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Presence Switzerland



SWISS PAVILION EXPO 2010 SHANGHAI

Sponsoring brochure

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Management Summary

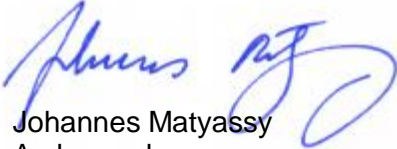
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Prosperity and success is the promise of these Chinese characters to the reader.

In this brochure we show you more – we show you how you can benefit in a lasting way from the biggest world exposition of all times by becoming an integral part of the official Swiss presence at the Expo 2010 in Shanghai.

We look forward to welcoming you aboard!

Presence Switzerland
CEO Presence Switzerland



Johannes Matyassy
Ambassador

Presence Switzerland
Head of Major International Events



Manuel Salchli
Member of the Executive Board

1 Introduction

1.1 World Fairs

World Fairs, also known as World Expos or Expositions Universelles Internationales, are international exhibitions. The first international exhibition was held in 1851 in London.

The Bureau International des Expositions (BIE) in Paris, of which Switzerland is a founder member, recognises two categories of world expo: category A, held every five years and lasting six months, and category B, of three months' duration.

The theme of the next category A expo to take place, Expo 2010 in Shanghai, is "Better City, Better Life".

World Expos are representative platforms which as well as of considerable political and economic importance are also of great scientific and cultural interest. They provide opportunities for countries to communicate information, build up networks and promote cultural exchanges, as well as to create and project their respective national images to the world.

In recent years, World Expos have increasingly focused attention on contributing to the solution of economic, social and environmental problems. Participating countries and organisations thus showcase their own innovative and sustainable solutions in fields related to the chosen theme of the expo.

1.3 Federal Department of Foreign Affairs

As part of the Federal Department of Foreign Affairs (FDFA), Presence Switzerland is responsible for the implementation of Switzerland's communication abroad strategy as defined by the Swiss Federal Council.

The purpose of Switzerland's communication abroad is to promote Switzerland's visibility abroad, to present Switzerland's political concerns and positions to foreign audiences, to expand and to cultivate networks with present and future decision makers and to analyse how Switzerland is perceived abroad.

The FDFA (Presence Switzerland) fulfils this mandate by carrying out projects abroad, by inviting opinion leaders and decision makers to Switzerland, by disseminating information about Swiss life, culture and institutions and by managing official Swiss presentations at major international events. The target audience is present and future foreign opinion leaders from the fields of politics, business, science, culture, media and education as well as journalists, school classes and students.



1.3 Official Swiss pavilion

By creating attractive pavilions and interesting support programmes, Switzerland has succeeded in the past years not only in stimulating the interest of visitors and specialists in various fields including the media, but in achieving a high level of international acceptance.

World Expos are platforms with a global impact. The official Swiss pavilion is an ideal instrument for fine-tuning and strengthening Switzerland's international image so as to obtain the greatest possible benefit from participation.

2 Expo Shanghai 2010

Expo 2010 in Shanghai opens on 1 May and closes on 31 October 2010.

It promises to be a truly record-breaking event. More than 200 nations and international organisations will be presenting their interpretations of the official theme: "Better City, Better Life".

The organisers expect no less than 70 million predominantly Chinese visitors during the six months the expo will be open.

The city's infrastructure is being massively expanded to cope with the challenge of Expo 2010: six new urban railway lines with an additional 200 stations are being built; the road system is being developed and around 400 hotels are due for renovation with 300 more to be erected.

The delta region of the Yangtze River is an ideal location for the World Expo. For as well as Shanghai, China's economic dynamo, it is home to the industrial city of Suzhou and the tourist destination of Hangzhou. These three cities are home to many millions of people - great metropolises with much to attract businessmen and tourists alike.



2.1 The site

The Expo site is to the south of the city, right next to the Huangpu River. It covers an area of 5.28 square kilometres.

Both sides of the river will be in use during the Expo, linked by bridges.

The site will be divided into sections. In addition to the main China pavilion and the joint pavilions there will be special sections for national pavilions arranged by continents.

There will be several entrances to the site. In addition, on-foot visitors will be able to move through the site by means of an internal railway and a bus network.

2.2 The theme

As the official theme “Better City, Better Life” makes clear, Expo Shanghai 2010 will focus on urban life and its potential for improvement.

Under this heading the pavilions may explore any of the following topics:

- Blending of diverse cultures in the city
- Economic prosperity in the city
- Innovation of science and technology in the city
- Remodelling of communities in the city
- Rural-urban interaction



2.3 Expo Shanghai 2010: facts and figures

- 200 participants including nations and international organisations
- 70 million visitors expected
- Total surface area of 5.28 square kilometres
- Expected number of visitors per day: 388,000
- Capacity of Swiss pavilion: 24,000 visitors per day
- Biggest World Expo ever.

