



1950-2015
SWITZERLAND AND CHINA
中国瑞士建交65周年



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The Banque Cantonale de Genève, Chambre de Commerce, d'Industrie et des Services de Genève, swissnex China, Affolter Group, Swiss Center Shanghai, Swiss-Chinese Association, Swiss-Chinese Association - French Speaking Region and Air China support an initiative for young people:



New Perspectives for Young Swiss

2015 marks the one year anniversary of new free trade agreements between

China and Switzerland and the **65th anniversary of Switzerland's recognition of Chinese authorities**. China is also developing a dual-track education system, inspired by the success of the Swiss system. **More than ever before, the environment is ideal for young Swiss** apprentices and students, and the timing is perfect for an on-site experience and to learn Mandarin.



China Moving Towards an Education System Similar to Switzerland's

The Chinese labor market is currently facing a major challenge: a shortage of skilled labor. To combat this, the Chinese Ministry of Education is pushing to increase working experience and build a solid theoretical understanding among its students. In contrast, thanks to our dual-track education system, Switzerland has a highly skilled and varied workforce, and our unemployment rate is an example to the rest of the world. **China and Switzerland entered into a dialogue on education reform** in 2014, with the last meeting taking place in October. They are working towards a **Memorandum of Understanding to be signed in 2016** on Vocational and Professional Education Training with China planning to increase its vocational education to 79% **by opening 640 Universities of Applied Sciences**.

The Goals of the ICL Cup

1. The ICL Cup aims to **increase the awareness of China's importance** to Switzerland among the Swiss youth by promoting the Chinese experience in schools and through media;
2. **Encourage young people to have an international experience** by discovering one of our most important economic partners;
3. **Introduce to China the efficiency of our dual education system** by sending both apprentices and higher education students as ambassadors of our system.

The Competition

A jury composed of 10 key players of Sino-Swiss bilateral relations will select the 4 winners of the competition based on their answers on the online questionnaire. **Meet the 10 members of our jury in the [brochure](http://integratechineselife.com/ICL-Cup-brochure.pdf)**
<http://integratechineselife.com/ICL-Cup-brochure.pdf>.

An outstanding 2-Month Training in China – The ICL Cup, an Initiative for Young Swiss

Organized by ICL, in cooperation with BCGE (the Banque Cantonale de Genève), CCIG (Geneva Chamber of Commerce, Industry and Services), Affolter Group and swissnex China, this competition is open to apprentices, students, and young graduates from Swiss schools aged 18 to 25. **The four winners will be awarded with a two-month, all-inclusive training in China.** During these two months, they will **take part in an training** hosted by a multinational enterprise or a Sino-Swiss institution and **study Mandarin Chinese**. Above all, they will **enjoy an outstanding international experience in Shanghai** for two months.

Online questionnaire and information: <http://integratechineselife.com/icl-cup.php>

ICL (Integrate Chinese Life: www.integratechineselife.com) is a young agency created by 2 young Swiss in 2013. ICL helps young people from all over the world come and experience China through professional trainings and language stays.

For further information:

Nicolas de Toledo – ICL (Integrate Chinese Life), Director
nicolas.de.toledo@integratechineselife.com

In Switzerland in December: +41 79 692 4534, available to go and meet journalists in Switzerland.

In China from January on: +86 185 1614 4531, available to answer questions on the phone.

Sponsors Testimonials

Banque Cantonale de Genève (BCGE)

Testimonial: “The Banque Cantonale de Genève has a tradition of promoting young people's training and offers a particularly large number of apprenticeships and traineeships for many students and young professionals during their academic career. The bank serves the Geneva economy which, year after year, has been weaving ever stronger links with China and so it is only natural for the BCGE to continue this same movement. Giving young people greater opportunities to understand China's economy is consistent with the ongoing commitment of the bank.” **Christophe Weber, BCGE**

Description: The BCGE contributes to the development of the canton of Geneva and its region by offering all its residents, businesses and institutions banking services which are sustainably competitive and which correspond to the requirements and capacities of a regional institution.

