

从“华为瑞士”到“瑞士华为”——华为在瑞士发展之路

From “Huawei Switzerland” to “Swiss Huawei” – The development of Huawei in Switzerland



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华为是全球领先的电信解决方案供应商，其产品和解决方案已经应用于全球170多个国家，服务于全球运营商50强中的45家，员工人数超过17万人，其中7.6万人从事研发工作。

华为2008年进入瑞士，总部位于伯尔尼附近的利伯菲尔德，成立之初只有5名员工。今天，华为瑞士公司已扩展为伯尔尼、苏黎世及洛桑3个地区办公室，300多名员工来自超过33个国家。公司的销售订单从2008年的300多万美元增至2014年的3亿多美元，增长100余倍。目前，华为在瑞士主要经营三大业务群：

一、运营商网络业务群。华为致力于为瑞士所有电信运营商提供宽带接入、移动、传输和IP网络等领域领先的产品和解决方案。华为专为瑞士市场提供定制化的解决方案，在全国范围内包括农村地区促进了超高速固定和移动宽带的部署。通过与瑞士电信合作，华为的G.Fast解决方案在2015年5月份成功帮助比伯恩的一位客户实现超宽带连接，后者成为全球第一个G.Fast用户，上网速度达每秒500兆字节！该方案很快得到推广，几乎所有瑞士家庭将得以享受超宽带上网。

二、企业网业务群。华为为瑞士政府和企业客户提供领先的ICT产品和解决方案，包括IP网络、服务器、

Huawei is a global leader of telecommunication solutions and today serves 45 of the top 50 telecom operators in more than 170 countries, employing more than 170,000 people of which 76,000 are engaged in research and development.

Huawei entered Switzerland in 2008 and established its Swiss headquarters in Liebefeld (Bern) with 5 employees. Today, Huawei Switzerland has more than 300 staff of over 33 nationalities in three main offices: Liebefeld, Dübendorf and Lausanne. During the last seven years, Huawei Switzerland achieved significant growth from USD 3 million in 2008 to more than USD 300 million in 2014, in the three main business groups:

I. Carrier network business group. Huawei provides state of the art products and solutions to the main Swiss telecom operators in the areas of fixed access, mobile, transmission and IP networks. Huawei developed unique solutions tailored for the Swiss market, thus contributing to the deployment of the ultra-fast fixed and mobile broadband across the country, including the rural areas. Huawei partnered with Swisscom to reach an important milestone in the wire line business: in May they successfully connected the first test customers of the village of Bibern to the G.fast technology solution, allowing them to be able to surf at speeds of up to 500 Mbps. The rollout will soon start so that almost all Swiss households can enjoy ultra broadband speed.

II. Enterprise business group. Huawei provides governments, companies and industry customers with leading ICT products and solutions, including IP network, servers, storage, cloud computing, data centre, and M2M (machine to machine) solutions. In addition, Huawei is committed to cooperating and integrating global and Swiss local partners, to make full use of partners' advantages in customer service transactions.

III. Consumer business group. Huawei is present on the Swiss market with its own branded smartphone since August 2012. From the first Huawei branded smartphone P1 to the latest P8, various flagship smartphones have been successfully launched on the Swiss market in different segments. Since December 2014, a Huawei-branded tram is running in Berne and Zurich, greatly increasing the brand awareness.

Caring for employees

We consider our employees to be our most valuable assets and the key to retaining our competitiveness and leadership in the long run. Customers are our focus while dedicated employees are our foundation. This is why Huawei provides employees with varied career paths based on their special

存储、云计算、数据中心以及M2M（机器到机器）解决方案等。此外，华为致力于与全球和瑞士本地合作伙伴展开合作和协同集成，共同为客户提供最佳服务和解决方案。

三、消费者业务群。华为从2012年8月起在瑞士市场推出Huawei品牌智能手机。从第一款智能手机P1到最新款P8，华为在瑞士各细分市场成功发布各种旗舰智能手机。2014年12月起，带有华为字样的有轨电车穿梭在伯尔尼和苏黎世市区，品牌知名度大大提升。

关爱员工

在华为，员工是我们最宝贵的财富，是保持我们长期竞争力和领导地位的关键。我们坚持以客户为中心，而敬业的员工队伍正是我们为客户提供优质服务的基石。秉承这种认识，华为根据员工的不同技能为其设计合适的职业发展通道，帮助员工实现个人价值。

