


China
 **SWISS WEEK**
瑞士周

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

selective international management
sim

SWISS WEEK

CHENG DU

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

Review – SwissWeek Shanghai 2017



Shanghai 2017 Video & Highlights



60'000 visitors in 5 days

43 leading media (TV, radio, newspaper, websites, social platforms, News and Live streaming APPs)

155 media clippings

Over 650,000 views on social media

4.5 million impressions on live streaming platform

Calculated media value of CNY 11 million

Customized events for Swiss companies and institutions

Past SwissWeek Participants and Sponsors



SwissWeek Chengdu 2017 – Why Chengdu?

- For the first time, a major Swiss event can be organised in the **MOST PRESTIGIOUS area of Chengdu** on Chunxi Lu, next to IFS.
- Only place in south western China where companies can reach an **average people flow of over 300'000 daily**.
- This flow competes with Times Square in New York!
- Chengdu is known for its **quality of life** and welcoming people
- Rapid economic development & growing **regional importance**
- Switzerland recently **opened a Consulate General** in Chengdu to increase Sino-Swiss exchanges



SwissWeek Chengdu 2017 – Date & Venue



November 1st - 5th, 2017

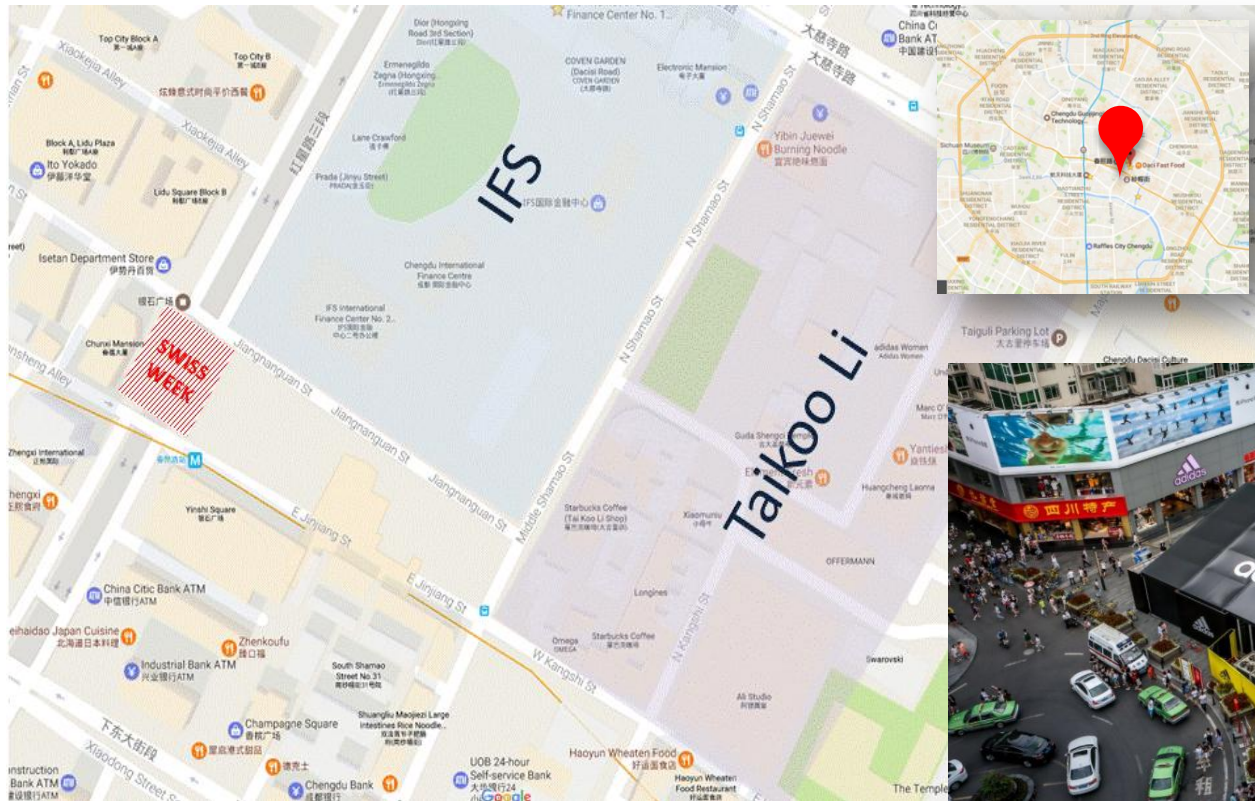
红星路步行广场 Hongxinglu Square - Next to IFS and Taikoo Li

Under the Patronage of the Consulate General of Switzerland
Official kick-off-Event of the Chengdu Shopping Festival

Location:

