



## **CUZ Workshop Series** **- No.1 and No.2**

In order to improve the intercommunication and recognition between local Chinese community and Swiss organizations, and promote the images of Chinese culture and business, CUZ holds periodic workshops with invited keynote speakers to give talks about various topics of Switzerland and China. So far CUZ workshop series have been held twice with four speakers and more than a hundred of audience attendances.

### **Previous Talks (No. 1 and No. 2)**

#### ***The Assessment Center as a Major Trend in Executive Recruiting***

Speakers: Mr. Markus Meier & Mr. Alexander Ochmann



Mr. Markus Meier is the partner of xcg executive consulting in Zurich, and holds a Master degree in Economics. Currently he is the senior project leader within executive recruiting, executive assessment and executive development projects. He is specialized in strategy and process consulting, as well as executive development.

Mr. Alexander Ochman is the project leader in xcg executive consulting in Zurich, responsible for recruiting mandates on senior management level mainly within the financial services and advanced technology industries. He holds a MBA degree.

Content: The talk addressed the classical executive recruiting process: various search channels like direct search or head hunting, advertising and e-recruiting. Furthermore, different selection tools in human resource consulting are introduced, like structured interviews, reference checks and especially assessment centers which are now becoming a major trend in executive recruiting.

Time/Location: April 30, 2004, GEP Pavillion, ETH Zuerich



**Chinese Union of Zürich**  
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**Bulletin No. 9, July 2004**

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摄影：龚广海、金雪莹等

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## ***Foreign Direct Investment (FDI) in China: Legal Forms and Major Issues***

Speaker: Mr. Wenbin Wei



Mr. Wenbin Wei is the associate lawyer in KPGM Legal, Zurich. He is responsible for providing advices for corporate foreign client with their investments and cross-border transaction with China. Currently he is involved in a major study work on Chinese financial services regime in post-WTO era. He graduated from University of Beijing with Bachelor degree, and LL.M. in International Business Law from University of Zurich. He is also the member of the Legal Chapter of the Swiss-Chinese Chamber of Commerce (SCCC).

Content: As the economy in China is booming, each year billions of foreign direct investment (FDI) is attracted into China. Therefore, more knowledge about Chinese economic environments, law system and so on are especially interesting. In this talk, Mr. Wei introduced some basic knowledge about foreign investment influx and reasons, investment environment, legal forms and strategic considerations in China.

Time/Location: April 30, 2004, GEP Pavillion, ETH Zuerich

## ***Challenges of the Economics Examination***

Speaker: Mr. Peter Binz



Mr. Peter Binz is the partner of PriceWaterHouseCooper (PWC), Switzerland. He has been working for PWC since 1982, and is currently in charge of Zurich office. He is a Swiss Public Accountant and holds a Master degree in Economics from University of Zurich.

He is actively involved in CUZ's various activities and is the sponsor of CUZ every year.

Content: As the biggest business auditing and consulting company in the world, PriceWaterHouseCooper is facing various challenges from the competitors and the economics examination system. Mr. Binz gave a tutorial of the basic concept of audit. He introduced PWC's current situation, the perspective, the challenges and the development of PWC in China.



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Time/Location: June 22, 2004, GEP Pavillion, ETH Zuerich

### **Security Issues of Computer and Network**

Speaker: Dr. Daning Ren



Dr. Daning Ren is the senior project engineer in Omnisec AG, Switzerland. He is responsible for the development of software/hardware architecture.

He graduated from USTC (University of Science and Technology of China) in 1982. In 1990, he gained Dr.sc. in Physics from ETH Zurich. He is experienced in research work in Physics, Electronics, Computer System (Hard Software) and so on.

Content: As Personal Computer (PC) and internet are pervasive in everyday life, the security leaks and inappropriate user behavior endangers not only the security of computer system, but also user's valuable data and assets. In this talk, Dr. Ren introduced the common security issues in the current system, and the corresponding remedies. He also explained the principle of correct user behavior.

Time/Location: June 22, 2004, GEP Pavillion, ETH Zuerich

## **Incoming Talks (No. 3)**

In the next incoming talks of CUZ workshop series, we are honored to invite the following talks:

### **Winterthur Insurance and China**

Speaker: Dr. Peter Spaelti, Ehrenpraesident "Winterthur", Schweizerische Versicherungs-Gesellschaft (Honorary president of Winterthur Insurance)

### **道家思想與超現實主義 (Taoism and Surrealism)**

Speaker: Mr. Rolf Baechli, Artist, Novelist

Time/Location: 16:00, September 25, 2004, GEP Pavillion, ETH Zuerich

**For more detailed information, please visit the official website of CUZ:**  
<http://www.chinese.ethz.ch>