

Asia Society Switzerland

Review 2016 – 2018





Editorial

Dear reader,

The 21st century is widely recognized as the Asian century. Dynamic developments and multifaceted changes are not only dramatically altering the living conditions of Asians, who account for two thirds of the world's population, but also deeply impacting the future of the rest of the world.

Where does this leave Europe, and particularly Switzerland? What role should we play and how do we best prepare the next generation? Based on a better cultural understanding and the fostering of mutual respect for Swiss Asian relations, we aim to cultivate and engage in dialogue. This is the purpose of Asia Society Switzerland.

Four years ago, Asia Society was looking to expand its footprint to include a centre in Europe. The by now over 60-year-old institution, was well known to a number of interested Swiss citizens, especially those who were personally involved with Asia Society in Hong Kong and New York. Our joint efforts could convince the Global Board of Trustees that Switzerland, with its tradition of neutrality and its long-lasting commitment in many Asian countries, was the right place to open its 12th centre.

The newly established Board thereafter set out to gather support among Swiss corporations and individuals, particularly those already deeply engaged with Asia. Banking, insurance, trading and people development were industry sectors that supported Asia Society Switzerland from early on and have put it on a sound footing for the first three years and beyond.

We have, in the last three years, set up a solid operating structure with a dual leadership and rotating

interns, who go on to become our ambassadors, especially with millennials. We now plan to engage in strategic multiyear programs, together with our sponsors, thereby establishing strong and diversified networks. There is much work left to do; we intend to further build on our successful series of thought leadership events and broaden our offering to members and the public at large, contributing to a deeper understanding of our mutual challenges and opportunities.

Thank you all for your support. We look forward to continuing our journey with you.



Adrian T. Keller
President of the Board



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Looking Back – And Ahead

The balance of world power – politically, economically, and culturally – is tilting eastward. Regions, that not long ago, were considered cheap manufacturing hubs are becoming leaders in technological innovation, and are building the skylines and bullet trains to match their rise. It would be too simplistic to conclude that Asia dominates the world; rather, it means that global issues can't be understood, and global challenges can't be solved, without involving Asia.

It is tempting to think that the global power shifts will have little influence on Switzerland. However, as a small and highly connected country, we are very much affected by what happens in the world. And today and tomorrow, what happens in Asia impacts the world. To remain open and successful, we must build upon Switzerland's longstanding tradition of friendly ties with Asian countries, and continue to engage in an open-minded dialogue.

Asia Society Switzerland wants to be the home for this dialogue, and a meeting place for people and institutions who are curious about the big stories that drive our world today. With a far-reaching global network and over 60 years of history, Asia Society is best positioned to provide insights, create connections, and build pathways of understanding in an ever-changing, multipolar world. After three years of work, we have clearly seen the need for advancing this dialogue across the country, and across institutions and industries. We look forward to expanding the conversation in the years to come, and to harnessing the extraordinary amount of knowledge on Asia that Switzerland already possesses.



Collaboration is at the core of our work. Our organisation thrives thanks to the support of our partners, donors, and speakers. We wish to express our sincere thanks to our staff, our interns, and our Board for their dedication and hard work, and to our members for sharing their passion for Asia with us.

This review is in honour of your very important contributions.

With gratitude,

Katharina Viana-Bachmann

Nico Luchsinger
Co-Executive Directors,
Asia Society Switzerland



Asia Society Through the Years



1965 Asia House Gallery Director Gordon Bailey Washburn shows former US First Lady Jacqueline Kennedy around at the opening of “Gods, Thrones, and Peacocks: Northern Indian Painting from Two Traditions”. Mrs. Kennedy lent five Mughal miniature paintings to the exhibition. (Ben McCall)



1979 The Dalai Lama, who has visited Asia Society on several occasions over the years, meets with Phillips Talbot, Asia Society’s President at the time. (Nancy Crampton)



2014 Jack Ma, Executive Chairman, Alibaba Group, is recognized as Asia Game Changer of the Year for his history-making business and philanthropy in China. In his acceptance speech at the United Nations in New York, he talked about his company’s rise from humble beginnings, “I never thought I’d have a chance to be at the United Nations.” (Ann Billingsley)



