

House of Switzerland 2008, China

Mediabriefing Beijing, November 22, 2007

Ambassador Dante Martinelli

Ambassador Johannes Matyassy, CEO Presence Switzerland

Manuel Salchli, Head of Major International Events

Marcel Perren, CEO Lucerne Tourism

Mediabriefing, November 22, 2007

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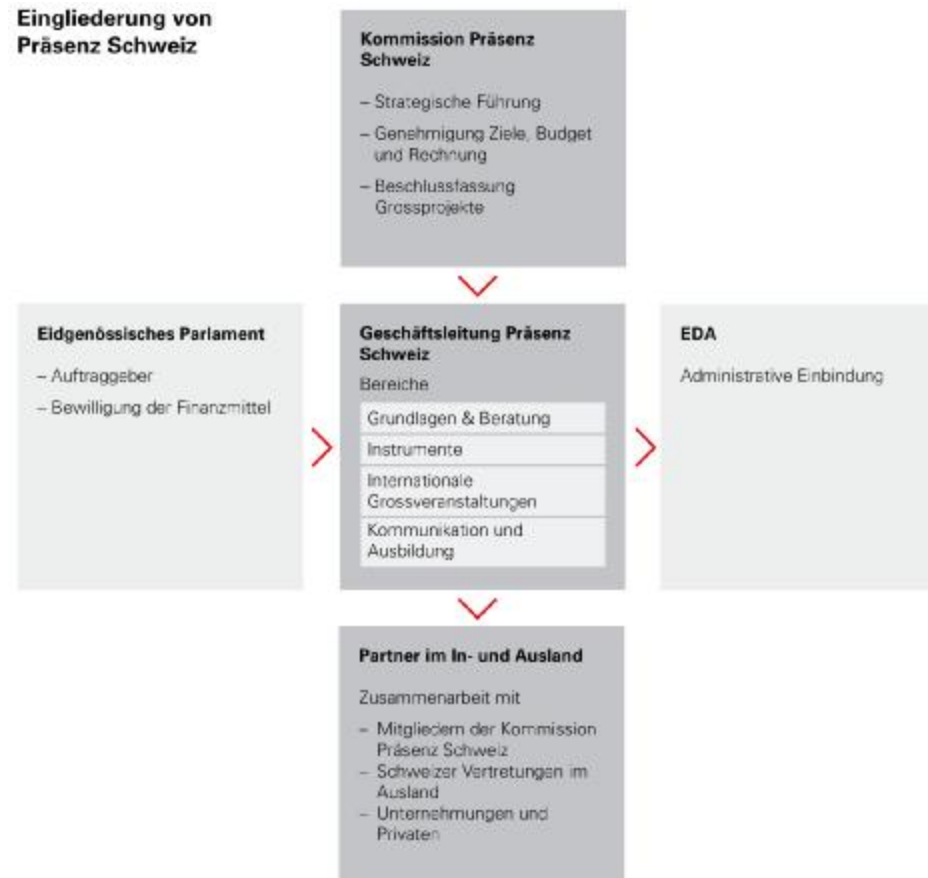
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Presence Switzerland & Nation Branding

