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# ANNUAL REVIEW 2023



# OUR MISSION



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Chairman



**Nico Luchsinger**

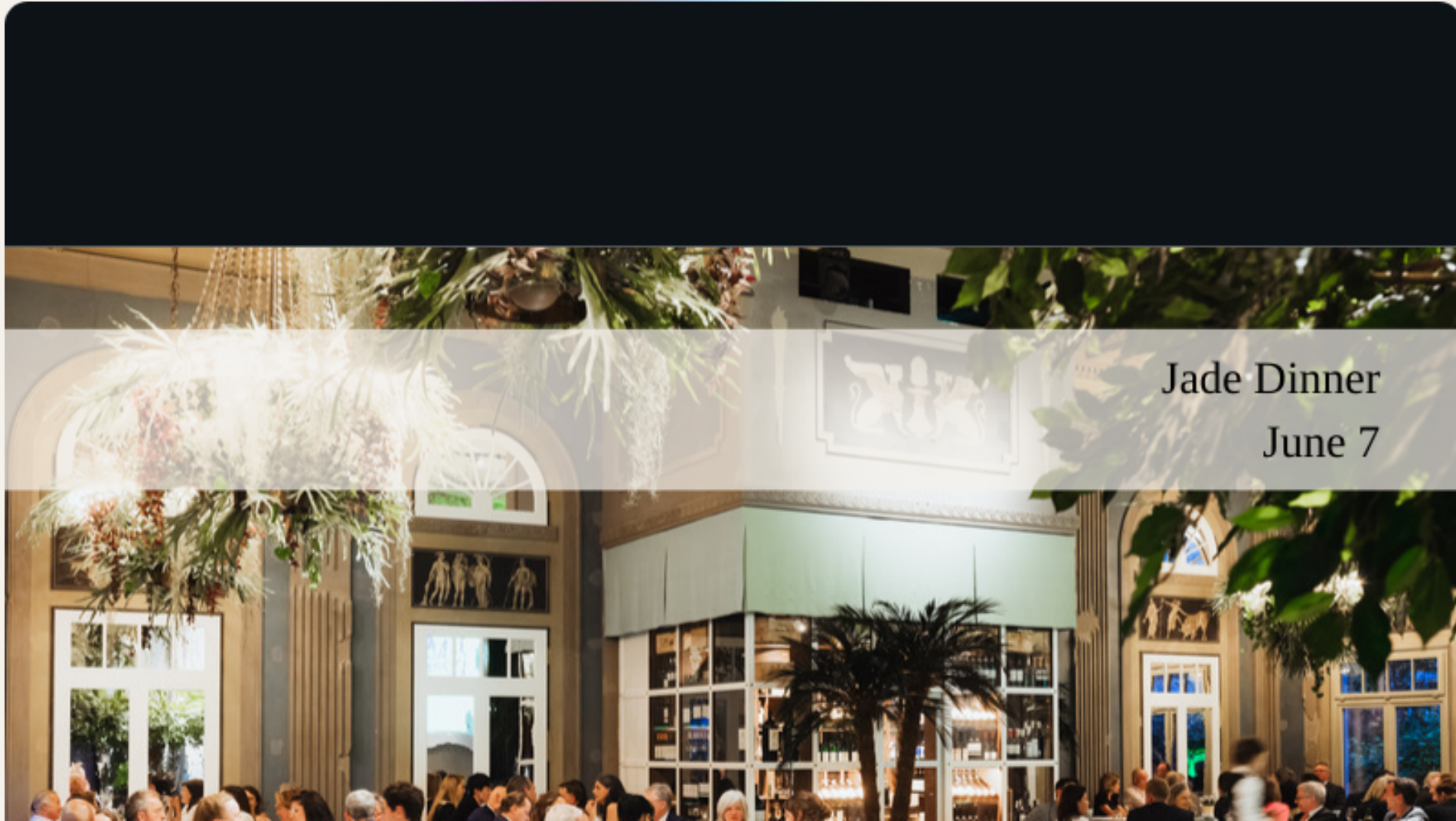
Executive Director

“The ‘Asian Century’ cannot be purely Asian.” This was the key message of Bilahari Kausikan as he delivered this year’s *State of Asia Address* in Zurich. Instead of focusing on the binary trope of a rising East and declining West, the former Singaporean diplomat urged us to look at Asia as a model for an increasingly multipolar world.