2014 In recognition of her courage and advocacy work for girls’ education, Asia Society honours Malala Yousafzai with an Asia Game Changer Award. From left to right: Kevin Rudd, President of the Asia Society Policy Institute; Tom Nagorski, Executive Vice President of Asia Society; Malala Yousafzai; and Josette Sheeran, Asia Society Lulu and Anthony Wang President and CEO of Asia Society. (Elena Olivo)

About Asia Society

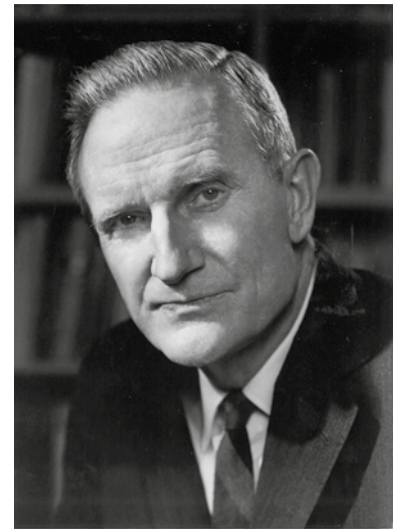
Asia Society was founded in 1956 by the American philanthropist John D. Rockefeller 3rd. Having travelled extensively in Japan, China, and Southeast Asia, he foresaw the tremendous growth potential of the region and was convinced that mutual understanding and respect between the diverse cultures of Asia and America were essential for a prosperous and successful future.

Today, global economies and cultures have become more interconnected, and Asia Society's initiatives and programs have also evolved to address a greater range of issues including the effects of globalisation, environmental challenges, and rapid urbanisation. We have 12 independent centres spread across four continents – from Hong Kong to California, from Mumbai to Tokyo, and our first European base in Switzerland.

Asia Society facilitates dialogue in a neutral and non-political environment. Our current President and CEO Josette Sheeran is deeply committed to advancing Asia Society's work globally. A former vice chair of the World Economic Forum, Davos, and a former executive director of the UN World Food Programme, Ms. Sheeran is well known for her humanitarian and diplomatic efforts and successes during her tenure with the US government and the United Nations. She is supported by a strong group of men and women dedicated to strengthening ties, and forging a deeper understanding between Asia and the rest of the world.

Some of our global initiatives include the Asia Society Policy Institute, the Asia 21 Young Leaders Initiative, the Centre for Global Education, the Arts & Museum Summit, and the Asia Arts Awards.

Looking to the future, Asia Society continues to invest in building vital bridges between East and West, and forging closer relationships that globally impact the arts, business, education, and policy development.



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Understanding seems like a simple word and idea. Yet we all know it to be, in fact, far from simple. It is the most subtle and delicate, difficult and elusive, bond that can link continents and nations and even men. It strikes deeper than mere tolerance. It reaches further than mere acquaintance or formal association. It is that of equality of mind and spirit whose existence is essential to true peace between nations and men - and without which all designs of partnership can crumble to nothing.

...

JOHN D. ROCKEFELLER 3RD
FOUNDER OF ASIA SOCIETY

It has been a busy three years since Asia Society Switzerland opened its doors in 2016 in Zurich. We have organized over 60 events, designed to appeal to a wider audience, with the aim of raising awareness and understanding of the diversities and complexities of Asian issues. To this end, we have hosted discussions with high profile diplomats, political experts, artists, and award-winning journalists. For those seeking a more cultural experience, regular book club meetings and movie nights have showcased Asian authors and films. A peek at some of our highlights...

Looking Back 2016–2018

Rising Asia and Its Impact on the Global Order October 2016



© Urs Rüegg

Kevin Rudd,
President of the Asia Society Policy Institute, and former Prime Minister of Australia

Global Insights: Can Asia Save the World? February 2017



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Kishore Mahbubani,
Professor in the Practice of Public Policy, Lee Kuan Yew School of Public Policy, National University of Singapore.

