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CISION

Cedrus Group to Launch a New Office in Zurich, Switzerland



Mon, March 22, 2021, 9:00 AM · 3 min read



HONG KONG, March 22, 2021 /PRNewswire/ -- **Cedrus Group ("Cedrus")**, a global financial services and investment group, is pleased to announce that it will be opening a **new regional head office in Zurich, Switzerland**. The new office will further enhance the group's presence in Europe and better serve its European client base with more investment opportunities especially in **life sciences and key technology sectors, including innovative technologies**, as well as facilitating the communications between Chinese and European investors and companies alike. Moreover, the new office will further enhance **Sino-Swiss economic and business relations in conjunction with the China-EU Comprehensive Agreement on Investment, which offers significant growth in opportunities for cross-border M&A and investment activities**.



Cedrus Group Logo

With sophisticated expertise that is in great demand and decades of experience in **inbound and outbound investments in Europe and China**, Cedrus has successfully positioned itself in key cities in China with strategic importance, including Hong Kong, Beijing, Shanghai, Shenzhen and Hainan. The new regional head office in Zurich will enable the group to have a local office further extending its reach and access to the

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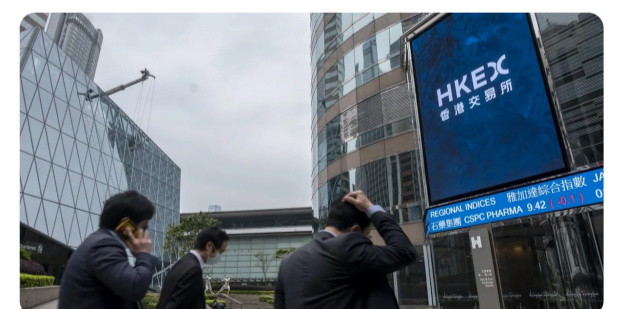
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investment opportunities for its global clientele as a whole.

More importantly, Zurich has long been recognized as an elite international financial hub owing to its robust business environment and innovations. Amid its trusted and strategic relationships in China and Switzerland, Cedrus is committed to attracting Chinese investors and companies to Switzerland through its newly established office by further leveraging our extensive investment experience and network.

In addition, Cedrus' new office will serve as a footprint with which the group can further expand its extensive network with local leading European companies and investors as well as regional authorities, ultimately strengthening the group's capability as a major multi-

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