

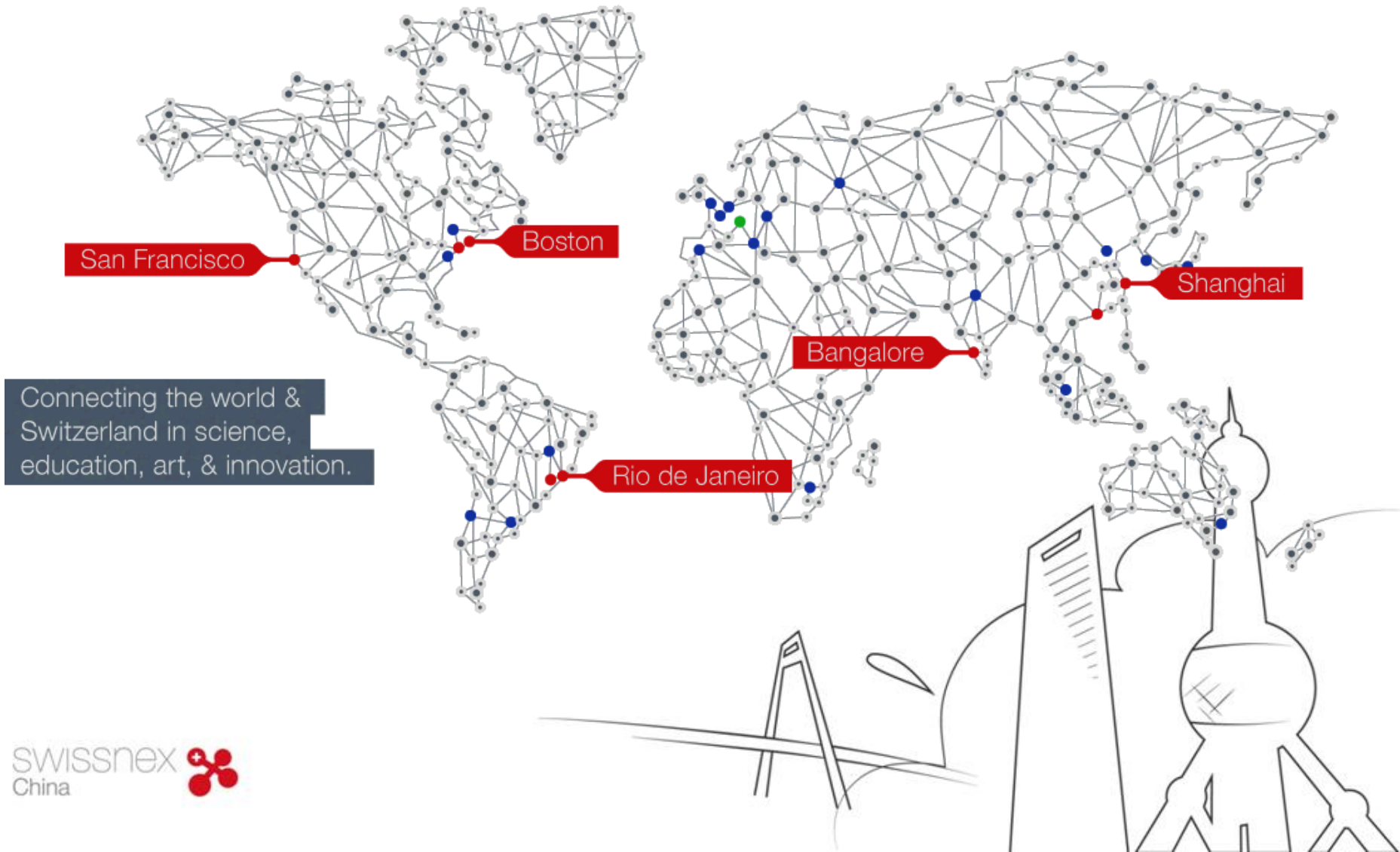
swissnex China at a glance

Dr. Felix Moesner

CEO & Swiss Consul
swissnex China



The swissnex network...



