

# Asia Society Switzerland

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## Review 2016 - 2018





# Title

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Adrian T. Keller  
President





# Title

Bild KVB und NL

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*Signature*

K. Viana

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N. Luchsinger





# Titel

**1965**



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

**1979**



In this photograph, the Dalai Lama—who has visited Asia Society on several occasions throughout the years—meets with Phillips Talbot, who was Asia Society’s president at the time. (Nancy Crampton)

**20xx**



Text Jack Ma

**2014**



After her survival of an assassination attempt carried out by the Taliban, Malala Yousafzai has emerged as a global icon of resilience and an ambassador for girls’ education. In recognition of her courage and advocacy work, Asia Society honored her 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, President and CEO of Asia Society. (Elena Olivo)

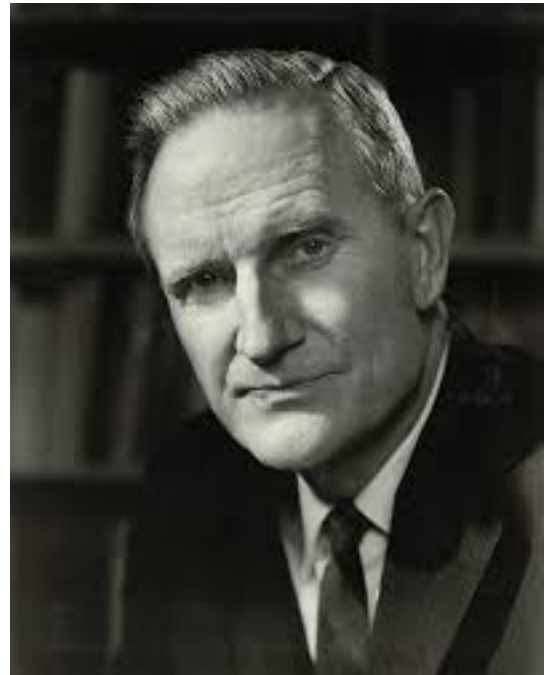
The Asia Society was founded in 1956 by the American philanthropist John D. Rockefeller 3rd. Having travelled extensively in Japan, China, and Southeast Asia, he foresaw the tremendous growth potential of the region and was convinced that a mutual understanding and respect between the diverse cultures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

Since its inception, global economies and cultures have become more interconnected, and Asia Society's initiatives and programs have evolved to address a greater range of issues including the effects of globalization, environmental challenges, and rapid urbanization. We have 13 independent centres spread across four continents - from Shanghai to California, Mumbai to Tokyo, and our first European base in Switzerland.

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

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



“

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. Through this time we have organized diverse events, designed to appeal to a wider audience with the aim of increasing their awareness of the complexities and diversities of Asian issues. To this end, we have hosted discussions with high profile diplomats, political experts, artists and award-winning journalists, among others. Regular Book Club meetings and movie nights showcase Asian authors and films for those seeking a cultural experience.

A peek at some of our highlights...

