

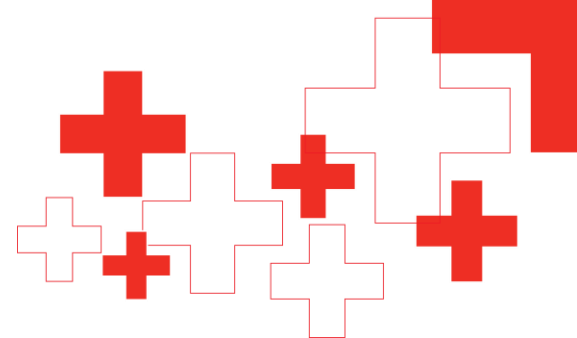


CO-ORGANIZER



PROMOTION PARTNER

swisscham.org



# SWISS CENTERS CLUSTER @ CIIE 2020

5 - 10 November, 2020

Shanghai, China



CIIE NEW ERA SHARED FUTURE  
新时代 共享未来



第二届中国国际进口博览会  
The 2<sup>nd</sup> CHINA INTERNATIONAL IMPORT EXPO



CIIE  
新时代

# China International Import Expo (CIIE)

- + 3<sup>rd</sup> edition of the world's 1<sup>st</sup> and largest import-themed national-level expo
- + **Key facts CIIE 2019**
  - + 366,000 sqm space
  - + 500,000+ domestic and overseas buyers
  - + 181 countries, regions and international organizations
  - + 3,800 exhibitors
  - + > 71 billion USD cumulative intended turnover reached in 2019



## + Exhibiting Halls CIIE 2020

- + **Consumer Goods**
- + **Food and Agricultural Products**
- + Trade in Services
- + Automobile
- + Intelligent Industry & Information Technology
- + Medical Equipment & Healthcare Products

## + Key Data CIIE 2020

- + 5 – 10 November 2020
- + National Exhibition and Convention Center (Shanghai)
- + [Exhibitor Guide](#)
- + [CIIE Official Site](#)





## About Swiss Centers Cluster

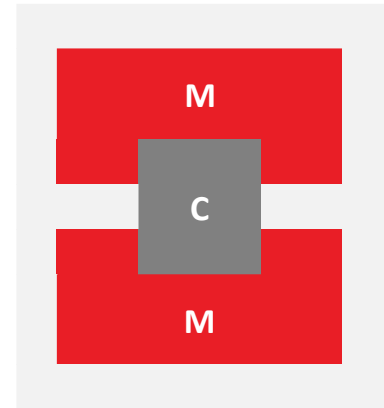
- + Official partner of CIIE for Swiss participation
- + **CIIE 2019**
  - + Present with 2 booths with a total space of 308 sqm
  - + 16 Swiss companies in Consumer Goods and Food Hall
  - + High visitor traffic due to great location and activities
  - + Exposure on various media including CCTV 13, the state-run news broadcaster in China
- + **CIIE 2020**
  - + 2 booths in **Consumer Goods** and **Food and Agricultural Products** Hall
  - + Increased size; Larger space for events, marketing & networking
  - + “Swissness” in design and activities
- + **Advantages of joining the Cluster:**
  - + Ideal platform for your brands: great visibility and recognition for your products under the roof of the “**Swiss**” booth
  - + Minimised administration: comprehensive project management by Swiss Centers China
  - + Flexible packages to meet your needs and budget





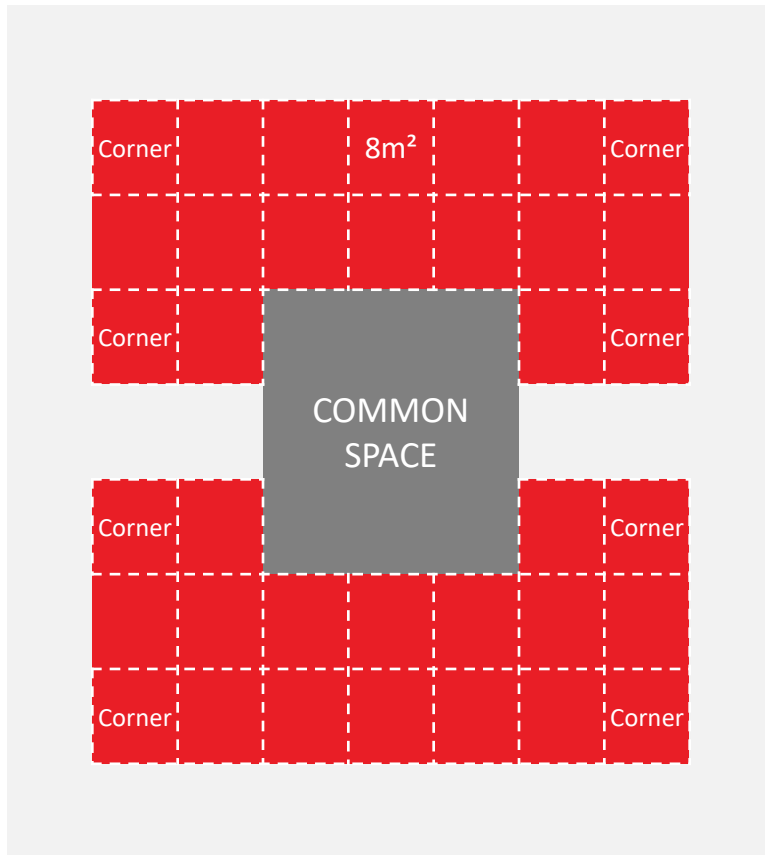
# Booth Concept

MARKET STAND (M)	COMMON SPACE (C)		
	Restaurant & Cooking	Experience & Networking	VIP
			