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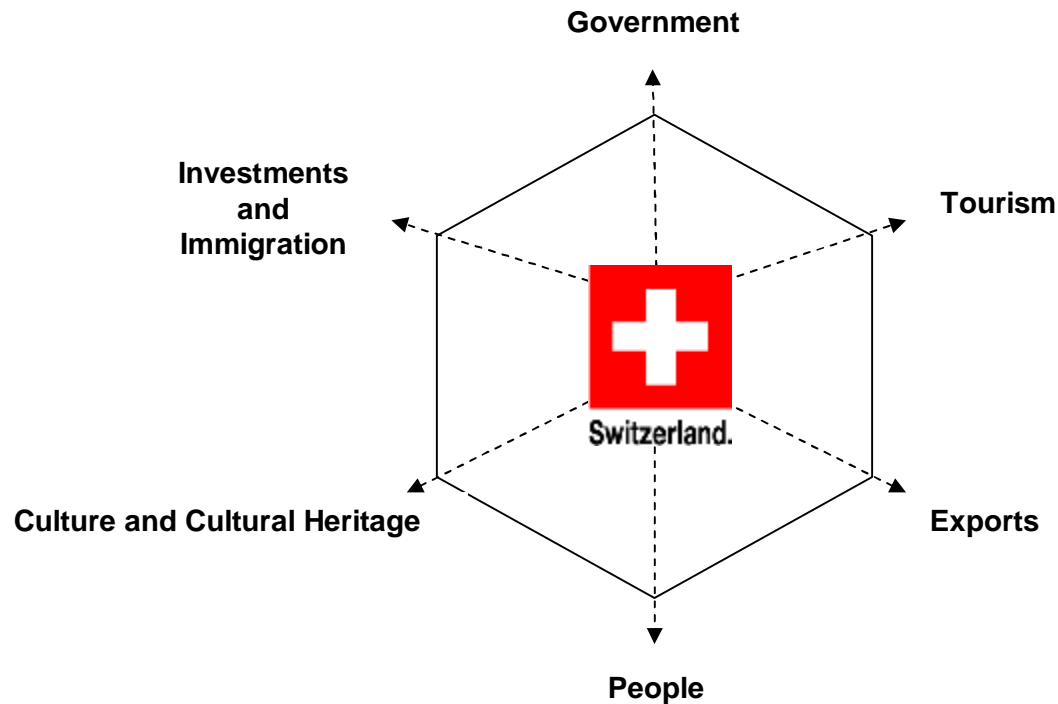


THE STRUCTURE OF PRESENCE SWITZERLAND



NATION BRANDING – NATIONS COMPETE!

What influences the perception of a nation:

