

Market Access and Regulation Committee



The Market Access and Regulation Committee facilitates the exchange of information on market access and regulatory changes for small and medium-sized enterprises (SMEs) and entrepreneurs. SMEs and entrepreneurs are vital for the growth of economies worldwide, as they drive business, cultural influence, and innovation. In both China and Switzerland, these groups play a significant role in business development. The objective of the Swiss Chamber of Commerce's Market Access and Regulation Committee, in partnership with the Swiss Business Hub, is to encourage these distinctive categories to join the Chamber committee and advocate for their business concerns in China.

Mission

To foster an open environment for healthy communications about China's market access and regulation.

To focus on issues, opportunities, good practices of Swiss SMEs and entrepreneurs in China. To bridge SMEs and entrepreneurs through quality Market access events.

To submit a working paper that covers market access and regulations, highlighting the best practices of Swiss SMEs in China.

Member Profile

Our membership comprises over 160 companies and individuals across various industries, from technology to services. As a diverse group within the chamber, our members provide a wide spectrum of experiences and knowledge, leading to extensive opportunities for sharing, connection, and networking. We take pride in our inclusive and dynamic community that enables our members to thrive in their respective businesses.

Leadership



Co-Chair

Jia Xuefeng, Wenfei



Co-Chair

Steiner Frauke, E&Y



Secretary General

Joyet Guillaume, Swisscham

Strategy Focus

1

We aim to collaborate with our members and agencies to organize regular events and seminars that facilitate discussions on market trends, share good practices and reports.

2

We strive to provide valuable insights and interpretations on Chinese market access and regulations that are relevant for the development of Swiss industries in China.

3

Our focus is on creating a robust series of programs and events that encourage entrepreneurs and business people to share expertise/experiences and to connect.

WORKING PLAN

Q2

- April: Working paper interview starting time
- Online promotion of the new committee online
- offline promotion of the market access and regulation committee
- May: Panel discussion covering market regulation, good practice showcases, and on consumer products

Q3

- July: Luncheon on IP Protection for Small and Medium Enterprises (SMEs)
- First draft of the working paper
- September: finalization of the working paper.

Q4

- October: Presentation of the Working paper
- Sino-Swiss Business Award
- November: Regular committee event
- December: Next year committee planning