除了提供各种在线和现场职业培训，我们还资助成立篮球、羽毛球等业余俱乐部，组织月度生日聚会，举办员工家人参观办公室、做游戏的家庭日活动等，拉近员工和企业间的距离。

华为学生项目Global ICT Programme

为了促进青年人才发展和信息通信技术教育，华为2014年起开始资助开展一个本科生培训项目，今年8月已开展第三批培训。

该项目从位于瑞士不同语言区的七所应用科技大学挑选十多名学生前往华为中国总部和上海研发中心进行为期10天的培训，获得技术和创新等方面的知识。通过项目验证后，学生们还可以拿到3个ECTS学分（通用于“欧洲学分转移和积累机制”）。

当地公益项目

一、利伯菲尔德公园攀岩设备。从一开始，华为瑞士的座右铭就是“我们扎根于此”。为了兑现对社会的承诺，华为2010年向瑞士总部附近的利伯菲尔德公园捐赠了攀岩设备，以提升公园的吸引力。

二、杜本多夫社区儿童运动营。2015年7月，华为瑞士赞助儿童体育夏令营活动，让儿童在暑假期间获得教练、老师以及学生的专业照顾，共吸引250个青少年参与。

三、creaTiV!活动。自2011年9月至2014年底，华为瑞士在伯尔尼的保罗·克雷中心举办creaTiV!活动，指导年轻人如何使用新旧技术制作动画电影、视频作品和多媒体动画。

四、KiBuK读书节。今年，华为瑞士首次赞助在克尼茨举办的第六届KiBuK读书节，旨在鼓励青少年理解并参与阅读和文学。为了让孩子们更贴近中国文化，组织者将举办一场关于中国文字演变的小组活动。

虽然华为在瑞士仍是一个新兴企业，但我们承诺扎根于此。得益于瑞士稳定的政治环境、开放公平的竞争氛围，华为在保持持续增长的同时，将坚持在当地投资以及促进教育和信息通信技术的发展，做一个优秀的负责任的企业公民！

“瑞士制造”作为瑞士公司高质量的标签而闻名世界，华为瑞士将秉承“让HUAWEI成为ICT行业高质量的代名词”的集团质量目标，并以行践言。



skills to help them realise their individual value.

In addition to providing a variety of career trainings (online and on-site), we also established activity clubs to enrich free time. At Huawei we celebrate birthdays and organize Family Days for family members to visit the office and get to know the company better.

Huawei student programme - Global ICT Programme

In order to promote the development of young talents and ICT education, Huawei set up an undergraduate student programme in 2014, and has carried out its third edition in August 2015.

A dozen selected students from seven Swiss universities of applied sciences from different language regions are given a 10-day training opportunity in Huawei headquarters in Shenzhen and R&D centre in Shanghai to gain knowledge in new technologies and innovation. Upon validation of their project, the students get 3 ECTS credits (applicable in the European Credit Transfer and Accumulation System).

Local projects

I. Climbing rock in Liebefeld Park. Since its very beginning, Huawei Switzerland's motto was "We are here to stay". To show our commitment to the local community, Huawei donated a climbing rock to enhance the attractiveness of the Liebefeld Park, close to our Swiss headquarters.

II. Kids Sports Camp Dübendorf. In July 2015, Huawei Switzerland sponsored the Kids Sports Camp event, where children are taken care of by coaches, teachers and sports students in a professional way during the summer holidays. The camp registered a record participation of 250 kids and young people.

III. CreaTiV! From September 2011 to the end of 2014, Huawei Switzerland sponsored creaTiV! project in Zentrum Paul Klee in Bern, teaching young people to use old and new technologies to produce animated films, videos and multimedia animation.

IV. KiBuK Festival. Huawei Switzerland has sponsored for the first time the 6th KiBuK Festival in Kőniz, which wants to give kids desire to tell stories, read and understand literature. In order to bring Chinese culture closed to the children, the organizers have held a workshop on the evolution of Chinese characters.

Though Huawei Switzerland is still a new player, we are committed to Switzerland. Thanks to the political stability, the open and fair competition business environment, Huawei will continue to grow and invest in the country as well as to contribute to the education and ICT, to be a good responsible corporate citizen.

Swiss companies are known worldwide for their "Swiss Made" label of quality; Huawei Switzerland strives to learn and practice from the best.