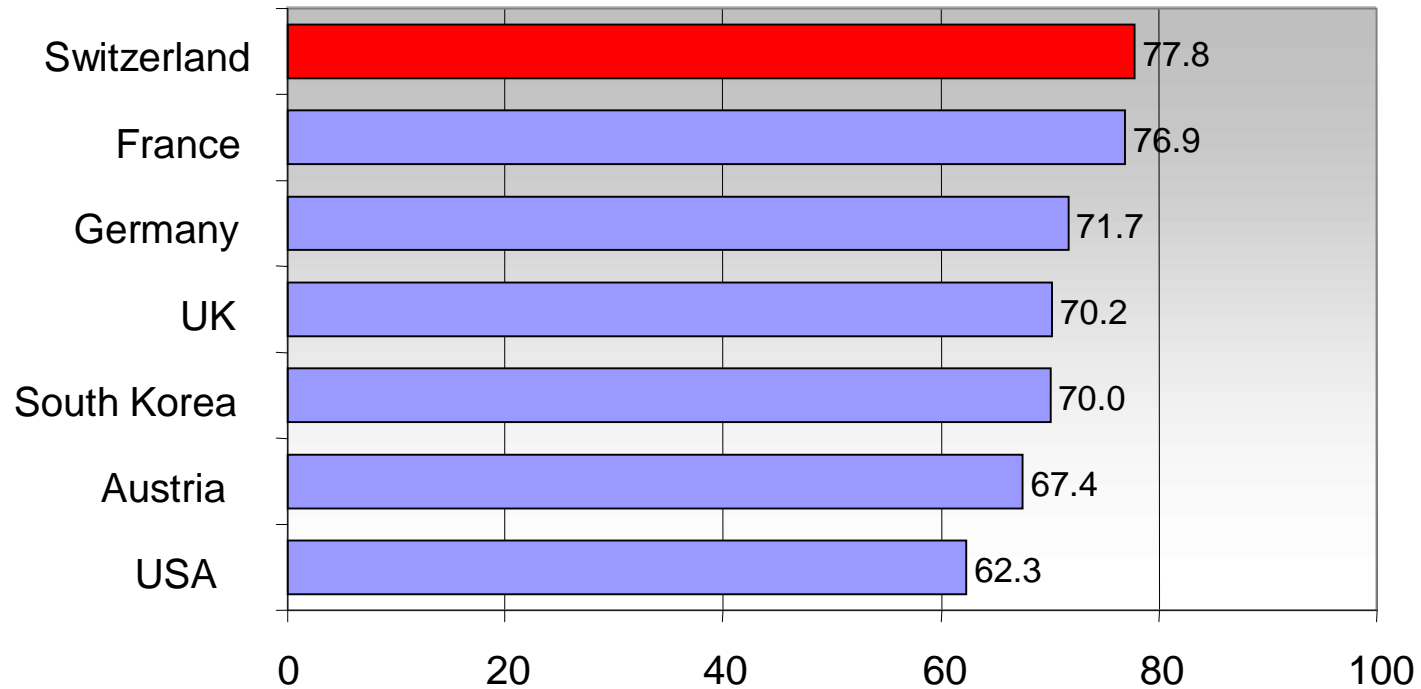


Only the way in which these particular factors interact can have a positive and sustainable influence on the way a country is seen abroad.

Image of Switzerland in China

IMAGE OF SWITZERLAND IN CHINA

Switzerland's overall image with the people of China compared to a selection of benchmark countries