Asia’s challenges and opportunities matter to the world. They matter to Europe. They matter to us here in Switzerland. Engaging with Asia and developing Asia Competence is more important than ever.

At Asia Society Switzerland, we remain committed to delivering Asia Competence by offering strategic intelligence on the region, education and training, as well as networking opportunities. We are grateful for the ongoing support of our Corporate Members, Patrons, Members, and Partners, without whom our work would not be possible. Thank you!

# 2023 IN PICTURES



ALL UPCOMING EVENTS



# OUR VALUE PROPOSITIONS



## STRATEGIC INTELLIGENCE & EXPERT ACCES

Asia Competence requires not just knowledge and information – it requires actionable and usable intelligence. We believe that no single source can deliver comprehensive strategic intelligence on Asia, which is why our focus is on curating insights and facilitating access to a broad network of experts.



## TALENT DEVELOPMENT

Competence-building requires longterm talent development. Offering educational and training programs allows us to reach a broader audience and enables companies and organizations to build in-house Asia Competence for the long term.



## COMMUNITY & NETWORK

Communities and networks are a key tool to connecting and dispersing existing Asia Competence and knowledge. They allow the exchange of insights and experience, which directly contributes to building Asia Competence.



LEARN MORE ABOUT OUR WORK



# STORIES FROM 2023



TOY SENIOR FELLOWSHIP ON TAIWAN



GEN A 2023



YAN LIANKE



STATE OF ASIA 2023

STORIES FROM 2023



## TOY SENIOR FELLOWSHIP ON TAIWAN

One of the big questions that run through the young 21st century is the China challenge. It seems, by now China has become a “partner, economic competitor, and systemic rival” – as the European Union puts it – in every corner of the world. The challenge can be most acutely felt in one place: Taiwan.

The cross-Strait relation is a complicated mix: economically and technologically interwoven, politically and militarily on a confrontational trajectory – all with active international involvement that is shaped by domestic developments in these countries.



Because of the outsized importance of the topic and the dynamics of the elections in Taiwan in January 2024, we decided for the first time to not just host a program but to dedicate a whole fellowship to it. In September 2023, we nominated **Dr. Simona Grano**, Associate Professor at the University of Zurich, as Asia Society Switzerland's first TOY Senior Fellow at Asia Society Policy Institute's Center for China Analysis (CCA) in New York.

During the 6-month fellowship, Dr. Grano published two papers on the 2024 Taiwan elections, participated in a series of events hosted by the global Asia Society network, was interviewed by numerous media outlets – both national and international, and gave briefings to decision makers from the private sector and government in closed-door settings.

The TOY Senior Fellowship was made possible with the generous support from **Max and Monique Burger, Hong Kong & TOY family.**



LEARN MORE



## STORIES FROM 2023

# GEN A 2023

In 2019, we set out with the aspiration to make a meaningful impact on young individuals embarking on their careers, offering them improved opportunities to navigate a job market in a world increasingly influenced by Asia. Our hope was that, in return, we would eventually gain valuable expertise and forge an inspiring network. Little did we anticipate just how swiftly this would materialize and how invaluable they would soon become to Asia Society Switzerland.

February 2020 marked the launch of our Gen A – Young Leadership Program, a one-year initiative tailored to students and young professionals. Fast forward to November 2023, and we're proudly celebrating the graduation of our fourth cohort from Gen A.



A testament to the program's lasting impact is the Gen A Alumni Community. Built up in the past two years by **Francis Müller** from our first cohort, together with many others, this community extends the Gen A experience beyond a single year, fostering long-term connections and growth through dedicated volunteer efforts.

