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The Entrepreneur Talk:

Claudia Masüger, Founder of "Cheers":

"The Market is The Boss"

企业家演讲

Claudia Masüger

“齐饮进口葡萄酒”创始人

“市场才是老板”

China Market Entry: Dos and Don'ts for Newcomers
打入中国市场：该做和不该做的

Start Me Up: Finding The Right Legal Set-Up
整装待发：正确的法律架构

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EVENTS

JUN

04

Fireside Chat: Opportunities and Challenges in the Chinese Medtech Landscape**Venue:** swissnex China office (Shanghai)**Organised by:** SwissCham Shanghai, in association with swissnex China,**Speaker:** Urs Mattes**Details:** Medtech is a heterogeneous field with many specialties and not every specialty is successful in China; some prosper, some do not. Dr. Urs Mattes took the opportunity of the Fireside Chat to elaborate on a case study from the dental industry and conducted discussion with the audience.

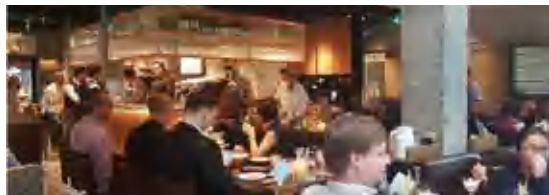
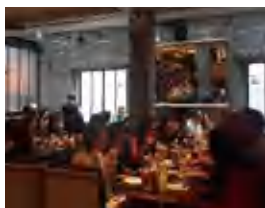
JUN

12

Fine Dining with Paul Pairet: How to Combine Creativity and Discipline**Venue:** Polux**Organised by:** SwissCham Shanghai, supported by Nespresso and Polux**Speaker:** Chef Paul Pairet**Details:** Together with Nespresso and Polux, SwissCham Shanghai welcomed a full house of guests on the event "Fine Dining with Paul Pairet: How to combine creativity and discipline".

Followed by SwissCham Shanghai's President Alfonso Troisi's warm opening speech, Chef Paul Pairet, one of the most respected chefs, shared with our guests how he developed his love for food and cooking since he was a child, how he came up with his life project "Ultraviolet" and how he combined his creativity with discipline while working with his team. He emphasized that in any industry, putting creativity in practice is crucial to remain competitive. In the following Q&A session, he answered questions raised by the facilitator Alfonso and the guests.

Besides Chef Paul's inspiring talk, our guests also enjoyed specially-made Nespresso Piña Colada, exquisite desserts and great service of Polux.



JUN

21

Chat Conference: How to Leverage WeChat Mini-programs to Drive Conversion & Sales**Venue:** Gemma**Organised by:** Enpretr, in association with SwissCham Shanghai**Speakers:** Cyril Drouin, Publicis Communications; Sharon Wu, Splio; Clement Ledormeur, 31TEN; Cindy Xu, Santus; Larry Feng, icfrom; Michael Renz, SAP; Chong Wu, Honeywell; James Wang, BadAxe**Details:** This unique and intimate one-day event was a blend of great attendees, an intriguing agenda, a gorgeous venue, humor, debate, Q&A and quality networking. It was designed for decision makers from marketing/advertising/media departments to discuss the latest trends in WeChat marketing, e-commerce and customer support and how to implement them into practices.

This conference gathered again the most dynamic WeChat experts, consultants, technology vendors, digital marketers and social media managers from leading companies in Shanghai.