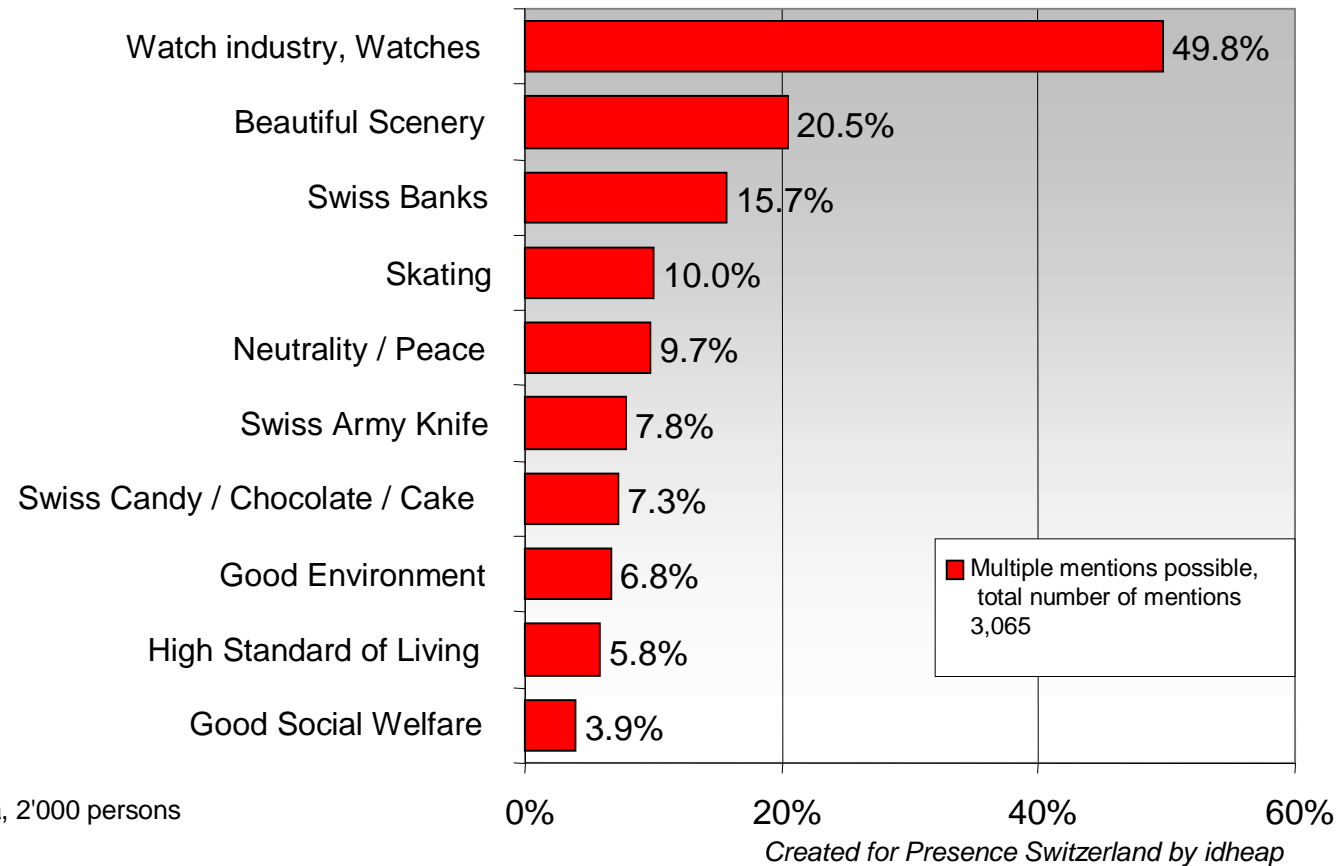


Basis: Population China, 2'000 persons
Q 1; Skala 1-100, 1= low, 100 = highest

Created for Presence Switzerland by idheap

IMAGE OF SWITZERLAND IN CHINA

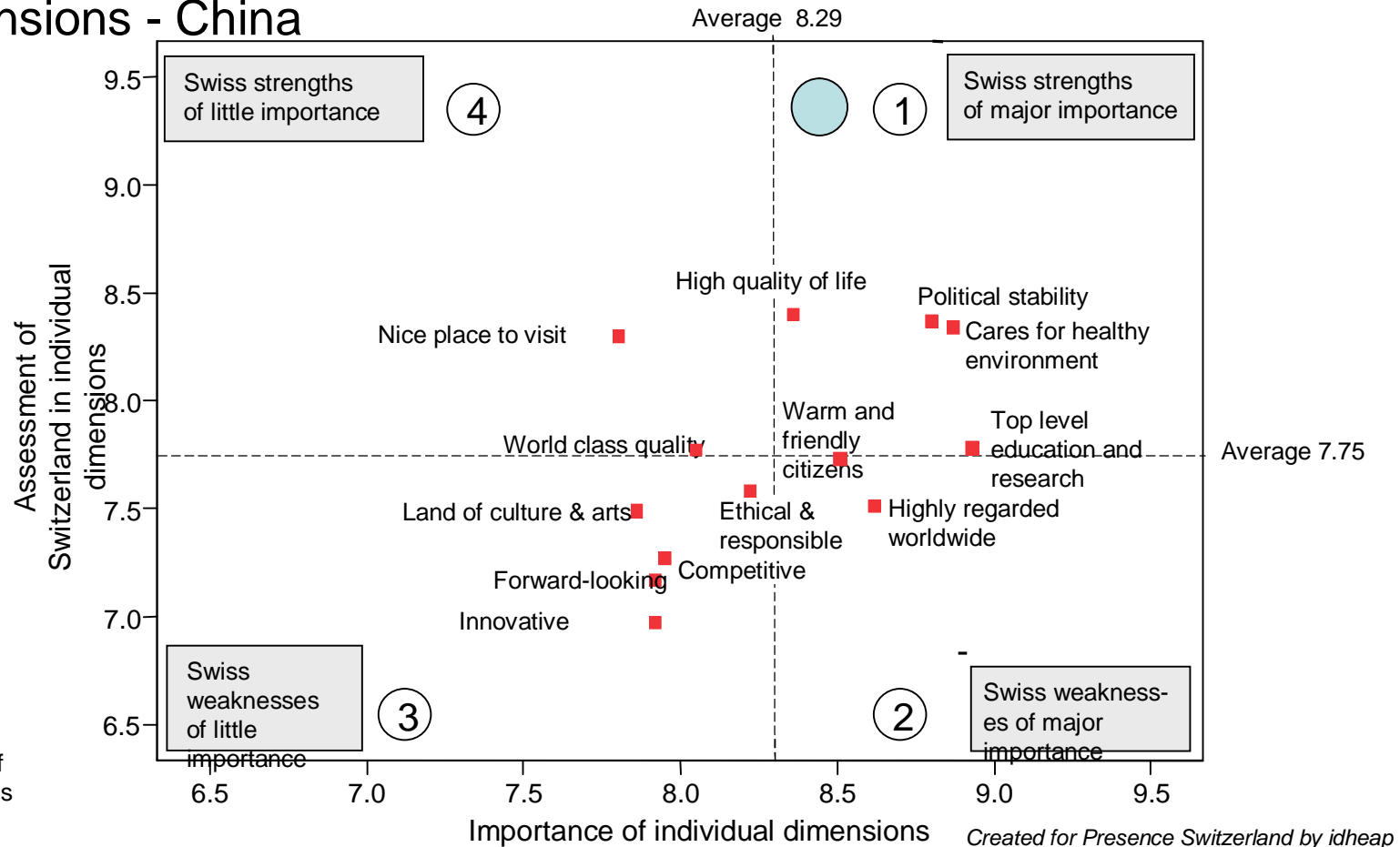
Active knowledge of Switzerland among the people of China



