

# Chinese Investments

**For the third time in a row, transport and energy infrastructure specialist Alstom is supporting the FHNW project "Insight China" as its main sponsor. Inés Constantin, Head of University Relations at ALSTOM Power, reports on the company's long history in the Chinese market and the mutual benefits of the ongoing project sponsorship.**



## Preparatory Seminar

The Project Team presents the programme of the first part of Insight China 2010. Page 2.



## IC Delegation

Insight China Delegation has been selected and is ready to take off. Page 4.



## China Live

Insight into China and its culture offered by the University of Applied Sciences Northwestern Switzerland (FHNW). Page 5.



**Inés Constantin**  
Head of University Relations at Alstom

Even though Alstom, with its more than 80,000 employees, is present in 70 countries all over the world, China has long been one of the company's international key markets. Alstom's involvement with China began more than 50 years ago with the delivery of the first electric and diesel electric locomotives. 20 years onwards, in 1979, Alstom set up its first representative office in Beijing, making it one of the earliest international corporations to enter the market in the wake of the country's gradual opening. Since then, Alstom has continuously increased its investments. Today, Alstom China employs around 9,000 people working in 22 different joint ventures, subsidiaries and liaison offices. It is headquartered in Beijing and has offices in Shanghai, Hong Kong, Shenyang, Tianjin, Guangzhou and various other locations.

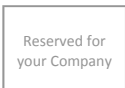
Regarding energy infrastructure, Alstom know-how and technology contributes to most national and regional key projects in today's China. For instance, Alstom has supplied turbines, generators and the computer control system for the prestigious Three Gorges Project (the world's largest hydroelectric power plant) and has been selected as engineering partner for China's first EPR nuclear power plant at Taishan, where construction works have just started in November 2009. As to transport solutions, Alstom is proud to have contributed the signalling systems to

China's first driverless train service linking Beijing Airport to the city center. During the 2008 Olympic Games, the Beijing Airport Link ensured that millions spectators and athletes arriving in the city were taken swiftly and safely to their destinations. In the course of the years, Alstom has also delivered more than 2,500 metro cars and train sets to the transport systems of Shanghai, Hong Kong, Beijing and Nanjing.

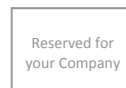
And Alstom is still in the process of furthering its expansion in China: Just recently, Chinese authorities have approved the increase of Alstom's share of the Alstom Beizhong Power joint venture to almost 90 per cent. "Be Chinese in China" is the company's fundamental principle when it comes to running business in the country. In order to develop the skills and qualification of its Chinese managers and future leaders, Alstom has, for instance, established the Alstom University Asia Campus and signed partnership agreements with various Chinese universities. In order to promote environmental protection policies and a sustainable growth in China, Alstom provides funding for regional projects such as the establishment of a national park in the province Yunnan.

By "investing" in the FHNW project *Insight China*, Alstom wants to provide the participants with the opportunity of getting to know a fascinating culture as well as one of the fastest-growing economies in the world. "We are glad to do so," says Head of University Relations Inés Constantin, "as in the course of the last years, we have always experienced professionally organized and supervised projects which are a gratification in itself." In her eyes, it is admirable to see the passion of each team member and the enthusiasm of the participants. (ak)

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# Welcome to Insight China 2010

The unique project of the University of Applied Sciences Northwestern Switzerland has successfully taken off for the ninth consecutive time. We will be presenting a high-quality tree-phase project and enable students to get deep insights into various aspects of China.

## A Message from the Project Team

Dear Reader

The last three months have been a challenging but exciting time for us and we are very happy to present the first Insight China 2010 newsletter. In this document you will find a short preview of our preparatory seminar, the on-site seminar in China as well as a variety of articles about the China activities of our university.

For 2010 we chose the theme “Sustainable Urbanization” to guide us throughout the seminar and to link closely to the main focus of the



World Expo 2010 in Shanghai.

To all our supporting companies from Switzerland and China we would like to express our sincere thanks for their ongoing commitment to Insight China. Only with their support, are we able to realize a successful seminar.

The project team is looking forward to an exciting year and would like to wish all involved people of the Insight China project a happy and peaceful 2010.

**Stefan Zumsteg**

**PR & Sponsoring Coordinator**

## Preparatory Seminar

(08—12 February 2010)



**Urs Schöttli, Far East Correspondent of NZZ will join the IC seminar in February 2010 again.**

one-week seminar will give the participants a deep insight to a new culture and how to do business in the fast growing Chinese economy. Several presentations

The three-folded project Insight China starts on the 8<sup>th</sup> of February 2010 with the preparatory seminar, which will take place in Olten, Switzerland at the premises of the University of Applied Sciences Northwestern Switzerland FHNW. This

by China experts from various fields will be held about economical, environmental, cultural as well as social aspects of China.

