

ASIA SOCIETY SWITZERLAND



3
ABOUT

7
OUR VALUE
PROPOSITIONS

16
OUR PARTNERS

21
OUR PEOPLE

IMPRESSUM

Text:
ASIA SOCIETY SWITZERLAND

Photos:
ANDRÉ HENGST, ON-EYES-PHOTOGRAPHY.CH
OR COURTESY OF THE SPEAKERS

Maps:
WORLDMAPGENERATOR.COM

Graphic Design:
ATELIER EVA ROLLI, EVAROLLI.CH

Production:
ASIA SOCIETY SWITZERLAND
ASIASOCIETY.ORG/SWITZERLAND

Asia Society Switzerland is an independent Swiss nonprofit organization dedicated to Asia. Our mission is to foster Asia Competence and prepare Switzerland for a deeper and more sustainable engagement with Asia.

We are part of the global Asia Society network with 16 offices around the world: Delhi, Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York, Paris, San Francisco, Seattle, Seoul, Sydney, Tokyo, Washington, DC, and Zurich. Asia Society was founded in 1956 by **John D. Rockefeller III**. The 9th Asia Society President and CEO is Dr. **Kyung-wha Kang**, South Korea's former Minister of Foreign Affairs and the first woman to hold that position. Our global network gives us unparalleled access to international speakers and experts on a broad range of Asia issues.

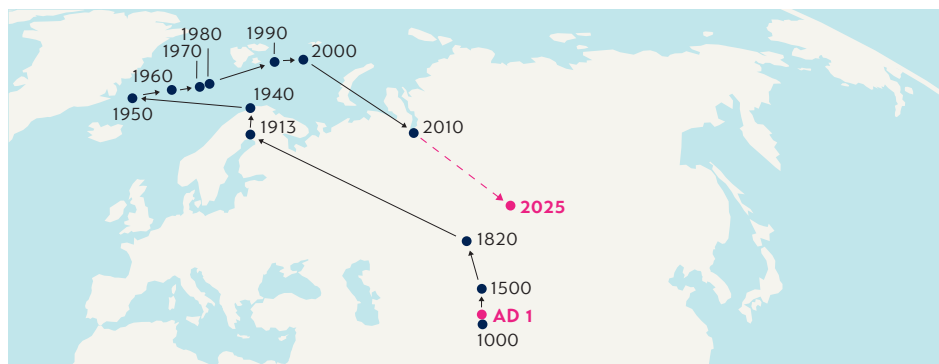
Asia Society Switzerland was founded in 2016 and is financed entirely out of Switzerland. We have a dedicated team of seven people in Zurich, ensuring that our programs are relevant and tailored to a Swiss audience. Asia Society Switzerland is committed to connect business, policy, and society, helping Switzerland to understand and engage with Asia and to navigate our shared futures. We provide strategic intelligence and access to experts, offer education and talent development, and build communities and networks.



OUR MISSION: FOSTER ASIA COMPETENCE IN SWITZERLAND

Asia Matters. Over the last decades, the geopolitical and economical “center of gravity” of the world has continually shifted east. Asia is no longer just a manufacturing hub, or a market opportunity – it is the world’s most populous and dynamic region. Asia, and what happens in Asia, influences Swiss society and businesses on every level.

To navigate an “Asian Future”, it is crucial to develop Asia Competence. We define Asia Competence not just as knowledge and understanding of Asia, but as an actionable skill including the ability to understand different viewpoints, and to access local and international networks related to Asia. In short, **Asia Competence is the ability to operate in an Asian context.**



ECONOMIC CENTER OF GRAVITY

It shifted most rapidly between 2000 and 2010 and it is continuing on its trajectory eastwards.

Source: McKinsey Global Institute, 2012

WHY OUR WORK MATTERS

> Asia Competence can no longer only be delegated to a dedicated team, department, or office. Headquarters, leadership, and board of almost every company and organization need **continued Asia Competence to successfully navigate a new world.**

> While not everyone will work on Asia in the future, we all need a **broad understanding of the developments in Asia**, and how they matter to Switzerland and the world.

> Increasing Asia Competence also helps to **keep Switzerland open and connected** to the world, and to make it an attractive place for people from all around the globe to work and live.



