

ANNUAL REVIEW

2021





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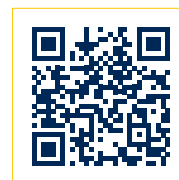
IMPRESSUM

TEXT: ASIA SOCIETY SWITZERLAND

PHOTOS: ANDRÉ HENGST, [ON-EYES-PHOTOGRAPHY.CH](https://on-eyes-photography.ch)
OR COURTESY OF THE SPEAKERS

MAPS: [WORLDMAPGENERATOR.COM](https://worldmapgenerator.com)

PRODUCTION: ASIA SOCIETY SWITZERLAND
[ASIASOCIETY.ORG/SWITZERLAND](https://asiasociety.org/switzerland)



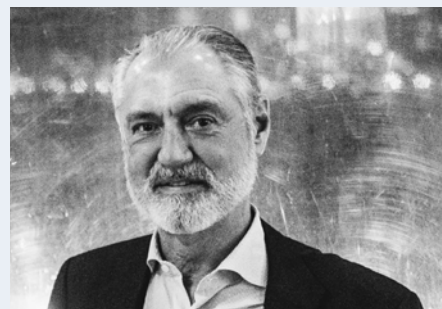
Since we started Asia Society Switzerland almost six years ago, we have seen a steep increase in public discourse about Asia, mainly driven by an ever more assertive China – and the world looking for an appropriate response to it.

At Asia Society, our ambition is to look at the whole region – a difficult task given its size and complexity. But Asian countries outside of China will become more important for an outward looking Switzerland. While our bilateral relationship with China is and will remain imbalanced for reasons of sheer size, these countries not only offer economic opportunities, but also the chance to build new partnerships.

Leveraging these opportunities requires a more active coordination in Switzerland between business, politics and civil society. It requires us to pro-actively reach out to these countries and build relationships. This in turn requires more Asia Competence: Deeper and sustainable knowledge and understanding of the region, and ongoing dialogue and network-building to put that knowledge into practice.

That is what we at Asia Society, here in Switzerland and globally, are working towards. Our work is made possible with the support of our donors and members.

Thank you!



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, founded in 2016

as part of the global Asia Society family and its first center in Europe.

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

OUR MISSION: INCREASE ASIA COMPETENCE IN SWITZERLAND

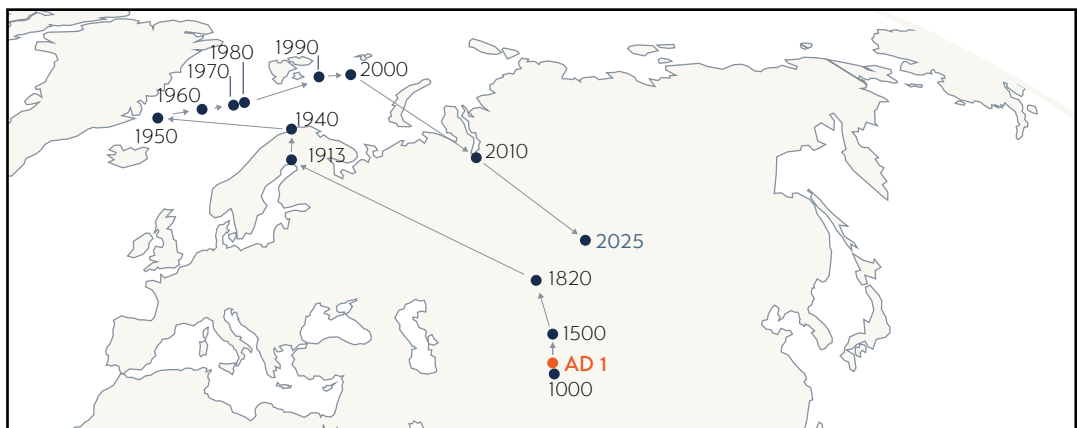
Asia matters. For the last decades, the geopolitical and economical “center of gravity” of the world has continually shifted eastwards. Asia is no longer just a manufacturing hub, or a market opportunity – it is the world’s most populous and dynamic region. Asia, and what happens in Asia, influences 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.