Under the topic “Insight into Sustainable Urbanization in China” the preparatory seminar will also address the theme “opportunities and challenges facing China with the fast developing urbanization”. This urbanization has been the driving force of the Chinese economy for the last 20 years and according to a report published by McKinsey & Company it will also be the driving force of the economy for the coming 20 years. **Prof. Michael Jeive**, Head of the ICC Competence Centre in Strategy and Competitiveness and Supervisor of Insight China, will present the findings of this interesting report. Besides well known FHNW experts, we have invited various guest speakers to share their China knowledge with the Insight China delegation (Overview on the following page). (tvf)

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## Overview Preparatory Seminar

	Experts	
Monday	Prof. Dr. Peter Abplanalp, FHNW	<i>Introduction to Chinese History and Culture</i>
	Mrs. Fan Neifer-Yang, FHNW	<i>Chinese Crash Course</i>
	Dr. Daniel V. Christen	<i>Introduction to the Chinese Economy</i>
	Mr. Urs Schöttli, Far East Correspondent of NZZ	<i>China vs. India and the connection to Switzerland</i>
Tuesday	Huawei Technologies Switzerland AG	<i>Company presentation</i>
	Mrs. Anna Mattei, EDA	<i>Human Rights in China</i>
	Prof. Dr. Dr. Harro von Senger, Albert Freiburg University	<i>Law of PRC</i>
	Prof. Dr. Dr. Harro von Senger, Albert Freiburg University	<i>36 Strategems</i>
Wednesday	Dr. phil. nat. Kong Xian Chu, Chief Representative for China Basel Area	<i>Forced displacement, Migrant worker – Social Impacts of the Urbanization</i>
	Dr. Beda Bischof, Swiss Federal Institute of Intellectual Property (IPI)	<i>Intellectual Property Rights in China</i>
	Mr. Olivier Roos, Presence Switzerland (EDA)	<i>Expo 2010</i>
Thursday	Mr. Peter Albrecht, Alstom Transportation	<i>Company presentation</i>
	Mrs. Pamela Burkhalter, Burkhalter Consulting	<i>Workshop</i>
	Prof. Josef Müller, IMD Prof. Dr. Peter Abplanalp, FHNW	<i>Leadership and Strategy</i>
	Dr. Jianhe Mao, Unicom GmbH	<i>Entering the Chinese Market</i>
Friday	Mr. Edward Schwartz, Holcim Sustainable Construction-Foundation	<i>Sustainable Urbanization</i>
	Prof. Michael Jeive, FHNW	<i>Urbanization Report McKinsey</i>
	Mrs. Marie Gabrielle Ineichen Fleisch, Member of the Management Board of SECO, Head of Worldtrade	<i>Introductory Speech</i>
	Dr. Kurt Härrli, President SCCC and representatives from India and the U.S.	<i>Podiums Discussion</i>

## Preview On-Site Seminar

(26 March—11 April 2010)

The preparations for our study trip to China are already well advanced. Beijing will be the starting point of our exciting tour through China, where we will visit companies such as UBS, Hua Wei and Long Yuan Power. The delegation will be visiting the fast-growing city of Tianjin which is home to the biggest sea port in Northern China. In addition, a visit at Zehnder Group, supporter of Insight China, is among others on schedule. The area around Tianjin is also home to the first Airbus facility in China. Our delegation will have the unique opportunity to visit this world-class facility.



Lanzhou and the province of Gansu will give the delegation an insight to the more traditional China and also allow the participants to meet local businesses and get in contact with students from one of our partner universities. Similar to previous years, the study trip will be terminated in Shanghai. Visits at the World Expo site and at the premises of our main sponsor Alstom will certainly be the highlights of this destination. (sz)

### First local Chinese company to sponsor Insight China 2010

Due to the good connections from the project team to one of our destinations (Tianjin) we are very proud to announce that for the first time in the Insight China history, a local Chinese company will be an official sponsor of our unique project. Tianjin Shengyuan Industrial & Trade Co. Ltd is a well known expert in the field of paper processing and is exporting its products worldwide. (sz)

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# Insight China Delegation 2010

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## Accompanying Lecturers FHNW



Prof. Michael Jeive  
Head ICC Center for  
Strategy and Competitiveness



Ms Gabriela Rüegg  
Deputy Head Communications  
and Marketing



Prof. Dr. Rolf Dornberger  
Head Institute for  
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## Brief Facts about Insight China 2010

Insight China is an interdisciplinary in-depth seminar of the University of Applied Sciences Northwestern Switzerland, organized by students of International Management for final-year students. It is designed for a selected number of graduating students from the Schools of Business, Engineering, Applied Psychology and Social Work. A one-week preparatory seminar in Olten with expert guest lecturers from fields including Management, Culture, Law and Politics offers a thorough introduction to life and work in China.

