

瑞士钟表业及其对华关系

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Swiss Watch Industry and its relations with China

Interview with Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry



[帕什，瑞士钟表工业联合会主席]

● Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry

请您先简要介绍一下瑞士钟表工业联合会。

瑞士钟表工业联合会（以下简称“联合会”）是瑞士制表业的主要行业组织，总部位于汝拉山脚下的比尔，一座瑞士法语区和德语区边界的双语城市。

联合会约有40名工作人员，并在香港、东京和里约热内卢常设办事处。联合会的500家会员单位中包括行业领先的制表集团、自主品牌、分包商以及与管理有关的其他机构。

联合会旨在通过努力改善框架条件和促进出口推动瑞士钟表业的发展，包括支持自由贸易，消除贸易壁垒，在财政政策、竞争法、对外经济政策等方面对管理机构进行游说以保护制表商的利益。联合会向媒体及会员单位提供与制表相关的信息，并负责钟表制造的标准化（ISO钟表标准）。联合会向成员提供法律、经济、商业和技术支持。其最重要的任务之一是打击仿冒行为，包括收缴仿冒品、为主管部门提供培训、技术分析、跟踪互联网上的假冒产品，并为阻止“瑞士制造”标志的滥用采取其他措施。

First of all, could you give us a brief presentation of the Federation of the Swiss Watch Industry?

The Federation of the Swiss Watch Industry (hereinafter referred to as "FH") is the leading association of Swiss watchmakers. It is based in Biel, a bilingual city (called Biel in German and Bienne in French) at the foot of the Swiss Jura Mountains and at the border between the French-speaking and German-speaking parts of the country.

The FH employs some 40 employees and has permanent bases in Hong Kong, Tokyo and Rio de Janeiro. The FH's 500 members include the major watch manufacturing groups, independent brands, subcontractors and other institutions linked to the world of watchmaking.

The FH's mission is to contribute to the development of the Swiss watch industry by advocating for improvements to its framework conditions and by spurring exports: promotion of free trade, elimination of trade barriers, and lobbying of authorities to defend watchmakers' interests (tax policy, competition law, foreign economic policy, and so on). The FH sends information to the media and its members on subjects relating to watchmaking. It is also responsible for the normalization of watch manufacturing (ISO Horology standards). The FH provides legal, economic, commercial and technical support to its members. Its priority tasks include anti-counterfeiting activities (seizures of copies, training of authorities, technical analyses, and tracking of fake goods online) and other actions to put an end to abuses of the "Swiss Made" label.

How is Switzerland's watchmaking sector faring recently?

In 2015, Swiss watch export levels remain high, despite a difficult economic climate. This result is comparable to 2014, which was a banner year. The strength of the Swiss franc has influenced this situation, as has the negative evolution of certain markets such as Hong Kong and Russia. Other markets are proving sturdier, like the United Kingdom and South Korea. The results are mixed amongst watch manufacturers, and a number of suppliers in particular are going through a difficult period.

How do you estimate the role of Chinese market? What will the further opening-up of China mean for Swiss Watch Industry?

After a good decade of growth, the Chinese market is now the third largest for our industry, representing total exports worth CHF 1.4 billion in 2014. Although we experienced two years of

瑞士钟表业的发展近况如何？

2015年，尽管面临困难的经济环境，瑞士钟表出口仍维持在一个较高的水平，今年的业绩可以和创纪录的2014年相比。瑞郎的强势产生了不利影响，例如在香港和俄罗斯等市场出现了消极的发展趋势。有些市场则相对稳定，如英国和韩国。制表商的处境各不相同，特别是很多供应商正在经历一段艰难的时期。

您如何评价中国市场的地位？中国扩大对外开放对瑞士钟表行业有怎样的影响？

经过十年的快速增长，中国市场已成为瑞士钟表业在全球的第三大市场，2014年对华出口达14亿瑞郎。尽管在过去两年有所下降，瑞士钟表对华出口额在2015年上半年再次小幅上升。

