

ANNUAL REVIEW 2023



OUR MISSION



Adrian T. Keller
Chairman



Nico Luchsinger
Executive Director

"The 'Asian Century' cannot be purely Asian." This was the key message of Bilahari Kausikan as he delivered this year's *State of Asia Address* in Zurich. Instead of focusing on the binary trope of a rising East and declining West, the former Singaporean diplomat urged us to look at Asia as a model for an increasingly multipolar world.

Asia's challenges and opportunities matter to the world. They matter to Europe. They matter to us here in Switzerland. Engaging with Asia and developing Asia Competence is more important than ever.

At Asia Society Switzerland, we remain committed to delivering Asia Competence by offering strategic intelligence on the region, education and training, as well as networking opportunities. We are grateful for the ongoing support of our Corporate Members, Patrons, Members, and Partners, without whom our work would not be possible. Thank you!

>> GEN A 2023



In 2019, we set out with the aspiration to make a meaningful impact on young individuals embarking on their careers, offering them improved opportunities to navigate a job market in a world increasingly influenced by Asia. Our hope was that, in return, we would eventually gain valuable expertise and forge an inspiring network. Little did we anticipate just how swiftly this would materialize and how invaluable they would soon become to Asia Society Switzerland.

February 2020 marked the launch of our [Gen A – Young Leadership Program](#), a one-year initiative tailored to students and young professionals. Fast forward to November 2023, and we're proudly celebrating the graduation of our fourth cohort from Gen A.

A testament to the program's lasting impact is the Gen A Alumni Community. Built up in the past two years by **Francis Müller** from our first cohort, together with many others, this community extends the Gen A experience beyond a single year, fostering long-term connections and growth through dedicated volunteer efforts.

Simultaneously, our Gen A Alumni have excelled this year in various roles. **Elisa Cadelli**, now the president of Switzerland's leading foreign policy think tank foraus, hosted our Jade Dinner in June, making it a memorable evening for our partners and supporters. **Isabelle Zheng** expertly moderated the Asia Sustainability Dialogue in August, a collaborative initiative with the Swiss Re Institute. **Jonas Rüegg** has been broadening his expertise on Japanese history within the global Asia Society network, earning

recognition as an Asia 21 fellow. Meanwhile, **Martín Mosteiro Romero** utilized the inaugural Gen A Alumni Travel Grant, supported by **IMP AG**, to conduct research in Seoul on urban climate and residents' comfort levels.

In just four short years, we have built up a thriving community that not only benefits the Gen A Alumni but also adds significant value to Asia Society Switzerland and to the [upcoming generation of Gen A Fellows who are set to embark on their journey in February 2024](#).



LEARN MORE



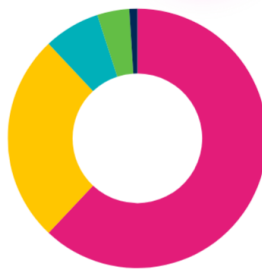
2023 IN NUMBERS



NEW CENTER IN SEATTLE

Asia Society Switzerland is part of the global Asia Society network – now present with 16 offices around the world.

Corporate Members Patrons President Members and General Members
Event Revenue Requests and Legacies



HOW WE ARE FUNDED

Asia Society Switzerland is an independent, non-profit Swiss foundation, financed entirely out of Switzerland.



> 700 MEMBERS

Asia Society Switzerland has more than 700 Members: individuals who are passionate and curious about Asia.



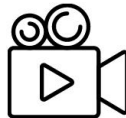
16 PRESS MENTIONS

Asia Society Switzerland experts and speakers have been featured in newspapers, articles, radio and podcasts 16 times.



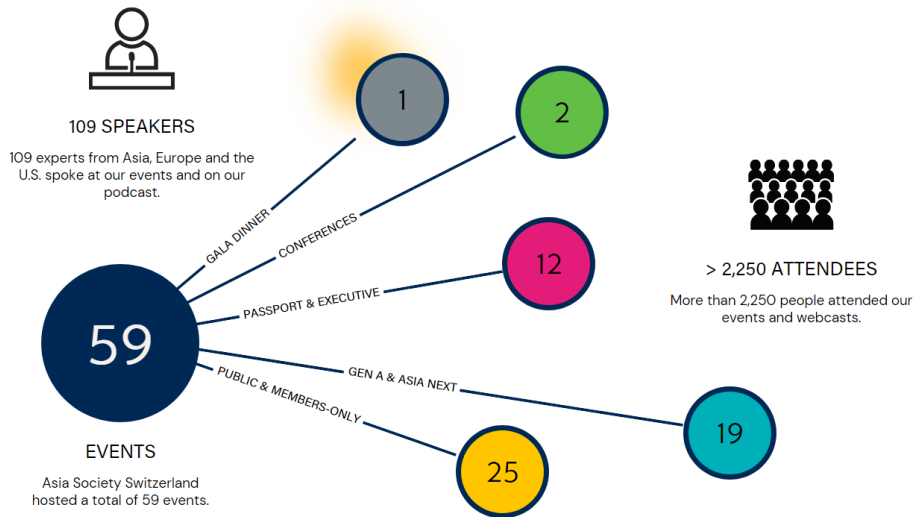
> 17,000 DOWNLOADS

Our STATE OF ASIA podcast has been downloaded over 17,000 times – with 19 new episodes published.



> 335,000 VIEWS

Our videos have been viewed over 335,000 times on YouTube – with over 70,000 hours watched.



THANK YOU

Our work would not be possible without the generous contributions from our Corporate Members and Patrons, as well as the invaluable support from our various Partners. We firmly believe that collaboration is essential for achieving our mission to foster Asia Competence in Switzerland. That's why we are proud to collaborate with organizations, companies, and stakeholders across a broad spectrum of sectors.

PATRONS

- JÜRIG SCHÄPPI
- RAYMOND J. BAER
- MAX AND MONIQUE BURGER & THE TOY FAMILY, HONG KONG
- MARTIN BISANG
- JÜRIG CONZETT
- DOMINIK KELLER
- ESTHER HEER-ZACEK
- KARIN & STEFAN WIEDERKEHR / IMP AG
- PETER WEIBEL
- EUNICE ZEHNDER-LAI



OUR MEMBERS

We are truly grateful for the support and engagement of all our Members. Only with a joint effort as a community can we reach our goal to prepare Switzerland for a deeper and more sustainable engagement with Asia.



BECOME A MEMBER