India: The World's Swing Power? June 2017



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Dr. Reuben Abraham,
CEO, IDFC Institute. IDFC Institute is a research-focused think/do tank established by IDFC Ltd to investigate the political, economic and spatial dimensions of India's ongoing transition from a low-income state-led country to a prosperous market-based economy.



In Conversation: Princess Akiko of Mikasa
June 2017



HIH Princess Akiko of Mikasa spoke with Swiss-Japanese fashion designer **Kazu Huggeler** on Japanese tradition and culture.

Young Lives in China
January 2018



Alec Ash, British journalist and author of “Wish Lanterns”, a non-fiction book about the lives of six young Chinese millennials who grow up and start their careers in a rapidly changing country.

How Corporate Innovation Works in China
March 2018



Dr. Edward Tse, founder and CEO of Gao Feng Advisory Company, one of China's leading strategy consultants.

Do We Need a New Asia Strategy?
June 2018



German Ambassador **Dr. Norbert Riedel** and Swiss Ambassador **Johannes Matyassy** discussed with moderator Mark Dittli how the Asian policies of Germany and Switzerland compare and what they can learn from each other.





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“The quote, ‘Beyond mountains, there are more mountains’, is a good way to think of these processes moving forward.”

Dr. John Park

Into its third year of hosting events, Asia Society Switzerland has grown into an open platform for conversations and exchanges of perspectives on Asia. Experts from varied fields such as journalism, government affairs, business, humanitarian work, academia, or arts and culture, share their insights and shine a light on some of the most pressing Asia-related issues – be it in talks, interview series, fact sheets, or podcasts.

“Our” North Korea Talks

In 2018, the Trump-Kim summit was one of the most eagerly anticipated political events worldwide – a fact we could not have anticipated when we first came up with the idea to host a program series on North Korea. Just days before the summit we spoke to Dr. John Park, an expert on North Korea’s nuclear program, and discussed the geopolitical implications of the North Korea Talks; and asked Katharina Zellweger, former Pyongyang bureau chief for the Swiss Development Corporation, how North Korean society has changed in recent years.

Moon’s efforts

According to Dr. Park the most recent changes in diplomatic interaction between the Koreas and the US were triggered by the test launches of two intercontinental ballistic missiles by North Korea in July 2017. Had the US been forced to respond in kind to a nuclear threat, not only North Korea, but South Korea too, would

have been at considerable risk. This led South Korean President Moon Jae-In to engage intensively with the US and allies as well as the North, resulting in a milestone in “sports diplomacy” – not only was North Korea invited to the 2018 Winter Olympic Games in Pyeongchang, but athletes from both Koreas also walked under a united flag at the opening ceremony.

Dr. Park accurately predicted that the summit would only be the start of a long and complicated journey, with all three participating countries starting out with very different expectations of the summit – formulated ambiguously to come across as a success, but unrealistic to actually implement. While the US wanted a complete de-escalation of North Korea’s nuclear program, North Korea’s strategy of “byungjin” i.e. the simultaneous build-up of nuclear capacity and economic prosperity, remained.

“Peace, stability and prosperity on the Korean Peninsula is an aim worth working for. We need to build bridges, not walls.”

Katharina Zellweger



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However, Dr. Park was hopeful that the North Korean regime might actually be open to partial denuclearization in exchange for the lifting of economic sanctions that would improve the country's economic prosperity. Also, very importantly, South Korea would then not have to deal with the threat of war and destruction, and peace with its neighbour would have a positive impact on its economy.

Sanctions on the people

Katharina Zellweger has over 30 years of field experience in Asia, particularly in North Korea. As she said, for most people, North Korea conjures up images of Kim Jong Un with his unique hairstyle, nuclear war and starving children. We know little to nothing about the 24 million people living there – ordinary people who embrace the simple pleasures allowed to them – singing, dancing, music, family picnics – despite the general hardship of their daily lives.

After the terrible famine years in the 1990s, and the existing economic sanctions, the government was forced to open up the country a little. This, she said, “modestly improved the situation in recent years”.

