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!
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.
HOW WE CREATE IMPACT

> WE SHAPE THE PUBLIC DISCOURSE
We host 60+ events each year on a broad range of topics and publish key takeaways 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.
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.

**HOW WE ARE FUNDED**

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<tr>
<th>Source</th>
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<tr>
<td>CORPORATE MEMBERS</td>
<td>73%</td>
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<td>PATRONS</td>
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<td>PASSPORT MEMBERS AND GENERAL MEMBERS</td>
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**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
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> 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
BATES GILL

DEBASISH ROY CHOWDHURY
JESPER KOLL
MINA ROCES
LENI ROBREDO
BEC STRATING
NILANJAN RAGHUNATH

C. RAJA MOHAN
DAVID LALLEMANT
MADHU RAGHUNATH
HENRY LEE
EMIL DZHURAEV
JONAS JÖRIN
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 ROUND TABLES
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

- 37 Public and Members-Only Events
- 66 Events
- 11 Passport Events
- 1 Conference
- >760 Members of Asia Society Switzerland
- >2300 Attendees
- 119 Experts
- >200 Podcast Episodes
- >700,000 Views on YouTube
- 6 Editorial Content
- 6 Explainers with over 10,000 Words Published
- >700,000 Views on YouTube
- >700,000 Views on YouTube
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PROJECT MANAGER (UNTIL JUNE 2022)

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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.