



P R E S S   R E L E A S E

**Swiss Cluster Booth Brings Together 36 Swiss Brands at China International Import Expo,  
Drawing Strong Visitor Interest**

- *Swiss Centers gathered 26 exhibitors and 36 premium Swiss brands across food, beverage, health, beauty, and home technology sectors, creating the largest-ever Swiss Cluster Booth at CIIE.*
- *The 290m<sup>2</sup> booth attracted thousands of visitors with immersive tasting events, chef demonstrations, and product showcases that celebrated Swiss quality and craftsmanship.*
- *As a non-profit platform supporting Swiss companies in China for 25 years, Swiss Centers once again strengthened Swiss–Chinese economic and cultural ties through its eighth consecutive CIIE participation.*

Shanghai (November 7, 2025) – Swiss Centers, the leading non-profit Sino-Swiss public-private partnership supporting Swiss companies in China, successfully concluded its participation in the 8<sup>th</sup> China International Import Expo (CIIE), hosting its largest-ever “Swiss Cluster Booth”. Spanning 290 square meters, the booth brought together 26 exhibitors representing 36 premium Swiss brands, from which a third were first-time comers. This once again underscores Switzerland’s outstanding reputation for quality, precision, and innovation.

As one of the few organizations to have attended all eight editions of CIIE, Swiss Centers attracted thousands of visitors and media representatives. The booth became a lively destination featuring authentic Swiss gastronomy, live cooking demonstrations by chefs, and engaging product experiences that allowed attendees to immerse themselves in the essence of Swiss craftsmanship and lifestyle.

The Swiss Cluster Booth highlighted Switzerland’s diversity of industries and excellence across multiple fields. In food and beverages, heritage brands such as Alpes d’Or, Kägi, Swiss Delice, and Frey presented the rich tradition of Swiss chocolate-making, while Café Royal and Masaba showcased the country’s expertise in premium coffee. Swiss Wine Promotion, Tamborini, Schuler, Cormano, Morand, and Kübler drew strong attention with fine wines, spirits, and the iconic Swiss absinthe. Producers like Centravo (Swiss Meat) and Bimbosan represented Switzerland’s high standards in nutrition and food safety, while San Clemente Natural Mineral Water offered a refreshing taste of the Alps.

In the health and wellness sector, AVEA, Bee People, Dr. Wild, Vitalp, fèsch, puralpina and Health & Happiness impressed visitors with Swiss innovation in nutrition and natural well-being. Skincare and beauty brands including La Pulovce, Clinic Lémanic, SwissGetal, SatisFeet, and Weleda showcased Switzerland’s leadership in biotechnology, natural ingredients, and anti-aging science.



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Swiss expertise in home and technology was also prominently displayed. Franke, Claroswiss, and IQAir drew considerable attention for their advanced solutions in home systems, water purification, and air quality, reflecting the precision engineering and reliability that define Swiss innovation. The furniture brand USM supported the booth with some specifically designed pieces, while SIGG booked the largest area to create a small tennis court to reaffirm their connection to major tennis and sports events in China.

The 2025 edition of the **China International Import Expo**, held from November 5th to 10th in Shanghai, once again reaffirmed its position as the world's largest import-themed exhibition. With thousands of exhibitors from 155 countries, regions and international organizations, CIIE provides an unparalleled gateway to China's dynamic market and a powerful platform for international cooperation.

"The strong interest from Chinese visitors reflects the deep appreciation for Swiss quality, innovation, and craftsmanship," said **XIAO Zhen, CEO of Swiss Centers Group**. "Through CIIE, we continue to strengthen the bridge between Swiss excellence and China's dynamic market, supporting companies of all sizes to succeed here."

The success of the Swiss Cluster Booth was made possible through the generous support of its sponsors: **Syngenta Group**, one of the world's leading agricultural innovation companies; **Straumann**, a global pioneer in dental aesthetics and digital oral solutions; and the **Sino-Swiss (Changzhou) International Industrial Innovation Park (SCIP)**, an important hub fostering Swiss-China industrial cooperation.

**Mr. Ji Xu, Head of External Affairs at Straumann**, said: "The collaboration between Straumann and Swiss Centers has strengthened the bridge for exchanges between Chinese and Swiss enterprises during the CIIE, facilitating the realization of the core expo goal to promote international business connections and deepen economic and trade cooperation between China and Switzerland."

**Alexandra Brand, EVP Sustainability & Corporate Affairs, Syngenta Group**, added: "As we celebrate the 75 years of Swiss-Chinese cooperation in 2025, along with the 25<sup>th</sup> anniversaries of both the Swiss Center and Syngenta, we witness a remarkable partnership between two countries and cultures. That has truly exemplified how international collaboration can address global agricultural challenges and benefit farmers in China and around the world."





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*Picture legend: Sacha Bachmann, Consul General of Switzerland in Shanghai with XIAO Zhen, CEO of Swiss Centers Group, at CIIE 2025. (Copyright: swisscenters.org)*



*Picture legend: Curious guests discover premium products at the Swiss booth. (Copyright: swisscenters.org)*



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*Picture legend: Visitors showed strong interest in Swiss healthcare and beauty brands featured at the Swiss Centers booth. (Copyright: swisscenters.org)*



*Picture legend: Large crowd of visitors at the Swiss Centers booth. (Copyright: swisscenters.org)*







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*Picture legend: Spanning 290 square meters, the Swiss booth brought together 26 exhibitors representing 36 premium Swiss brands. (Copyright: [swisscenters.org](http://swisscenters.org))*

## **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 500 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, Changzhou 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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