

## PRESS RELEASE

### **Growing market, huge platform: Swiss companies in the CIIE spotlight**

- China's biggest trade show – the China International Import Expo – goes into its second year and will take place from November 5-10, 2019.
- **In a joint Swiss Booth organized by Swiss Centers China, 16 Swiss companies will take the chance to highlight their quality products and build their brands.**
- China is expected to import 10 trillion USD worth of goods over the next five years. Demand in high quality segments grows especially quickly.

Shanghai (November 1, 2019) – The sheer numbers are impressive: Last year, more than 800.000 exhibitors and visitors participated in the China International Import Expo (CIIE). 50.8 billion USD worth of deals were contracted. The second edition of the CIIE, taking place in Shanghai from November 5-10, will be even bigger: The exhibition space has been enlarged to 330.000 m<sup>2</sup>, 3.000 companies are registered, among them 250 Fortune 500 companies.

“This year’s focus is on equipment, supplies, food, medical equipment, services and more. There will also be a specific section for luxury goods. For Swiss companies, the CIIE is an immense opportunity to showcase their know-how and quality products”, explains Nicolas Musy, Delegate of the Board of Swiss Centers in China (SCC), a non-profit organization that lowers the market entry barriers into Asia for Swiss companies.

“Current estimates are that China will import 10 trillion USD worth of goods over the next five years. Especially in high quality segments, demand is growing quickly,” says Zhen Xiao, CEO of SCC. To offer an ideal platform for Swiss companies at CIIE, the SCC together with the Swiss-Chinese Chamber of Commerce (SCCC) has organized a joint Swiss Booth, where 16 Swiss companies from different industries showcase their products under the Swiss umbrella. Eleven of them belong to the Swiss food cluster – their products include everything from beer and wine all the way to chocolates, meat and salt. The other Swiss companies offer consumer products in sectors such as sportswear, bedding and skin care. “We see an increasing demand from Swiss brands looking for access to the Chinese market. CIIE gives newcomers and existing Swiss companies the chance to do so”, adds Ms. Beilun Wei, General Manager of SCCC.

#### **M-Industry: demand for high quality**

“The cooperation in this Swiss cluster enables us to leverage the Swiss Center services and to create synergies with other Swiss companies. At the CIIE, besides introducing our company, brands and products, we expect to meet and recruit potential customers,” reports Yvonne Cai, Marketing Manager at M-Industry China, a part of the Swiss Migros Group. “The Chinese market is growing rapidly because more consumers seek for high quality imported products and it has become a strategic market to us.”

### Swissflex: ambitious targets

Swissflex, a producer of premium beds, will also take part in the Swiss cluster at CIIE and has big expectations. “It is the most important exhibition in China. We hope to expand our brand influence, broaden our network in the market and deepen customer relationships”, states Mr. Long Tao, Business Development Director at Swissflex China. The domestic market pays increasing attention on sleep health products, says Mr. Tao. “With this growing demand, our goal is to expand the market share and double our performance in three years and triple it in five years.”

