

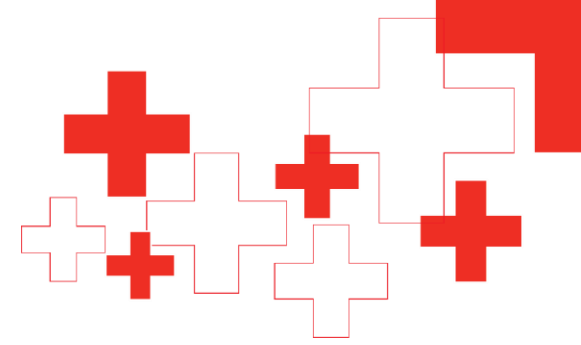


CO-ORGANIZER



PROMOTION PARTNER

swisscham.org

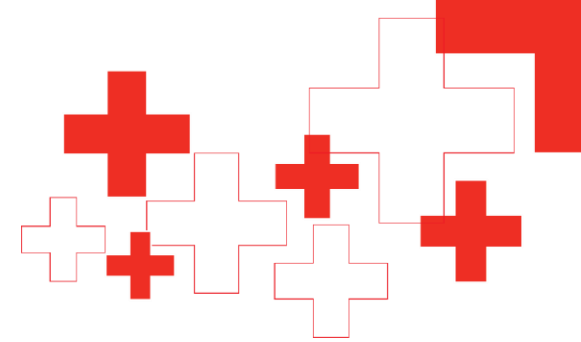


SWISS CENTERS CLUSTER @ CIE 2021

5 - 10 November, 2021

Shanghai, China





Who is Swiss Centers?

20

Years

4

Locations

72

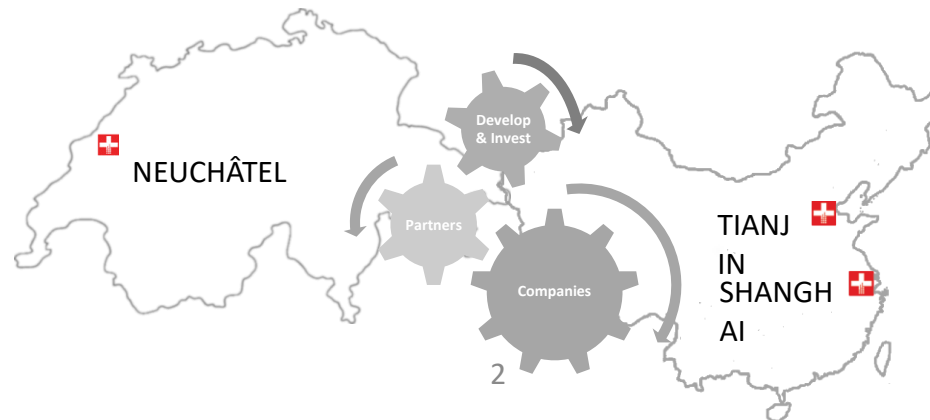
Members & Sponsors

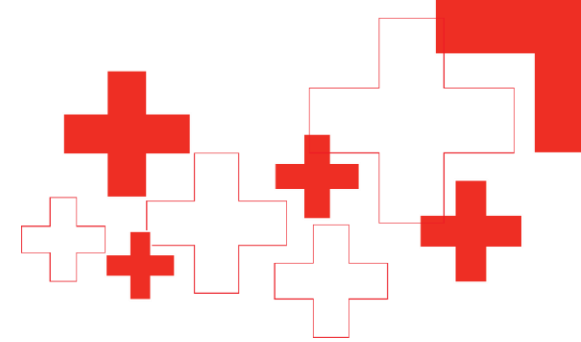
300+

Companies Served

Swiss Centers China is a non-profit organization serving the Swiss economy.

Founded in 2000 as a Swiss-Chinese, public-private partnership, SCC supports Swiss companies in business set-up, expansion and operations in China with industrial and office facilities in Shanghai, Tianjin and Beijing. SCC is by far the largest cluster of Swiss companies in Asia, with 30 Swiss companies established in Shanghai Xinzhuang Industrial Park and 20 under one roof in the Shanghai Pilot Free Trade Zone.





Milestones

The work of Swiss Centers China is recognized by the Swiss government. In the history of SCC, 3 presidents of the confederation have attended opening ceremonies of SCC facilities.

