

OFFICIAL RELEASE

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Thanks to the great support from the Shanghai Government, the Consulate General of Switzerland in Shanghai, the Huangpu District government and the participation of Swissnex, Swiss Club and SwissCham, the SwissWeek Shanghai 2016 has achieved another tremendous success this year. Attended by 25 brands and sponsors, SwissWeek Shanghai welcomed close to 60'000 visitors during the exhibition.



On May 17th, the opening ceremony of the SwissWeek Shanghai 2016 was hosted in Huaihai Park with 200 invited guests including the representatives of Swiss Consulate General in Shanghai, the Governors and representatives of Huangpu and other Districts, the delegation of Basel Government, as well as 18 media which were present at the Opening. Following the speech of the Consul General of Switzerland in Shanghai, the traditional Swiss instrument Alphorn was played by the Lambercier family, a musician group who flew in for the event.

SwissWeek China is the one and only platform in China to showcase Switzerland with its culture, traditions, innovation, education and products all at once. There is an enormous number of views about the event on social media, especially more than 120,000 views on wechat alone. The information and news of SwissWeek were published on local newspapers, western and local websites, social platforms, News APP, local and international TV channels and radio.



The SwissWeek Shanghai 2016 was successfully hosted again in the heart of Shanghai in HuaiHai Park right on Huai Hai Middle Road. The access-friendly location gave the exhibition a significant visibility. Not only the visitors but also the exhibitors and sponsors had a taste of authentic Switzerland in China. Without doubt, the SwissWeek did set new standards this year in terms of organization, visibility and return for the participants.

More information on: www.swissweek.com

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