Basis: Population China, 2'000 persons
Question 2

IMAGE OF SWITZERLAND IN CHINA

Combined view of the evaluation and importance of individual dimensions - China



Basis: Population of China, 2000 persons
Questions 3 and 5



IMAGE OF SWITZERLAND IN CHINA

Findings of Image Study

The image of Switzerland in China is:

1) excellent:

- excellent image among all questioned groups
- first ranking in benchmark
- better rating than Germany and France throughout the survey > ranking more important than absolute figures
- specifically good image in the upper and well educated class

2) stereotype:

- image is based on well known clichés
- political stability, environment protection and high quality of life are rated positively
- innovation potential and international competitiveness are rated more critically

IMAGE OF SWITZERLAND IN CHINA

Findings of Image Study

3) Very homogeneous

- Internal China assessment
- Worldwide assessment (image studies to date)
- General public assessment – opinion leaders

Findings:

- Uniformity of opinions formed, strongly influenced by official sources (authorities, media), little diversity of opinion, little personal experience. Considerable influence of multipliers on opinion forming

Switzerland's Communications Campaign in China



SWITZERLAND'S COMMUNICATIONS CAMPAIGN Strategy

>> Implementation of an interdisciplinary Swiss communication campaign in China, i.e. covering a wide range of topics to strengthen the positioning in the 2007- 2011 period. On the basis of the findings of the image study, the campaign should develop as follows:

- First contact with Switzerland making use of familiar, positive image dimensions
- Very good potential: only positive general dimensions
- Concentration on “quality of life” dimensions

>> **One nation, one common approach**

SWITZERLAND'S COMMUNICATIONS CAMPAIGN

Nature of Content

1. Focus: **quality of life**
(+environment/innovation) = **Better City, Better Life** (Theme of Expo 2010. Sub-theme of the Swiss Pavilion: **Innovation of Science and Technology in the City**)
2. Focus: **international reputation**
points of reference: **neutrality, International Geneva, prestige/quality/excellence**

SWITZERLAND'S COMMUNICATIONS CAMPAIGN

Objectives

Strengthening and development of positive image dimensions and knowledge about Switzerland so as to improve the long term positioning in China in all relevant areas. This should promote greater interest and demand in all agreed target groups.

