



SWISS CENTERS
瑞士中心

THE SWISS CHINA GATEWAY
SINCE 2000

Swiss Booth & Sino-Swiss Business Reception @ CIIE 2023

Shanghai, 5 – 10 November 2023

Sponsorship Package





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ABOUT THE SWISS CENTERS

Founded in 2000 as a non-profit Sino-Swiss public-private partnership, the Swiss Centers gathers by far the **largest cluster of Swiss companies in Asia**.

Swiss Centers' **practical solutions supported the businesses of over 400 companies** in China – both SMEs and large enterprises. Among them, the Swiss Centers have established more than 100 companies in China, both B2B and B2C, production companies and offices, active in various fields. In cooperation with the diplomatic representations in China, the Swiss Centers also conducts surveys that provide the most detailed expertise available on the situation of Swiss companies in China, and at the same time **promotes the Swiss Made brand** and Switzerland as a country for **quality, innovation and industrial leadership**.

The **Swiss Centers are strategically located** on the dynamic East Coast of China:

- In **Shanghai**: within the Shanghai Waigaoqiao **Free Trade Zone** (the first established in China) and the Hongqiao Central Business District (walking distance to the **Hongqiao International Airport** and Shanghai Hi-speed railway station).
- In **Tianjin**: home to the **largest port in northern China** and the **Airbus factory** in China

The Swiss Centers are **constantly adapting to the needs of the Swiss economy**:

- Instant physical **office space** as well as **ready-to-use workshops, showrooms and warehouses**;
- **Relations with local Chinese authorities** and connections to **Swiss government and institutions** in China;
- Support for secure technology transfer and **intellectual property protection**;
- Access to **professional services** tailored to SMEs in all aspects of setting up and developing business in China (legal, tax, accounting, recruitment, HR management, IT, marketing).
- **unique solutions**: such as the **employee hosting** service or the presence in the key **free trade zone** of Shanghai to facilitate business development in China and the rest of Asia.

For more information and some **reference cases**, kindly visit www.swisscenters.org



Swiss Centers premises in the Shanghai Waigaoqiao Free Trade Zone



2016: Inauguration of the "Swiss Machinery, Business and Trading Center" in the Shanghai Waigaoqiao Free Trade Zone with President Johann Schneider-Ammann



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KEY INFORMATION ABOUT THE CIIE

- > The China International Import Expo (CIIE) is the first dedicated import exhibition in the world;
- > Every year from November 5 to 10, a unique opportunity for foreign companies to enter the Chinese market and create business opportunities;
- > A project of national scope launched by Chinese President Xi Jinping in 2018 and co-hosted by the Ministry of Commerce (MOFCOM) and the Shanghai Municipal Government;
- > CIIE in numbers: 366'000 m² – around 500'000 visitors – over 120 participating countries - \$50-100 billion value of deals reached;

The Swiss Centers are one of the official partners since the first edition. In this context, we organize:
1) a joint booth for Swiss companies + 2) a high-level event for the Swiss-Chinese business community





OUR BOOTH: THE SWISS ECONOMY UNDER ONE SAME ROOF

Since the 2nd edition in 2019, we organize booths in the "Food & Agricultural" and "Consumer Goods" Halls in order to give the opportunity to ALL Swiss SMEs, already established in China or making their first steps there, to be present under the same roof.

2 reasons why Swiss companies join us:

1. **Strength through unity:** each exhibiting company benefits from the presence of the others: a larger and therefore more visible and better positioned booth and + benefit from the "cluster effect".
2. **The "Swiss Made" reinforced:** an unequalled density of Swiss companies on the same space (in 2021: 26 on 234 m2) underlines the common origin and allows to concretely benefit from the positive image of Switzerland in China. Presence of national media and annual visit of the Swiss Ambassador to China, the Swiss Consul General in Shanghai and thus Chinese officials.