1



2

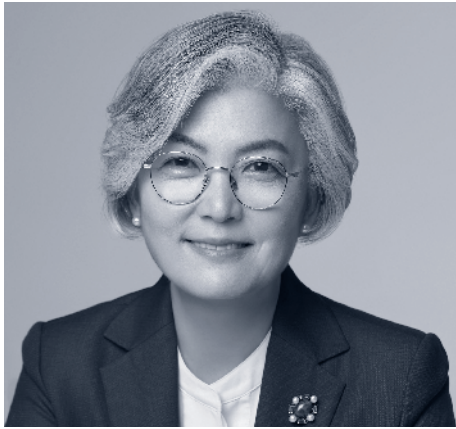


3

1 Executive Roundtable with former Vice President of the Philippines, Leni Robredo and James Crabtree, former Executive Director of IISS Asia, Zurich, Nov 2022

2 Parag Khanna, author of *The Future Is Asian*, at the Jade Dinner, Zurich, Jun 2022

3 Kaiser Kuo, host of the Sinica Podcast, at a live recording of an episode in Zurich, Oct 2018



1

2



3



4

- 1 Kyung-wha Kang, South Korea's former Minister of Foreign Affairs and Asia Society President and CEO
- 2 Suhanya Raffel, Museum Director of Hong Kong's M+ museum, Zurich, May 2019
- 3 Executive Director Nico Luchsinger and Kevin Rudd, former Prime Minister of Australia and CEO of global Asia Society, Zurich, Jun 2022
- 4 Berliner Salon hosted by the German Embassy to Switzerland in Berne, with Nico Luchsinger, Sebastian Heilmann, Doris Leuthard, Norbert Riedel, Philipp Rösler, Mar 2020

OUR VALUE PROPOSITIONS

We provide strategic intelligence and access to experts, offer education and talent development, and build communities and networks.



STRATEGIC INTELLIGENCE AND EXPERT ACCESS

Asia Competence requires not just knowledge and information – it requires actionable and usable intelligence. Through our global network across Asia, Europe, and the U.S., we have access to outstanding individuals – world-renowned policy makers, thought leaders, authors, entrepreneurs, and experts from think tanks and academia. The insights we deliver are carefully curated and specifically tailored to business leaders, government officials, academics, and people with a high-level interest in political and economic developments across the region. We provide a global perspective – with a Swiss focus – on geopolitical, economic, business, and social trends and developments across Asia to help and inspire Swiss leaders and organizations to make informed decisions, achieve business outcomes, and engage effectively and sustainably with Asia.

Our annual flagship conference **STATE OF ASIA** provides an overview of the key developments in Asia and their global implications.

STATE OF ASIA features a broad selection of leading experts from across Asia, Europe, and the U.S. Their diverse perspectives and in-depth expertise foster dialogue and discussion, making STATE OF ASIA a premier platform to get an update on global issues from an Asian perspective.

1/2



3

4

Both at the conference and throughout the year, we host **Executive Roundtables** for a select group of people. We invite experts on current topics and developments in the fields of geopolitics, diplomacy, economy, environment, technology, and innovation. In an intimate setting, they share their unique insights and expertise and engage with our audience in active dialogue.

- 1 C. Raja Mohan, Senior Fellow with the Asia Society Policy Institute in New Delhi, Nov 2022
- 2 Keyu Jin, author of *The New China Playbook: Beyond Socialism and Capitalism*, and Jörg Wuttke, President Emeritus of the EU Chamber of Commerce in China, Nov 2023
- 3 Agatha Kratz, Director at Rhodium Group, and Markus Herrmann, China Macro Group, Nov 2022
- 4 Commentator-in-Chief Bruno Maçães, Nov 2022



STATE OF ASIA
podcast

Access our growing library of insightful videos, produced by us in Switzerland, and globally:



Switzerland Videos
on YouTube



Global Asia Society
YouTube Channel

In our popular **Oxford Debate** series, we address the big questions that have no one answer or solution, but invite many conflicting views. Four renowned experts form teams of two, one team arguing for the motion, the other against it. This format provides the audience with different perspectives on a contested issue in a short, structured, and often entertaining way.

To foster Asia Competence in Switzerland, Asia Society Switzerland nominated Dr. Simona Grano, a leading China and Taiwan specialist, as **TOY Senior Fellow at Asia Society Policy Institute's Center for China Analysis (CCA)**. As part of the inaugural Senior Fellowship, she provided insights and analysis on the Taiwanese presidential election of January 2024. Her research focus was both on the domestic policy issues shaping the electoral contest as well as on the geopolitical dimension of the election.



