

# Nicolas Musy

Born April 7, 1961 in CH-Fribourg

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Languages: English, French, German



## Biography

- Founding Partner of [China Integrated Co., Ltd.](#) .CEO [Alexander Hughes](#) China.
- 8 years Vice-President of Swiss Chinese Chamber of Commerce in China.
- Project Manager and founder of the first Swiss industrial SME in China ([Suzhou 2-ply Co. Ltd.](#)).
- Project Manager and co-owner of [LX Precision](#), China- based high precision mechanical parts company.
- Concept development of the [Swiss Center Shanghai](#) (SCS) and implementation as Managing Director.
- 5 years Chief Representative in Shanghai for UTC, a Swiss multinational trading and service group.
- Published [analysis](#) and [books](#) about China, including *Behind the China Kaleidoscope (2006)*, *People Shortages in the Land of Billions (2007)* and *CEIBS-China Integrated Biz in China Survey 2013*. For more details about analyses published, kindly go to [publications](#).
- China Coordinator for the Swiss Institute of Technology, Lausanne - [EPFL](#) since 2006, responsible for the presence of EPFL in China. Establishment of formal cooperation agreements with Tsinghua, Peking University, Jiaotong, Fudan University and the Chinese Academy of Sciences and implementation. Cooperation projects with Swissnex and the Swiss diplomatic representations in China.
- MSc. Physics Engineering EPFL 1986 (Swiss Federal Institute of Technology Lausanne). Recipient of the first [EPFL](#) Special Alumni Award for outstanding innovation and entrepreneurship in 2004.
- Coordinator of yearly EPFL EMBA trip to China, introducing students to China's foremost business leaders.
- Facilitated successful market entry of Multinationals and around 300 small and mid-sized companies, including operations management and restructuring in the past 20 years. Oversaw the set-up of 100 local operations in China.
- Co-organizer of the [Mongolia Sunrise to Sunset](#), a non-profit Ultra-marathon in Mongolia for the sustainable development of tourism and the enhancement of its cultural identity.

## Areas of Expertise

- In-depth understanding of China's market, culture, development and economic strategies in the global economy.
- Extensive experience in developing strategies and business concept for the Chinese and Asian markets and implementing them successfully (particularly for mid-sized companies).
- In-depth understanding of technological issues and of the industrial fabrics of Europe.
- Problem solving expertise and hands-on management skills in all situations likely to arise in the Chinese economic and cultural environment.
- Experience in developing public-private partnership projects ([Swiss Center Shanghai](#)) and promoting institutional organizations ([EPFL](#)).
- Featured speaker for over 40 events on trade, investment, management, strategy and living in China. Knowledge from 20+ years of China experience.

## EMBA Seminar & Speaking Experience

- Organizer and manager of the The Swiss Federal Institute of Technology, Lausanne (EPFL) EMBA China Module. EPFL offers an Executive MBA (EMBA) in the management of technology (MoT) and Entrepreneurship. Since 2009, Nicolas has arranged an annual 2 week seminar in China, providing the EMBA students with a view of China's opportunities and with ways to capture them. The China module of The EPFL EMBA in MoT consists of a set of sub-modules:
  - Doing Business in China: the Professional Industry Experience, entailing visits and seminars hosted by top foreign and Chinese companies including: Huawei, Carrefour, Prodygia, Eutrovision, Nestle, Johnson & Johnson, Roche, Swiss Embassy and more.
  - Seminars at Peking University from professors Tony Qian Lu, Dr. Zhaofeng Xue, Dr. Lee Zhang, and John Yang (Dean, Beijing Intl. EMBA).
  - Seminar at Tongji University from Dr. Sidong Zhang (Chair of International Logistics Networks and Services).
  - A practical project of making the case for starting a business in China.
- St-Gall EMBA presenter.
- St-Gall SME EMBA presenter.
- Rutgers University EMBA presenter.

## Publications

- [The China Integrated Analysis](#)- A 10,000 recipient strong newsletter published on a regular basis, with a special focus on the Chinese economy, discussing the latest business trends along with providing practical operational tips shared from China Integrated's acquired know-how.
- [CEIBS-China Integrated Biz in China Survey 2010-2014](#)- The first survey of its kind in this field, encompassing experiences and outlooks from foreign and Chinese companies alike, with a unique focus on SMEs in China. In cooperation with the CEIBS, the Swiss Center Shanghai and China Integrated analyze the findings of Swiss respondents who participated in the CEIBS Business in China Survey 2013, drawing conclusions that are useful for those doing business in China.
- [The China Human Resources Paradox](#)- This guide addresses key Human Resource Management issues in China and helps readers to overcome the notorious difficulties that the Chinese environment presents for foreign firms in China.
- [Behind the China Kaleidoscope](#)- A comprehensive roadmap to a strategic and successful market performance, integrating an insider's view of China's distinctive business methods and the findings of the Swiss-China Survey with first-hand information from industry experts.