

ANNUAL REVIEW

2022





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IMPRESSUM

TEXT: ASIA SOCIETY SWITZERLAND

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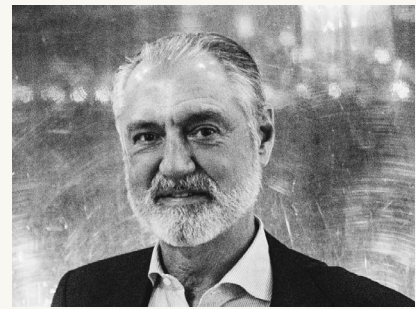
The 21st century has long been hailed as the "Asian Century". However, with growing geopolitical tensions and a slowing of the economy, particularly in China, questions have started to arise. Will this really be a century of Asian dominance?

Asia's path of development may not yet be clear, but we remain convinced that the world is becoming more Asian. The global problems we need to address, from climate change to future pandemics and regulating ever more powerful technology, will all require solutions that include Asia, and that encompass the way the region thinks and acts.

This means that we in Switzerland, and in all of Europe, need a deeper and more holistic approach to Asia – an understanding of the large developments and big shifts in the region and how they affect us, but also a more granular knowledge of what is a diverse and complex part of the world. In short: we all need more Asia Competence.

Delivering this Asia Competence and leading the dialogue about and with Asia is the mission of our organization and its 14 centers worldwide. Our work here in Switzerland spans dozens of events each year, a growing library of online content, educational programs, and community initiatives. None of it would be possible without our donors and our member community.

Thank you for your ongoing support of our work!



ADRIAN T. KELLER
CHAIRMAN



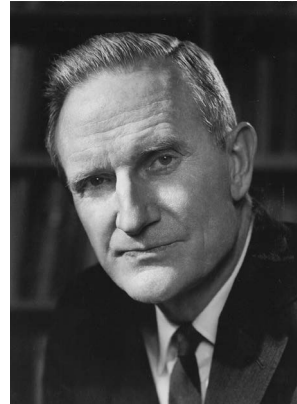
NICO LUCHSINGER
EXECUTIVE DIRECTOR



>> ABOUT

Asia Society Switzerland is an independent Swiss foundation dedicated to Asia. Our mission is to foster Asia Competence and prepare Switzerland for a deeper and more sustainable engagement with Asia. We are a non-partisan and non-political institution based in Zurich. We were founded in 2016 as the first center in Europe of the global Asia Society family, which is present in 14 cities around the world, half of which are in the Asia-Pacific.

Asia Society's purpose is to navigate shared futures for Asia and the world across policy, arts and culture, education, sustainability, business, and technology.