This is followed by a trip through China visiting highly developed cities such as Beijing and Shanghai as well as newly fast growing internal regions such as Gansu province, which has been in close cooperation with our school for 15 years. The study-trip focuses on knowledge transfer between senior executives, government officials, universities and students. This is achieved through visits to companies and public institutions, as well as official receptions and discussions.

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# 15 Years of experience with China – and still a new world

Within the scope of the China live, a series of public lectures focusing on China hosted by the University of Applied Science Northwestern Switzerland (FHNW) in Olten, Prof. Dr. Peter Abplanalp reported facts and figures about China and shared 15 years of experience in dealing with this enor-



Prof. Dr. Peter Abplanalp shared 15 years of experience in dealing with China.

“Everything has three sides; one that I see, one that you see, and one that none of us can see.” – with this sentence Prof. Dr. Peter Abplanalp, initiator of many programs with China for the FHNW and recipient of the Chinese Friendship-Award, started his speech and indicated the complexity of the Chinese culture. Under the title “China – different or totally different” Prof. Abplanalp held a presentation about the history and culture of China and shared 15 years of experience in dealing with a country that seem so familiar but remain still so different in some aspects, in his opinion.

Among other topics he pointed

out the dimensional differences when comparing China with other countries. A comparison with Switzerland showed that if 10% of the Chinese population travel within China, 130'000'000 people are on the move, whereas the figure would be only 700'000 in Switzerland. This massive number of people challenges the entire infrastructure of China as it is the case in the time of the Chinese New Year festivities around February and March. Prof. Abplanalp stated the mentioned example as a reason for restrictions on traveling the Chinese government released for domestic Chinese. Furthermore, Prof. Abplanalp emphasized the attractiveness of doing business in

China due to the high amount of skilled and competent labor available. He pointed out that there are over 1,1 million university graduates annually.

Prof. Dr. Peter Abplanalp, former president of the University of Applied Sciences Solothurn Northwestern Switzerland (1998 – 2005), has initiated numerous seminars for prominent Chinese managers, administrators and professors. He has been granted the “Dunhuang Award” by the government of Gansu Province (PRC), honorary professorships from two Chinese universities, and in 2006 received the “Friendship Award”, the highest award issued by the Chinese Central Government to foreign experts.

## “Search for the truth in the facts.”

Prof. Abplanalp presented some differences from China to the Western world, and gave an overview of the Chinese history and the evolution of the country. He underlined the knowledge of the Chinese history as a precondition in order to understand China. Finally, Prof. Abplanalp gave an advice to “search for the truth in the facts”. (cet)

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# Confucianism and its influence on Chinese Behavior

**Prof. Michael Jeive discussed in his presentation at the China live event thoughts on Confucianism and its influence on China today, and thereby identified its embeddedness in Chinese behavior.**



**Prof. Michael Jeive envisioned the influence of Confucianism on China today.**

Understanding Confucianism helps in understanding the “Chinese way”. This was one of the messages that came across from the presentation of Prof. Michael Jeive, project leader of Insight China, Professor at the University of Applied Science (FHNW) in Olten. Confucianism was identified as an attitude towards life, bringing stability and reducing conflicts. Prof. Jeive pointed out six fundamental val-

ues of Confucianism as being ritual and etiquette, love within the family and between the generations, righteousness, honesty and trustworthiness, loyalty to the state, and benevolence and humanness towards others as the highest virtue.

**“Confucian concepts focusing on role or status serve to encourage reciprocity within relationships and interdependency”**

Prof. Jeive explained the five codes of ethics based on reciprocal relationships between ruler and subject, father and son, husband and wife, older brother and younger brother, and between friends. He illustrated that each party involved in the mentioned relationships have their role, their rights and duties to fulfill, and that fulfillment of each one’s role

is of great importance and seen as a major duty of each individual. In this respect he underlined mutual expectations of social responsibility among people as a measure of correct conduct and that performance of duties due others is placed above all others in Confucian teachings. Examples were given that the ruler shows justice and the subject loyalty instead, the father shows love whereas the son filial piety, and friends show mutual faith. The maximization of differences was mentioned as idea to create interdependency between people fostering harmony and peace in a society. (cet)

Prof. Michael Jeive is project leader of Insight China, Head of the ICC Competence Centre in Strategy and Competitiveness and Professor at the University of Applied Sciences Northwestern Switzerland in Olten. Besides Insight China, he is project leader of Sino-Swiss Executive Certificate in Public and Business Management, represents the FHNW in the China Committee of the Rector's Conference of the Swiss Universities of Applied Sciences (KFH), and is currently working on projects in Beijing, Shanghai and Gansu.

How many characters exist in the Chinese language?