1

1 Oxford Debate LIVE Roundtable with Adrian T. Keller, Simona Grano, Marina Rudyak, Jun 2023



2

2 Live audience at the debate at Kraftwerk Zurich, Jun 2023
Noah Barkin and Simona Grano, the team arguing in favor of the motion "Europe should side with the U.S. on China", against Marina Rudyak and Philippe Le Corre, Jun 2023



3

3 Simona Grano at the Oxford Debate LIVE, Jun 2023

Rachel Ann Go, Bilahari Kausikan, Alexander Gabuev, Milan Vaishnav, Joerg Wuttke, Keyu Jin, Mercedes Ruehl, Simona Alba Grano, Veronica Scotti, Bruno Maçães, Michael Schaeppman, Yamini Aiyar, Frédéric Grare, Garima Mohan, Rathin Roy, Brian Hioe, Raji C. Steineck, Anu Huggler, Setsuko Klossowska de Dalbo, Matthew Guilford, Aurelia Rauch, Rorry Daniels, Khanh Tran, Ana Srito, Uli Sigg, Rita Sigg, Justyna Warchbinska, Émilie Luthringer, Robin Weber, Margrit Molnar, Bettina Schaller, Philipp Cappelli, Andrew Shonke, Samuel Leung, Noah Barkin, Philippe Le Corre, Mark Greeve, Isaac Chong, Anurita Narlikar, Patrick Reidy, Elisa Cadel, Joly Schlegel, Kerstin Delury, Liona, Michael Buehler, Bettina Keller, S. Sirivudhavan, Johanna Jay Bartlett, S. Glaser, Anneler, Braden, Agatha K David La Jörin, Tantikom Supachai, Christine Schraner Burgener, Debjani Bhattacharyya, Bec Strating, Henry Lee, Alejandro Reyes, Ian Lee, Nilanjan Raghunath, Fuchsia Dunlop, Parag Khanna, Karin Wenger, Kevin Rudd, Gabriel Rugg Vidya Venka, Christophe Richard, Yuichi Kodai, Thoi Ayushjav, Markus Herrma L. Quezon III, Mina Roces Chloé Michel, Steve Tsang, Heinzpeter Znoj, Ashish S Hongqiao Liu, John O'Brien Mulan Sun, Ariane Reime O'Brien, Cherie Gray, Nerg Poddar, Fabienne Wasserr Francesca Ghiretti, Philip Mami Mijangos, Tomiko Moier, Hau, Nici Jost, Sara Hossain, Faraha Nawaz, Martin Frech, Iswandi Faruk Kurolova, Matthias Kamp, Jennifer Altehenger, Margit Molnar, Anand Eduard Kögel, Zhang Xi, Virginia Chan, Misaki Nagaoka, Ambani Fonzi, Graham, Pichamon Yeophantong, Sophie Altermatt, Martin Chan, Hanson, Michelle Yun, Olivia Killias, Linh Nguyen, Le Hong Hiep, Wehring, Sarah Elms, Bernhard Pantech, Sa. Wani, Niquet, Angela, Phyu A, Thalie F. Ferrer, Pas, ndani, D. Weber, onsiri, Sha, Jeremy D, er, Sam Bland, Alexandra von Przychowski, John Schoonbe, ten Men, Plamen Tonchev, Alicja Bachulska, Peter Achten, khoun, Jacinta Yu, David Chiava, ven Denney, San, amont, Li Shuo, Peng Qinqin, Rajagopalan, Bethany All, en, Suhasini H Megha Sara Jane Ahmed, Jaleh Meidan, Ruth Kattumuri, gwati, Sarah Kenderdine, Kishore Mahbubani, Guy Miller, Chung, Sang-Il Kim, Jessi, Rob Hulme, David Bosshart, Hanno Elbraechter, Michal a, Fynn Holm, Zhao Mengzhuo, Minkyong Kim, Tai Myoung g Khanna, Viktor Novikov, Olivia Wang, Tanvi Madan, Samir Saran, Jamil Anderlini, Jaboury Ghazoul, Sebastian Heilmann, Kaiser Kuo, Shirley Yu, Narges Bajoghli, Fritz Demopoulos, Linus von Castelmur, Natasha Kassam, Chan Heng Chee, Philippe Welti, Daniel Woker, Chitra Narayanan



YAMINI AIYAR
President and Chief Executive of the Centre for Policy Research, New Delhi



PHILIPP RÖSLER
Former Vice-Chancellor of Germany, Honorary Consul of Vietnam, Consultant



TOMOHIKO TANIGUCHI
Specially Appointed Professor at University of Tsukuba and former Special Advisor to Japan's longest-serving Prime Minister, the late Shinzo Abe, Tokyo

Each year, we host **100+ speakers** from Asia, Europe, and the U.S. We provide world-class expertise, a region-wide perspective and a global outlook. We are a champion of diversity – of regional outlook, of culture, and of opinion.



