



In collaboration with



present

SwissWeek
上海
瑞士
周 2013
Shanghai

under the Patronage of



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Partner Call

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SWISSnex 
China

swisscham.org

Switzerland. 

Trade & Investment Promotion.

Switzerland.
get natural.



selective international management



1) Introduction

The Swiss Week Shanghai is an event for Swiss Institutions and companies to promote, sell or test consumers goods and services such as

- tourism
- fine foods
- wine & spirits
- watches and knives
- textiles
- cosmetics
- handicrafts, jewelry
- cloth and accessories

It shall also include location promotion and cultural activities (music, dance, arts & craftsmanship, performances etc) as well as show latest Technologies (eg. Picard Solar Energy Aircraft, water purification etc.)

2) In a nutshell

Date

May 30th to June 2nd, 2013

Duration

4 days from Thursday to Sunday, right before to ILTM

Access

Free access and open to public

Venue

Yandang Road – between Huaihai Middle Road and Nanchang Road

Expected Public

Around half a million people

3) Organization

The Swiss Week Shanghai is collaboration between



GIBCOM Co Ltd, the long-term successful organizer of the French Week in Shanghai (www.gibcom.com)

and



sim (selective international management) Co Ltd, a swiss Consultancy established in Shanghai since 2006 with over 50 swiss and european customers.

(www.sim.biz)



4) Venue I

Yandang Road – between Huaihai Middle Road and Nanchang Road

Size of exhibition area : 1600m²



4) Venue II

Pictures of the venue, French week 2011



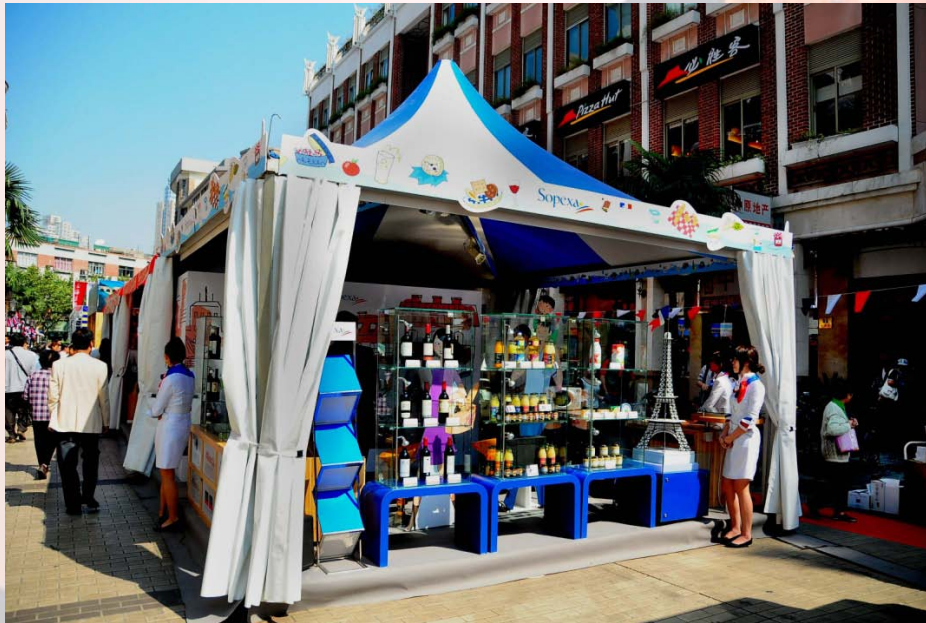
5) Participant's Booths

Option A: Standard booth of 3m x 3m = 9m²



5) Participant's Booths

Option B: Standard booth of 5m X 5m = 25m²



5) Participant's Booths

Option C: Tailor-made exhibition space between 50m² and 100 m²



5) Participant's Booths

Option D: Title Sponsor with a Tailor-made exhibition space between 50m² and 100 m², overall visibility “X presents the Swiss Week Shanghai”



6) Opportunities

The Swiss Week Shanghai presents unique opportunities to

- market directly your company brand and products
- sell and test your products directly to several hundred thousand end-consumers (approx. 500'000)
- organize your personalized promotional event within an official Swiss Framework
- raise your brand notoriety through media coverage

7) Promotion

The Swiss Week Shanghai will be strongly promoted in Shanghai, China and Switzerland:

A) MEDIA COVERAGE

Before the event:

Press Conference one week prior to the event in 20 newspapers, magazines and websites.