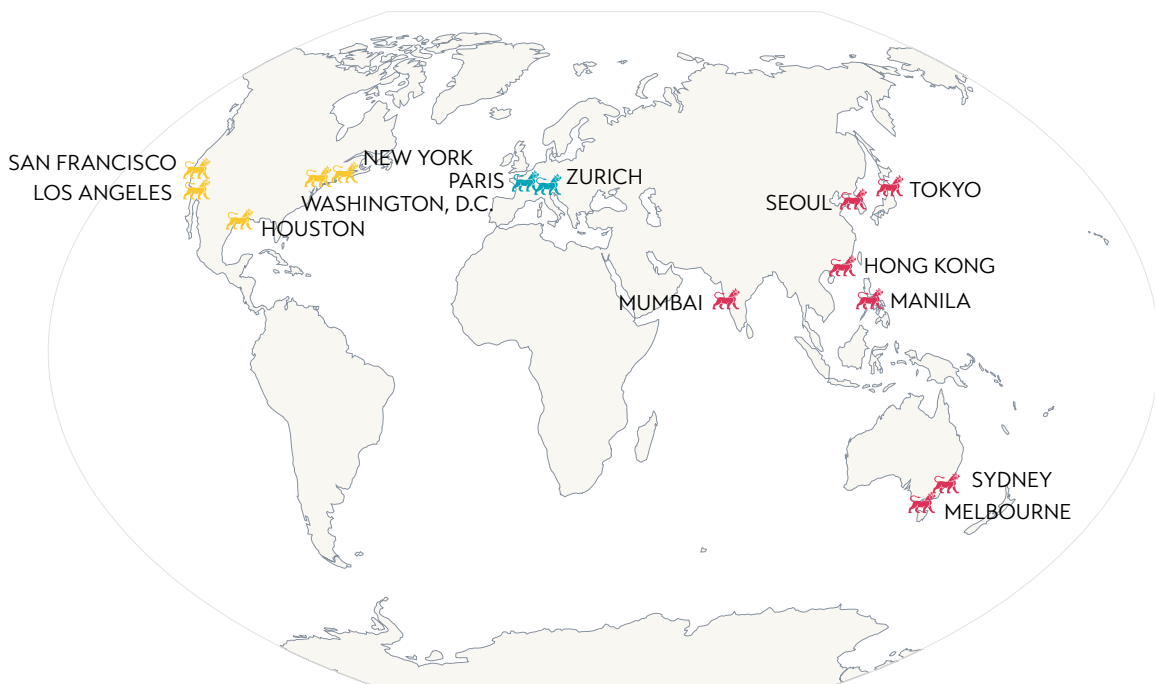


JOHN D. ROCKEFELLER III
FOUNDER



KEVIN RUDD
PRESIDENT AND CEO

ASIA SOCIETY GLOBAL CENTERS



HOW WE CREATE IMPACT

> WE SHAPE THE PUBLIC DISCOURSE

We host 60+ events each year on a broad range of topics and publish key take-aways plus additional original analyses in videos, podcasts, and in writing. Our weekly newsletter reaches 4500+ Asia-minded people in Switzerland and beyond. We also regularly make our experts available for conversations with the media and government and engage in policy advocacy to further the cause of Asia Competence in Switzerland.

> WE PROVIDE PRIVILEGED INSIGHTS TO DECISION-MAKERS

We host 10+ Executive Roundtables each year, featuring exclusive off-the-record conversations with leading experts and analysts from around the world.

> WE EDUCATE LEADERS ON ASIA

With our Asia NEXT program, we offer structured educational content to foster the Asia Competence of executives and leaders.

> WE SUPPORT THE NEXT GENERATION

Our Gen A – Young Leadership program offers 25 students and young professionals an in-depth experience on Asia each year. Our special student memberships ensure access to our program for the next generation.

> WE CONNECT ASIA-MINDED INDIVIDUALS IN SWITZERLAND

We have a thriving community of 700+ members, in addition to partnerships with 20+ leading companies as well as top educational institutions like ETH and University of Zurich. We also maintain active contact with government entities, foreign diplomats, think tanks, industry associations, NGOs, and media to bring together people who shape the conversation with and about Asia.

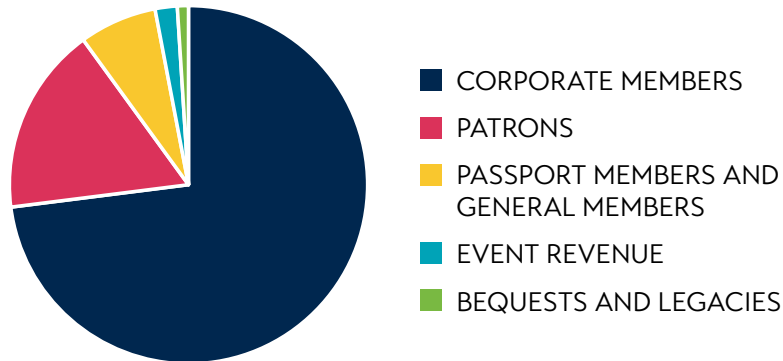


HOW WE ARE FUNDED

Asia Society Switzerland is an independent Swiss foundation, financed entirely out of Switzerland. We are mainly supported by the generous contributions of our **CORPORATE MEMBERS** (73%) and patrons (17%).

Additionally, we rely on the support of over 20 **PASSPORT MEMBERS** and 700 **GENERAL MEMBERS** (jointly 7%). A small amount of funds originates from event revenue (around 2%). Bequests and legacies vary between 0 and 5%.

Asia Society Switzerland dedicates these funds to further our critical mission of increasing Asia Competence in Switzerland. They are used to finance our day-to-day operations, to host public and private events in Switzerland, to build our community through get-togethers and art tours, to create and publish our editorial work, and to run our two educational initiatives *Gen A – Young Leadership Program* and *Asia NEXT – Executive Education*.