- Business model: operating in a public-private partnership model
- Partly financed through
 - > State Secretariat SERI
 - > Mandates, Partnerships, Agreements
 - > In-kind / sponsoring



**UNIVERSITÉ
DE GENÈVE**



**University of
Zurich** UZH

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



- Close cooperation with local partners
 - > Chinese Universities and Institutions
 - > local authorities and commissions
 - > Swiss Institutions such as
Consulate General, Swiss Center Shanghai,
Swiss Chamber of Commerce
 - > local companies and entrepreneurs
 - > maker community and innovation hubs



swisscham.org



...and what is swissnex China doing
on the side of Interdisciplinary Projects?



Interdisciplinary Projects

Missions

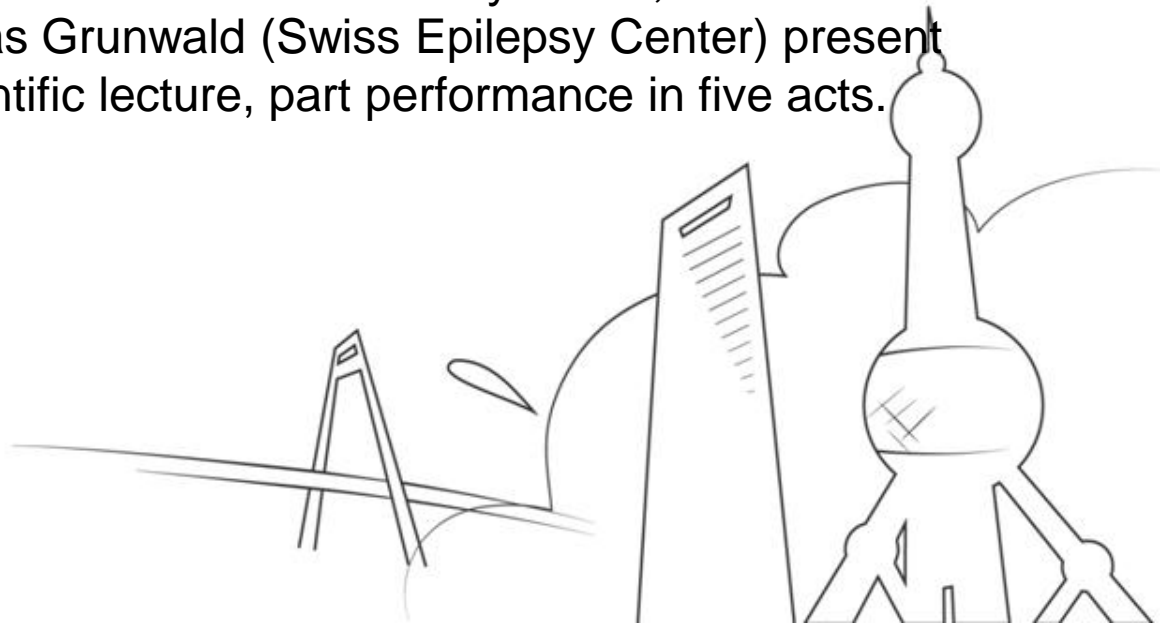
- Bridging science and art through education programs/performance/exhibitions...
- Working with leading research institutions and arts organizations
- Fostering innovative ideas among young talents