In her words, “There are restaurants, playgrounds, competing taxi services, and local use of mobile phones. However, the continuing stand-off between North Korea's refusal to join the nuclear non-proliferation treaty and the increased sanctions, impact the ordinary citizens the hardest, especially with the economy in decline. There are still food insecurities, energy shortages, health and sanitation problems, and a dilapidated infrastructure.”

Although not against sanctions per se, Ms. Zellweger felt the sanctions need to be ‘targeted sanctions’. According to her, the sanctions, till then, had not achieved their goal of convincing the North Korean government to give up its nuclear missile program, but had

instead created more difficulties for the North Korean people by making it harder for them to do business. “These sanctions are also hindering humanitarian aid agencies in their efforts to help the people,” she said. Ms. Zellweger felt there was hope for the people and the economy of North Korea, but unfortunately did not expect any “quick change”.

About

Dr. John Park is the Director of the Korea Working Group at the Harvard Kennedy School and an expert advisor on Northeast Asia policy to the US Government.

Katharina Zellweger manages the NGO “KorAid” in Hong Kong and is a visiting fellow at the Center for International Security and Cooperation CISAC at Stanford University. From 2006 to 2011, she was based in Pyongyang as the country director for the Swiss Agency for Development and Cooperation (SDC), an office of the Swiss Ministry of Foreign Affairs.



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From left to right: Mark Anderson, Hongqian Zhao, Wei Hopeman, Carl Yeung

China-Swiss Fintech Forum

Fintech Facts & Figures

- Asia-Pacific attracts 56% of the global funding invested in fintech. China alone accounts for 88% of this, having received almost USD 13bn in funding in the year 2016.
- 21% of the Chinese population does not have a bank account. In India, this figure is much higher at 47%; in Indonesia, an astonishing 64% does not rely on traditional banking methods.
- According to the Chinese government, 802 million people actively use the internet. That's 58% of the population. 98% of the country's total user base are mobile users.

Following the global financial crisis, intensified regulation of the traditional banking system, combined with an ever increasing usage of mobile devices, has led to the birth of a whole new generation of financial service firms. What does this mean for the traditional banking system? And how disruptive is the rapid expansion of fintech companies? The China-Swiss Fintech Forum on March 7, 2018, co-hosted by UBS and Asia Society Switzerland, endeavoured to find answers to these questions.

During an off-the-record round table discussion, Carl Yeung and Hongqiang Zhao, two of China's most accomplished fintech entrepreneurs, and Wei Hopeman, co-founder and Managing Director of Arbor Ventures, the largest fintech venture fund in Asia, answered questions posed by representatives of the Swiss financial industry, fintech start-ups, and regulators.

"Everybody always looks to Silicon Valley for tech innovation. But increasingly, we believe, we have to look to the East as well," said UBS senior executive Chi-Won Yoon in his opening remarks at the public event at UBS Grünenhof.

Keynote speaker Carl Yeung, CFO of Qudian, a leading provider of online small consumer credit in China, attributed

China's fintech successes to an aggressive entrepreneurial approach toward using modern technology and software for providing financial services to China's rapidly growing working class. He further explained that the traditional banking concept of credit never penetrated China, and its huge middle class, who earn roughly USD 600 per month, do not fit the typical credit profile required by commercial banks. For them, using mobile payment apps such as Alipay or Tenpay are the only viable credit options.

During the ensuing panel discussion moderated by Mark Anderson, Wei Hopeman, Carl Yeung and Hongqiang Zhao, CFO of 100Credit, a company specialized in big data analysis for financial institutions, discussed China's fintech scene. Talking about talent acquisition, Hongqiang Zhao explained how fintech companies compete against each other to attract young talent, skilled in both traditional banking and technology. According to Wei Hopeman, the rapid adoption of technology, high levels of mobile usage, the rising rates of internet penetration, and an increasingly urban young population and their economic potential, make most ASEAN countries the most attractive markets for fintech investors.

“One of the key things happening in China is that we are turning into a cashless society.”