Our booth at the CIIE 2022



An exhibitor with the Ambassador of Switzerland in China



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OUR BOOTH @ CIIE 2021/2022





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EXAMPLES OF COMPANIES ON OUR BOOTHS SINCE 2019



Colostrum Produkte





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KEY INFORMATION ABOUT THE SINO-SWISS BUSINESS RECEPTION

- > A key economic event in Shanghai for the Sino-Swiss business community, organized in parallel with our presence during the CIIE;
- > An opportunity to meet official Swiss representatives, such as the Swiss Ambassador to China, his Economic Counsellor and the Consul General of Switzerland in Shanghai;
- > A targeted high-level business networking event with 2-300 selected guests.





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FREQUENTLY ASKED QUESTIONS (FAQS)

WHY SPONSORING US?

1. Benefit from the excellent image of Switzerland in China

By supporting the most Swiss booth of the CIIE, you associate yourself with the Swiss values: most innovative country, high-quality products, sustainable mindset and a reliable trustworthy partner country.

2. Increase your visibility at one of the most important fairs in China

If you are already present there, then you will double or even triple your visibility. If you are not there, this is the opportunity to be present anyway!

3. Take it to the next level

The expertise accumulated since the 1st CIIE gives us new ideas that will require more important means, so your support is key in this process.

WHY CAN YOU EXPECT IN RETURN?

1. An enhanced positive image

For the reasons mentioned above

2. Benefit from a high-level exposure

By supporting the booths of an official partner of the CIIE, which receives the visit of Swiss and Chinese officials (Ambassador, Consul General, DDG MOFCOM) and benefits from visibility in the Chinese national media (ex: [1](#) – [2](#) – [3](#)) and in Switzerland ([Le Temps](#), [NZZ](#))

3. Access to the Sino-Swiss Business Reception

One of the renown business-oriented event for the Sino-Swiss business community.

HOW DO WE USE YOUR CONTRIBUTION?

1. An even more attractive Swiss Booth

Thanks to your funds, we will be able to enhance the common reception area and improve the overall quality of the infrastructures.

2. An outstanding evening

Here again, improve the general quality of the Sino-Swiss Business Reception while maintaining an invitation-only event and hand-picked guests.

3. Support the icebreaker of the Chinese market for Swiss companies

For more than 20 years, Swiss Centers have supported more than 400 companies to develop their business in China. By supporting us, we can develop new services and support more companies.



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OUR SPONSORSHIP PACKAGES

	BENEFIT	PLATINUM	GOLD	SILVER
ON OUR BOOTH @ CIIE (6 DAYS)	DISPLAY TOWER in our common space = in order to present the object* you wish to	1	-	-
	YOUR LOGO in our booth = on light cubes in common area + in loop on our screens + on our logo wall	Front position	Middle position	Standard
	YOUR BROCHURE/FLYER* in our booth = on the brochure holder at the reception	Yes	Yes	Yes
	ACCESS BADGE(S) to the CIIE = if you don't already have one, we can provide you some	4	2	-
COMMUNI CATION	YOUR LOGO/NAME on our communication tools = on communication materials + on our posts on WeChat/LinkedIn linked to CIIE 2022	Front position	Middle position	Standard
	ARTICLE* published on our social networks = with the content you wish, related to your business in China	Yes, 2	Yes, 1	-
SINO-SWISS BUSINESS RECEPTION	INVITATIONS = for your company, business partners or network	8	4	2
	SPEECH on the stage = 3 min. in front of all the guests	Yes	-	-
	YOUR LOGO = on the backdrop, on the main screen	Front position	Middle position	Standard
	AN EXHIBITION SPACE = to display what you wish	2m ²	1m ²	-
	GOODIE BAGS = your flyer* or goodie*	Yes	Yes	Yes
	AMOUNT	RMB 150'000	RMB 100'000	RMB 75'000

*provided by you

Disclaimer: Please note that all the packages and exposure options proposed in this document are subject to availability. The Swiss Centers reserve itself the right to modify the prices and options at any time.



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DO YOU HAVE AN INTEREST?

THEY TRUSTED
US IN 2022



CONTACT US!

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