2000 Groundbreaking official ceremony with then-president **Adolf Ogi** in SHXIP

2003 Official opening ceremony with then-president **Pascal Couchepin** in SHXIP

2016 Inauguration of the new Swiss Machinery, Business and Trading Center in WGQ Pilot Free Trade Zone by then-president **Johann Schneider-Ammann**

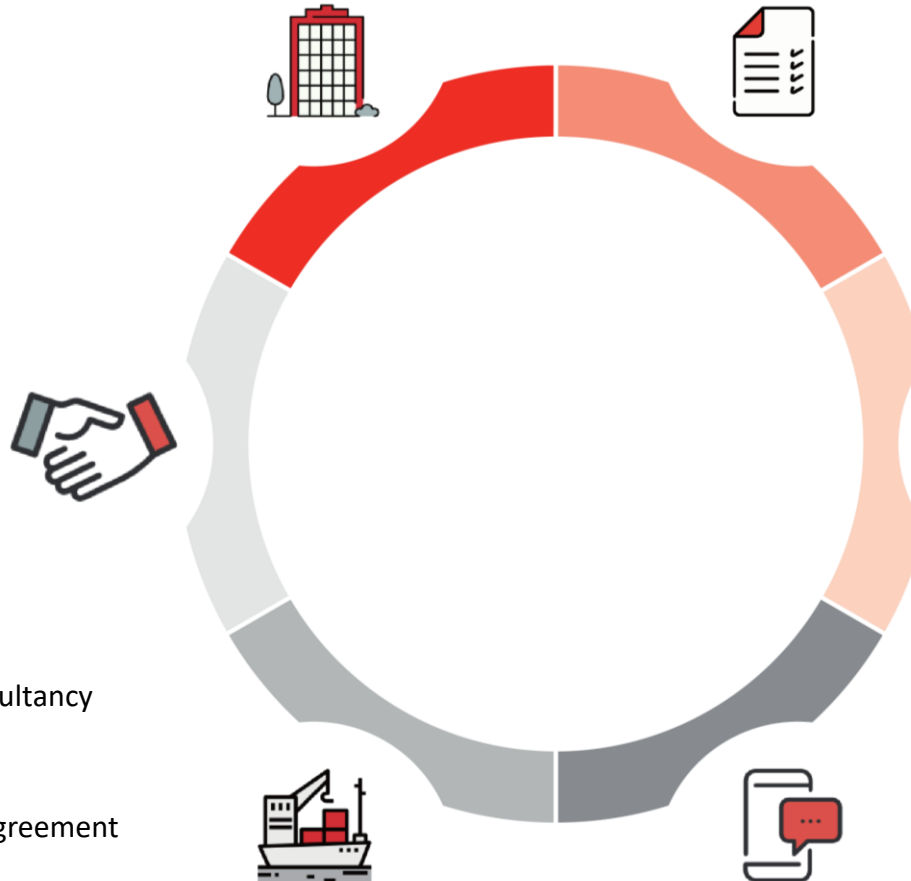


Services of Swiss Centers China

- Instant Office
- Workshop
- Showroom
- Warehouse

- Study Trips
- Training
- Events
- Government Relations
- Business Match Making
- Business Survey

- Trading & Logistics Consultancy
- Agent Service
- Free Trade Zone
- Sino-Swiss Free Trade Agreement Expertise
- Warehouse Solutions
- Spare Parts Management



- Virtual Company
- Business Center
- Car Rental
- Invitation Letters
- Company Stamp Management



- Employee Hosting
- Payroll Management
- Foreign Relocation

- Digital Marketing
- WeChat Service
- Newsletter
- Translation
- Trade Fair Support

CIIE 2021 Halls

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



Food & Agricultural Products

- + Beverage and alcohol, snack food, sweets, condiments, dairy products, vegetables, fruits and agricultural products, meat, aquatic products and frozen food, organic food, pre-packaged food, comprehensive food, 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.

Consumer Goods

- + Beauty and cosmetics, intelligent life and household appliances, watch and jewelry, maternal and child products, sports and outdoor equipment, fashion and works of art, 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.

Food & Agricultural Products

«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

«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.

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 bigger Swiss-themed booth attracts visitors and promotes Swiss Made
 - + Exchanges and new contacts with other Swiss brands and full access to the common areas of the booth



Why Swiss Centers Cluster?