WHY OUR WORK MATTERS

- Only with increased Asia Competence and sustained engagement with Asia will **Switzerland be able to continue to thrive in a multipolar world** and play a constructive role in shaping the Asian Future.
- Asia Competence can no longer be delegated to a team, department, or specific office. Headquarters, leadership, and board of almost every company all need **Asia Competence to successfully navigate this new world**.
- While not all employees of a company work on Asia, all of them will need a **broad understanding of the developments in Asia**, and how they matter to Switzerland and the world.
- Increasing Asia Competence helps to **keep Switzerland open and connected** to the world, and make it an attractive place for people from all around the globe to work and live.

CORPORATE MEMBERS, PATRONS & PARTNERS

CORPORATE MEMBERS

Platinum Members

- > THE ADECCO GROUP
- > CREDIT SUISSE
- > DIETHELM KELLER GROUP
- > DKSH
- > JULIUS BAER
- > SWISS RE
- > UBS
- > ZURICH INSURANCE

Gold Members

- > BERGOS
- > BYSTRONIC LASER AG
- > DARUNA HOLDING AG
- > ERNST BASLER PARTNER (EBP)
- > HOMBURGER
- > VONTOBEL
- > VP BANK

Silver Members

- > ACQUPART HOLDING

PATRONS

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- > RAYMOND J. BAER
- > MAX AND MONIQUE BURGER & THE TOY FAMILY, HONG KONG
- > MARTIN BISANG
- > DOMINIK KELLER
- > ESTHER HEER-ZACEK
- > PETER WEIBEL
- > EUNICE ZEHNDER-LAI

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- > ETH ZURICH
- > HIRZEL.NEEF.SCHMID. COUNSELORS
- > IMD - INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT
- > KARL DER GROSSE - DAS DEBATTIERHAUS
- > KPMG AG, SWITZERLAND
- > UNIVERSITY OF ZURICH



WHAT IS ASIA COMPETENCE?

We define Asia Competence not just as having knowledge and understanding of Asia, but as an actionable skill that includes the abilities 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.

To develop full Asia Competence, individuals, corporations, and governments in Switzerland need to be familiar with the countries of Asia in the same way that they have developed a granular familiarity with the countries of Europe. In Switzerland, when you think of people's knowledge of France, Germany and Austria, the United Kingdom, the countries of Northern Europe and Southern Europe – that is the level of granular expertise which is now required to deal separately with the different cultures and civilizations of Korea, Japan, China, but also the unique and vastly different sets of cultures and civilizations in Southeast Asia, South Asia and Central Asia, for which we use the collective term of convenience "Asia". The origin of the term "Asia", it means: the East. That presupposes there's a geostrategic center of gravity called "the West" – well, that is changing. So, for those in the West, the time has come to fully grasp the complexities and the opportunities of the East, starting with language, moving through culture, on the journey through history, and then the important fabric of interpersonal relationships.

