäfts- und Wirtschaftsbeziehungen, Handel, Wissenschaft und Technologie (Innovation), Kultur, Bildung, Sport, Gesundheit, Logistik
- Regelmässiger Austausch zwischen Regierung und Behörden zur Förderung der Kooperation

(Versteckte) Erwartungen:

- **Shenzhen:** offene Türen zu Firmen und Leaders, Technologietransfer, Ressourcen, Plattform für eigene Promotion
- **Kanton Bern:** offene Türen zu Firmen und Leaders, Ansiedlungen, Synergien zu unserer Wirtschaft, R&D Projekte

Realität vs. Erwartungen seit 2015

- **Besuche von Delegationen vor Ort machen den Hauptteil**
 - 15x Bern in Shenzhen
15 mit Shenzhen Regierungsvertretern
 - 23x Shenzhen in BE
Davon 4 mit BE Regierungsvertretern
- **Bern mit Fokus auf Promotion und Resultate** für die Teilnehmer der Delegation
- **Shenzhen mit Fokus auf Informationsgewinnung, eigene Promotion (z.B. Districts) und weiteren MOUs**
 - 2 neue Ansiedlungen in BE aus Shenzhen und Motivation für viele BE Firmen in Shenzhen aktiver zu sein
 - mind. 4 weitere MOU zum Thema Bildung, Innovation/Technologie, Promotion District
 - Verbesserung des interkulturelles Verständnisses und Aufbau von Vertrauen

Herausforderungen für die ‚Schwestern‘

Shenzhen

- Ziele und Erwartungen klarer formulieren (Transparenz, langfristige Planung)
- Verständnis für unterschiedliche Kulturen und Vorgehensweisen erhöhen (z.B. bottom-up vs top-down)
- Planung frühzeitig beginnen und kommunizieren (Ansprechpartner)

Kanton Bern

- Ziele und Strategie klarer definieren
- Breit abgestütztes Kommitte von Entscheidungspersonen einholen
- Ressourcen stellen (Personell und Budget)
- Als Chance erkennen und Follower gewinnen



Stadtförderung des Kantons Bern

Informationen

- Koordination der einzelnen Akteure durch Bildung einer zentralen Anlaufstelle beim Kanton
- Delegation der Verantwortung von Themen an einzelne Akteure

Potentiale für Weiterentwicklung

- Konkrete Projekte definieren, inkl. Budget
- Bildung von gemischtem Beirat für übergreifende Themen/Strategien
- Jahresplanung frühzeitig an Shenzhen kommunizieren, gegenseitige Abstimmung und Optimierung (v.a. wegen Ressourcen und Timing)

The screenshot shows the website 'Standortförderung Kanton Bern'. At the top, there are navigation links for 'Kanton Bern', 'Startseite', 'Français', 'English', 'Kontakt', 'Sitemap', and a search bar labeled 'Suchen'. Below the navigation is a menu with categories: 'Ansiedlung', 'Start-up', 'Unternehmen', 'Netzwerk', 'Innovation', 'Tourismus', and 'Dienstleistungen'. The main content area features a large aerial photograph of Bern, Switzerland, with a red banner overlaid that reads 'Wirtschaft und Kanton Bern – ein innovatives Zusammenspiel'. Below the banner, there is a 'Direktlinks' section with a list of links: '> Unternehmensgründung', '> Standortsuche', '> Events', '> Team / Kontakt', and '> Publikationen'. To the right of the links is a promotional box for 'Startup Days 21' on '23 June 2021' at 'Kursaal Bern'. The box includes the 'startup days 21' logo and a description: 'Die Startup Days bieten Startups die Gelegenheit sich in Pitching Battles oder bei Matchmaking Events den Investoren und Unternehmen zu präsentieren.' Below the description is a link 'Reservieren Sie sich ihr Ticket' and three small square icons.