Carl Yeung



Collections And Collectors

We believe that art is an indispensable tool for understanding cultures and societies. Our intellectually curious members enjoy regular and exclusive insights into the world of Asian art and artists. We not only facilitate access to famous artists, but also organise bespoke tours of private collections, exhibition previews in galleries and museums, and often, guided tours with the curators themselves, providing insider perspectives on the world of Asian art. We also try to showcase artists representing different periods of history, and a variety of styles.



① Ai Weiwei visits Asia Society Switzerland, April 2016.

② Paul Hugentobler presents his rare collection of Vietnamese paintings for the first time publicly at Hauser & Wirth Gallery, January 2017.

③ Dr. Uli Sigg gives a private art tour through Kunstmuseum Bern, guiding members through his own collection at the exhibition “Chinese Whispers Recent Art From The Sigg and M + Sigg Collections”, June 2016.





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Shakespeare In Kathakali

Kathakali, one of the most important forms of classical Indian dance, originated in Kerala over 300 years ago. It combines devotion, drama, dance, music, costumes, theatrical make-up, and unique face masks. Every single quiver of the lips, flicker of the eyes, facial gesture, and the footwork and hand movements – all have their own significance. Kathakali traditionally retells the great Indian epic dramas.

In September 2017, the Rietberg Museum and Asia Society Switzerland brought Sadanam Balakrishnan, a world-renowned master of this ancient art form, to Zurich, where he, along with his ensemble, performed “Othello”, one of William Shakespeare’s darkest tragedies, and transformed it into an absolute feast for the senses.

For the first time in Switzerland, Kathakali dancers played out the story of Othello, the Christian Moor and general of the Venetian army; Iago, Othello’s manipulative antagonist; and Desdemona, the Venetian beauty. This enthralling performance, in keeping with Kathakali tradition, featured an all-male ensemble.



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Sake – The Drink Of The Gods

Food is an integral aspect of Asian life and culture, and Asia Society Switzerland joins in celebrating food, the traditions associated with it, and its social aspects.

In April 2018 award-winning photographer Matthieu Zellweger introduced us to the heritage of sake brewing, followed by a sake tasting. A trained scientist and graduate in international political economy, Zellweger specializes in public health and social reporting from all over the world.

His images appeared in The New York Times, BBC World, GEO, NZZ, and others. Most recently he followed the work of the Tji-san, the sake master brewer. Through his award-winning book, *Secrets of Rice and Water*, he unveiled some of the lesser-known aspects of sake brewing.

The earliest sake was termed “kuchikami no sake” or “chewing-in-the-mouth sake”. Around 2000 years ago, making sake was a community activity. Villagers would sit around – chewing rice, chestnuts, or millet

and then spit the mixture into a large wooden tub where it would ferment with the enzymes from the saliva and then turn into alcohol. Luckily for us, today “koji” (a mould) has replaced the chewing!

Though the brewing process has changed over the years, sake’s importance in Japanese culture has not. Sake is drunk at all important occasions and enjoyed with family and friends. Traditionally you never pour sake for yourself, but someone else must pour it for you.

Although not as widely available as wine and beer, the popularity of sake is growing worldwide, with breweries spread over North and South America, Australia, China, and Norway.

Pictured below: Rice, water and the skills of the master brewer... The ancient Kimoto method reflects the very origin of sake-brewing. It’s a technique that consumes about twice as much time and effort as the standard method and is employed by only a few breweries.

The following sake cocktails were created by **André Borba, Manager, Bar & Lounges, The Chedi, Andermatt**, specially for our readers. Kanpai!

Tokyo

4cl sake
2cl white dry port wine
1.5cl lemon juice
1cl sugar syrup
Filler: tonic water
Garnish: lavender

Kyoto

4cl sake
2cl Chambord
1cl Grand Marnier
5cl cranberry juice
Garnish: lemongrass

Osaka

4cl sake
2cl Roku Gin
1cl Yamazaki Single Malt
Garnish: grapefruit peel





Philippe Welti, retired from the Swiss Diplomatic Service after accomplishing missions as ambassador to India and to Iran, in a lively conversation with students from the University of Zurich.

