

OFFICIAL RELEASE

SHANGHAI, May 18th, 2017

Thanks to the great support by the Shanghai Government, the Consulate General of Switzerland in Shanghai, the Huangpu District government, Switzerland Global Enterprise and the participation of Swissnex as well as Wyeth Nutrition, the SwissWeek Shanghai 2017 under the motto “Intelligently made in Switzerland” has achieved another tremendous success this year for its 5th anniversary. Attended by 24 brands and sponsors, SwissWeek Shanghai welcomed close to 60’000 visitors during the exhibition.



On May 10th, the welcome ceremony of the SwissWeek Shanghai 2017 was hosted in Huaihai Park with 100 invited guests including the representatives of the Swiss Consulate General in Shanghai, the Governors and representatives of Huangpu and other Districts, as well as 43 media which were present at the Ceremony. Following the speeches of Michael Lehmann, the General Manager of sim, SwissWeek’s official organizer, Consul General of Switzerland in Shanghai Alexander Hoffet and the representative of the anchor brand Wyeth Nutrition, Jonas Gross, one of the most



promising young instrumentalists in the Swiss music scene used the unique sound of his pan flute to create a very new kind of soundscape for the fascination of the audience.

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 650,000 views on wechat and weibo, and nearly 4,500,000 views on live streaming platforms. 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 2017 was successfully hosted again in the heart of Shanghai in HuaiHai Park right on Middle HuaiHai 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 any doubt, the SwissWeek did set the base this year in terms of organization, visibility and return for the participants in order to grow and expand to other cities in China.

More information on: www.swissweek.com

Wechat: [swissweekchina](https://www.wechat.com/swissweekchina)



Weidian

