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Insight China 2012/13

Newsletter #3



nw University of Applied Sciences and Arts Northwestern Switzerland
School of Business
Student Project



Swiss Chamber of Commerce

Shanghai 上海

During the days in Shanghai, the Insight China Delegation had the opportunity to join a young professional event organized by the Swiss Chamber of Commerce in China. This evening was sponsored by Eiger Law. They are a full-service law firm in Asia Pacific and Greater China with strengths in providing counseling and assistance in their corporate, commercial, dispute-resolution and intellectual-property matters. Mister Denis Berger and Lise Tissot from Eiger Law welcomed us at the event.

Mister Marc Finsterlin of the company "aquarius" held a highly interesting presentation about the trends and importance of social media and the impact on eCommerce. China has proven to be a particularly fast-growing market for such media as the number of Internet-connected devices increases exponentially. Mister Finsterlin discussed the evolution of subtleties of social media and eCommerce in China. He not only talked about the latest trends but also showed untapped opportunities and hidden challenges. A delicious aperitif was served at the end of the presentation and the whole delegation used the occasion to engage in networking and exchange business cards with young professionals working in Shanghai. Insight China 2013 would like to thank Eiger Law and especially Mister Denis Berger for their contribution to the Insight China Project and this highly interesting evening.



Denis F. Berger