During the event:

Participants “Press Release” will be given to 30 Media
official Opening Ceremony

Media coverage by several TV & Radio Stations

After the event :

Press Review & Articles

B) PROMOTIONAL MATERIALS

Leaflets: to public for announcing the event

Gift bags: to VIPs and journalists

Give aways: individual action by each participant

8) Advertisement

Banners on Huai Hai Road (as long as available)



Size of one banner: 160 x 60cm, front & back
 Launch Time: 10 days before the event
 Quantity: 100 poles / 200 banners



Location: Huaihai Road
 (Xizang Road – Shanxi Road)
 Distance: about 4 km

8) Advertisement

Banner on Yandang Road (as long as available)



Size of one banner: 40 x 60cm, front & back
Launch Time: 10 days
Quantity: 50 poles / 100 banners



Location: Yandang Road
(Huai Hai Road – Nanchang Road)

Distance: about 200m

8) Advertisement

Flags at the Entrance of Yandang Road (as long as available)



Size of one flags: 100 x 400cm, front & back
Launch Time: 4 days
Quantity: 6 poles / 6 banners

Location: Entrance of Yandang Road
(visible from Huai Hai Road)



9) Official Support

The event stands under the Patronage of the Consulate General of Switzerland in Shanghai

It is supported by Swissnex Shanghai,

the Swiss Chinese Chamber of Commerce in Shanghai,



Swiss Tourism, Swiss Business Hub and the Swissclub Shanghai



10) Participation Fee Schedule

OPTION A)	Standard booth of 3m X 3m = 9m ² Participation fee: CNY 22'000.-
OPTION B)	Standard booth of 5m X 5m = 25m ² Participation fee: CNY 38'000.-
OPTION C)	Tailor- made space between 50 and 100 m ² Participation fees: between CNY 80'000.- to 160'000.-
OPTION D)	Title Sponsor Participation fee: CNY 350'000.- Fee includes a Tailor- made space between 50 and 100 m ²
Huaihai Road Advertisement	CNY 150'000.-
Yandang Road Advertisement	CNY 50'000.-
Two Entrance Flags	CNY 24'000.-

11) Contact

Information, Inquiries and Registration through:

sim (selective international management) Co. Ltd.

Room 706, A Mansion Building
291 Fumin Road, Xuhui District
Shanghai, 200031, China

Ms. Aurélie Diller / Ms. Stella Huo

Tel +86 (0)21 3319 9933

Fax +86 (0)21 6170 1389

Email swissweek@sim.biz

Web www.swissweek.com (under construction)



Welcome to the

SwissWeek
上海
瑞士
周 2013
Shanghai

under the patronage of

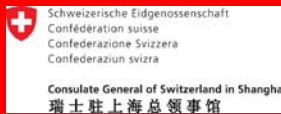


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Consulate General of Switzerland in Shanghai
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Thank you





Swiss Week Shanghai

RULES OF PARTICIPATION

May 30th to June 2nd, 2013



Article 1 – Exhibitor

Unless by specific authorization from organizer, it is not allowed to sub-rent one booth to another company or to introduce products that do not belong to the exhibitor.

Article 2 – Booth

Exhibitors are obliged to use the booths provided by the organizer. The organizer alone is responsible for booth allocation.

If exhibitors wish to arrange themselves a booth, they must obtain the prior approval of the organizer and exclusively use suppliers approved by the organizer.

Article 3 – Exhibited products

All exhibited products are Swiss common consumer products. They are of **Swiss** origin or reflect the **Swiss** way of life or **Swiss** taste.

Article 4 – Insurance

The organizer has contracted insurance for damages caused by the exhibition to third parties. The exhibitors shall contract insurance for their material, exhibits and staff.