Lösungsansätze Shenzhen

- Wirtschaftliche Repräsentation in Bern
- Etabliert «World Innovative Cities Cooperation Organization» **WICCO** (Für alle Partnerstädte):

Vision:

- *WICCO is created to build an open and innovative global platform*
- *Jointly enhance exchange and cooperation in innovation across various domains among cities*
- *empower sustainable urban development with innovation*
- *lead innovation-driven urban economic development, social progress, and improvement of people's livelihood.*



→ Innovationspotentiale: erforschen, diskutieren und gemeinsam umsetzen

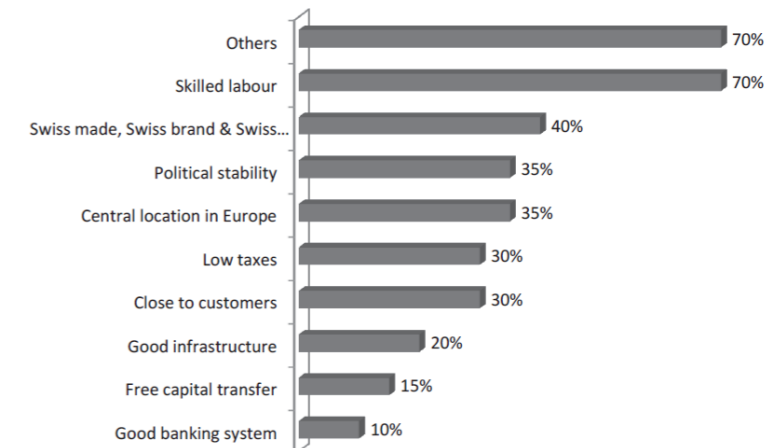
Collaboration – Chinese SMEs in Switzerland



- CN companies that are in Switzerland, are **well positioned in their domestic market!**
- Switzerland is **valued as a good place to get access to new technology and to research and development**
 - Forty percent reported the **“Switzerland” brand** was an important factor
 - The **diverse business environment of Zurich**, including the banking or manufacturing sector, will attract our executives

Rank	Global Innovation Index 2020
High-income economies (49 in total)	
1	Switzerland (1)
2	Sweden (2)
3	United States of America (3)
4	United Kingdom (4)
5	Netherlands (5)
6	Denmark (6)
7	Finland (7)
8	Singapore (8)
9	Germany (9)
10	Republic of Korea (10)

Rank	Global Innovation Index 2020
Upper middle-income economies (37 in total)	
1	China (14)
2	Malaysia (33)
3	Bulgaria (37)
4	Thailand (44)
5	Romania (46)
6	Russian Federation (47)
7	Montenegro (49)
8	Turkey (51)
9	Mauritius (52)
10	Serbia (53)



<https://digitalcollection.zhaw.ch/bitstream/11475/9558/1/Chinese%20companies%20in%20Switzerland%20SC1.1.pdf>

