

【清华 x-lab | iBoard】瑞士创新 vs 硅谷创新——了解你所不知道的瑞士



Swiss innovation vs. Silicon Valley Innovation: Untold Stories behind Switzerland' s Success

Where / 地点: Tsinghua x-lab /清华 x-lab

Tsinghua University Science Park (Tuspark), Science ParkTower B (SP Tower B), B1 floor, Room 01

北京清华科技园清华科技大厦 B 座 B1-01

When / 时间: March 26th 15:00 - 17:00

What / 活动流程:

3:00 - 3:05 pm Welcome by Prof. ZHANG Wei, Academic Director of Tsinghua x-lab

3:05 - 3:45 pm Presentation by Mr. R. James Breiding

3:45 - 4:15 pm Panel discussion with Mr. Steven White, Deputy Academic Director of Tsinghua x-lab

4.05 - 5.00 pm Q&A

Sign up/报名: http://www.x-lab.tsinghua.edu.cn/activity/ztshow/159.html#ac_main

Host/主办:

Swiss Embassy in the People's Republic of China 瑞士驻华大使馆

Tsinghua x-lab 清华 x-lab

The event is open to all participants /活动免费对外开放

Possibility to win a complimentary copy of *Swiss Made!*

参与讲座的听众有机会免费获得《创新的国度》一书!

瑞士仅有 800 万人口，国土面积 4.2 万平方公里，自然资源匮乏，位于内陆深处……而当今瑞士是全球最富裕，经济最发达和生活水准最高的国家之一，连续四年被评为全球最富创新的国家，连续六年居于国家竞争力排行榜首。瑞士是如何做到的？瑞士经济历史学家詹姆斯·布雷丁（James Breiding）先生在《创新的国度》一书中揭晓了根本秘诀。为庆祝中瑞建交六十五周年，3 月 26 日下午，布雷丁先生将在清华 x-lab 和观众们一道探讨瑞士成功背后的故事，讨论瑞士创新模式和硅谷创新模式的相似与不同。

In the context of the 65th anniversary of Sino-Swiss diplomatic relation, Embassy of Switzerland in China, Swiss Center Shanghai and Tsinghua x-lab jointly invite you to a public lecture held by R. James Breiding, author of *Swiss Made: The Untold Story Behind Switzerland's Success*. During the lecture Mr. Breiding will share with the audience similarities and differences between innovation in Switzerland v.s. innovation in Silicon Valley. He will also elaborate on how Swiss entrepreneurs rose to success, and how these entrepreneurs and visionaries have conquered world wars, economic crisis, industry restructure and eventually created the success of "Swiss Made", which lies in centuries of innovation, entrepreneurship and craftsmanship. The lecture offers a unique opportunity to discover the secret behind Switzerland's success and its relevance to China.

About the Speaker/ 主讲人信息

詹姆斯·布雷丁，洛桑国际管理学院（IMD）、哈佛大学肯尼迪学院硕士，Naissance 资本创始人，负责 Naissance Capital 的日常管理以及投资项目的审批和执行。布雷丁先生在投资管理领域具有丰富的经验，在创立 Naissance 之前曾担任瑞士坦伯顿投资公司执行董事。他拥有注册会计师资格并且曾在普华永道担任过高级经理职务。他之后还担任过罗斯柴尔德财务集团的投资总监以及瑞士宝盛银行（Julius Baer）负责替代性投资副总裁。

布雷丁先生任哈佛国家发展中心研究员，任职期间长期致力于瑞士社会经济历史学研究。其文章屡见于《经济学人》《金融时报》《纽约时报》《华尔街日报》《新苏黎世报》《新加坡海峡时报》等。布雷丁先生拥有瑞士和美国双重国籍。

Mr. R. James Breiding has considerable experience in investment management, most recently as managing director of Templeton in Switzerland. He served in prior positions as a director of Rothschild Corporate Finance and as vice president of Bank Julius Baer responsible for alternative investments. He qualified as a chartered accountant and served as a Senior Manager with Price Waterhouse Coopers. He graduated with a Master degree from the Harvard Kennedy School and IMD, Lausanne. He was awarded a fellowship from Harvard's Center for International Development for his research on Switzerland.

For several years Mr. Breiding writes for The Economist, Wall Street Journal, New York Times, Financial Times and NZZ on Swiss issues. He holds dual Swiss and US citizenship.

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