+ Media Attention and Promotion

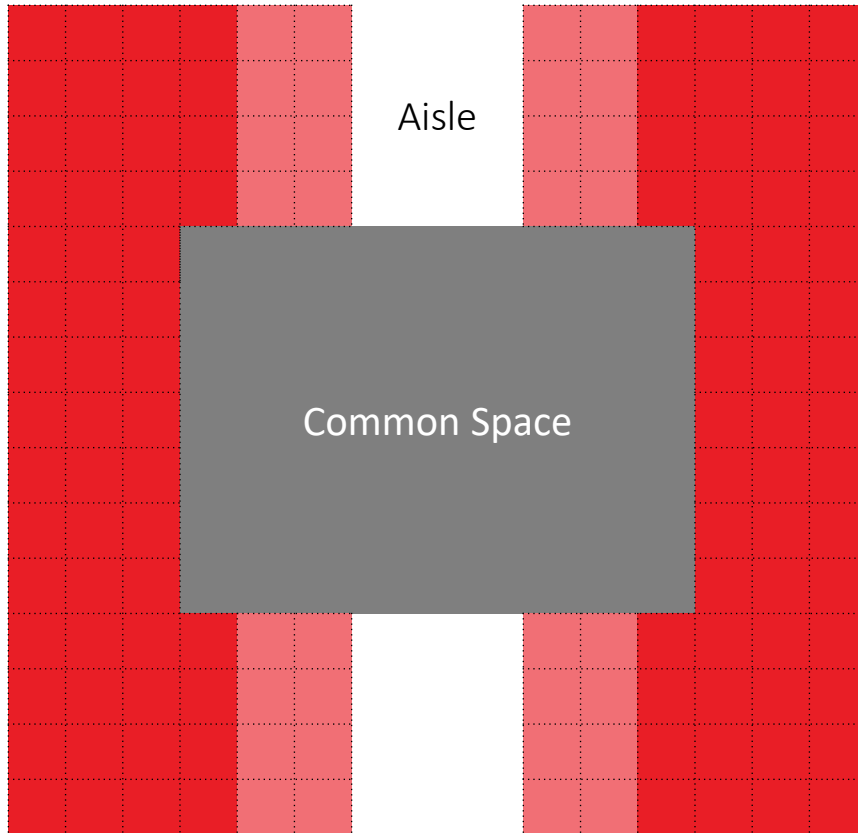
- + High visibility on Chinese media outlets; examples of [Swiss Salt](#) or [Swiss Beer](#)
- + Events and activities before and during the fair, including [Brand and Sales Promotion](#), [Buyer Matchmaking](#) or [Sino-Swiss Business Evening Reception](#)

+ 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



Booth Concept



BOOTHS	COMMON SPACE	
	Promotion and Show	Meetings & Networking
 <ul style="list-style-type: none"> + 9 – 36 sqm booths + Traditional exhibition stand + Standard design and furniture by SCC + Storage facilities 	 <ul style="list-style-type: none"> + Eat and drink + Different Promotion activities + Open to Public and bookable for shows and product presentations 	 <ul style="list-style-type: none"> + Multifunctional space to network, promote and meet + Semi-open to public, used by exhibitors and reserved for meetings, interviews

Impressions CIIE 2020





CO-ORGANIZER



PROMOTION PARTNER

swisscham.org

TRISTON
Makeup | ZÜRICH | HOMME

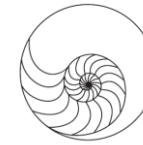


Exhibitors CIIE 2019 & 2020

M+ INDUSTRY
CHINA



APPENZELLER BIER



LEGLAMOUR
TIME CONTROLLER



APPENZELLER
SANTIS MALT



E.I.S (SWISS)
瑞士欧意瑞投资贸易公司



SCHWEIZER
SALINEN
SALINES
SUISSES



320 years SCHULER
WINE CULTURE SINCE 1694

TOP+1

living better
claro
+ SWISS

Wyeth® | Nutrition

swissflex®

Swiss Premium Beds

SWISS PREMIUM QUALITY
swiss meat+

瑞秘特



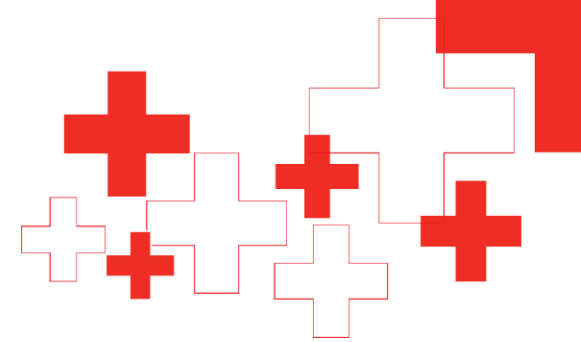
ALPES D'OR
— SINCE 1985 —

THE SWISS CHINA GATEWAY
SINCE 2000

Offer

Items	Showcase 4m ²	9m ² Booth	12m ² Booth	18m ² Booth	36m ² Booth
Walls (incl. printing)	tbd	Up to 3			Uniform floor and electricity access, otherwise custom built by exhibitor
Chairs and Tables	-	Unlimited			
Lockable Cabinets	1				
Brochure Racks	1				
Reception Tables	1				
Reception Chairs	2				
Electricity Sockets	1	1	2	3	
Storage (incl. in Common Area)	RMB 1'000/m ³	1m ³	2m ³	3m ³	
Corner reservation (optional)	RMB 18'000.-				
RMB (incl. VAT)	30'000.-	60'000.-	80'000.-	115'000.-	175'000.-

Discounts	Swiss Centers Member	Early Bird (Amount paid by March 31st)	Others
	5%	5%	SCCC Member RMB 2'000.- Swisscham Member RMB 2'000.- <i>not accumulative, Showcase: RMB 1'000.-</i>



For more information, contact us:

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