Simultaneously, our Gen A Alumni have excelled this year in various roles. **Elisa Cadelli**, now the president of Switzerland's leading foreign policy think tank foraus, hosted our Jade Dinner in June, making it a memorable evening for our partners and supporters. **Isabelle Zheng** expertly moderated the Asia Sustainability Dialogue in August, a collaborative initiative with the Swiss Re Institute. **Jonas Rüegg** has been broadening his expertise on Japanese history within the global Asia Society network, earning

recognition as an Asia 21 fellow. Meanwhile, **Martín Mosteiro Romero** utilized the inaugural Gen A Alumni Travel Grant, supported by **IMP AG**, to conduct research in Seoul on urban climate and residents' comfort levels.

In just four short years, we have built up a thriving community that not only benefits the Gen A Alumni but also adds significant value to Asia Society Switzerland and to the upcoming generation of Gen A Fellows who are set to embark on their journey in February 2024.



LEARN MORE



STORIES FROM 2023



## YAN LIANKE / LU XUN

The library at the Asia Society Switzerland office boasts a small yet impressive collection of books related to Asia – from Peter Frankopan’s *The Silk Roads* to *Iran Modern* by Fereshteh Daftari and Layla S. Diba. Many of the authors of these works have graced our library with their presence and shared their expertise and stories with us and our Members.

On a shelf near the top stands a figurine, its eyes cast down, a solemn expression visible behind a thick moustache. It depicts no one other than Lu Xun (1881 – 1936), commonly considered the greatest author in 20th century Chinese literature.



While we did not have the privilege (or the possibility) of hosting Lu Xun for a talk at our library, we did have the exceptional honor of hosting the creator of this statuette for a conversation in Zurich: Yan Lianke, himself also a writer.

One of China's most internationally acclaimed authors, Yan Lianke has written numerous novels and short-story collections, including *Serve the People!*, *Dream of Ding Village* and *Lenin's Kisses*. He currently lives and writes in Beijing. In July this year, he visited us in Zurich for a *Big Picture* event on contemporary China – and, on the occasion, brought us a self-crafted statue of one of his most admired compatriotic authors.

Hearing directly from Yan Lianke about life in contemporary China, his work as an author and his view on his home country was a unique and refreshing chance to get a firsthand and exceptionally eloquent insight into a country so often discussed and yet so often misunderstood.