Preparing The Next Generation

Many university students in the West ask themselves: Asia is so culturally diverse – what are the main challenges I will face while doing business with Asians from different countries? How should I prepare to integrate myself in Asia and enjoy a successful career there?

Since 2017, Asia Society Switzerland has been hosting special Student Mentor Talks twice a year. Over two dozen students interact directly with four mentors who have worked and lived in Asia. The distinguished group of mentors includes, among others, ambassadors, journalists, entrepreneurs, and even art gallerists.

“In Europe, we usually have a poor understanding of Asian countries and therefore underestimate their dynamism. Especially for the next generation, it’s vital to be interested in Asia as they will have to engage themselves with it later.”

Nina Belz, Asia-Pacific Editor at NZZ, Asia Society Student Mentor in 2018

The impact of Asia on students’ future

The students are split up in small groups in two rounds and get to ask their preferred mentor everything on their minds which will help demystify the idea of Asia. Questions range from “What should I do once I graduate?” to “What influence will Asia have on my future career?” to “How is working in China different from working in India or in South East Asia?”

Not so much like school

In addition to education and career guidance, the mentors share off-the-record stories on reacting to and resolving diplomatic crises, tricks on surviving Asian drinking games, or what talents stand out in Asia. “This is what they should teach us at school,” rued one young graduate.

Asia’s rise will affect today’s students in a more profound way than it has affected previous generations. Asia Society Switzerland is dedicated to showing them how developments in Asia will impact their future and how they themselves can help shape and influence the Asian century. Our **Expert Database** helps students and teachers get a head start by tapping into the wisdom and knowledge of Asia experts residing in Switzerland.

The Database includes specialists who cover all regions of Asia and topics ranging from religion, linguistics, history, art, and architecture, to politics, economics, business, and media. Students can simply contact us and Asia Society Switzerland connects them with the best possible expert to answer their questions.



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A Vibrant Community

Our members come from different age groups, nationalities and backgrounds, united by an abiding passion for Asia, and their desire to appreciate and promote a greater understanding of Asia in a multilateral world.

We aspire to be a home away from home for people from Asia. We welcome those who have lived in Asia and feel a connection to it, as well as members from other Asia Societies around the world. Our doors are open to anybody curious about Asia and the world today.

Our members' interest and enthusiasm have propelled our series of events into what can only be called a thriving community. **Neeta Premchand** is one such member who has made an immense contribution to Asia Society Switzerland. We were glad to have a conversation with Neeta on her involvement with Asia Society.

Why does Asia fascinate you so much?

I grew up in India. After I got married, we lived in London and Hamburg, and then moved to Zurich, where we have lived very happily for over 40 years now. I have always been interested in history, but it was my encounter with Dr. Eberhard Fischer, then director of the Rietberg Museum, that first opened my eyes to a whole new world. The arts, textiles, and literature of Asia have fascinated me ever since. Almost all our travels have been in the pursuit of discovering the immense wealth of cultural traditions across the globe.

How did you get involved with Asia Society?

In the 1980s and 90s we travelled a lot to the US, and Asia Society in New York was a favourite haunt. I enrolled as a member there and always stopped by whenever we were in the city. I even went on a trip to Vietnam and Cambodia with them. Then Asia Society opened in Bombay – we became members there and are delighted with the range of activities they offer, and participate as often as possible. When Asia Society finally opened in Zurich, we were very excited and joined it immediately. What I love about it is that it widens one's horizons on Asia with carefully curated events that discuss the many different aspects of the countries that were for a long time inadequately appreciated. Asia has changed dramatically in the last 20 years in its own perception and in its impact on the rest of the world. It is only through platforms like Asia Society that we can even begin to have a greater understanding of our rapidly changing world.