AUDREY TANG
Digital Minister of Taiwan



CHRISTINE SCHRANER BURGNER
State Secretary to the State Secretariat for Migration (SEM) and former UN Secretary-General's Special Envoy for Myanmar



Maria Teo, Schmidt, Ivani, Penny, Anmel, Niquet, Ferrer, onsiri, Bland, Plamen, khoun, amont, Megha, Guy Miller, Rob Hulme, David Bosshart, Hanno Elbraechter, Michal a, Fynn Holm, Zhao Mengzhuo, Minkyong Kim, Tai Myoung g Khanna, Viktor Novikov, Olivia Wang, Tanvi Madan, Samir Saran, Jamil Anderlini, Jaboury Ghazoul, Sebastian Heilmann, Kaiser Kuo, Shirley Yu, Narges Bajoghli, Fritz Demopoulos, Linus von Castelmur, Natasha Kassam, Chan Heng Chee, Philippe Welti, Daniel Woker, Chitra Narayanan

EDUCATION & TALENT DEVELOPMENT

Competence-building requires long-term talent development. We develop Switzerland's capability to engage with Asia, to strengthen our prosperity and security, and to enable greater contribution of our communities to Switzerland's shared future with Asia for the long term. Our educational programs are designed to foster Asia Competence in young talents and rising leaders. We provide them with the insights and tools they need to analyze developments in Asia and identify opportunities for successful collaboration with the region. Throughout the programs and beyond, participants are encouraged to maintain a **global mindset** and **commit to lifelong learning**.



1 Group Shot: The 2022 Gen A Fellows at STATE OF ASIA, Zurich, Nov 2022

Asia Society Switzerland is committed to **empowering young voices in the dialogue with Asia**, recognizing youth as a key driver of Switzerland's future success in the region. Since 2020, 25 students and young professionals are selected each year to become Fellows of the **Gen A – Young Leadership Program**.

Within this program, we host roundtables with diverse experts from different regions and disciplines to inform and inspire them on topics that matter. Fellows also work on individual projects which showcase their curiosity, talent and ambition. Three of these are selected to be presented at our flagship STATE OF ASIA conference.

Gen A enables the next generation to directly engage with Asia and builds a community of young Asia-curious people in Switzerland.

Members of our **Gen A Alumni Community** actively contribute to our mission by regularly serving as experts in our programs. Like: Gen A Fellow and Senior Researcher at ETH's Center for Security Studies, Boas Lieberherr, who presented a talk on the rules-based order at our STATE OF ASIA conference and Gen A Alumna and foraus President, Elisa Cadelli, who hosted our prestigious Jade Dinner.



1



3



2

1 Boas Lieberherr, Gen A 2022 Fellow, presenting his graduation project at the STATE OF ASIA conference, Zurich, Nov 2022

2 Elisa Cadelli, 2020 Gen A Fellow, hosting our annual gala, the Jade Dinner, Zurich, Jun 2023

3 / 4 Asia NEXT 2023 participants Lukas Hofmann and Gabriela Lippe-Holst at the STATE OF ASIA conference, Zurich, Nov 2022

To navigate the Asian Future, which is increasingly becoming the Asian Present, it is crucial to develop Asia Competence. That is why, since 2021, Asia Society Switzerland together with the prestigious business school IMD, offers **Asia NEXT**, an Executive Education Program specifically designed for rising executives and leaders.

The program aims to advance understanding of important developments and issues in Asia, and how these impact Switzerland and the world, to engage with high-level experts from across the globe, and to provide the opportunity to join an active community of like-minded professionals with an interest in and curiosity for Asia.

COMMUNITIES AND NETWORKS

At the heart of Asia Society Switzerland are our **diverse communities and extensive network**. We are committed to fostering meaningful exchanges among individuals as well as between organizations across various sectors and backgrounds. We connect Swiss leaders, organizations, and communities with each other, with their peers in Asia and across the Asia Society's global network, to build relationships, share insights, and develop understanding. Continuous exchange and experience serve as the context for future engagement in and with Asia.

Our **cosmopolitan Passport Community** is made up of over 20 Asia-connected individuals who are passionate about Asia and recognize the need for enhanced Asia Competence in Switzerland. Our Passport Members receive regular invitations to exclusive gatherings, such as our *Executive Roundtable* series, unique Art Tours, as well as special events; like the cooking demo with British star chef Fuchsia Dunlop, who specializes in Sichuanese cuisine and took us (and our tastebuds) on a culinary trip to the southwest of China.



