



The one and only live platform for the Chinese public to experience **Swiss** culture and products in **China**.

# 5<sup>th</sup> SwissWeek Shanghai 2017



#### Under the Patronage of:

Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederazion svizra

> Consulate General of Switzerland in Shanghai 瑞士驻上海总领事馆



## SwissWeek Shanghai 2016 - Review



### 2016 Video



- 60'000 visitors at the Swiss Week 2016
- 120,000+ views on wechat for SwissWeek related information
- Media coverage on TV, local newspaper, western and local websites, social platforms, News APP
- 18 media present at opening ceremony
- 300'000 cars on Huai Hai Middle Road every day
- Authentic culture and art performance from Switzerland
- Events for companies and institutions

#### Past SwissWeeks Participants and Sponsors



## 5<sup>th</sup> SwissWeek - Shanghai 2017



May 10<sup>th</sup> – May 14<sup>th</sup> 2017: The « Swiss Village » in Shanghai

Direct on-site sales Marketing & Branding Leveraged visibility Consumers' feedback on products Meetings with key partners in China



## **Marketing & Branding**



#### Branding & Visibility







- Increase your visibility in China with the SwissWeek platform and the media coverage
- Logo exposure, company and key products' introduction on SwissWeek marketing material

#### Communication





- Social media coverage with Wechat, weibo, youku & youtube, LinkdIn, Facebook
- Official website + Western & local media websites exposure and communication
- SwissWeek email communication

#### Direct marketing and sales





- Sell, promote & test your products with the visitors
- Distribute your **marketing material**, surveys and loyalty programs
- Enjoy 1 hour **stage use** to promote the "Swissness" of your brand

## **Exhibit with us!**

| Booth options  | Small booth<br>41'000 RMB | Big booth<br>57'000 RMB |
|--|---------------------------|-------------------------|
| Square Meters  | 9m² (3x3)                 | 25m² (5x5)              |
| 5 days in Huai Hai park  | $\checkmark$              | $\checkmark$            |
| Floor space, tent with hard floor  | $\checkmark$              | $\checkmark$            |
| Company name on the tent   | $\checkmark$              | $\checkmark$            |
| Included furniture   | 1 table, 2 chairs         | 2 tables, 4 chairs      |
| Badges and T-shirts for staff  | 4                         | 8                       |
| Optional use of stage "Swiss Moments" for 1 hour   | $\checkmark$              | $\checkmark$            |
| Special exclusive promotion on Wechat account  | 1 time                    | 1 time                  |
| Logo/link on online & offline material<br>(wechat, swissweek.com, press release, flyer, stage) | $\checkmark$              | $\checkmark$            |
| Press release review provided by SwissWeek   | $\checkmark$              | $\checkmark$            |

*Note: Prices include 6.5% VAT & mandatory security and cleaning fee* 

#### **Optional features**

| Customized branding videos                    | Hostesses - product promotion<br>(per hour)  |
|---|--|
| Additional stage use                          | Customized booth design<br>(upon request)    |
| Sales staff in the tent<br>(per person/shift) | Branding video on stage screen<br>(per hour) |

• Privilege for Participants of SWS 2016: 10% off











### Gold / Silver Sponsors Increase your brand visibility!

|                             | Big Flags   | Online<br>visibility  | Stage & offline visibility                               | Photo<br>booth   |  |
|-----------------------------|---|---|--|--|--|
|                             | 3 meter high  | Logo/Link on<br>Wechat, website, newsletter   | 1 hour stage promotion +<br>Rotating logo on main screen | Logo on photobooth +<br>rotating video on Huaihai road |  |
| SPONSOR                     | The second | • SWESSEEK         A TASTE EF         SWITZERCAND         GEDRIHARSE         Martines         Martines |  |  |  |
| <b>Gold</b><br>85'000 RMB   | ✓<br>15<br>(close to Huaihai road,<br>stage & village)<br>+<br>Fence banner around village  | ✓   | ✓  | ✓  |  |
| <b>Silver</b><br>35'000 RMB | ✓<br>8<br>(across village)  | $\checkmark$  | $\checkmark$   | $\checkmark$   |  |



### Title Sponsors Customized visibility for your brand!

|                                    | Big Flags  | Online<br>visibility  | Stage & offline<br>visibility                                  | Photo<br>booth  | SwissWeek<br>Café                       | SwissWeek<br>Title   |
|------------------------------------|--|---|--|---|---|--|
|                                    | 3 meter high   | Logo/Link on<br>Wechat, website,<br>newsletter  | 1 hour stage promotion<br>+<br>Rotating logo on main<br>screen | Logo on photobooth +<br>rotating video on<br>huaihai road | Logo on café house +<br>All around cafe | addition to the event<br>logo "Sponsored by:<br><i>Your brand</i> "  |
| TITLE<br>SPONSOR                   | aswiss we  | SWISSWEEK ATASTE DF A |  |   |   | ehina<br>◆SWISS WEEK<br>瑞士周<br>sponsored by your brand   |
| <b>Main Sponsor</b><br>160'000 RMB | ✓<br>20 (close to Huaihai road,<br>stage & village)<br>+<br>Fence banner | ✓   | ✓  | ✓   |   | ✓<br>Logo used in every<br>online & printed<br>communication<br>+<br>onsite flags on Huaihai<br>road & village |
| <b>Stage Title</b><br>35'000 RMB   | ✓ 2 on stage   | $\checkmark$  | ✓ 5h promotion   | $\checkmark$  |   |  |
| <b>Photo Title</b><br>40'000 RMB   | ✓ 2 next to photo booth  | ✓   | ✓  | ✓ Very big logo and<br>video priority on<br>Huaihai road  |   |  |
| Artists<br>35'000 RMB              | ✓ 2 on stage   | ✓ Special<br>communication  | ✓ Special<br>communication                                     | $\checkmark$  |   |  |
| <b>Café Title</b><br>40'000 RMB    | ✓ 2 around café  | $\checkmark$  | $\checkmark$   | $\checkmark$  | $\checkmark$                            |  |



・SWISS WEEK 瑞士周

# 5th SwissWeek Shanghai 2017

# **Register or sponsor here!**

www.swissweek.com



## **About the organizer – Contact us**

Established in 2006 in Shanghai, China

Currently 35 active Swiss client companies

Successfully achieved over 300 mandates

Owner and Initiator of the Swissweek Platform in China

Mr. Michael Lehmann General Manager

Mr. Ken Goenawan Business Development Director

#### Ms. Welsly Wu Marketing and Event Mana

Marketing and Event Manager

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A Swiss consulting company based in Shanghai, sim (selective international management) acts as a local "one stop shop" partner and a trusted right hand to implement its clients' strategies, at every stage of the Chinese market entry process.

sim is your fiduciary in China and delivers clear solutions with high ethical standards, reliability and efficiency. Our strengths lie in the management of local operations and projects; we initiate, implement and operate ventures successfully with and for our clients. sim is supported by internal and external experts to provide transparent and pragmatic professional solutions to our clients.