中国于本世纪初加入世界贸易组织标志着我们对华出口强劲增长的开始，从90年代后期的几千万瑞郎跃升至2012年的16.5亿瑞郎，之后在2013和2014年保持在14亿瑞郎左右，部分是因为中国经济增速相对放缓。总的来说，瑞士钟表对华出口在过去的十年里取得了非常可观的发展。

中瑞自由贸易协定是否已经为瑞士钟表出口带来了积极影响？

中瑞自贸协定体现了中国和瑞士之间的良好关系，为双边合作提供了有利的框架条件。具体来说，就做出的承诺而言，它将有助于更好地在中国保护知识产权，特别是“瑞士制造”。

协定中规定的关税减免措施是积极的，但因为降税是随着时间分步进行的，目前还没有产生明显的影响。长远来看，我们期待看到协定的积极效果。

双方在自贸协定框架下的合作取得了哪些进展？

我们建立了一个对话机制，并在伯尔尼和北京举行了两轮会议以探讨具体措施。会上决定，联合会将为中国的主管部门开展知识产权方面的培训。中方部门将支持我们业界打击网上的钟表假冒。我们联合会将为国家钟表质量监督检验中心提供钟表鉴定方面的支持。下一次会议将于2016年在瑞士举行。

中国钟表业发展很快，您认为它与瑞士钟表业的差距在哪里？您如何看待两国钟表产业未来竞争与合作的前景？

瑞士制表工艺的精益求精体现在质量、精度、工艺、传统与创新还有教育上。这些价值成就了瑞士钟表的声誉，也是其成功，特别是在中国成功的原因。瑞士钟表业将继续对这些价值的投入，以保持其世界领先的地位。

中国已经是全球制表业中的重要一员，它毫无疑问将尽最大努力以进一步升其地位。尽管事实上我们两个行业处在竞争中，瑞士将继续对华出口瑞士钟表，同时自华进口钟表产品。

downturn, our exports rose slightly during the first half of 2015.

China's accession to the WTO in the early 2000s marked the beginning of strong growth in our exports to that country. From a few tens of millions of francs in the late 1990s, they skyrocketed to 1.65 billion in 2012 before settling at around 1.4 billion in 2013/2014, partly because of the relative decline in China's growth. Despite everything, the increase over the past decade has been spectacular.

Has the China-Switzerland Free Trade Agreement already had a favourable impact on the export of Swiss watches to China?

The free trade agreement testifies to the solid relationship between China and Switzerland, and provides bilateral cooperation with positive framework conditions. In concrete terms, the commitments made in the agreement will allow us to better to protect our intellectual property in China, particularly the "Swiss Made" label.

The planned reduction in customs duties is a good thing, but it has not yet had a major impact because its implementation is being staggered over time. In the long term, we expect to see positive effects.

What kind of progress have you and your Chinese partner made in cooperation in the framework of the FTA?

We have established a dialogue and two meetings, one in Bern, one in Beijing, have already taken place in order to decide on concrete measures. It has been decided that our federation will organize training sessions for the Chinese authorities in the field of intellectual property. The Chinese authorities will support our industry to struggle fake watches on Internet. Our federation will give support to the National Horologe Quality Supervision and Inspection Center in order to authenticate watches. The next meeting will take in Switzerland in 2016.

The Chinese watch industry is developing quickly. What is in your opinion the main gap between the Swiss and Chinese watch industry? How do you expect the competition as well as cooperation between them in the future?

The excellence of Swiss watchmaking lies in its quality, precision, craftsmanship, tradition and innovation, and training. These values have built the reputation of Swiss watchmakers and explain their success, in China in particular. The Swiss watch industry will continue to invest in those values to preserve its worldwide ranking.

China has already become a major player in watchmaking at the global level, and there can be no doubt that it will do everything in its power to further improve its position. Despite the fact that our two industries are in competition, Switzerland will continue to export Swiss watches to China and to import Chinese watch products.