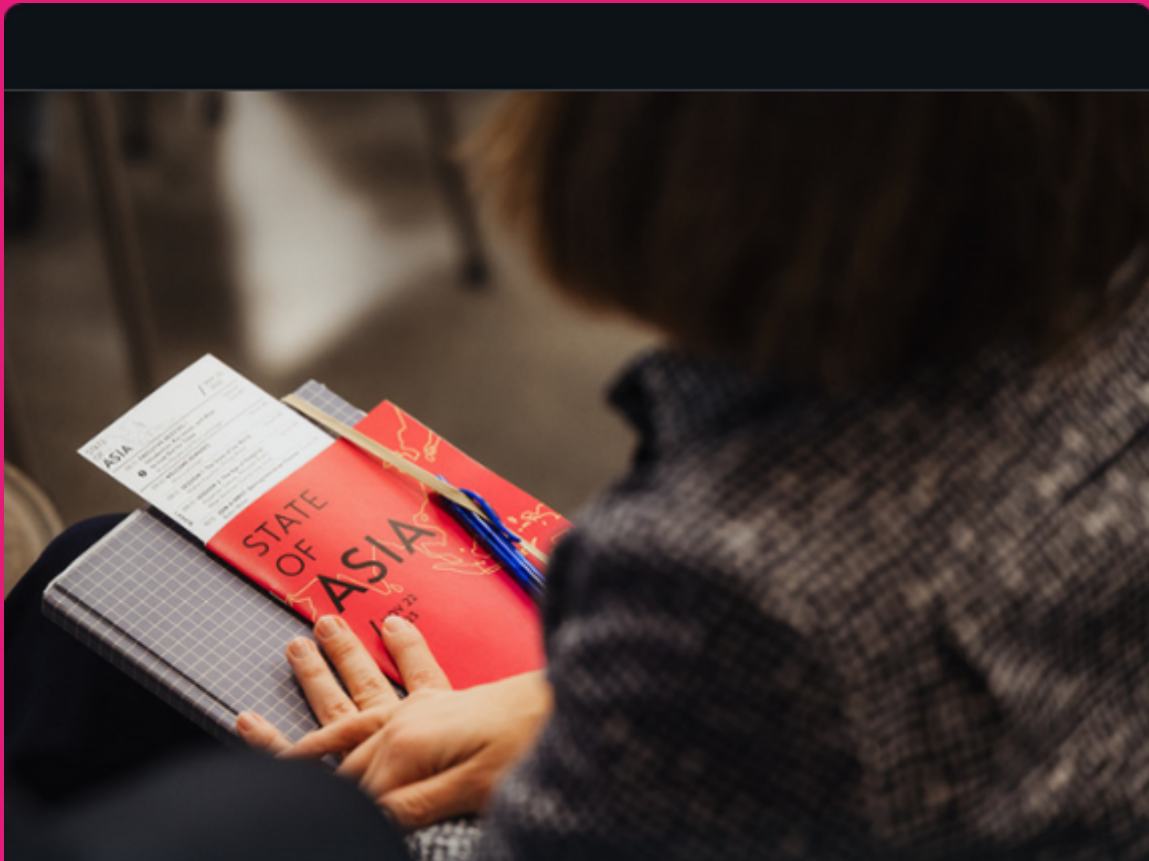
LEARN MORE



STORIES FROM 2023



## STATE OF ASIA 2023



One challenge when trying to understand Asia better is not that there is not enough information – it's that there is too much. At Asia Society Switzerland, we see it as our job to help by curating the right information, and connecting the dots. And that's the ambition of our flagship conference STATE OF ASIA, which we hosted for the second time this year. STATE OF ASIA brings together 150 leaders from business, government, and academia, to discuss the key developments in Asia, and how they affect us.

At STATE OF ASIA 2023, hosted again in partnership with Swiss Re at their beautiful Centre for Global Dialogue, we discussed the dawning age of multipolarity and hedging; the state of the Chinese economy; provided an outlook on four key elections of next year; considered India's role in the world, the development of Russia-China relations, among many other things.

Executive sessions went deep on China's political and economic relationship with the rest of the region. Speakers included Singaporean diplomatic legend **Bilahari Kausikan**; Chinese economist **Keyu Jin**; former German Vice-Chancellor **Philipp Rösler**; *Financial Times* correspondent **Mercedes Ruehl**; and many more. [Videos and summaries of all sessions are available on our website.](#)

STATE OF ASIA is quickly becoming the one unmissable event in our yearly program, and a gathering place for the Asia-interested communities in Switzerland and across Europe. For us, it is an opportunity to take stock of our work, and focus on what's most important and relevant to our audience.

STATE OF ASIA returns on November 7, 2024. Save the date!