Selected Projects

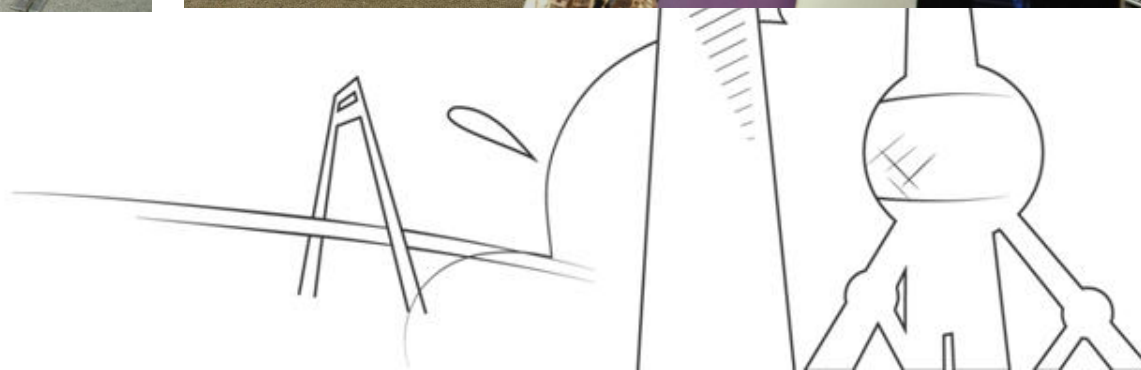
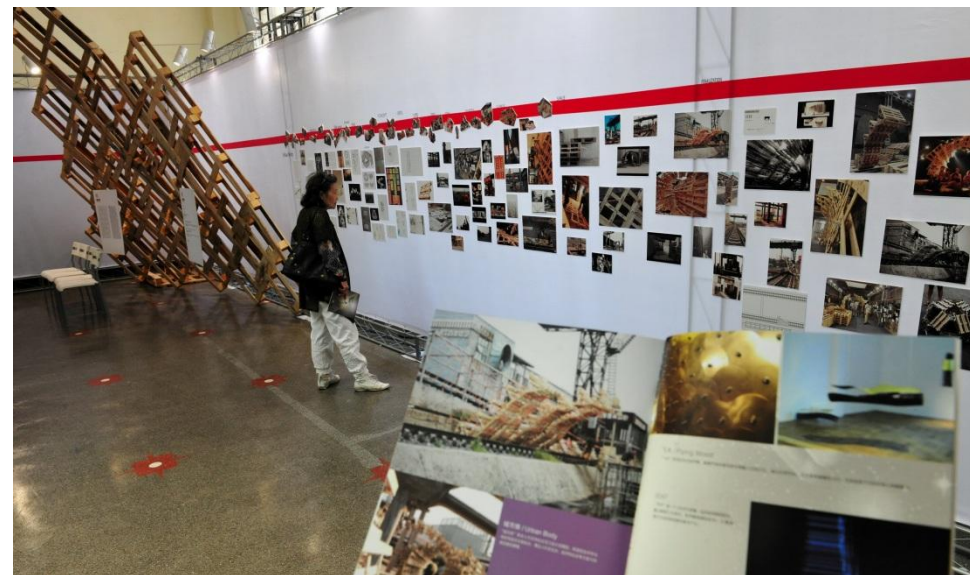
Act Like You Mean It

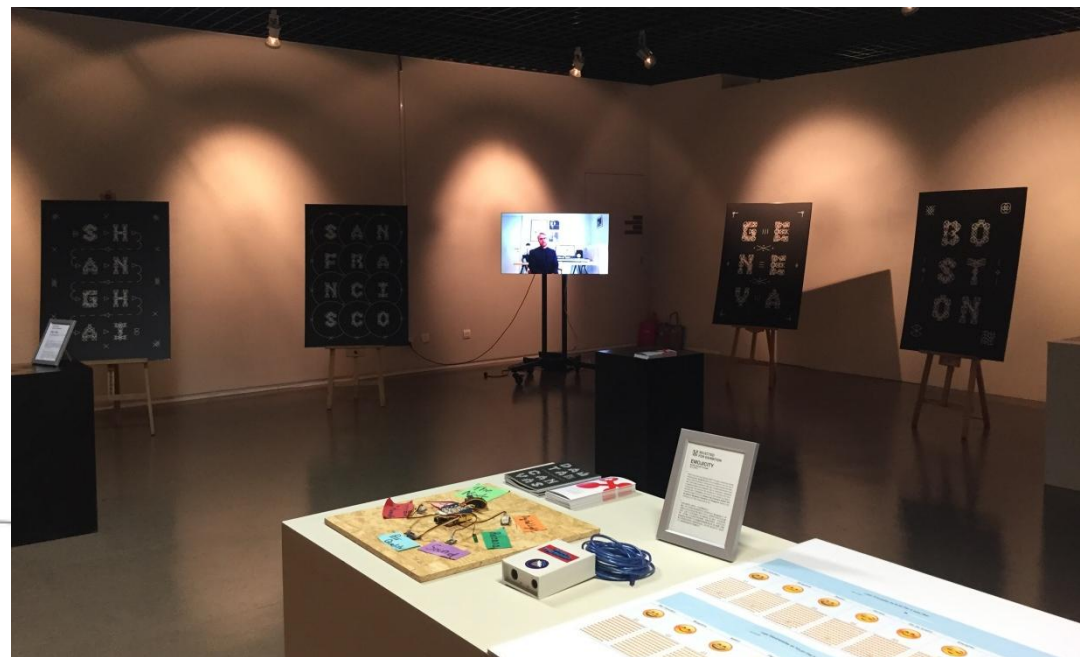
- Using modern techniques of imaging brain activity, a joint research program – Authenticity of Emotion, which the lecture-performance – Act Like You Mean It has evolved from, has been carried out to examine whether top-class actors use emotions in their performances.
- Aided by Shakespeare's Romeo and Juliet balcony scene, research leaders Anton Rey (ipf) and Thomas Grunwald (Swiss Epilepsy Center) present their findings in a part scientific lecture, part performance in five acts.





