The key management challenge for Swiss companies in China remains finding and retaining human resources (HR). As a consequence, human resources remain a central element for success, as it has been since we started surveying companies 7 years ago.

(CEIBS Business in China Survey 2014)

China’s vocational education development strategy 2014 – 2020

Universities of applied sciences added to the tertiary Technical and Vocational Education and Training education to offer bachelor level vocational education.

(Embassy of Switzerland in China 2014)

514 Swiss companies and 347 subsidiaries in Mainland China of which 250 are based in Shanghai - mainly in machinery and manufacturing

ZHW Swissnex Staff Mobility in May 2014: Result: Recruitment and training of staff as key challenge for Swiss companies, but no research done in this field so far.

Goal: Gain an overview on how companies individually or in groups (clusters) have solved this problem. Establish case studies. Find best practices. Make recommendations.

How to get there:
- CEIBS Business in China Survey 2016 (ongoing until the end of 2015)
- Follow-up visit in spring 2016 (case studies)

Added Value: Numerous researchers currently focus on ideas such as how to “export the Swiss educational system”, how to promote it, always with a focus on the role of governments. In contrast to those efforts, I examine how the private sector has solved the issue without major government intervention. Focus on the company as a research object, not entire industries and not the entire country, only Shanghai and only Swiss companies.