The center of Chunxi Lu
Pedestrian Street & IFS
Line 2 Chunxi Lu station

Average people flow:
Mon - Fri, 250'000 daily
Sat - Sun, 350'000 daily



What you can get from SwissWeek platform

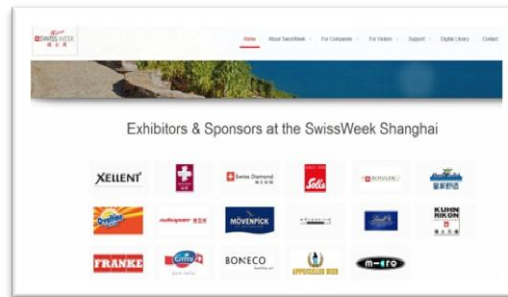


Branding & Visibility



- Highlight the **Swissness** with the **SwissWeek** platform
- **Leveraged visibility** through all brands, Swiss officials and Swiss institutions
- **Live streaming** coverage of the whole event and for every participant

Communication



- Bilingual communications on **Western & local** media channels
- Significant **social media** coverage with valuable content on Wechat, weibo, youku & LinkedIn

Direct marketing and sales



- **Direct on-site sales**
- **Promote & test** your products with the visitors
- Distribute your **marketing material, surveys and loyalty programs**
- Meeting with **key partners** in China

Exhibit with us !

Booth options	Small booth*		Big booth*
	1 side open 35'000 RMB	2 sides open 39'000 RMB	2 sides open 55'000 RMB
Square Meters	9m ² (3x3)		25m ² (5x5)
5 days in the most visited place of Chengdu	✓		✓
Company name on the tent	✓		✓
Included furniture	1 table, 2 chairs		2 tables, 4 chairs
Optional stage use for 1 hour	✓		✓
Special promotion on Wechat account	1 time		1 time
Logo/link on online & offline material (wechat, swissweek.com, press release, flyer)	✓		✓
Press release review	✓		✓
T-shirts for staff	4		8

**Note:*

- 2 sides open, upon availability, subject to changes at any time
- Prices include 6.5% VAT & mandatory security and cleaning fee
- Privilege for Participants of SwissWeek Shanghai 2017: **10% off**






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

Examples of other brands on Chunxi Road/IFS



Become a Sponsor !

Title Sponsors Customized visibility for your brand!

	Big Flags	Online visibility	Stage & offline visibility	Photo booth	Live Streaming	Café-bar area
	3 meter high on Chunxi Lu (average 300'000/day)	Logo/Link on Wechat, website, newsletter	1 hour stage promotion + Rotating logo on main screen	Logo on photo booth	Reach million views with a KOL	Logo on café house + All around cafe
TITLE SPONSOR						
Opening Ceremony 60'000 RMB	✓ 2 near stage	✓	✓ Short speech & ribbon cutting	✓	✓	
Stage Title 35'000 RMB	✓ 2 on stage	✓	✓ 5h total promotion	✓		
Photo Title 35'000 RMB	✓ 2 next to photo booth	✓	✓	✓ Big logo		
Café area 35'000 RMB	✓ 2 next to café area	✓	✓	✓		✓
Swiss Artists 35'000 RMB	✓ 2 near stage	✓ Special promotion	✓ Special performance	✓		

Special
Premium
Exposure
TBD









Pictures from other brands
in the same location



Become a Sponsor !

Sponsorship

Increase your brand visibility!

	Big Flags	Online visibility	Stage & offline visibility	Photo booth	Live Streaming	SwissWeek Title
	3m high on Chunxi Lu (average 300'000/day)	Logo/Link on Wechat, website, newsletter	1 additional stage hour promotion + Rotating logo on main screen	Logo on photo booth	Reach million views with a KOL	addition to SwissWeek logo: "Sponsored by Your brand"
SPONSOR						
Event Title Sponsor 250'000 RMB	✓ 15	✓ Including 3 Wechat + 3 Weibo posts	✓	✓ Dominant Logo	✓ Special coverage	✓ Logo used in every online & printed communication + on every onsite SwissWeek flags
Gold 100'000 RMB	✓ 10	✓ Including 3 Wechat + 3 Weibo posts	✓	✓ Big Logo	✓ Special coverage	
Silver 50'000 RMB	✓ 6	✓ Including 2 Wechat + 2 Weibo posts	✓	✓	✓	
Bronze 15'000 RMB	✓ 2	✓ Including 2 Wechat + 2 Weibo posts			✓	

About the organizers – Contact us



Organizer

Consulate General of Switzerland in Chengdu

- SwissWeek Chengdu under the patronage of the Consulate of Switzerland in Chengdu
- Opened in 2016 to promote the increasingly strong ties between Switzerland and South West China
- The consulate will focus on the economy, trade, innovation and tourism exchanges

Consulate General of Switzerland
36/F Yanlord Landmark Tower 1
Section 2, Renmin South Road
610016 Chengdu



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Executive Organizer

sim (selective international management) Co. Ltd.

- Established in 2006 in Shanghai, China
- Currently 35 active Swiss client companies
- Successfully achieved over 300 mandates, at every stage of the Chinese market entry process.
- Owner and Initiator of the Swissweek Platform in China

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