Article 5 – Selling

Selling is authorized if the products are already sold in China through a company registered in China. Exhibitor can also sell directly imported products. In this case, all official authorizations should be obtained by the Exhibitor.

Exhibitors should ensure attractive prices.

Article 6 – Contribution for gift bag

Each Exhibitor should hand over min 50 samples or gifts to the organizer for the Gift Bags which will be handed out to (Chinese) VIPs and journalists.

Article 7 – Tasting & Gifts

The organizer encourages exhibitor to have their product tasted by the visitors and to offer gifts to the public.

Article 8 – Time

Exhibitor should strictly respect the opening and closing time of the exhibition.

Article 9 – Registration & Participation fees

Companies that wish to participate at this event should send their registration form timely to the organizer as well as pay on time their participation fees as per details provided in due course.

Article 10 – Cancellation

The organizer has the right to cancel the event at any time if its organization is impossible.

In this case, only pre-payments to the exhibitor will be reimbursed without any interest.

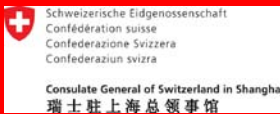
Any exhibitor who cancels his participation after registration and payment of 30% of the participation fees or more, will not be reimbursed.

Swiss Week Shanghai
Organized by sim (selective international management Co Ltd and Gibcom Co. Ltd
Contact: Ms Aurélie DILLER / Ms Stella HUO
TEL +86 33199933 - 8000 FAX +86 2161701389

Under the Patronage of
Consulate General of Switzerland in Shanghai



With the support of
Swiss Tourism
SwissCham Shanghai
Swissnex Shanghai
Swissclub Shanghai



Swiss Week Shanghai

REGISTRATION FORM

May 30th to June 2nd, 2013



Exhibitor Details

Company

Activity

Contact Function

Address Email

Telephone Fax Mobile

Place of Exhibition

Yandang pedestrian Road—Huaihai Road, Huangpu District, Shanghai PRC

Participation Fees

- one 9m2 regular tent (CNY22'000.-)
- one 25m2 regular tent (CNY38'000.-)
- one customized tent (CNY 80'000.- to 160'000.-)
- Title Sponsor (CNY 350'000.-)²

- Huaihai Road Advertisement (CNY 150'000.-)¹
- Yandang Road Advertisement (CNY 50'000.-)¹
- Two Entrance Flags (CNY 24'000.-)¹

¹ as long as available
² including a customized tent, and full advertising package

Terms & Conditions

Registration before March 1st, 2013
 Deposit of 30% of the participation fees at registration
 70% balance before May 1st, 2013

Organizer provides

- | | |
|---|---|
| <p>Regular Tent</p> <ul style="list-style-type: none"> - 1 Booth of 9m2 or 25m2 - 2 tables + 2 chairs + light - Panel with your company name and logo | <p>WAREHOUSE</p> <ul style="list-style-type: none"> - place to stock goods <p>EXHIBITING AND SELLING</p> <ul style="list-style-type: none"> - Introduction and selling of your products (according to the SWS rules of participation) |
|---|---|

Promotion

- Distribution of 50'000 targeted leaflets announcing "Shanghai Swiss Week" with your logo;
- Announcement of "Shanghai Swiss Week" in local media (newspaper, internet.....)
- Media coverage during the event;
- Panel on intersection of Huai Hai Lu and Yandang Lu with your logo;
- Gift Bag to VIPs and Press Kit to journalists;
- Introduction of your products and animations on main stage.

Registration

I,, the undersigned representing the above mentioned company hereby confirm to register for the Swiss Week Shanghai 2013 and to have read the rules of participation as well as to engage myself and my company to respect them.

Engagement of participation
 Signature and seal of Company

Date and Place

Swiss Week Shanghai
 Organized by sim (selective international management) Co. Ltd and Gibcom Co. Ltd
 Contact: Ms Aurélie DILLER / Ms Stella HUO
 TEL +86 33199933-8000, FAX +86 2161701389



With the support of
 Swissnex Shanghai
 SwissCham Shanghai
 Swiss Tourism
 Swissclub Shanghai



Consular district: Provinces of Anhui, Jiangsu, Zhejiang, city of Shanghai

To whom it may concern

Your reference:
Your message of:
Our reference: 337.0-1

Shanghai, 14.12.2012

Swiss Week 2013

Dear Swiss companies and institutions,
Dear Swiss community,

The Consulate General is happy to support the Swiss Week 2013 that is in the process of being organized for the first time in Shanghai and will take place from May 30th until June 2nd 2013 on the Yandang pedestrian road. The organizers expect between 300'000 and 500'000 people.