swissnex China Booths at Shanghai International Science and Art Exhibitions

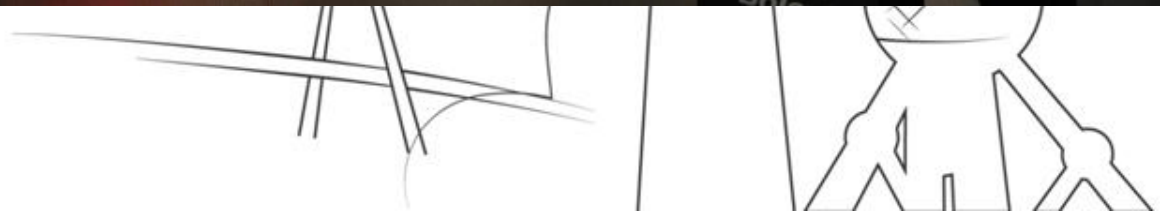




Swiss Design Exhibitions

- Design Prize Switzerland
- Swiss Luxury Design Exhibition
- Swiss Graphic Design Exhibition
- ...

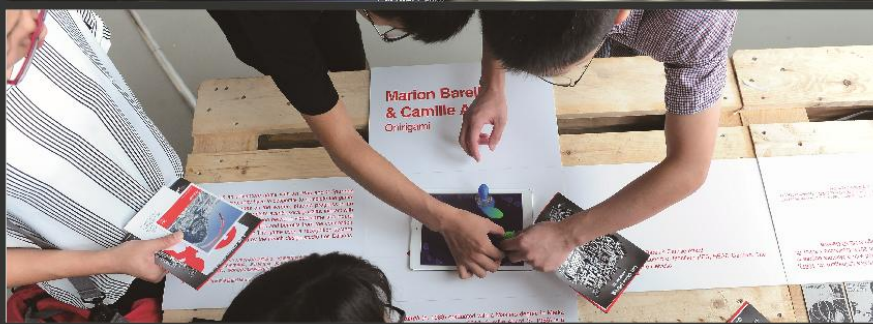
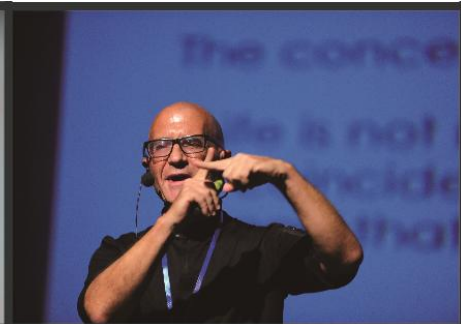




Lift China Conferences

- Lift China was a key event about innovation and digital technologies.
- It featured a special blend of inspiring speeches by world-renowned speakers, truly interactive workshops, exhibitions of interactive media projects and prototypes to play with.





VR Projects

- VR Community Gathering
- VR Villa West Bund





Thank you!