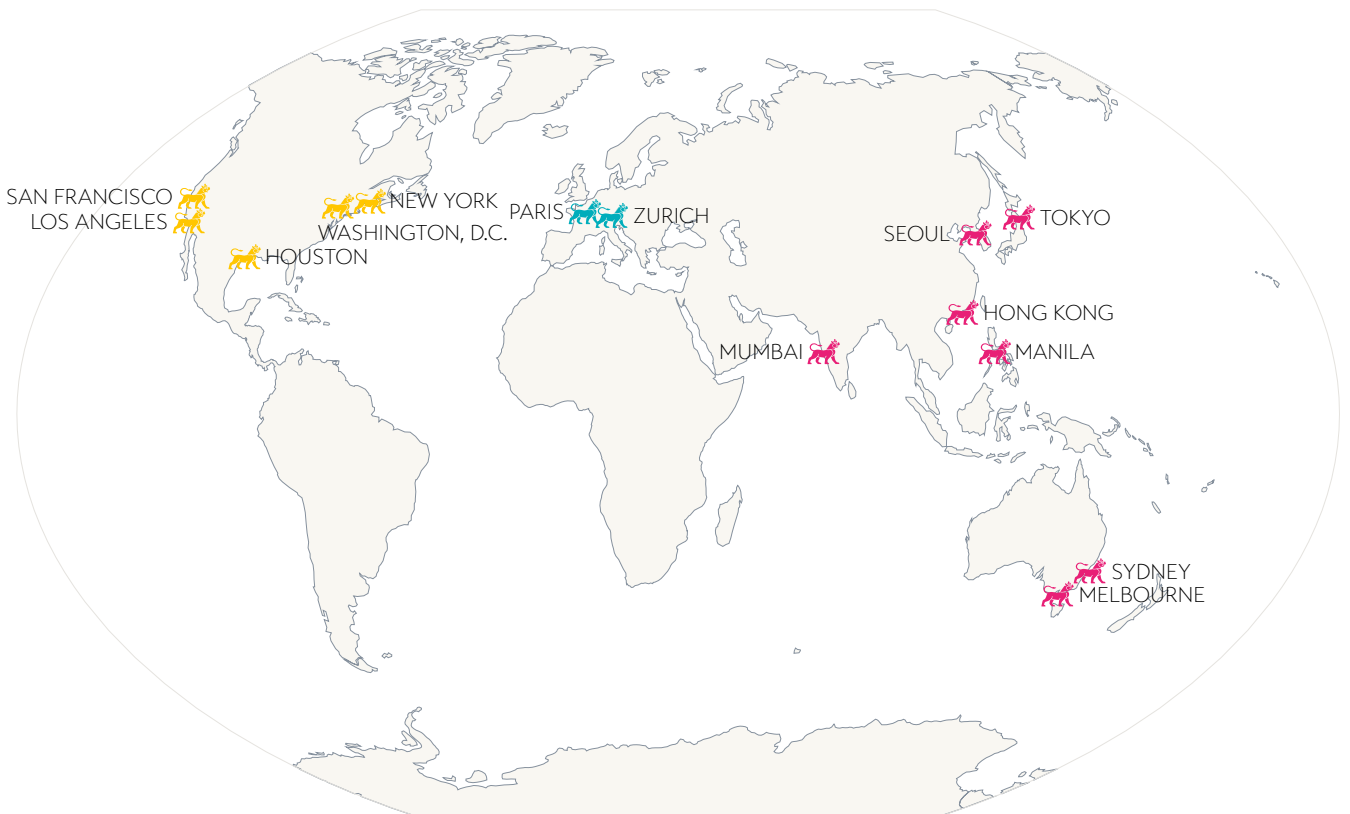
Source: [McKinsey Global Institute, 2012](#)



WHY OUR WORK MATTERS

- We deeply believe that 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 need continued Asia Competence to successfully navigate a new world.
- While not all employees of a company will work specifically on Asia in the future, each of them will 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.

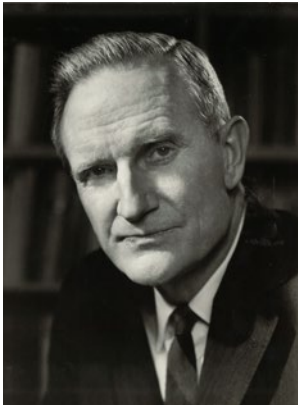
ASIA SOCIETY GLOBAL CENTERS





WE HOST THE BOARD LEVEL CONVERSATIONS ON ASIA

Asia Society Switzerland is committed to hosting the “board level conversations” on Asia: Our program offers a 360-degree view focused not just on business, but also on big shifts and interdependencies.



John D. Rockefeller III
Founder



Hon. Kevin Rudd
President and CEO

We are part of the global Asia Society network with 14 offices around the world, including seven in Asia. Asia Society was founded in 1956 by John D. Rockefeller III and today is led by the Hon. Kevin Rudd, former Prime Minister of Australia, and globally recognized expert on China and international relations. Our global network gives us unparalleled access to international speakers and experts on a broad range of Asian issues.

Asia Society Switzerland is an independent Swiss foundation, financed entirely out of Switzerland. We have a dedicated team of six people in Zurich, ensuring that our programs are relevant and tailored to a Swiss audience.

