

## P R E S S   R E L E A S E

### **Swiss doors in the “Bird’s Nest“**

Jansen, a member of Swiss Center Shanghai, equipped the Chinese national stadium with hundreds of glazed doors with steel profiles.

Shanghai (17 September 2008) – During yesterday’s closing ceremony of the Paralympics, the whole world once more focused onto the so called “Bird’s Nest“ in Beijing. Viewers did not only witness an outstanding show, but also Swiss precision work. On one hand, the impressive stadium was planned by Swiss architects. On the other, Swiss quality products contributed to the construction: The St. Gallen based company Jansen AG equipped the “Bird’s Nest” with more than 400 glazed doors with steel profiles for the VIP rooms. Furthermore, the stadium was constructed with glazed curtain walls. “The Bird’s Nest is a prestigious project for us”, states Jansen China General Manager Christoph Gressbach. “We started our China in 2000 already. The planners were convinced by our technological Know-how and long lasting China experience.”

### **Building bridges**

Jansen was founded in 1923. Today, the company is European market leader for steel profile systems and processes more than 80’000 tons of steel each year in two plants in Germany and Switzerland. At an early stage, Jansen recognized the potential of the Chinese market: “The reasons for our market entry in China are obvious: The market offers great chances for growth. Besides that, the Swiss Center Shanghai presents an optimal platform for companies like ours to gain a foothold in China,” explains Gressbach. The 2000 founded Swiss Center is well established in Shanghai: “We supported more than 100 enterprises already. Amongst them are set-ups of 20 production companies and more than 30 offices and trading companies. We build bridges for Swiss companies to travel to China”, illustrates Swiss Center Chairman Christian Guertler.

### **Swiss Quality in China**

SMEs and large enterprises from different sectors managed to enter the Chinese market with the support of Swiss Center Shanghai. “Especially in the phases before and during the market entry, Swiss enterprises can benefit from our unique platform and rich experience”, states Guertler. The Swiss Center not only offers instant workshop, office and desk space, but also supports the companies with government relations and a broad network of experts.

Legend: Jansen provided Swiss quality work for the „Bird’s Nest“.

Legend: “We build bridges between Switzerland and China.“ Nicolas Musy, Managing Director, Swiss Center Shanghai

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