1 / 2 Cooking demonstration with Fuchsia Dunlop, Zurich, Jul 2022



3 Audience at the Oxford Debate LIVE, Zurich, Jun 2023

Arts and culture are an important pillar of our work fostering Asia Competence in Switzerland. With the *Big Picture* event series, we celebrate art in all its forms and shapes: Be it food, movies, museums or literature. We invite artists, curators, and experts to talk about their practices and share their work for our audiences to experience it first-hand. The public event series allows for meaningful conversations and encounters, both off and on stage, as seen here in pictures from the event 'Big Picture: Kimono – Unwrapping A Living Thing'.

Whether it's during a *Talk at the Library*, in our *Book Salon*, or over drinks at a *Members Get-Together*, our interactive members-only events offer **opportunities to meet other Asia-minded individuals**, forge friendships, and engage in informal discussions with peers and experts.



1 Big Picture event with artist Countess Setsuko Klossowska de Rola and fashion designer Kazu Huggler...

2 ... and many people from the Japanese diaspora in the audience, Zurich, Oct 2023

3 Event with Hong Kong artist Angela Su, May 2022

OUR PARTNERS

Our work would not be possible without the generous contributions from our Corporate Members and Patrons, as well as the invaluable support from our diverse Partners. We firmly believe that **collaboration** is essential for achieving our mission to foster Asia Competence in Switzerland. That's why we are proud to collaborate with organizations, companies, and stakeholders across a broad spectrum of sectors.

Many of our Corporate Members support our work not only financially and idealistically but also with **expertise and skill**. Bergos AG's Art Consultant, Aurelia Rauch, is a regular host of our event series *Big Picture*.



1



Find all our
upcoming events
at our website

1 Aurelia Rauch of Bergos AG,
here with architect Yuichi
Kodai and writer Sophie
Richard, Zurich, Apr 2022

In July 2023 we had the honor of welcoming legendary Chinese author Yan Lianke to Zurich. An event made possible through **cooperation** with Partners such as Karl der Grosse, Zentrum für literarische Gegenwart, sinokultur, and Money Museum.

Sergio Ermotti, then Chairman of the Board of Directors at Swiss Re, delivered the opening remarks at our flagship conference, STATE OF ASIA in 2022. Thanks to the **support** from our Corporate Member Swiss Re, STATE OF ASIA takes place at the magnificent Swiss Re Centre for Global Dialogue.

Since 2023, we are hosting the State of Asia Address in collaboration with the University of Zurich. The prestigious Aula where Winston Churchill gave his famous “Let Europe Arise” lecture in 1946 serves as the fitting backdrop for today’s leading thinkers from Asia delivering an address on the eve of the STATE OF ASIA conference.

HOW WE ARE FUNDED

We are an independent Swiss non-profit organization, financed entirely out of Switzerland. We are supported by generous donations from our Corporate Members, Patrons, as well as our Passport and General Members. A small amount of funds originates from event revenues.

Asia Society Switzerland dedicates these funds to further our critical mission of increasing Asia Competence in Switzerland. They are used to host 50+ events each year, to produce and publish videos and podcasts, to educate leaders as well as the next generation, and to connect our 500+ members, over 20 partners of leading companies and universities, government entities, foreign diplomats, think tanks, industry associations, NGOs and media.