HON. KEVIN RUDD
PRESIDENT AND CEO OF ASIA SOCIETY AND
FORMER PRIME MINISTER OF AUSTRALIA

>> OUR 2022 SPEAKERS

/ ASIA

ALEJANDRO REYES

ANDREW SHENG

ARIF HASAN

JOHN ZHU

NOMIN BOLD

IAN LEE

KEVIN RUDD

ANDREW GILHOLM

BAATARZORIG BATJARGAL

KIRSTEN HAN

MANUEL L. QUEZON III

DEBASISH ROY CHOWDHURY

JESPER KOLL

MINA ROCES

JAMES CRABTREE

BATES GILL

C. RAJA MOHAN

DAVID LALLEMANT

MADHU RAGHUNATH

LENI ROBREDO

BEC STRATING

NILANJAN RAGHUNATH

HENRY LEE

EMIL DZHURAEV

JONAS JÖRIN



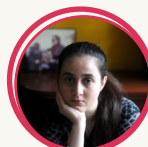
SAAD HAROON



TOMOHIKO
TANIGUCHI



OYUNGEREL
TSEVEDDAMBA



YUSRA ASKARI



SEBASTIAN
CORTES-SANCHEZ



SUPACHAI
TANTIKOM



ROBERT A.
FELDMAN



THOMAS
GUTERSOHN



YEO LAY
HWEE



ANGELA SU



BYAMBAJARGAL
AYUSHJAV

/EUROPE



AURELIA
RAUCH



BRUNO MAÇÃES



ADAM
BENACKA



ADRIAN T. KELLER



JULIANNE LEE



FUCHSIA DUNLOP



DEBJANI
BHATTACHARYYA



NICOLA
FORSTER



DOLMA
BLATTNER



ISABELLE
ZHENG



NOEL CLEHANE



CHRISTIAN
SCHWARZEN-
EGGER



GABRIELA
BLUMER KAMP



BENNO ZOGG



BERNARDINO
REGAZZONI



MARKUS
HERRMANN



SOPHIE-CHARLOTTE
FISCHER



KIMBERLY
SCHLEGEL



KRISTIN
HÖLTGE



YUICHI KODAI



VIDYA VENKAT



SE-WOONG
KOO



SONIKA SONI



SERAINA PETERSEN



CHRISTOPHE
PENOT



MILAN VAISHNAV



LOÏC JENT



TRIPURDA-
MAN SINGH



KRISTINE BRADEN



KARIN WENGER



BOAS LIEBERHERR



EUNICE ZEHNDER-LAI



GABRIEL RUGGLI



AGATHA KRATZ



CHRISTOPHE JAFFRELOT



KAZU HUGGLER



PETER VOSER



JAN-PETER KLEINHANS



JOSEPH DE WECK



JOHANNES HOERNIG



DIANA LANGE



MARK DITTLI



EMILIA SULEK



YASMIN AFSCHAR



SOPHIE RICHARD



SHOTARO TANI



MOHIT ANAND



VIR AMAR DASMAHPATRA



SATONA SUZUKI



TANJA KÖNIG



ALBERT ANNELER



PALLAVI AIYAR



ULI SIGG



GERRY LEMCKE



JOHN LEE



SIMONA GRANO



PATRICK REINMOELLER



AMAR RAHMAN



SAMIRA MÜLLER



SERGIO P. ERMOTTI



VALÉRIE TERRANOVA



/U.S.



DANIEL H. ROSEN



RORRY DANIELS



PARAG KHANNA



JIMMY GOODRICH



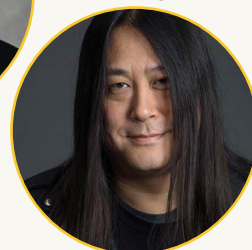
HYON GAK



LEE YOUNG-IM



ELINA NOOR



KAISER KUO





>> OUR WORK

INITIATIVES

ASIA NEXT – EXECUTIVE EDUCATION

6-month program: expert roundtables for young executives and leaders of our partner organizations. The program is offered in collaboration with the International Institute of Management Development (IMD). Participation upon nomination.

GEN A – YOUNG LEADERSHIP PROGRAM

1-year program: expert roundtables, workshops and graduation project to foster Asia Competence in future generations of leaders in Switzerland. Open to young professionals and advanced students under 35. Participation upon application.

2022 HIGHLIGHTS

STATE OF ASIA CONFERENCE

A conference on the world's most dynamic region.

KEVIN RUDD: UNDERSTANDING HOW CHINA SEES THE WORLD

A conversation with Asia Society's President and former Prime Minister of Australia at the Credit Suisse Forum St. Peter.

URBAN RESILIENCE

2-part series with Swiss Re, exploring how Asia's largest cities are building resilience in the face of slow-moving threats and sudden crises.

EXCLUSIVE COOKING DEMO WITH FUCHSIA DUNLOP

A culinary trip to Southwest China for Passport Members with star chef Fuchsia Dunlop.

SERIES

BIG PICTURE

In-person event series highlighting arts and culture from Asia. In collaboration with Bergos and Karl der Grosse.

BOOK SALON

Informal conversations for our members about fiction from and about Asia.

A CLOSER LOOK

Online series on lesser-known Asian countries through the eyes of leading local voices.

TALKS AT THE LIBRARY

Members-only conversations with scholars, practitioners, and writers at our office library.

EXECUTIVE ROUNDTABLES

Closed-door roundtables with experts and opinion leaders from the global Asia Society network and beyond.

MEMBERS GET-TOGETHERS

Providing our members the opportunity to get to know each other and exchange views and ideas in an informal setting.