https://www.wipo.int/edocs/pubdocs/en/wipo_pub_gii_2020/ch.pdf

Green Technology – Sustainable Development



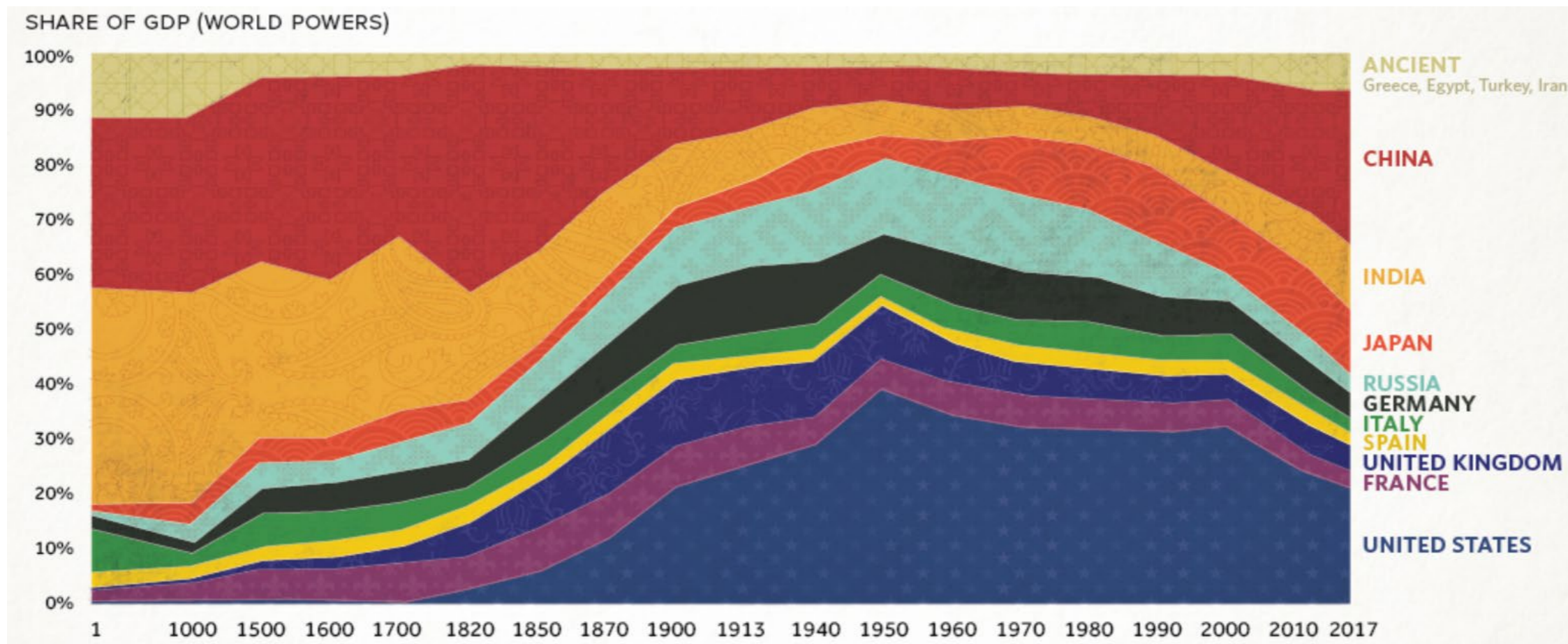
- Shenzhen, the **first major city in the world all-electric public bus fleet**
- **2009**, it was chosen as one of 13 Chinese cities to pilot a national new-energy vehicle programme
- **After a decade: all public busses and taxis are E-vehicles!** (~60% of all taxis)
- 2019: the city offered **US\$514.4 million subsidies for the construction of charging facilities**, as well as encouraging taxi operators and private investors to invest in charging poles and stations for e-taxis



A BYD electric bus is pictured arriving at a public transport hub in Shenzhen. Photo: Bloomberg

World Economic Forum says the world can learn from China's example. Out of the world's estimated 385,000 electric buses, 90 per cent are in China

Industrial Revolution in the West, as well as the momentum behind the re-emergence of Asia



<https://www.visualcapitalist.com/2000-years-economic-history-one-chart/>

International Conference on Management Science & Engineering

- Major(Management Science and Engineering Highly ranked in top universities in China)
- International Conference series started from 1993
- Yearly held conference

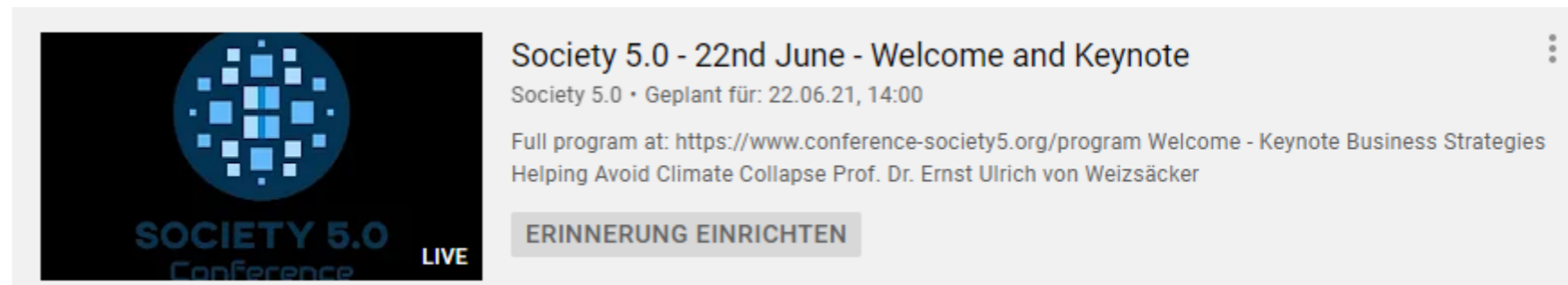


New Conference Series

The conference series will kick off with a **virtual forum on 22nd-24th June 2021**. In 2022 the Society 5.0 conference will take place in Switzerland.



[YouTube Channel](#)





Und was passiert in der Praxis?