### Chocolate for China

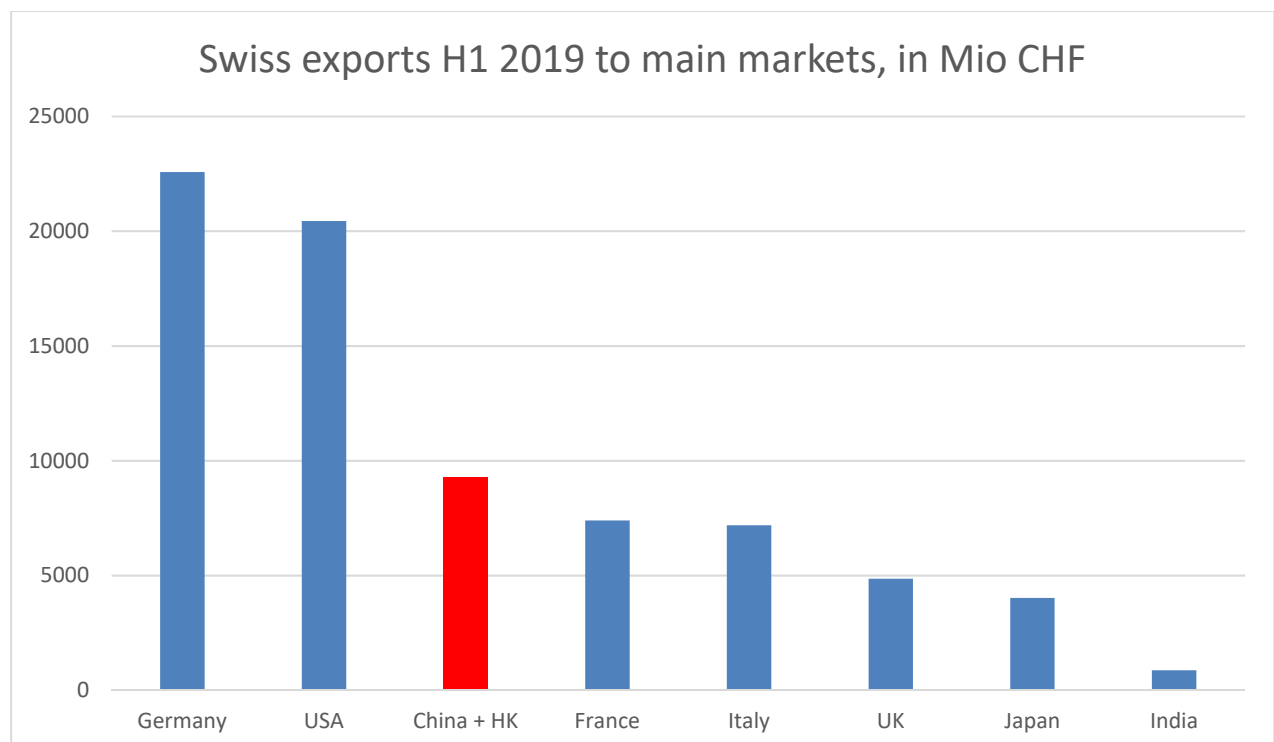
The HUG family enterprise looks forward to position itself during CIIE. “The CIIE provides a good chance to continue to build the Wernli brand locally. We aim to make Wernli a leading chocolate biscuit brand in China,” explains Mr. B.Y. Seow, Managing Director of Shanghai Ines Trading, a trading company that works for HUG in China.

### Centravo: creating synergies

Centravo, a meat processing company with headquarters in Zurich, will also be a part of the Swiss Booth. “After a successful participation in the first CIIE, we are convinced that this year’s participation will help us to extend our contact with potential Chinese customers. We appreciate to be a part of the Swiss Cluster and believe that working closely with other Swiss companies will create important synergies”, says Anissa Mouaci from the International Market Opening division at Centravo. “China is a global meat player and its enormous market size and growth potential are key factors. Our subsidiary Swiss Nutrivalor has recently received an official license to export meat specialities to China. Thanks to the Sino-Swiss free trade agreement, we are in a favorable position to market Swiss high-end meat products in China.”

### Third biggest buyer of Swiss goods

Experts expect that exports of Swiss quality products to China and Hong Kong will continue to grow in the coming years. In the first half of 2019, with an overall export volume of 9.3 billion Swiss francs (+4% year-on-year), China including Hong Kong was the third biggest market for Swiss goods. Germany (22.57 bio CHF, +2.6%) and the United States (20.45 bio CHF, +10.6%) were the biggest markets. Behind China and Hong Kong, France (7.4 bio CHF, -6.9%) and Italy (7.2 bio CHF, -4.8%) ranked fourth and fifth.



The Chinese trade figures were overshadowed by the ongoing US-China trade conflict. According to Chinese Ministry of Commerce data, the overall trade value decreased by 2% year-on-year for the first 6 months of 2019, while the imports decreased by 4.3%.<sup>1</sup> “Under this circumstance and with the uncertainty ahead, China’s consumers and enterprises may indeed seek for alternative markets, and import quality products from countries like Switzerland to satisfy the demand”, concludes Mr. Xiao.

**About Swiss Centers China (SCC):** Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Centers China is by far the largest cluster of Swiss enterprises in Asia. With five locations strategically located on the dynamic East coast of China (Shanghai and Tianjin), SCC does not only offer virtual and instant office space as well as ready-to-use workshops and showrooms, but also supports member companies with government relations, technology transfer and a broad network of experts. SCC served more than 300 companies in China – both SMEs and large enterprises. Among others, the Swiss Centers experts have established 30 production companies and more than 50 commercial offices for Swiss companies. SCC also conducts surveys and expert analyses of China’s business opportunities and challenges, and at the same time promotes the *Swiss Made* brand and Switzerland as a country for innovation and an industrial leader. For more information, kindly visit: [www.swisscenters.org](http://www.swisscenters.org).

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<sup>1</sup> <http://english.mofcom.gov.cn/article/statistic/BriefStatistics/201907/20190702884164.shtml>