Geneva Chamber of Commerce, Industry and Services (CCIG)

Testimonial: “Enjoying a privileged relationship with Switzerland thanks to our free trade agreement, China features a highly inspiring and promising marketplace for young Swiss who are willing to gain expertise in the world largest economy. By supporting this outstanding initiative, the Geneva Chamber of Commerce thus underlines its support to economic dynamism and its faith in young entrepreneurs.” **Vincent Subilia, CCIG**

Description: The Geneva Chamber of Commerce, Industry and Services – known as the CCIG –, a private and independent organisation, works towards a strong economy, conducive to local businesses sustaining their activities long-term.

Swissnex China

Testimonial: “Following the Chinese Ministry of Education's recent announcement of reforms aiming to establish a dual track education system in China, swissnex China believes that introducing Switzerland's highly successful dual education system to China will be extremely helpful in building upon the solid foundations already in place, in addition to improving Sino-Swiss partnership and cooperation. As part of this foundation, swissnex China fully supports the message of the ICL Cup.” **Pascal Marmier, swissnex China**

Description: We create opportunities by sharing our office, organizing events, working under several mandates for a diverse set of clients, and offering local expertise.

Affolter

Testimonial: “The Affolter group is taking part in the ICL Cup in order to promote training in the technical trades. In its capacity as a training company employing 22 apprentices, the Affolter group is strongly committed to training professionals in mechanics, micromechanics and profile-turning. Adding an international dimension to the training already offered represents a key factor in attracting students to learn these skills. The Affolter group also has a company in Shanghai, China.” **Nicolas Curty, Affolter Group**

Description: Founded in 1919, the Affolter group is a family-run company based in Malleray in Switzerland's Bernese Jura region. The company produces high-end watch parts and develops, manufactures, and sells gear hobbing machines and CNC controls.

Swiss Center Shanghai

Testimonial: “Thanks to constant innovation in process, Swiss companies in China are among the top leaders in their technologies. Innovation and high technologies is the reflection of its people, its workforce. The people is tomorrow's future and education is one of the key. Swiss Center is glad to support ICL Cup and its participants to “lead” their eyes to new horizon and experience China, China who is a sharing-opportunities partner with Switzerland.” **Aline Ballaman, SCS.**

Description: Founded in 2000, Swiss Center (SCS) is a non-profit organization dedicated to the Swiss company expansion on the Chinese market. Its 5 facilities in Shanghai, Beijing and Tianjin offer 8000sqm solutions to manufacturing, trading, service and startup companies with ready-to-use space and full access to professional network. For 15 years, Swiss Center has supported 300 Swiss SMEs to develop in China and is today, one of the biggest cluster of Swiss companies in Asia. www.swisscenters.org
Since 2000, Swiss Center has the honor to witness the successful development of Swiss companies in China.

Xavier Comtesse, member of the jury

In a globalized economy, Switzerland needs an increasing number of young people trained internationally, especially in China. The ICL Cup is organized by young people for young people, and provides this very opportunity.

Blaise Godet, member of the jury, former Swiss ambassador in Beijing from 2008-2012

I wish great success to the ICL Cup! Sharing with China our experience in the dual track educational system shall greatly and concretely contribute in strengthening the relations between the young people of both countries.

Laurent Feuz, member of the jury, head of post-compulsory education services of Neuchâtel

A great project offering participants the chance to understand a key region and giving them the opportunity to live a onsite social and professional experience that will enable them to acquire important skills in terms of personal development certainly useful in their professional career.

Highlights

- With the support of the BCGE, CCIG, swissnex China and Affolter Group, 4 young Swiss apprentices and students will take part in a 2-month internship and language program in China.
- 2015 marks the highest point of the Sino-Swiss diplomatic relations.
- In 2016, education agreements between China and Switzerland will be signed. The timing is perfect to send both students and apprentices in China as ambassadors of our education system.

Pictures, Logo and other links available in the press release

Logo on p.1

Picture of the ICL team in Shanghai (Nicolas de Toledo in blue on the left, Bastien Dumont in black on the right)

Important links:

- Online questionnaire: : <http://integratechineselife.com/icl-cup.php>
- Facebook Page: <https://www.facebook.com/ICLCup/>
- Promotional video of China:
<https://www.youtube.com/watch?v=MU9JFVXytMQ&noredirect=1>
- Brochure : <http://integratechineselife.com/ICL-Cup-brochure.pdf>

