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SWISS
CHINESE
CHAMBER
OF
COMMERCE



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2009-2010 swiss chinese business e-directory

**swisscham china
membership**

Support an innovative project of the first foreign chamber "Pocket Directory"!

Be in the wallet of more than 1,000 business persons in China and Switzerland!

**swiss business hub
china**

Software Provider

MCon
MAKE IT SAFE



connect > exchange > lobby > promote > service >

The Directory

The Directory has been successfully published since 2005. This 4th edition will reflect the increasing trade relations between China and Switzerland. This publication is a joint effort of SwissCham China (Beijing, Shanghai, Guangzhou), SwissCham Hong Kong, the Swiss Business Hub China and the Swiss-Chinese Chamber of Commerce in Switzerland.

For the first time, the Directory will be published in the format of a software allowing you to:

- ◆ Carry it easily;
- ◆ Enjoy a high-tech product: enabling quick searches, documents upload, videos;
- ◆ Use the object for other purposes.

extensive listing >

The extensive listing SwissCham China's members in Beijing, Guangzhou, Hong Kong and Shanghai as well as the China contacts of the Swiss Business Hub in China results in a publication with more than 1000 entries.

distribution channels >

The Directory is distributed for free to every member of

SwissCham China in:	Swiss-Chinese Chamber of Commerce in Switzerland in:
◆ Beijing	◆ Zurich
◆ Shanghai	◆ Geneva
◆ Guangzhou	◆ Lugano
◆ Hong Kong	

In addition, it is also distributed to relevant Chinese Governmental bodies, such as:

- ◆ China Council for the Promotion of International Trade (CCPIT)
- ◆ Ministry of Commerce (MOFCOM)
- ◆ Ministry of Foreign Affairs (MFA)

and to other foreign chambers of commerce in China and the Asia-Pacific Rim, to Switzerland and to the media.

target group >

The directory is targeted at a professional reader base of over 5,000 business executives throughout greater China and in Switzerland; it also provides a wealth of information and resources of both the Chinese and Swiss markets. This combined directory publication gives you a unique opportunity to reach key and influential decision-makers as well as many important contacts in both China and Switzerland.

In addition, any interested party will be able to purchase a copy of the Directory.

The Format

Thanks to our sponsors, we are able this year to produce a high-tech product on electronic device.

software >

Developed by MCon China, this software will allow you to search information easily about Swiss Chinese business. A minimized format will allow you to have it always at disposal without obstructing your desktop. MCon has also developed the software in order to optimize the data protection and avoid scraping.

usb flash drive >

For Members and VIPs, the Directory will be loaded on an USB Flash Drive (more details below).

pay-pal system

In addition to its VIP version on USB, the Directory will be available for download from SwissCham website, thanks to a pay-pal system.

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Advertising rates

main sponsors >

	Sponsorship	Price (RMB)
1	Platinum Sponsor (1)	80,000
2	Gold Sponsor (2)	50,000
3	Silver Sponsor (4)	30,000
4	Targeted Advertisement (Large/Small)	10,000/5,000

entitlements >

1. Platinum Sponsor
a. Exclusivity
b. Large logo/banner on packaging
c. Large logo/banner on every page of interface
d. Possibility to upload company information (HTML and links)
2. Gold Sponsor
a. Limited to two companies
b. Logo/banner on packaging (smaller than Platinum sponsor)
c. Logo/banner on every page of interface (smaller than Platinum sponsor)
d. Possibility to upload company information (HTML and links)
3. Silver Sponsor
a. Limited to four companies
b. Logo/banner on every page of interface (smaller than Gold sponsor)
c. Possibility to upload company information (HTML and links)
4. Targeted Advertisement
a. Appears according to the search queries
b. Appears when a particular city is chosen
c. Appears when a particular industry is chosen
d. Two sizes available for two prices