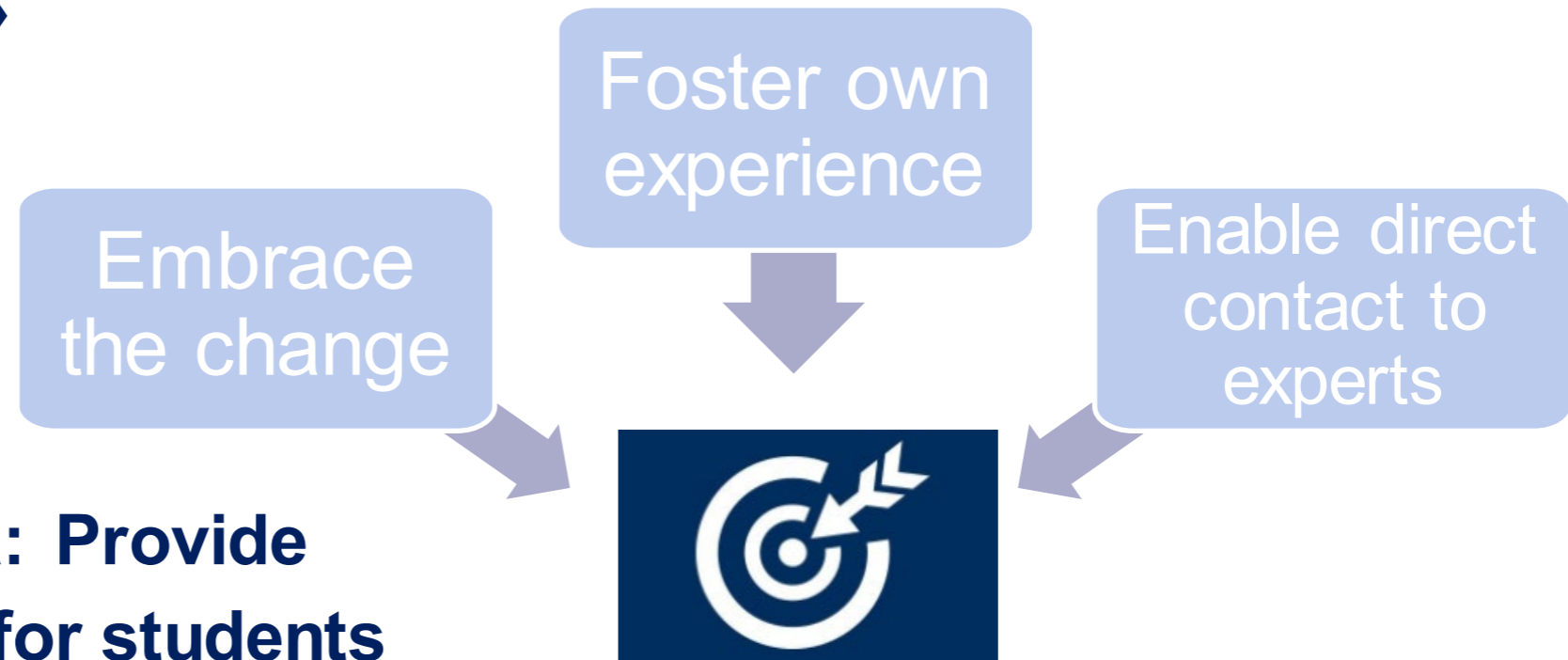
1. **Wie gehen wir damit um, dass Innovationen neu auch von China kommen?**
Shenzhen: **öffentlicher Verkehr: 100% E-Vehicles** – könnte man in Bern davon profitieren?
2. **2019: Die «Internationale Kulturwoche Shenzhen» wurde erfolgreich in Bern abgehalten. Wäre dies heute noch möglich?**
3. **In Bern gibt es eine grosse Anzahl von Opernhäusern, Theatern und Orchestern.**
Könnte die **weltweit führende 5G Netzwerktechnologie von Shenzhen** der Stadt Bern von Nutzen sein?
 - Um bei innovativen Projekten im Kulturbereich zu unterstützen?
 - Um innovative Projekte in der IT-Branche anzuregen?
 - Um gemeinsam innovative Projekte im Bereich Kultur zu lancieren?
4. **Welche Formen von Austausch** wäre noch denkbar/ wünschbar?



Additional Slides

Mission School of Business FHNW

«We educate innovative and responsible managers for a networked and dynamic world.»



«Switzerland - China: Provide knowledge transfer for students and businesses»

= Goal of China Center