Chinese characters are logograms used in written Chinese. Chinese characters are also known as sinographs, and the Chinese writing system as sinography. Over 47'043 characters were recorded in 1716, and around 60'000 in the beginning of the twentieth century, although a large number of these are rarely used variants accumulated throughout history. Full literacy requires a knowledge of three to four thousand characters. A thousand characters cover a frequency of 90%, 2400 characters cover a frequency of 99%, and 3'800 characters have a frequency of 99.9% - meaning that with a knowledge of only a thousand most frequent characters one is able to read and communicate fairly well. A knowledge of three thousand characters is required in order to be able to read a newspaper in mainland China. Since Chinese words are generally composed of two characters, only a few thousand characters are used to understand tens or even hundreds of thousands of words. (cet)

## Chinese for Beginners: “kě kǒu kě lè = tasty in the mouth that makes happy = Coca Cola”?

Ms Fan Neifer-Yang, organizer of China live, gave a crash course in the Chinese language for her audience – an informal and amusing evening was guaranteed.

Within the focus of the second China Live evening, Ms Fan Neifer-Yang, Chinese teacher at the University of Applied Sciences (FHNW) in Olten and organizer of China Live, successfully motivated her audience to pronounce



Ms Fan Neifer-Yang successfully motivated the audience to speak Chinese.

Chinese consonants, vowels and tones – sounds that the majority of the audience have never heard of, not to mention spoken.

“māmā qí mǎ, mǎ màn, māmā mà mǎ”.

Meaning: mother rides a horse, the horse founders, the mother admonished the horse.

With this tongue twister Ms Neifer-Yang illustrated the change in meaning of a word depending on the tone one used. She explained that there are four tones that have to be taken into consideration when speaking Chinese. The oral training served well as an ice-breaker for the audience.

When translating Western words

or brand names into Chinese, Ms Neifer-Yang explained further, that when the words do not yet exist in the Chinese language, characters with similar sounds are taken to represent the translated word. This can result in strange meanings as mentioned in the example of Coca Cola. For instance VW's Turan results in “tú ān”, meaning “save on the road”, or the brand BMW resulting in “bǎo mǎ” meaning “precious horse”. For those companies the translation of product and brand names might be of great interest for marketing purposes.

Ms Neifer-Yang highlighted that there are over 50 different dialects in China but that a over 70% of Chinese speak Mandarin. (cet)

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## Do Chinese keyboards really have a 1000 keys?

The Chinese language uses characters which is not comparable to an alphabet. Approximately 90% of Chinese words belong to the category of so called “phono-semantic compounds”, consisting of two parts, one part represents the meaning, and the other represents the sound. There are several thousands of Chinese characters in use nowadays.

Since the Chinese language is not based on an alphabet and consists of several thousands of characters, each representing words, it is coherent to wonder how a Chinese keyboard have to appear in order to fulfill its function. Does a Chinese keyboard really have thousands of keys?

The answer to this question is fairly simple. Chinese developed a phonetic transcription system called “Pinyin”, which is based on the Latin alphabet – meaning that one can type in a Chinese word according to its sound. Depending on the computer encoding system a selection bar will list characters with the corresponding sound according to their frequency of usage. A standard Pinyin computer encoding system in China is able to incorporate 6’500 characters. Pinyin was introduced in 1957 and is internationally accepted through ISO 7098:1991. (cet)

## Traditional Chinese Medicine is more than just Hocus Pocus

**Daniel Stehli, TCM therapist, allowed the participants of China live an insight into the 2000 year old Traditional Chinese Medicine, more specifically into acupuncture.**

**T**raditional Chinese Medicine is a system based on a 2000 year old philosophical concept rather than esotericism explained Daniel Stehli . The medicines and treatments are the same since years, therefore no new innovations like the modern machines of the western medicine exist.

The human body is seen as a small universe with several interconnected systems working together in balance to maintain healthy function. The philosophical basis of Traditional Chinese Medicine is divided into two parts, Yin Yang and the “Five Elements” (wood – mù, fire – huǒ, earth – tǔ, metal – jīn, water – shuǐ). Mr Daniel Stehli pointed out the fundamental substance of the human body is “qi” which is mainly known as the energy flow and is often translated as the breath. Furthermore, the human body has natural patterns of qi which circulate in meridians. If a person has various symptoms of illnesses, mostly they are the consequences of blocked and disrupted movements of qi, as Mr Daniel Stehli mentioned.

**“In order to get sick, the balance in the body has to be disordered, therefore the body gets weak.”**

In order to relieve these imbalances various therapeutic techniques are used to let qi circulate in the body. These techniques could be e.g. herbal medicines, massages, movements and excercises, special diets and also acupuncture using small metal needles stitched into the skin. (ak)

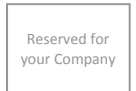


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### IMPRINT

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