Neeta Premchand

Asia Society Book Club

In our Book Club Asia Society staff and members read contemporary books on and from Asia and meet up to discuss it, and what it means to each of them. The books are wide-ranging: from Chinese science fiction, novels set in Pakistan or Korean communities in Japan, to nonfiction about North Korean dissidents or Chinese millennials. Since 2017 we have been gathering tips from all Asia Society centres, as well as from our members, and putting together a list of reading recommendations – published twice a year.

Asia Society Switzerland Advisory Board

Our heartfelt gratitude to our corporate partners, donors, supporters and members of Asia Society Switzerland's Advisory Board for their contributions, expertise, and passion for our mission. Their wisdom and support have been key in helping to grow Asia Society Switzerland over our first three years.

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Foundation Board

Adrian T. Keller, *President*

Honorary Chairman of DKSH and Vice Chairman of Diethelm Keller Holding Ltd, a family holding company, and anchor shareholder of DKSH. Since 1991, he has been a Board Member of Diethelm Keller Holding Ltd and its predecessor. Prior to that, he was a partner at Global Reach, a private investment firm, in New York.

Raymond J. Baer, *Vice President*

Honorary Chairman of the Board at Julius Baer Group. He held various executive positions within the Julius Baer Group Ltd abroad and in Switzerland, lastly as Head of Private Banking Business Line, and Member of the Group Executive Board. He is a former Chairman of the Board of Directors of the Julius Baer Group and a former Board Member as well as a former Member of the Committee of the Governing Board of the Swiss Bankers Association.

Patrick Balkanyi

Partner at PwC Switzerland. He is in charge of the PwC TMT practice (Technology, Media and Telecommunication) in Switzerland. Besides he is member of the Executive Board of the Commission of Swiss GAAP FER. He lived for a couple of years in Hong Kong before he moved back to Switzerland.

Esther Heer-Zacek

Former Deputy Chief Executive Officer of BSI Bank Ltd Asia and a Member of the BSI Group Advisory Board from August 2010 to December 2014. She was responsible for building BSI North Asia as the group strengthened its presence in the region. Besides her general management responsibilities, she led a team of private bankers as well as the wealth management services. Prior to her stint at BSI, Esther worked for 30 years for Coutts in Zurich and Hong Kong.

Annette Schoemmel

Founding partner and Managing Director at global strategist arthesia AG (Zurich, Los Angeles and Hong Kong), and founding partner and Managing Director of Babaluba AG, an industrialist group that invests in and starts companies that are positioned on the fault lines of future developments, and XanaduAlpha, an alternative-data based fintech company and investment vehicle in Zurich and Los Angeles.

Dr. Uli Sigg

Former Swiss Ambassador to China, North Korea and Mongolia, Vice Chairman of the Board of Ringier, and Member of the Advisory Board of China Development Bank, of the International Council of the Museum of Modern Art (MoMA) in New York, and of the International Advisory Council of Tate Gallery in London. He is the world's foremost collector of contemporary Chinese art.

Dr. Peter F. Weibel

President of UZH Foundation, the Foundation of the University of Zurich, since 2012. Former Chief Executive Officer of PricewaterhouseCoopers Switzerland and former Member of the Board and the Audit Committee of Credit Suisse Group. He also serves on the Senior Advisory Council of the Swiss-American Chamber of Commerce.

Eunice Zehnder-Lai

Member of the Board of DKSH and Member of the Board of Geberit. Previously, she worked in the finance industry for 20 years for LGT Capital Partners, Goldman Sachs and Merrill Lynch, spanning the areas of asset management, private wealth management, and corporate finance in New York, London, Hong Kong and Zurich.



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Thank you!

Asia Society Switzerland would like to express its deepest gratitude and appreciation to all our corporate and private donors for your interest, involvement and philanthropy. With the help of your generous contributions, Asia Society's first European base has come a long way since its inception in 2016. Without your support, we could not have organized the diverse and interesting events to further our agenda of building bridges of understanding between East and West. We look forward to your continued partnership in the future, to augment our programs and events throughout Switzerland.

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Orville Schell, Director of the Center of US-China Relations at Asia Society New York. He is a former professor and Dean, University of California Berkeley Graduate School of Journalism, and an author of fifteen books, ten of them about China.

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