LEARN MORE



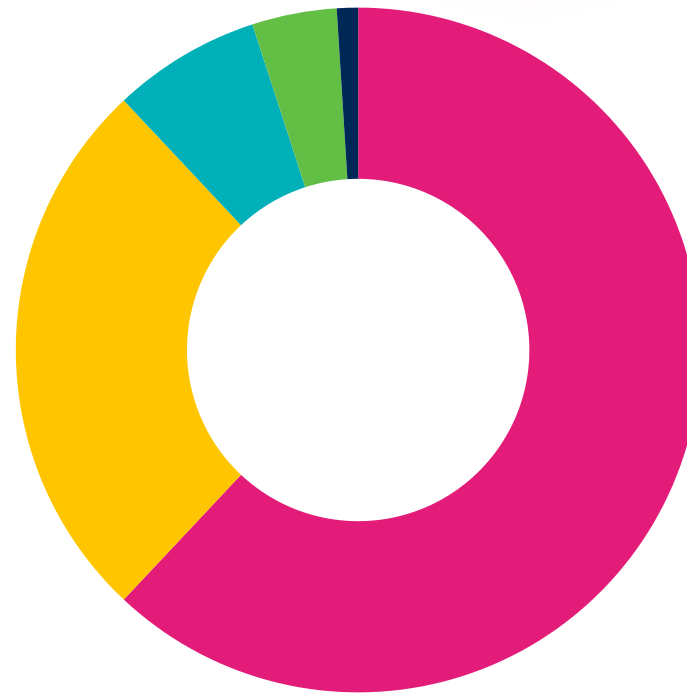
# 2023 IN NUMBERS



## NEW CENTER IN SEATTLE

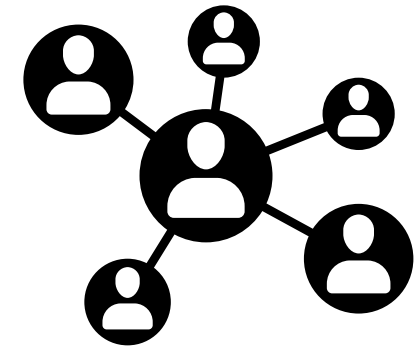
Asia Society Switzerland is part of the global Asia Society network – now present with 16 offices around the world.

Corporate Members Patrons Passport Members and General Members  
Event Revenue Bequests and Legacies



## HOW WE ARE FUNDED

Asia Society Switzerland is an independent, non-profit Swiss foundation, financed entirely out of Switzerland.



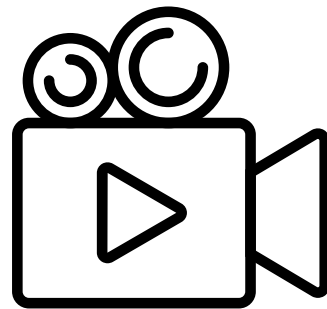
> 700 MEMBERS

Asia Society Switzerland has more than 700 Members: individuals who are passionate and curious about Asia.



## 16 PRESS MENTIONS

Asia Society Switzerland experts and speakers have been featured in newspapers, articles, radio and podcasts 16 times.



## > 335,000 VIEWS

Our videos have been viewed over 335,000 times on YouTube – with over 70,000 hours watched.



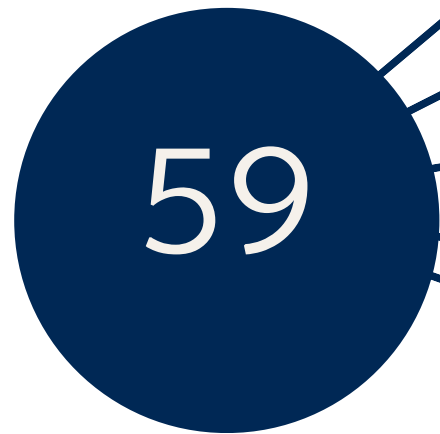
## > 17,000 DOWNLOADS

Our STATE OF ASIA podcast has been downloaded over 17,000 times – with 19 new episodes published.



## 109 SPEAKERS

109 experts from Asia, Europe and the U.S. spoke at our events and on our podcast.



## EVENTS

Asia Society Switzerland hosted a total of 59 events.