1



1 Yan Lianke, Zurich, Jul 2023

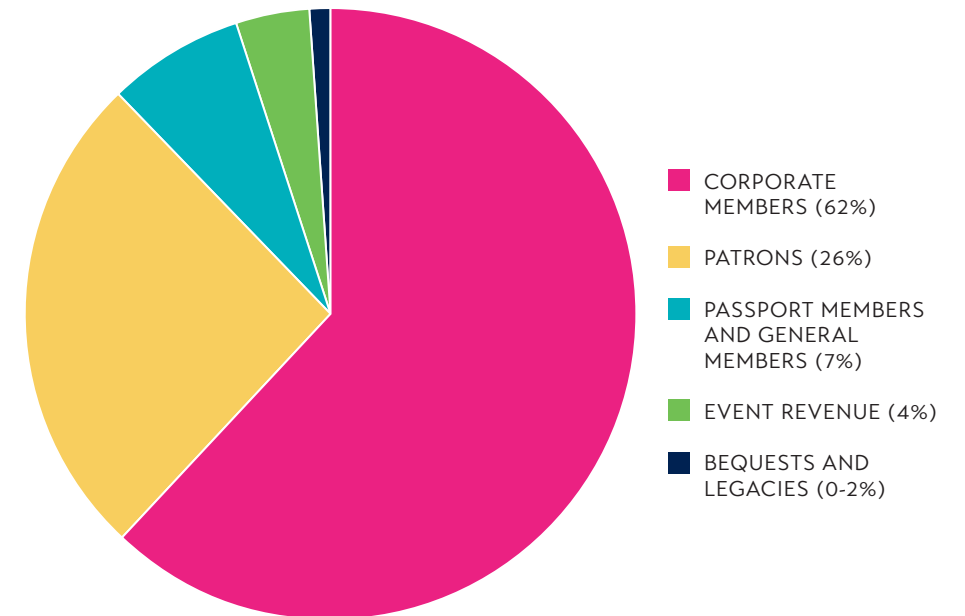
2 Sergio Ermotti, Zurich, Nov 2022

3 Singaporean diplomatic icon Bilahari Kausikan and Nico Luchsinger at the State of Asia Address, Zurich, Nov 2023

2



3



CORPORATE MEMBERS

Platinum Members:

THE ADECCO GROUP**DIETHELM KELLER GROUP****DKSH****JULIUS BAER****SWISS RE****UBS****ZURICH INSURANCE**

Gold Members:

BERGOS**ERNST BASLER PARTNER (EBP)****HOMBURGER****SHL MEDICAL****VP BANK**

Silver Members:

ACQUPART HOLDING

PATRONS

JÜRIG SCHÄPPI**RAYMOND J. BAER****MAX AND MONIQUE
BURGER & THE TOY
FAMILY, HONG KONG****MARTIN BISANG****JÜRIG CONZETT****DOMINIK KELLER****ESTHER HEER-ZACEK****NICOLAS OLTRAMARE****KARIN & STEFAN
WIEDERKEHR / IMP AG****PETER WEIBEL****EUNICE ZEHNDER-LAI**

PARTNERS

ETH ZURICH**HIRZEL.NEEF.SCHMID.
COUNSELORS****IMD – INTERNATIONAL
INSTITUTE FOR
MANAGEMENT
DEVELOPMENT****KARL DER GROSSE –
DAS DEBATTIERHAUS****KPMG AG, SWITZERLAND****MUSEUM RIETBERG****SINOKULTUR****UNIVERSITY OF ZURICH**OUR
PEOPLE

OUR BOARD, STAFF AND ADVISORY BOARD

OUR BOARD

ADRIAN T. KELLER
Chairman

RAYMOND J. BAER
Vice Chairman

PATRICK BALKANYI

NICOLA FORSTER

**PROF. DR. MICHAEL
HENGARTNER**

DR. PETER F. WEIBEL

EUNICE ZEHNDER-LAI

OUR STAFF

NICO LUCHSINGER
Executive Director

SERENA JUNG
Program and
Communications Director

MADELAINE WIEBALCK
Executive Programs
Manager

REBECCA FARNER
Outreach and
Communications
Manager

REMKO TANIS
Programs and
Editorial Manager

MANUELA COLDESINA
Operations Manager

ÉMILIE LUTHRINGER
Project Manager

OUR ADVISORY BOARD

BRUNO BASLER
EBP

SILVIO BONACCIO
ETH Zurich

STEFAN BUTZ
DKSH

CHRISTIAN CAPPELLI
Julius Baer

DANIEL DAENIKER
Homburger AG

MARKUS DIETHELM

MICHEL M. LIÈS
Zurich Insurance

GABRIELA LIPPE-HOLST
Acqupart Holding AG

NICOLAS OLTRAMARE

MANUEL RYBACH

JUERG SCHAEPPI
2Xideas AG

BETTINA SCHALLER
The Adecco Group

**PROF. DR. CHRISTIAN
SCHWARZENEGGER**
University of Zurich

DR. ULI SIGG

REMO STEINMETZ
Swiss Re Institute



1



2



3



4



5

1 Uli Sigg, Zurich, May 2019

2 Eunice Zehnder-Lai, Zurich,
Nov 2022

3 Adrian T. Keller, Zurich,
Jun 2022

4 Nicola Forster, Jun 2023

5 Raymond J. Baer, Jun 2023



Become part of an
Asia-enthusiastic
community, foster your
Asia Competence,
and support our work by
joining as a Member!