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Increase Switzerland's brand equity

SWITZERLAND'S COMMUNICATIONS CAMPAIGN

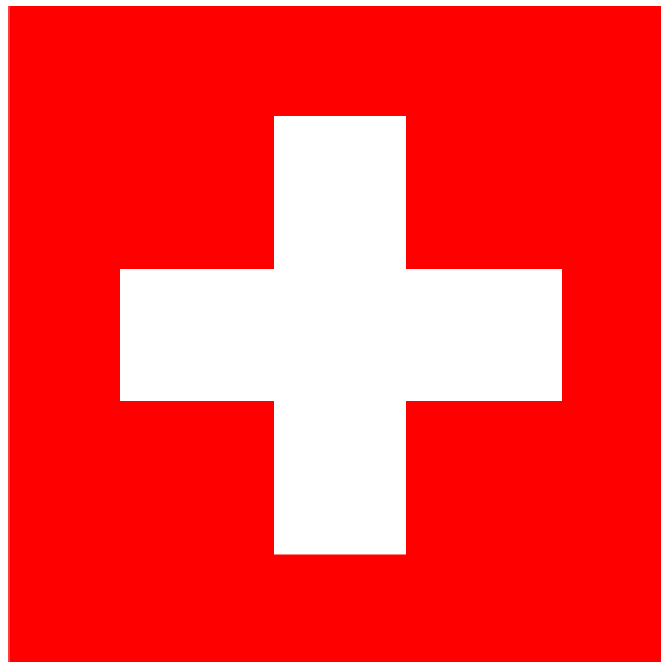
Target Groups

- Media
- Leading universities
- Present and future opinion leaders in specific sectors (culture, business, science, education, tourism and public authorities)
- General public (in particular with the Expo 2010 Pavilion)

SWITZERLAND'S COMMUNICATIONS CAMPAIGN

Campaign with Three Main Pillars

Communications campaign



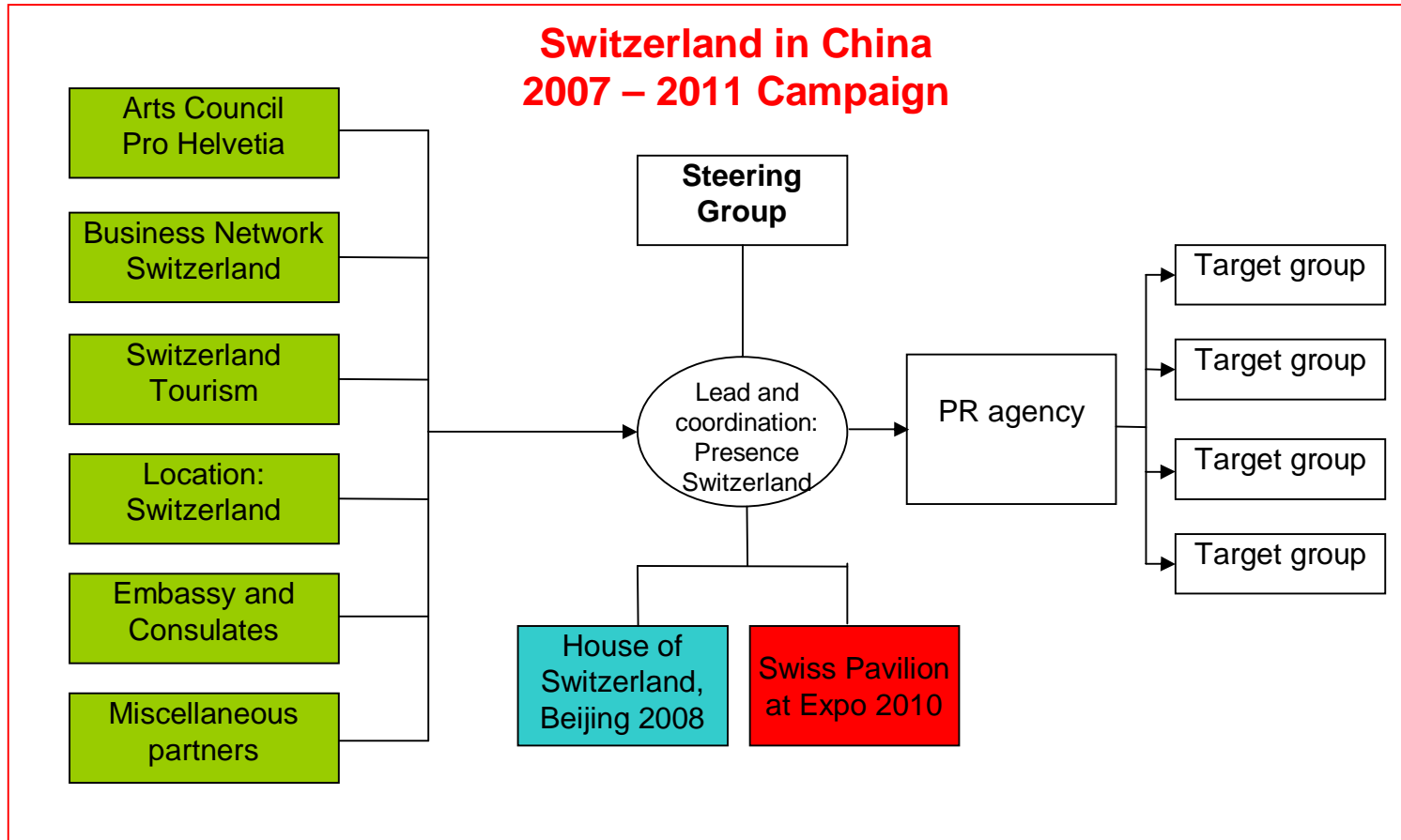
Schweiz.