## Looking Back 2016 - 2018

### Rising Asia and Its Impact on the Global Order October 2016



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

### Global Insights: Can Asia Save the World February 2017

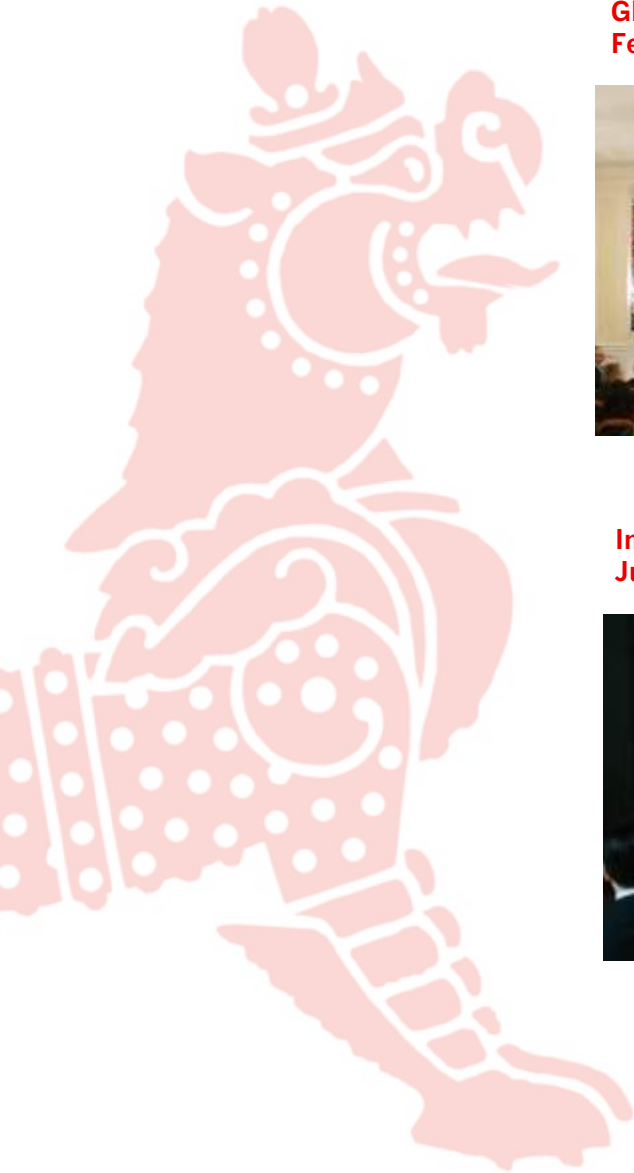


Kishore  
Mahbubani,  
Dean and  
Professor in the  
Practice of  
Public Policy at  
the Lee Kuan  
Yew School of  
Public Policy at  
the National  
University of  
Singapore.

### In Conversation: Princess Akiko of Mikasa June 2017



HIH Princess  
Akiko of Mikasa  
in a conversation  
with Swiss-  
Japanese fashion  
designer Kazu  
Huggeler.





## Indian Dance Theatre Meets Shakespeare September 2017



An unusual Kathakali performance by Sadanam Balakrishnan, a world-renowned master of this ancient art form. With his ensemble he performed an interpretation of Shakespeare's «Othello».

## Young Lives in China January 2018



A conversation with Alec Ash, British journalist and author of «Wish Lanterns», a nonfiction about the lives of six young Chinese millennials, who grow up and start their careers in a rapidly changing country.

## Do we need a new Asia Strategy? June 2018



German Ambassador Dr. Norbert Riedel and Swiss Ambassador Johannes Matyassy in discussion of how the Asian policies of Germany and Switzerland compare and what can be learned from each other. Moderated by Mark Dittli.





«North Korea had already announced years ago that it would expand its nuclear arsenal in order to be able to conduct disarmament negotiations with the USA on an equal footing with the Soviets in the Cold War. The North Koreans were ridiculed, now they are ready.»

Dr. John Park

Well into its third year of hosting events Asia Society Switzerland is turning from a mere broadcaster into a platform for conversations and for exchange of different perspectives on Asia and Asian issues. The views of a foreign correspondent on the situation in Myanmar differs from the Swiss embassy's long-term activities in the country; and a Canadian analyst, born to Korean parents, working in the U.S. will have another take on the situation on the Korean peninsula than a Swiss humanitarian worker living in Hong Kong for 30 years. These encounters of personas as well as expertise excite us and, looking forward, we want to cater to an interested public even more. Focusing on current phenomena, developments, or little-known corners of the world we launch Program Series, Special Content Programs – or both. In summer 2018 we started with an interview series with experts on the subject of the Chinese Social Credit System. Its key insights were gathered in a handy fact sheet, and by the end October we hosted an event with some of the experts on the

## «Our» North Korea Talks

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«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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#### About

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## China-Swiss Fintec Forum

Facts & Figures,  
mentioned during  
Fintech Forum

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Bitte alle Fotos auf dieser Seite bearbeiten und in jedes Bild in die linke Seite unten eine Nummer in einem Kreis einfügen.



①

Soche Zahlen weiss, transparent



(2)



(3)



(4)

- (1) Dr. Uli Sigg giving a private art tour through Kunst Museum Bern, explaining his art at the exhibition «Chinese Whispers Recent Art From The Sigg ] M+ Sigg Collections», June 2016.
- (2) Ai Wei Wei visiting Asia Society Switzerland, April 2016.
- (3) Art tour with Matthew McKelway, co-curator of the exhibition «Rosetsu – Ferocious Brush» at Rietberg Museum, Zürich, September 2018.
- (4) Paul Hugentobler presents his rare collection of Vietnamese paintings for the first time publicly at Hauser & Wirth Gallery, January 2017.