OXFORD DEBATES

Oxford-style debates with two teams, four experts, and one motion that does not have just one answer or solution.

EDITORIAL

EXECUTIVE BRIEFINGS

Key takeaways on specific topics. Crafted for a select audience.

EXPLAINERS

Timely insights and information on relevant topics.

PODCAST

Conversations with selected STATE OF ASIA speakers.

VIDEOS

Recordings of events from the 14 global centers of Asia Society, on YouTube.

WEEKLY UPDATES

Upcoming events, the best Asia Society articles, podcasts, and videos from around the world – plus recommendations for readings and local events.

FIND ALL OUR PROGRAMS
ON THE WEBSITE:
ASIASOCIETY.ORG/SWITZERLAND





>> NUMBERS 2022



>> PEOPLE

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EXECUTIVE PROGRAMS
MANAGER

MARTINA FROEHLICH
PROGRAMS OFFICER

REBECCA FARNER
OUTREACH AND
COMMUNICATIONS MANAGER
(SINCE MARCH 2022)

REMKO TANIS
PROGRAMS AND EDITORIAL
MANAGER (SINCE APRIL 2022)

JOSEFINE YAN YAN LIM
PROJECT MANAGER
(SINCE MAY 2022)

MANUELA COLDESINA
OPERATIONS MANAGER
(SINCE JUNE 2022)

DENISE STAUBLI
PROGRAMS MANAGER
(UNTIL JANUARY 2022)

DÉSIRÉE MEILI
OPERATIONS MANAGER
(UNTIL MARCH 2022)

**CHRISTELLE MAGNAYE-
TAILLENS**
DEVELOPMENT MANAGER
(UNTIL MARCH 2022)

WEI-WEI LEE
PROJECT MANAGER
(UNTIL JUNE 2022)

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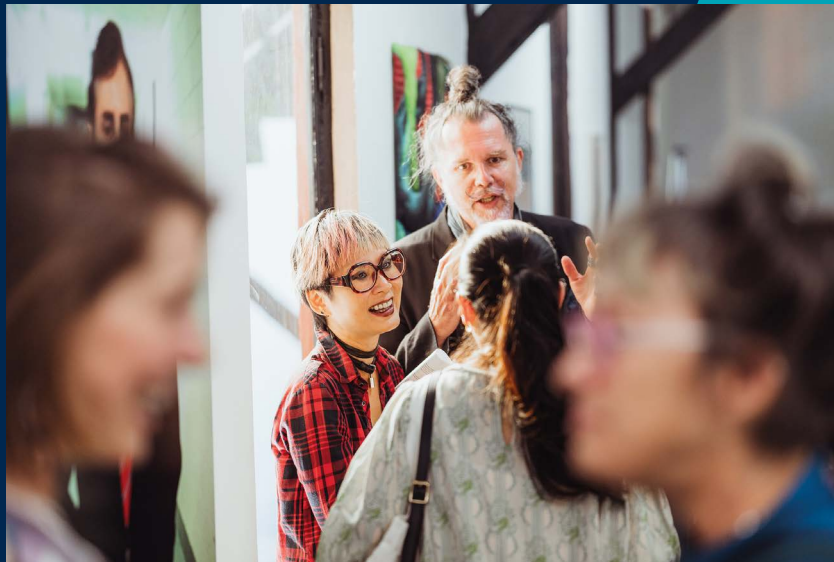
PROF. DR. GERHARD SCHMITT
ETH ZURICH

**PROF. DR. CHRISTIAN
SCHWARZENEGGER**
UNIVERSITY OF ZURICH

REMO STEINMETZ
SWISS RE INSTITUTE

THANK YOU

for being a part of our community. Without you – our members, friends and partners – we would not be what we are and strive to be: a lively, vibrant society made up of Asia-minded individuals who share a passion for Asia and care deeply about Asian issues. Thank you for supporting our mission to increase Asia Competence in Switzerland. A lot remains to be done, and together with you and with your ongoing support and trust, we will continue our critical work.



NOT YET A MEMBER? KNOW SOMEONE WHO WOULD ENJOY A MEMBERSHIP WITH US? SCAN THE QR CODE AND BECOME A PART OF **ASIA SOCIETY SWITZERLAND.**