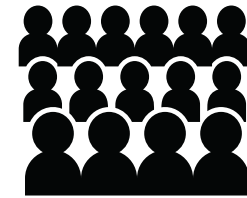
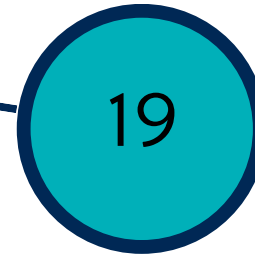
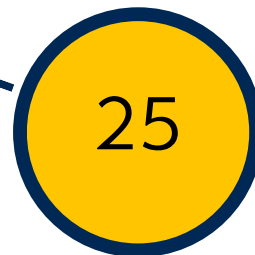
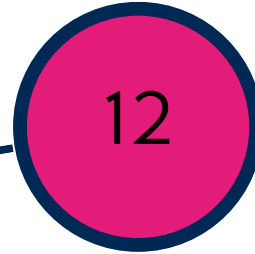
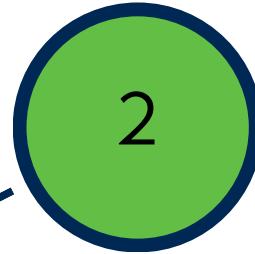
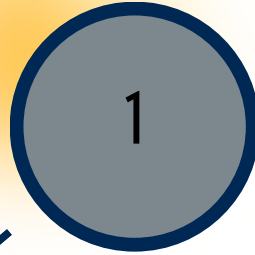
GALA DINNER

CONFERENCES

PASSPORT & EXECUTIVE

PUBLIC & MEMBERS-ONLY

GEN A & ASIA NEXT



## > 2,250 ATTENDEES

More than 2,250 people attended our events and webcasts.



# THANK YOU

## OUR SPEAKERS

*We are grateful to all the speakers from Asia, Europe, and the U.S. who took time out of their busy schedules to share their insights and experiences.*



FUCHSIA DUNLOP



SHERRY REHMAN



SETSUKO KLOSSOWSKA  
DE ROLA



EVAN FEIGENBAUM



GARIMA MOHAN



ISAAC CHONG WAI



CHRISTIAN CAPPELLI



BILAHARI KAUSIKAN



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MILAN VAISHNAV



SAPNA SOOD



SAMUEL EMCH



YUKA KOSHINO



HUONG LE THU



YAMINI AIYAR



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YAN LIANKE



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SUMAN JOSHI



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MICHAEL SETTELEN



MANYPHONE VONGPHACHANH



MARTINA FROEHLICH



MERCEDES RUEHL



GUONAN MA



BRUNO BASLER



ALEXANDER GABUEV



SEUNGJOO LEE



NOEL CLEHANE



ISABELLE ZHENG



MATTIE DO



MICHAEL BUEHLER

# THANK YOU

*Our work would not be possible without the generous contributions from our Corporate Members and Patrons, as well as the invaluable support from our various Partners. We firmly believe that collaboration is essential for achieving our mission to foster Asia Competence in Switzerland. That's why we are proud to collaborate with organizations, companies, and stakeholders across a broad spectrum of sectors.*

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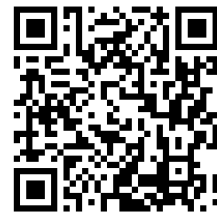


# OUR MEMBERS

*We are truly grateful for the support and engagement of all our Members. Only with a joint effort as a community can we reach our goal to prepare Switzerland for a deeper and more sustainable engagement with Asia.*



BECOME A MEMBER



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REMKO TANIS  
PROGRAMS AND EDITORIAL MANAGER

ÉMILIE LUTHRINGER  
PROJECT MANAGER (SINCE OCT 2023)

SERENA JUNG  
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REBECCA FARNER  
OUTREACH AND COMMUNICATIONS MANAGER

MANUELA COLDESINA  
OPERATIONS MANAGER

ANNA AIKO BIRRER  
PROJECT MANAGER (UNTIL OCT 2023)

# KEY DATES 2024

**JAN 23 - Oxford Debate**

**MAR 6 - Big Picture**

**APR 8 - Oxford Debate LIVE**

**NOV 6 - State of Asia Address**

**NOV 7 - STATE OF ASIA**

ALL UPCOMING EVENTS



# IMPRESSUM

TEXT: ASIA SOCIETY SWITZERLAND

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