



SWISS CENTERS

瑞士中心

THE SWISS CHINA GATEWAY
SINCE 2000

SWISS CENTERS CLUSTER @ CIIE 2022

5 - 10 November, 2022

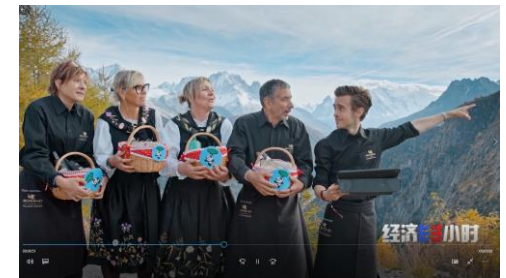
Shanghai, China





Why Swiss Centers Cluster?

- + Official partner of CIIE for Swiss participation
- + Cluster effects
 - + The bigger the better; favorable location and visibility
 - + Being part of a Swiss-themed booth attracts visitors and promotes Swiss Made
 - + Exchanges with other Swiss brands and full access to common areas
- + Media Attention and Promotion
 - + High visibility on Chinese media outlets; e.g. [Morand](#), [Swiss Salt](#) or [Swiss Beer](#)
 - + Events and activities before and during the fair, including [Brand and Sales Promotion](#), Buyer Matchmaking or Sino-Swiss Business Evening Reception
- + Service and Project Management
 - + Minimized administration: comprehensive project management by Swiss Centers China
 - + Full support in promotion and preparations (e.g. logistics and operations)
 - + Single point of contact in EN, CN, FR or DE
 - + Flexible packages to meet your needs and budget





Swiss Made in 2 Halls

Food & Agricultural Products

- + Dairy products, snacks, sweets, condiments, beverages, wines, meat, aquatic products , frozen foods, comprehensive foods, pet foods), fruits and vegetables, agricultural products etc.
- + Whether you are a newcomer or an old China hand: Support your marketing and sales activities with high profile branding at the CIIE towards professionals and end-consumers.

«The CIIE offers a big and open platform to present the Wernli brand to local customers and consumers. It's an honor to have participated at the 3rd CIIE and we are satisfied with the accumulated experience and business benefits, and highly appreciated the great support from Swiss Centers China. We are grateful to the Chinese Government to have created this great opportunity and we hope to develop and grow together with the CIIE.»



Lynette Liang - Senior Marketing Manager
Shanghai Ines Trading Co., Ltd.

Consumer Goods

- + Facial care and make-up, other personal care and daily chemical products, home appliances and consumer electronics, home furnishings and design, fashion clothing and accessories, gemstones and jewelry, sporting goods, sporting events and e-sports, etc.
- + Be present to strengthen your position in the highly competitive and dynamic Chinese market. The CIIE offers a great platform for visibility and trust-building between your brand and the public.

«CIIE is a great international exhibition, where we met lots of clients and could expand our JURA brand awareness. The Swiss Centers Cluster brought together many famous Swiss brands and we expect to participate again in 2021.»



Lisa Dai - Country Manager
JURA China Co., Ltd.



FOOD - Concept

Booth

- + 6 – 36 sqm booths
- + Traditional exhibition stand
- + Standard design and furniture by SCC
- + Storage facilities



Promotion

- + Swiss Food and Drinks
- + Promotion activities for your product
- + bookable by exhibitors for shows and presentations



Networking

- + Multifunctional space to network, promote and meet
- + Semi-open to public, used by exhibitors and reserved for meetings, interviews





CONSUMER GOODS - Concept

Booth

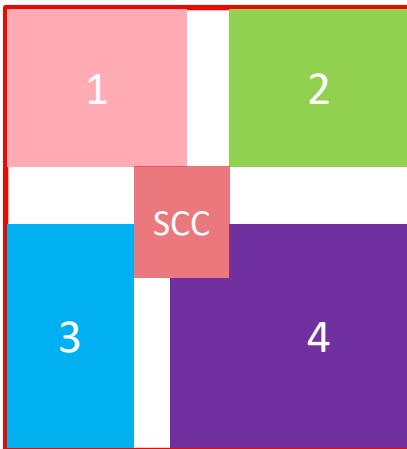
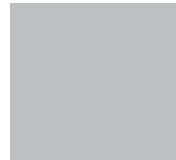
- + 300-400sqm
- + Exhibitors book and design their individual area within the Swiss Cluster Booth
- + Combined sizes get better location and higher visibility

Hospitality

- + Swiss Centers organizes hospitality area in the center
- + Food, drinks, meeting facility and Swissness
- + Semi-open to Public and bookable for guests

Networking and Media

- + Multifunctional space to network, promote and meet
- + Semi-open to public, used by exhibitors and reserved for meetings, interviews



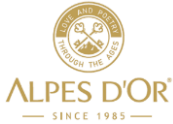


Impressions CIIE 2021





Brands 2019-2021





FOOD – Offer

Items	6m ² Booth	9m ² Booth	12m ² Booth	15m ² Booth	36m ² Booth
Walls (incl. printing)	Min. 1	Up to 3			Uniform floor and electricity access, otherwise custom built by exhibitor
Chairs and Tables, Cabinets, Brochure Racks, Reception Tables and chairs, Electricity Sockets	Unlimited				
Storage	2m ³ (incl. in booth area)	1m ³	2m ³	3m ³	
Corner reservation (optional)	RMB 18'000.-				
Hostess (optional)	Min. RMB 600.- per person per day (ask us for a specific offer)				
RMB (incl. VAT)	40'000.-	60'000.-	80'000.-	100'000.-	

Discounts	Swiss Centers Member	Early Bird (March 31st, 2022)	Others
	10%	5%	SCCC Member RMB 2'000.- More tbc



CONSUMER GOODS – Offer (examples)

Item	36m ² Booth	54m ² Booth	72m ² Booth
Floor Space RMB 2310.-/sqm	83'160	124'740	166'320
<i>Construction Paid by exhibitor (example RMB 1'500/sqm)</i>	<i>54'000</i>	<i>81'000</i>	<i>108'000</i>
Swiss Cluster Uplift (RMB 1'100.-/sqm)	39'600	59'400	79'200
RMB (incl. VAT)	176'760	265'140	353'520

Discounts	Swiss Centers Member	Early Bird (February 28th, 2022)	Others
	10% (on uplift)	10% (on floor space and uplift)	SCCC Member RMB 2'000.- More tbc



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Thank you! 感谢观看!

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