Swiss Pavilion at
Expo 2010

House of Switzerland
Beijing 2008

Interdisciplinary
framework programme
(various events
and programmes)

SWITZERLAND'S COMMUNICATIONS CAMPAIGN Structure



House of Switzerland 2008, China

HOUSE OF SWITZERLAND 2008, CHINA

The Olympic Games

Olympics:	The Games of the XXIX Olympiad Beijing 2008
Slogan:	One World, One Dream
Date:	8 – 24 August 2008
Sports:	28 different summer sports
Athletes:	10,500
Media:	20,000 accredited journalists
Visitors:	10 millions expected



HOUSE OF SWITZERLAND 2008, CHINA

Characteristics

- House of Switzerland is a well established brand at Olympic Games
- The House of Switzerland will be a rendezvous for all Swiss and for international and local visitors with an interest in Switzerland:
- Open to the general public, local and international
- Rendezvous for the Swiss Olympic delegation
- Networking platform, receptions, VIP and client events
- Marketing platform for Swiss regions as well as for other partners and sponsors



HOUSE OF SWITZERLAND 2008, CHINA

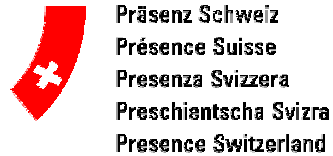
Strong Partnership

Enhanced concept since 2006:

- Exclusively features a Swiss Destination
- **2008:** Lake Lucerne Region under the motto > **Essence of Switzerland**
- Private-public partnership approach
- Lucerne along with partners ensure largest investment ever in the history of House of Switzerland

HOUSE OF SWITZERLAND 2008, CHINA

1) Project Management and Coordination:



2) Main Partners:



