



**SWISS CENTERS**

瑞士中心

Swiss Centers Group SA  
Avenue des Champs-Montants 12B  
2074 Marin, Switzerland  
[www.swisscenters.org](http://www.swisscenters.org)

PRESS RELEASE

**A taste of Switzerland at the China International Import Exhibition**

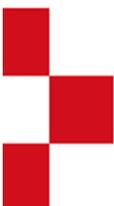
- ***The China International Import Exhibition (CIIE), a project supported directly by the Chinese President, Xi Jinping, to facilitate the importation of international products in China, will take place from November 5 to 10 in Shanghai.***
- ***The Swiss Centers have organized the Swiss booth at the CIIE, which gathers 20 Swiss brands, mostly from the food and beverage industry. They will showcase their products to the Chinese market, agents and distributors who visit the CIIE from all over the country.***
- ***Among others, Migros, Kübler absinth, Morand distillery, Kambly biscuits, Frey chocolate as well as Swiss wines and meat will be present. The Swiss Centers booth is supported by Switzerland Global Enterprise, and corporate sponsors Novartis and UBS.***
- ***Q3 of 2022 saw Swiss exports to China (incl. Hong Kong) grew by 16.67% compared to the Q2. This positive development was driven by strong watch and precision instruments exports with a plus of 38.69%. Over the first three quarters of 2022, Swiss exports grew 1.8% compared to 2021, while Swiss exports to Germany grew 0.4% over the same period.***

Shanghai (November 3, 2022) – The Chinese Prime Minister mentioned in May that 180 million Chinese depend on foreign trade for their jobs. That is almost 25% of the working population. Additionally, 36% of China's exports are realized by foreign invested companies. The China International Import Exhibition (CIIE) showcases China's commitment to further opening up its massive market as reiterated by the recently held Communist Party Congress.

In the biggest exhibition center of the world, more than 2'900 exhibitors will present their products on a total exhibition area of 366'000 square meters. Data shows that more than 280 of the world's top 500 enterprises and industry giants will participate in this year's CIIE, with nearly 90% of the participants from last year also joining this year.

Just like in the previous four editions of the fair, the Swiss Centers ([www.swisscenters.org](http://www.swisscenters.org)) are an official partner of the CIIE and facilitate the participation of Swiss companies. At the Swiss Centers booth at the CIIE from November 5 to 10 in Shanghai, 20 Swiss brands join forces to deliver a unique taste of Switzerland to the hundreds of thousands of expected CIIE visitors and purchasers – 136 square meters of Swiss food and beverage delicacies as well as other consumer goods! Among the Swiss brands present are Migros, the Morand distillery, Kübler absinthe, Kambly biscuits, Frey chocolate, Swiss Wine Promotion, Swiss meat, and others. Novartis and UBS sponsor the Swiss booth and bring a stronger Swiss image.

"The CIIE is an ideal opportunity for both big enterprises and SMEs to showcase and test their quality products in this attractive but complex market. We are thrilled to be present with a joint Swiss booth again. This allows many Swiss brands to optimize their visibility in the exhibition and in the market, with visitors and media from all over the country," says Mr. Zhen Xiao, CEO of the Swiss Centers Group. The Swiss Ambassador to China,





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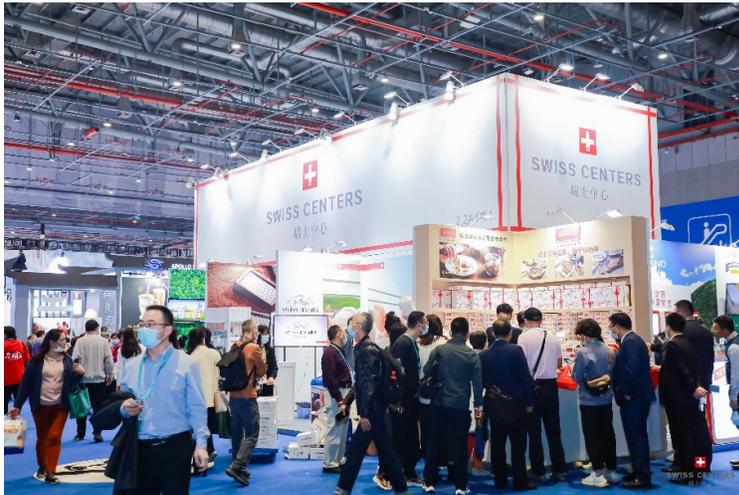
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Mr. Jürg Burri, who recently took office, and the Consul General in Shanghai, Sacha Bachmann, will attend the CIIE and visit the Swiss Centers booth.

### Swiss exports growing, high quality products in hot demand

Despite the global economic difficulties and Covid-related lockdowns in China, recent trade developments between Switzerland and China remained very positive: "Year-on-year, Swiss exports to China (including Hong Kong) grew by 1.8% during the first three quarters. Our exports to Germany increased by 0.4% only in the same period. Besides, the third quarter Swiss exports to China and Hong Kong increased by 16.7% compared to the second quarter. This growth was mainly driven by a strong watch and precision instruments rebound with a plus of 38.9%."

"With the focus on innovation and high-tech, also re-emphasized during the Party Congress, the Chinese market is in growing need of high-quality products and services. Swiss companies continue to benefit from that," explains Nicolas Musy, Delegate of the Board of the Swiss Centers Group, a non-profit organization that lowers the Asian market entry hurdles for Swiss enterprises.



*Picture legend: The Swiss Centers booth at CIIE 2021.*

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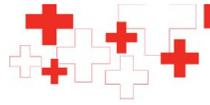




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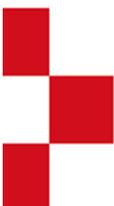
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Picture legend: 20 Swiss brands will be present at the Swiss Centers booth.

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## **About the Swiss Centers:**

Founded in 2000 as a non-profit Sino-Swiss public-private partnership, the Swiss Centers are by far the **largest cluster of Swiss companies in Asia**.

Swiss Centers' **practical solutions supported the businesses of over 400 companies** in China – both SMEs and large enterprises. Among them, the Swiss Centers have established more than 100 companies in China, both B2B and B2C, production companies and offices, active in various fields. In cooperation with the diplomatic representations in China, the Swiss Centers also conducts surveys that provide the most detailed expertise available on the situation of Swiss companies in China, and at the same time **promotes the Swiss Made brand** and Switzerland as a country for **quality, innovation and industrial leadership**.

With locations strategically situated on China's dynamic East Coast (Shanghai and Tianjin), the Swiss Centers are **constantly adapting to the needs of the Swiss economy**:

- . Instant physical **office space** as well as **ready-to-use workshops, showrooms, and warehouses**
- . **Relations with local Chinese authorities** and connections to **Swiss government and institutions** in China
- . Support for secure technology transfer and **intellectual property protection**
- . Access to **professional services** tailored to SMEs in all aspects of setting up and developing business in China (legal, tax, accounting, recruitment, HR management, IT, marketing)
- . **Unique solutions** such as **hosting employees locally** or **storing and delivering goods** on behalf of clients in the Shanghai **free trade zone** to facilitate business development in China and the rest of Asia

For more information and some **reference cases**, kindly visit our website [www.swisscenters.org](http://www.swisscenters.org) and our LinkedIn page <http://www.linkedin.com/company/swiss-center-shanghai>

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