During one week Swiss companies and institutions will have the opportunity to present themselves to the Chinese as well as to the Swiss public. Interested parties will be able to learn more about Switzerland in many fields. Main focus of the Swiss week will be Swiss consumer goods and services, such as tourism, hospitality, F&B, watches and jewelry. Another part of the program shall include cultural activities and location promotion. Furthermore, space will be given to science and education as major strengths of Switzerland. Beside events for the broad public it will also be possible to organize special events for specific target groups.

The Consulate General of Switzerland in Shanghai would like to highlight the opportunity offered by this Swiss Week as a platform for Switzerland and for Swiss businesses and is looking forward to your participation.

For further information or inquiries please contact Ms Aurélie Diller or Ms Stella Huo on swissweek@sim.biz or call +86 21 33 1999 33.

Sincerely yours,

The Consul General of Switzerland

Heinrich Schellenberg



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Swiss Knowledge Network
with Outposts in:
Bangalore
Boston
San Francisco
Shanghai
Singapore

Shanghai, 18.12.2012

To any potential Participant of the Swiss Week Shanghai 2013

With this letter, we would like to share our enthusiasm about the upcoming Swiss Week in Shanghai and outline how we intend to support the preparation and how we will participate. As a small organization in charge of promoting Swiss Education, Research and Innovation, we are fully supportive of the Swiss Week project. The set-up, the location and the professionalism of the organizers guarantee a successful participation to the organizations interested in informing and selling products from Switzerland.

From our side, we will have a swissnex booth that will introduce the visitors to the overall excellence of the Swiss science and technology landscape. We plan to have various materials to inform about the opportunities to study, do research and in general take advantage of the country's leading role in innovation. We also plan to have a hands-on technology demo, which will give visitors a chance to play and learn at the same time!

In addition, we will promote the Swiss Week to potential participants, such as universities and companies. We are convinced that platforms for promotion and interaction about Switzerland such as the one offered by Swiss Week are very important for our country and, in particular, its industry. There are only few opportunities in China for companies to celebrate their Swiss roots while promoting their innovative products, so we are delighted that the organizers of Swiss Week are providing a unique platform to do so.



Pascal Marmier, LL.M, MBA
Executive Director / Vice Consul General

Shanghai, January 2012

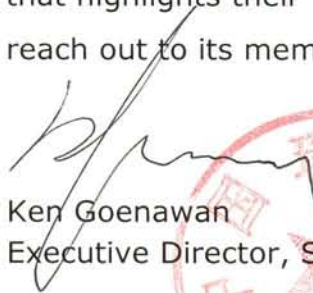
中国瑞士商会

To the potential participants of the Swiss Week Shanghai 2013

SwissCham Shanghai would like to express its full support to the organizers of the Swiss Week in Shanghai who have put together an event that will give Swiss companies and institutions the opportunity to expose their products and services in an ideal environment. This letter briefly describes how SwissCham will be assisting the organizers in the preparation of the event and how we intend to participate.

SwissCham's is to support the Swiss business community in Shanghai and to act as a networking platform for its members. In completion of this mandate, we will setup a booth at the Swiss Week through which we will promote our organization as a bridge between Swiss and Chinese businesses.

We strongly believe in the opportunity this event represents for our members which is why we will highly encourage them to participate in the event alongside SwissCham. Indeed, the Swiss Week is one of the rare occasions for businesses in China to promote products in an environment that highlights their "swissness". This is also a chance for SwissCham to reach out to its members and reiterate our support to them as well.



Ken Goenawan
Executive Director, SwissCham Shanghai



Swiss Chinese Chamber of Commerce (SwissCham) Shanghai

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