SWISS CENTERS
瑞士中心

Swiss Centers Group SA
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PRESS RELEASE

CIIE 2026: Swiss Companies Deepen Their Presence in China

- ***Twenty exhibitors representing 33 Swiss brands*** *are showcasing* ***Swiss quality, innovation and craftsmanship at the Swiss Enterprise Pavilion during the 9th China International Import Expo (CIIE)*** *in Shanghai (5-10 November 2026).*

- *Organised by* ***Swiss Centers****, a leading Sino-Swiss public-private partnership helping Swiss companies navigate the Chinese market and accelerate business development,* ***the Pavilion provides a platform for Swiss companies to strengthen partnerships and explore new opportunities in China****.*

- *At the 300sqm Swiss Enterprise Pavillion, the first-ever CIIE participation of* ***La Cave de Genève****,* ***BE WTR, kybun Joya, EIGER, Eva. J and PAREMINA****, alongside many established Swiss brands across food, beverages, healthcare, beauty and lifestyle sectors such as* ***Weleda, Café Royal, Frey, Swiss Delice, Wernli, Grether's*** *and many others.*

Shanghai (6 November 2026) – As one of the world's largest import exhibitions, the China International Import Expo (CIIE) has become an important gateway for international companies seeking opportunities in China. The 9th edition, taking place in Shanghai from 5 to 10 November 2026, welcomes exhibitors from around the world across a broad range of industries.

At CIIE 2026, Swiss Centers once again hosts the Swiss Enterprise Pavilion, featuring 20 exhibitors and 33 Swiss brands spanning food and beverages, healthcare, beauty, lifestyle, mobility and business services.

A platform for Swiss companies in China

This year's Swiss Enterprise Pavilion features a broad range of exhibitors, including well-known brands and companies such as Weleda, SWISS International Air Lines, Swiss Wine Promotion, Café Royal, Frey, Swiss Delice, Wernli, BE WTR, Grether's, kybun Joya and many others. Together, they showcase the diversity of Swiss expertise, quality and innovation.

"CIIE has evolved into one of the most important platforms for Swiss companies looking to engage with the Chinese market," said **Mr Xiao Zhen, CEO of Swiss Centers Group**. "For many participants, the objective goes well beyond exhibiting products. CIIE provides an opportunity to strengthen relationships with existing partners, connect with new customers and distributors, gain a deeper understanding of market trends and

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increase brand visibility. The continued participation of both established companies and new market entrants demonstrates the long-term commitment of Swiss businesses to China and their confidence in the opportunities the market continues to offer."

Showcasing diversity

At the Swiss Enterprise Pavilion, visitors can discover premium chocolates, coffee, wines, skincare products, wellness solutions, nutritional supplements, footwear and lifestyle products, while also learning more about Swiss expertise in aviation, business services and international trade.

Among this year's highlights is the China debut of the world's renown culinary evaluation system, Gault&Millau International, headquartered in Geneva, who has the plan to launch culinary evaluations in Chinese cities of Beijing, Shanghai and Hong Kong in 2027. Another highlight from Geneva is the first participation of La Cave de Genève, joining the Swiss Wine Promotion corner and introducing Geneva's wine-making heritage to Chinese visitors.

The Pavilion demonstrates how Swiss companies across diverse industries continue to invest in building their presence in China, adapting to evolving consumer preferences and developing strong relationships with Chinese partners.

Sino-Swiss Business Reception

Beyond the exhibition floor, Swiss Centers also uses CIIE to strengthen ties within the Sino-Swiss business community. On 5 November, Swiss Centers hosted its annual Sino-Swiss Business Reception, bringing together around 250 representatives from the Swiss and Chinese business communities, with **Consul General Mr Sacha Bachmann** among the guests. The reception provided an additional platform for business leaders, companies and institutions to connect, exchange perspectives and build new relationships alongside CIIE.

Building business opportunities

For more than two decades, Swiss Centers has supported Swiss companies throughout every stage of their China journey, from market entry and business set-up to expansion and long-term growth. Participation in CIIE forms part of this broader mission to create bridges between Switzerland and China and facilitate meaningful business connections.

Over the past nine editions of CIIE, Swiss Centers has organised Swiss participation at the exhibition and helped companies connect with consumers, distributors, buyers and business partners from across China. The organisation has coordinated more than 2,000 square metres of exhibition space over the years, creating a highly visible platform for Swiss innovation, quality and entrepreneurship.

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Picture legend: Mr Xiao Zhen (CEO, Swiss Centers Group), Mr Sacha Bachmann (Consul General) and Mr Nicolas Musy (Delegate of the Board, Swiss Centers Group).



Picture legend: Organised by Swiss Centers, the Swiss Enterprise Pavilion connects Swiss companies with customers, partners and opportunities in China.

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Picture legend: The Swiss Enterprise Pavilion at CIIE 2026 brings together 20 exhibitors and 33 Swiss brands under one roof.



Picture legend: The Sino-Swiss Business Reception brought together around 250 representatives from the Swiss and Chinese business communities.

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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 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

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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 and our LinkedIn page http://www.linkedin.com/company/swiss-center-shanghai

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