

Nicolas Musy

Born April 7, 1961 in CH-Fribourg

Address 1078, 26-D Jiang Ning Road, Shanghai 200060
Phone +86 21 626 608 44
E-mail n.musy@ch-ina.com
Languages: English, French, German



Biography

- Founding Partner of [China Integrated Co., Ltd.](#) CEO [Alexander Hughes](#) China
- Managing Director of [LX Precision](#), the only Swiss high precision contract manufacturer in China.
- Founder and Legal Representative of the [Swiss Centers](#) in China (SCs)
- Founder and Project Manager of the first Swiss industrial SME in China ([Suzhou 2-ply Co. Ltd.](#)).
- Co-organizer of the [Mongolia Sunrise to Sunset](#), a charity Ultra-marathon held in Mongolia for the sustainable development of tourism and the enhancement of its cultural identity. Co-founder of [ecoLeap](#), a non-profit for the support of Mongolia's Nature and Culture.
- 12 years Vice-President of Swiss Chinese Chamber of Commerce in China.
- 5 years Chief Representative in Shanghai for UTC, a Swiss multinational trading and service group.
- Facilitated successful market entry and development in China of multinationals and over 300 small and mid-sized companies in the past 25 years. Oversaw the set-up of the operations of 100 local subsidiaries in China.
- 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](#). And [Swiss Business in China Surveys yearly with St-Gallen University](#). For more details about analyses published, kindly go to [publications](#).
- China Coordinator for the Swiss Institute of Technology, Lausanne - [EPFL](#), 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.
- Organizer of yearly EPFL EMBA 2-weeks China module, introducing students to China's foremost business leaders.
- MSc. Physics Engineering EPFL (Swiss Federal Institute of Technology Lausanne). Recipient of the first [EPFL Special Alumni Award](#) for outstanding innovation and entrepreneurship in 2004.
- Former President of the Swiss Student Union (VSS/UNES)
- Swiss Army Rank: First Lieutenant

Areas of Expertise

- In-depth understanding of China's market, culture, development, economic and geopolitical strategies in the global economy through 30 years experience of living in and working with China.
- Extensive experience in developing strategies and business concept for the Chinese and Asian markets and implementing them successfully, particularly for mid-sized companies. Strong conflict resolution track record between Chinese and Western partners
- In-depth understanding of technological issues in China and of the industrial fabrics of Europe.
- Problem solving expertise and hands-on management skills for the 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.

EMBA Seminar & Speaking Experience

- Organizer and manager of 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.
- Speaker for St-Gall EMBA and SME EMBA, IMD EMBA, Rutgers University EMBA among others.

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.
- [Swiss Business in China Survey 2010 until today](#)- 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.