# Titel

Food is an integral aspect of Asian life and culture, and Asia Society Switzerland celebrates food, its traditions, 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 appear in The New York Times, BBC World, GEO, NZZ, and others. Most recently he followed the work of the Tōji-san, the sake master brewer. Through his book *Secrets of Rice and Water*, he unveiled some of the lesser-known aspects of sake brewing.

“Kanpei” or cheers! 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 spitting the mixture into a large wooden tub where it would brew with the enzymes from the saliva and turn into alcohol. Luckily for us, today yeast and Koji (a mold) have 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 in North & South America, Australia and China.

At the end of the enjoyable evening, we had not only learned about the history of sake and the modernised production process, but also had the opportunity to sample four very different Sakes, delightfully paired with small plates of cheese, chocolate and fish.

## Sake Cocktail Recipe





Quotes from Chitra Narayanan and Philippe Welti

## Program Series

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# Alec Asha @ FGZ

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# Titel and intro about member community and Neeta Premchand

## Intro

I grew up in India on a steady diet of English books, so when I came to London after my husband and I were married, it was as if I knew the country. We then lived in Hamburg which was where we acquired a huge level of level of comfort in speaking German. After a few more years back in London, we moved to Zurich where we have lived very happily for over 40 years now.

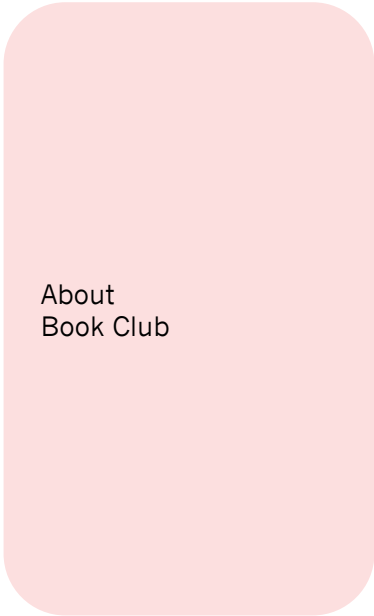
I have always been interested in history, but it was my encounter with Dr. Eberhard Fischer, then director of the Rietberg Museum, that first opened my eyes to a whole new world. The arts, textiles and literature of Asia have fascinated me ever since. Almost all our travels have been in the pursuit of discovering the immense wealth of cultural traditions across the globe. It is not just our differences, but the stories we share that fascinates me. In the 1980s and 90s we travelled a lot to the US and the Asia Society in New York was a favorite haunt. So I finally became 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 the Asia Society opened in Bombay. So we became members there and are delighted with the range of activities they offer and participate as often as possible.

So when the Asia Society finally opened in Zurich we were very excited and joined it immediately. What I love about the Asia Society 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 not nearly adequately 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 has become an important influence in the world of politics and economics. But as my primary interest is in the understanding and appreciation of the cultures, I will not venture too much into the field of business. My only concern is that having created an almost global world, we appear to be fragmenting on national and religious lines and I wonder whether it is because we are not secure in this new world we have created that we are vulnerable. It is only through platforms like the Asia Society that we can even begin to have greater understanding of our rapidly changing world.



Picture



About  
Book Club

# Taking the lead

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### Impressum

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From left to right: P. Balkani, E. Heer-Zacek, R. Baer, A. Schoemmel, A. T. Keller, E. Zehnder-Lai, U. Sigg, P. Weibel

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**Dr. Uli Sigg**  
Former Swiss Ambassador to China, North Korea and Mongolia. Presently he serves as Vice-President of the Ringier Media Group and as a member of the Advisory Board of China Development Bank, as Board member of Xintian Global Macro Fund and other Chinese entities.

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Member of the Board of DKSH and Member of the Board of Geberit. CEO of IPM, a people consulting firm specialized in predicting human behavior. Previously, Eunice worked in the finance industry in New York, London, Hong Kong and Zurich.



Thank you!  
Terima kasih  
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Cảm ơn bạn

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, the Asia Society's first European base in Zurich has come a long way since our inception in 2016. Without your support, we could not have organized the diverse and interesting events that we showcased over the last three years. We look forward to your continued support in the future, to augment our programs and events in Zurich, Berne, Basel and Geneva.

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