<ul style="list-style-type: none"> <li>+ 8 – 32 sqm booths</li> <li>+ Traditional exhibition stand</li> <li>+ Standard design and furniture by SCC</li> <li>+ Storage facilities</li> </ul>	<ul style="list-style-type: none"> <li>+ Eat and drink</li> <li>+ Open to Public and bookable for Companies</li> </ul>	<ul style="list-style-type: none"> <li>+ Multifunctional space to network, promote and meet</li> <li>+ Semi-open to public, used by exhibitors and bookable for shows, product presentation</li> </ul>	<ul style="list-style-type: none"> <li>+ Space to network, eat and meet</li> <li>+ Booking only</li> </ul>



One Booth per Hall:  
- Consumer Goods Hall  
- Food and Agricultural Products Hall

# Offer - up to 45% off



**8m<sup>2</sup>** **¥ 60,000** Minimum bookable booth  
Combinable up to 4 blocks

**Corner** **plus 30%** Surcharge for corner booth

**Discounts:**

**16m<sup>2</sup>** **5% off**  
**24m<sup>2</sup>** **15% off**  
**32m<sup>2</sup>** **30% off**

**Extra discounts:**

Early bird paid before	April 30	10% off
	May 30	5% off
Members	Swiss Centers	5% off
	SwissCham	RMB 2,000 off

## Offer: what do I get?

### BOOTH (example 8m<sup>2</sup>)

- + 1 or 2 walls (incl. printing of logo/visual)
- + 1 reception desk and 1 reception chair
- + 2 chairs and 1 table
- + 1 lockable cabinet
- + 1 brochure stand
- + 1 standard electricity socket
- + Storage on the Booth
- + Full access to Common space

### SERVICE

- + Single Point of Contact
- + Support in EN, CN, DE or FR before and during the fair
- + Planning and Sales Support
- + Logistics Support
- + Company Introduction on Swiss Centers channels
- + 2 hours Consulting on Trading and Company set-up in China

### SALES & NETWORKING

- + Participation in all events in common area
- + Invitation and Logo presence at Swiss Business Networking Event
- + Free Access to SCC business facilities
- + Coverage in Press Release
- + More to come

## Offer: what do I get?

BOOTH FACILITIES	1 standard block (8 m <sup>2</sup> )	2 standard blocks (16 m <sup>2</sup> )	3 standard blocks (24 m <sup>2</sup> )	4 blocks (32 m <sup>2</sup> , raw space)
<b>Walls (incl. printing)</b>	Minimum 1	Up to 3	Up to 3	Uniform floor and electricity access, otherwise custom built by exhibitors
<b>Chairs &amp; Tables</b>	2 & 1	4 & 2	6 & 3	
<b>Lockable Cabinets</b>	1	2	3	
<b>Brochure Racks</b>	1	2	3	
<b>Reception Tables</b>	1	2	3	
<b>Reception Chairs</b>	1	2	3	
<b>Electricity Sockets</b>	1	2	4	
<b>Storage Room</b>	1.5 m <sup>2</sup> / 6.5m <sup>3</sup>	3 m <sup>2</sup> / 13m <sup>3</sup>	4 m <sup>2</sup> / 20m <sup>3</sup>	

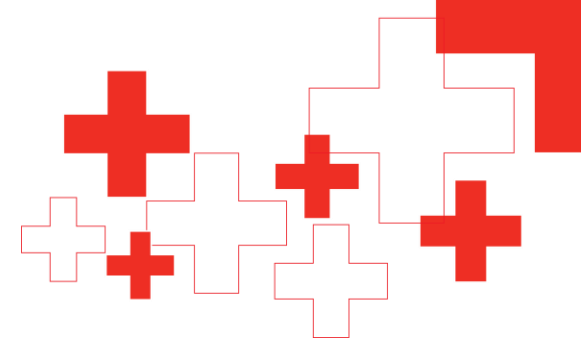


CO-ORGANIZER



PROMOTION PARTNER

swisscham.org



# For more information, contact us:

## IN CHINA

**Mr. Kuno Gschwend**  
Deputy General Manager  
[kuno.gschwend@swisscenters.org](mailto:kuno.gschwend@swisscenters.org)  
Phone: +86 132 6256 5921

**Ms. Yulia Jin**  
Operations Manager  
[yulia.jin@swisscenters.org](mailto:yulia.jin@swisscenters.org)  
Phone: +86 133 234 65 385

## IN SWITZERLAND

**Mr. Zhen Xiao**  
CEO  
[zhen.xiao@swisscenters.org](mailto:zhen.xiao@swisscenters.org)  
Phone: +41 78 857 6007

**Ms. Aline Ballaman-Garibian**  
General Manager  
[aline.ballaman@swisscenters.org](mailto:aline.ballaman@swisscenters.org)  
Phone: +41 79 772 63 15

# Follow us:

**LinkedIn**  
Swiss Centers China



**WeChat**  
Swiss Centers China



**Swiss Chinese Chamber of Commerce**