note >

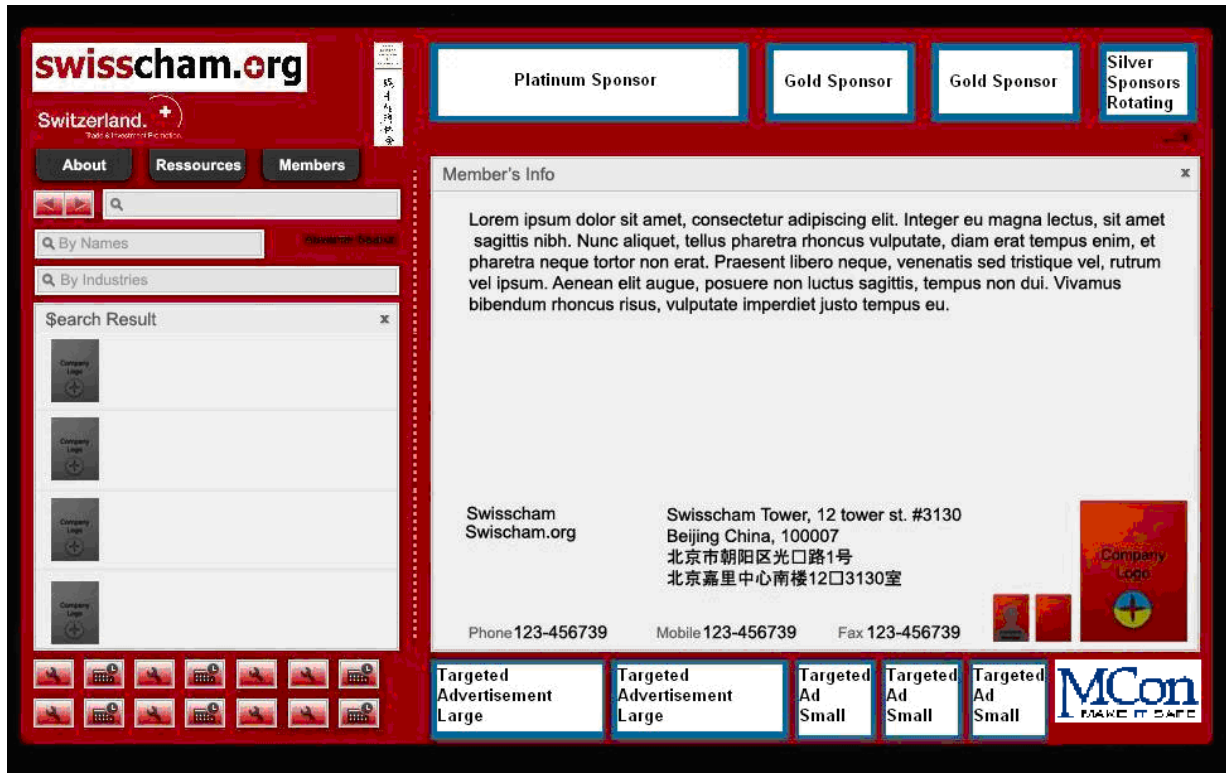
Deadline: 15 September 2009 --- Publishing: September 2009

Order now!

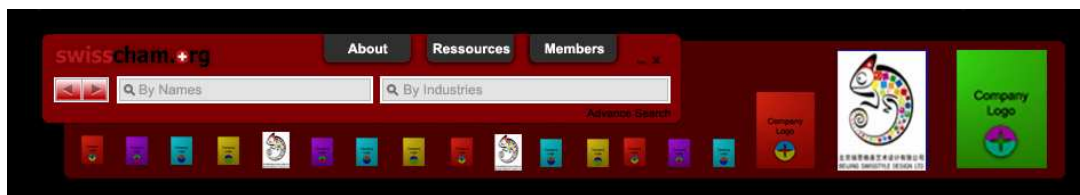
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Sample of the interface (provisory)



Basic search + Result + Member's Information



Search Engine – Minimal Size

Sample USB Flash

This USB Flash offers 2GB storage space for data-intensive. The retractable USB connector is discreetly encased in the card.



- Portable and ultra thin design (Dimension: 85x54x1.5 mm, Weight: 20g)
- System requirements: Windows 2000, XP & above