OUR CORPORATE MEMBERS AND INDIVIDUAL SUPPORTERS (IN ALPHABETICAL ORDER)

- > ACQUPART HOLDING
- > ADECCO
- > BERGOS
- > BYSTRONIC
- > CLARIANT
- > CREDIT SUISSE
- > DARUNA HOLDING
- > DIETHELM KELLER GROUP
- > DKSH
- > EBP
- > HOMBURGER
- > JULIUS BAER
- > JUERG SCHAEPPI
- > DOMINIK KELLER
- > MARTIN BISANG
- > SWISS RE
- > UBS
- > VONTOBEL
- > VP BANK
- > ZURICH INSURANCE

WE SERVE AS A PLATFORM FOR ASIA DIALOGUE

WE SHAPE THE PUBLIC DISCOURSE

We host 40+ public events every year on a broad range of subjects, and publish key take-aways in videos, podcasts, and in writing. In 2021, our events were attended by over 3 000 people. We also regularly make our experts available for conversations with media and government, and engage in policy advocacy to further the cause of Asia Competence.

WE PROVIDE PRIVILEGED INSIGHTS TO DECISION-MAKERS

We host 10+ Executive Roundtables every year for senior executives of Swiss companies and institutions, featuring exclusive off-the-record conversations with leading experts from around the world.

WE EDUCATE LEADERS ON ASIA

With our China Seminar and Asia NEXT programs, we offer structured educational content to foster Asia Competence of executives and leaders.

WE SUPPORT THE NEXT GENERATION

Our Gen A program offers 20+ students and young professionals an in-depth experience on Asia every year, providing the next generation with skills, network, and inspiration.

WE CONNECT ASIA-MINDED PEOPLE AND ORGANIZATIONS IN SWITZERLAND

We have a thriving community of 500+ members, and partnerships with 20+ leading companies as well as ETH and University of Zurich. We also maintain active contact to government entities, foreign diplomats, think tanks, industry associations, NGOs and media to bring together the Asia conversation.



>> OUR 2021 SPEAKERS

ASIA



KUNGA TENZIN DORJI
(SUPE)



FARAHA
NAWAZ



TAKEHIKO KEN
KOYANAGI



AMB. TIM
ENDERLIN



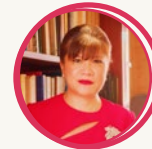
RAJIV BISWAS



MICHAEL
VATIKIOTIS



LINH NGUYEN



SHINTA WIDJAJA
KAMDANI



HONGQIAO
LIU



KARIN
WENGER



YING ZHOU



LUONA CAI



JAMES KYNGE



HON. KEVIN RUDD



YUMIKO MURAKAMI



DIGITAL MINISTER AUDREY TANG



BHAVANI FONSEKA



HNIN PHYU PHYU AYE



ABHISHEK PODDAR



PICHAMON YEOPHANTONG



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NEETHI P.