2.4 China: facts and figures

- World's third largest country with a surface area of 9.6 million square kilometres
- With more than 18 million inhabitants, Shanghai is one of the 10 most populous cities in the world
- Most populous nation in the world with 1.32 billion inhabitants
- World's third largest economy ahead of Germany and France
- Gross domestic product (GDP): USD 2,644.64 billion
- Swiss exports: CHF 5,419.43 million
- Swiss imports: CHF 4,782.22 million
- Since 2002, Switzerland's most important trading partner in Asia

3 Official Swiss pavilion 2010

The winner of the two-stage competition launched by Presence Switzerland in 2006 for the Swiss pavilion in Shanghai was, Buchner Bründler architects and Element design agency with a concept for a truly innovative pavilion.

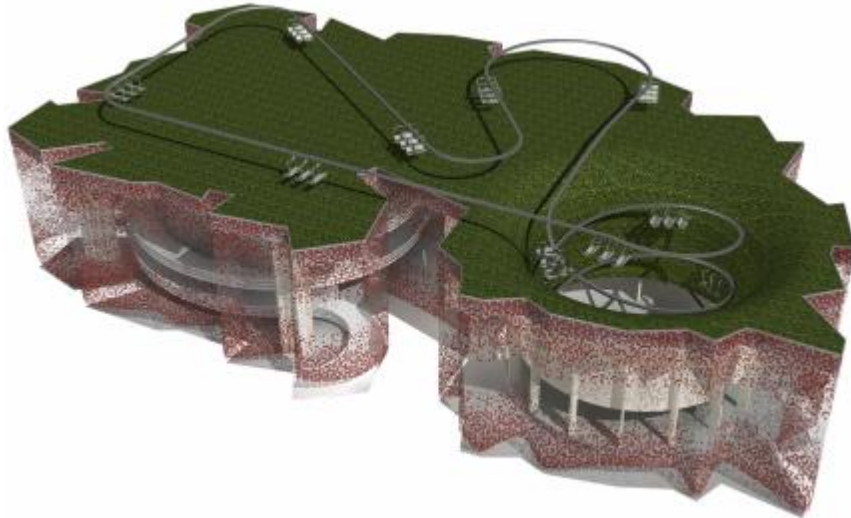
The jury found the emblematic nature and originality of the project, as well as the technical skill, sustainability and emotional appeal entirely convincing.

Expo Shanghai 2010 is a unique opportunity, not only to project a stronger and more sustainable image of Switzerland in Asia, but also for your company to present itself to a vast public with a declared interest in Switzerland and to create and develop a new and significant network of relations.

Switzerland's official presence in China will be preceded by a multi-faceted support programme and a wide-ranging communications campaign that will be supplemented and systematically promoted before, during and well after the Expo.



3.1 Concept and architecture



The official Swiss pavilion will explore one of the aspects of the Expo Shanghai 2010 theme – “Interaction between urban and rural areas” – in an attractive and stimulating way, with innovative solutions in an area covering 4000 m².

There is a strongly architectonic approach to the problem, designed to focus the attention of the visitor through eye-catching architecture and innovative building materials.

Thus for example the façade is a transparent construction of an aluminium netting including bioresin plates in which intelligent solar cells are imbedded. These cells tap into the ambient energy of the pavilion – solar, wind, photo flash light – and convert it into the pavilion’s lighting. The pavilion façade will thus be an animated flashing optical phenomenon that demonstrates how the energy around us can be put to good use.

Once inside the pavilion the visitor is confronted by a spellbinding panorama of the Swiss Alps and by the visionary power of Switzerland and its people. Elsewhere the theme chosen by Switzerland, “Interaction between urban and rural areas“, is developed with an impressive display of solutions to a variety of problems.

Certain to be an attraction with young and old is a chairlift that will transport visitors away from the stress of the city on a six-minute ride that carries them up to a green meadow radiant with flowers and the tranquil beauty of nature.

Thus, the pavilion completes a harmonious cycle of the Expo Shanghai 2010 main theme of sustainability and the quality of life.

The intellectually challenging concept behind the exhibition reflects a clear desire to illustrate the hybrid nature of the city of the future, balanced between technology and nature, in an effort to foster qualities in life in an urban environment.

3.2 Experience and event platform



3.3 Timetable

Key dates	
December 2008	Invitation to tender for construction of the pavilion
May 2009	Construction begins
December 2009	Completion of shell
March 2010	Completion of pavilion inside and out, installation of exhibits
1 May 2010	Gala opening of EXPO
2 July 2010	Nation Day Switzerland
1 August 2010	Swiss National Day
14 September 2010	60 years of diplomatic relations between Switzerland and China
31 October 2010	EXPO closing ceremony

4 Sponsoring packages

Through sponsoring you can become a partner of the official Swiss pavilion and benefit directly from Switzerland's presence at the Expo Shanghai 2010.

Our platinum partners: Holcim, Nestlé, Swatch, and Swiss International Airlines, the official airline, have shown the way. Their solid commitment underlines the economic importance of the Swiss pavilion at the World Expo 2010 in Shanghai.

There are still a number of possibilities to participate and to make the Swiss pavilion a platform representing your company, to care for important clients, and to establish useful new business contacts.