HOUSE OF SWITZERLAND 2008, CHINA

Logo

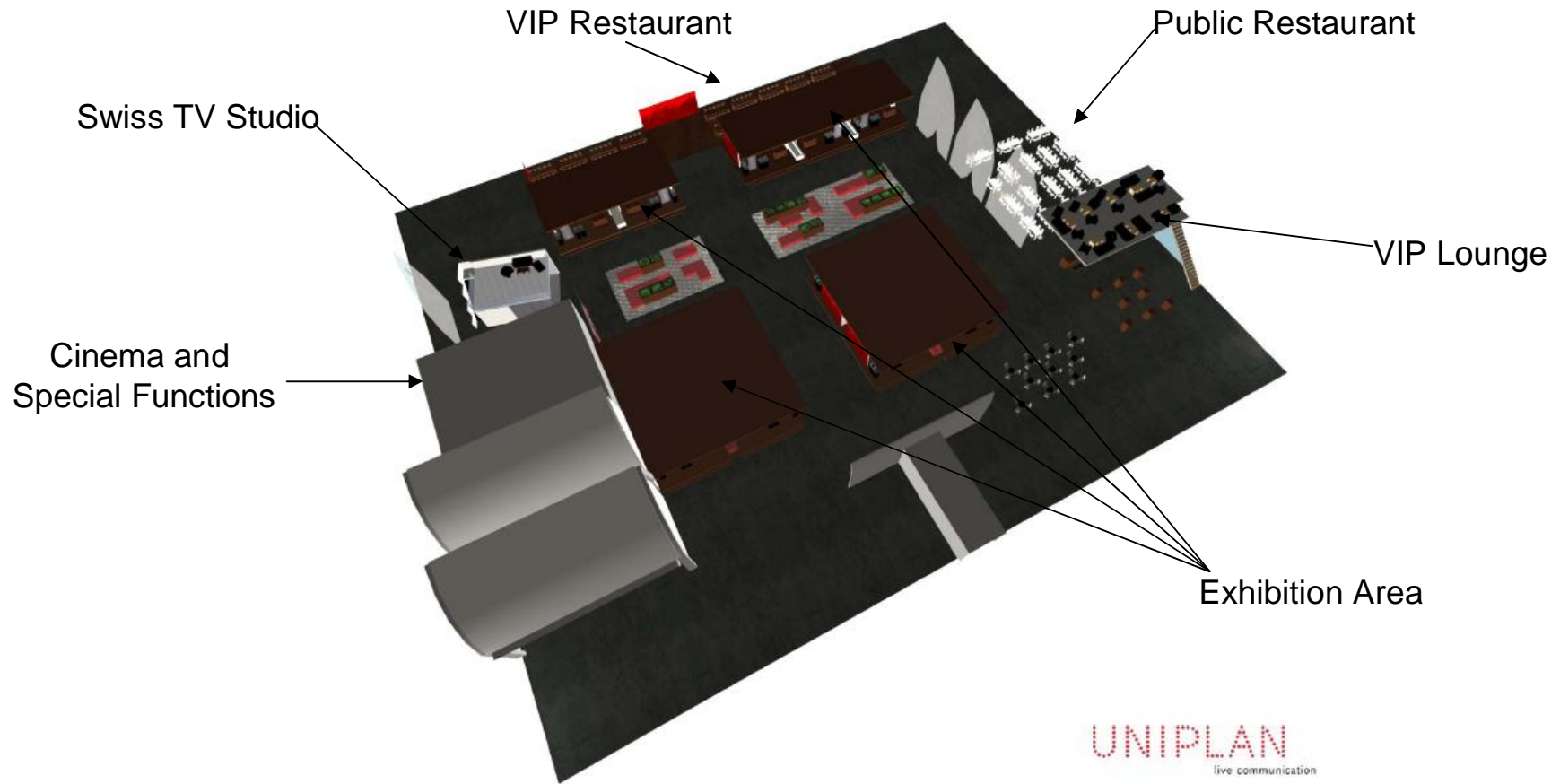


瑞士屋 2008 · 中国



HOUSE OF SWITZERLAND 2008, CHINA

Floorplan



HOUSE OF SWITZERLAND 2008, CHINA

Look and Feel



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Look and Feel



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Look and Feel



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Switzerland.

Thank you!