DEBORAH ELMS



JESSICA AUNG



WINNIE LU



DAHLIA SCHEINDLIN



DINO PATTI DJALAL



SE-WOONG KOO



MERCEDES RUEHL



VALÉRIE NIQUET



MISAKI NAGAOKA



DUNCAN CLARK



DEBORAH YI-WEN LEE



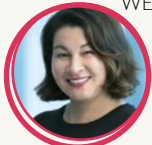
TÕNIS KIMMEL



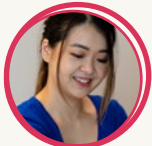
MATT ALT



RICHARD BRUBAKER



CHERIE GRAY



VIRGINIA CHAN



AMBIKA SAT-KUNANATHAN



SARA HOSSAIN



HAIRONG HUANG



JANJIRA SOMBATPOONSIRI



MOIEN ODEH



RAYMOND MALLON



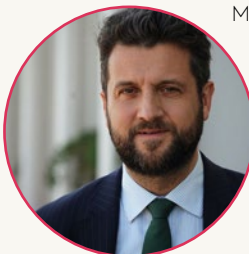
VANESSA TEO



MA LING



SOPHIA HAMB-LIN WANG



EUAN GRAHAM



JENNY CHAN



HON. ISWANDY AHMAD



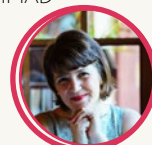
AKITO TANAKA



LUKAS MESSMER



FARKHOD TOLIPOV



NATHALIE F. MANAC'H



JACINTA YU



KYOKO KUWAHARA



JOHN O'BRIEN

EUROPE



RAFFAELLO
PANTUCCI



ANDREAS
BERGER



FRANCESCA GHIRETTI



BRUNO
MAÇÃES



AMB. PHILIP
GREEN



FABIENNE
WASSERMANN



ANNE SEMA-
DENI GEORGE



HANG TRAN



BERNHARD
BARTSCH



ANGELIKA LI



HAILIN WANG



MARKUS
HERRMANN



ULI SIGG



KATHLEEN
BÜHLER



GABRIEL
RUGGLI



RALPH WEBER



AURELIA
RAUCH



AGATHA
KRATZ



ARIANE
REIMERS



PATRICK
REINMOELLER



MULAN SUN



ANDREEA
BRÎNZĂ



DIRK SCHMIDT



RICHARD
FRANCIS



ZHANG XI



MICHAEL
SETTELEN



PASCAL
NUFER



MONTSE FERRER



ANGELA
STANZEL



EDUARD
KÖGEL



THOMAS
FISLER



NICOLA
FORSTER



ANNETTE
BHAGWATI



HEINZPETER
ZNOJ



OLIVIA KILLIAS



BERND WILKE



MARK DITTLI



RUEDIGER
FRANK



DANA LANDAU



MAMI MIZUTORI



DAVID N. BRESCH



NICI JOST



JUE WANG



MARTIN FRECH



MATTHIEU ZELLWEGER



CHRISTOPH NABHOLZ



THOMAS KELLEIN



SIMONA A. GRANO



NOAH BARKIN



CECILIA PERVERSI



ANDRIES DIENER



RENAT HEUBERGER



ASHISH SHAH



JENNIFER ALTEHENGER



RENÉ MEILE



MATTHIAS KAMP



JOHN-JAMES FARQHARSON



MARK GREEVEN



PATRICK DUEMMLER



STEVE TSANG



PATRICK ZILTENER



MARGIT MOLNAR



KOEN DE CEUSTER



NOEL CLEHANE



URS LUSTENBERGER

/U.S.



WENDY CUTLER



CLEO PASKAL



MICHELLE YUN MAPPLETHORPE



TOM NAGORSKI



GHIORA AHARONI



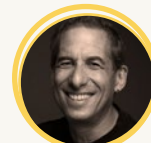
CARL SWANSON



SÉVERINE AUTESSERRE



MARY KAY MAGISTAD



SCOTT HAAS



>> OUR WORK

INITIATIVES

ASIA NEXT

6-month program: expert roundtables for young executives and leaders of our partner organizations. Upon nomination

GEN A

1-year program: expert roundtables, workshops and a conference for young professionals and advanced students. Upon application

YOUNG CURATOR RESIDENCY

3-month residency for a young Swiss curator at Tai Kwun Gallery in Hong Kong and a second city in Asia. Upon application

SEMINAR ON CONTEMPORARY CHINA

Public, 6-module-course for senior executives in Swiss and international companies, NPOs and government agencies

EDITORIAL

STATE OF ASIA BRIEFING

Invitation-only, bimonthly key learnings and insights by Executive Director Nico Luchsinger

PODCAST

Curated and edited selections of our best conversations

VIDEOS

Recordings of full conversations from global Asia Society on YouTube

WEEKLY UPDATES

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

HIGHLIGHTS

A CLOSER LOOK SERIES

5-part series on Asian countries through the eyes of leading local voices

COLLABORATIONS

Public programs, in-person or online, from Japanese manga to North Korean art, Switzerland's China strategy, and DIY mooncakes

JADE DINNER

Gala dinner for Asia Society Switzerland's partners and friends

CLIMATE CHANGE IN THE INDO-PACIFIC SERIES

4-part series with Swiss Re Institute exploring the impact of climate change in the regions most exposed to it in the lead up to COP26 – and right after

OXFORD DEBATE

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

SERIES

ART OVER LUNCH

Members-only guided tours, talks or studio visits with curators and artists

BOOK SALON

Informal conversations for members about fiction from and about Asia

WEBCASTS

Public in-depth discussions and analyses on current affairs with experts from around the world

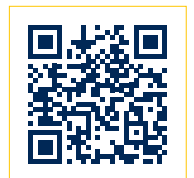
EXECUTIVE ROUNDTABLES

Invitation-only, closed-door roundtables with experts and opinion leaders from the global Asia Society network

TALK AT THE LIBRARY

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

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





2021



NUMBERS



>> PEOPLE

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PROJECT MANAGER (UNTIL MAY 2021)

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**ANDRÉS LUTHER, HIRZEL.NEEF.SCHMID.KON-
SULENTEN**

CONGRATULATIONS

TO THE GRADUATES OF THE INAUGURAL ASIA NEXT PROGRAM



AND
TO OUR 2021 FELLOWS FOR GRADUATING FROM
THE SECOND CYCLE OF THE GEN A PROGRAM