Whether for a special meeting or conference, a business excursion, VIP treatment or product placement, the following sponsoring packages show how participation in the official Swiss pavilion can bring long-lasting prosperity and make the Expo 2010 a success to your company.

Platinum partners:



Official airline:



4.1 Gold Partner

Our gold partners benefit especially from the official status of the Swiss Pavilion and are integrated in our communication tools (Internet, media work etc).

Exact sponsoring details are listed below. If you have any questions please do not hesitate to call us.

The number of gold partners is limited to six in order to ensure exclusivity rights.

Package price gold: CHF 400'000. —

4.2 Silver Partner

The benefits for our silver partners concentrate around exclusive VIP and hospitality in the Swiss Pavilion.

Exact sponsoring details are listed below. If you have any questions please do not hesitate to call us.

The number of silver partners is limited to six in order to ensure exclusivity rights.

Package price silver: CHF 250'000. —

4.3 Partnership for cities and cantons

The partnership for cities and cantons offers the possibility to present themselves within 14 days in the public space of in the Swiss Pavilion.

Exact sponsoring details are listed below. If you have any questions please do not hesitate to call us.

There are ten slots available during the Expo.

Package price cities and cantons: CHF 200'000. —

4.4 Premium Supplier

The sponsoring focus for premium suppliers is on logo presence and communication.

Exact sponsoring details are listed below. If you have any questions please do not hesitate to call us.

The number of premium suppliers is limited to ten.

Package price premium supplier: CHF 100'000.—
(maximum of $\frac{3}{4}$ value in kind)

4.5 Supplier

The sponsoring focus lies on logo presence on value in kind in within the official Swiss Pavilion.

Sponsoring details are listed below. If you have any questions please do not hesitate to call us.

The number of suppliers is limited to twenty.

Package price supplier: CHF 50'000.—
(maximum of $\frac{3}{4}$ value in kind)

5 Sponsoring benefits

Benefits		Gold	Silver	Cities & cantons	Premium supplier	Supplier
Status as Sponsor	Exclusive rights to all Sponsoring opportunities with related benefits, and to take advantage of status as Sponsor in own advertising/publicity.	X	X	X	X	X
China factor	Value of access to a Sponsoring Platform. These are few as there: there are not many attractive Sponsoring opportunities in China for Swiss firms. Equally important is the "image transfer" as part of official Switzerland	X	X	X	X	X
Official status	Visibility in front of Chinese authorities	X	X	X	X	X
Use of Logo Switzerland	Use in publicity, advertising, PR, e.g. in company letterhead, presentations, product packaging, etc	X	X	X	X	X
Branch exclusivity	The right to be the only Sponsor in a given branch	X				

Benefits		Gold	Silver	Cities & cantons	Premium supplier	Supplier
Communication	Additional corporate communications benefits: presence as Sponsor in and around the Swiss Pavilion at World Expo 2010	X				
Presence of logo	Presence of logo in visual communications in and around the Swiss Pavilion (print and electronic media)	X	X	X		
Presence of logo on value in kind	Value in kind: presence of logo on value in kind				X	X
PR and media relations	Inclusion in media relations	X	X	X		
Advertising on flat screens	Advertising on flat screens in the Swiss Pavilion	X		X		
Advertising in Pavilion brochure	Advertising space in Pavilion brochure	1 page	1/2 page		1/2 page	
Internet presence on Swiss Pavilion website	Company logo on website of Swiss Pavilion	X	X			
Internet presence www.swissworld.org	Company page on website of www.swissworld.org with one stylised page on PR objective	X	X	X	X	X
Construction site visit, World Expo 2010, Shanghai	Construction site visit (in particular for Swiss Pavilion)	X	X			
Quota of invitations to official World Expo 2010 events	Quota of invitations to official World Expo 2010 events	X	X		X	

Benefits		Gold	Silver	Cities & cantons	Premium supplier	Supplier
VIP-Packages	Daily VIP treatment for invited guests (VIP packages) at the Swiss Pavilion: guided tour of Pavilion, snacks, give-aways etc.	X	X	X		
VIP-/Event-Facilities	Free use of VIP/event facilities for company events	4 days	3 days	5 days	2 days	
Support of company events	Support in planning and logistics of company events	X	X	X	X	
VIP-programs / Easy Access	Handling of VIP visits: reception at point of entry, guided tour of Swiss Pavilion, Easy Access to other Pavilions etc.	X	X	X		
Catering	Preferential treatment by catering service	X	X	X		
Hotel reservations	Assistance with hotel reservations (on basis of quotas)	X	X	X	X	
World Expo 2010 events	Presence of Sponsors at events (to be defined) in the framework of World Expo 2010, incl. invitation, transfer etc.	X	X			
Promotion at the VIP area of the Swiss Pavilion	Permanent presentation possibilities in VIP section of Swiss Pavilion	X	X			
Presentations in public space	14 day presence			X		

Information and contact

The Presence Switzerland team members listed below will be more than happy to advise you on the opportunities for sponsoring in the EXPO Shanghai 2010 Swiss pavilion. We look forward to hearing from you.

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