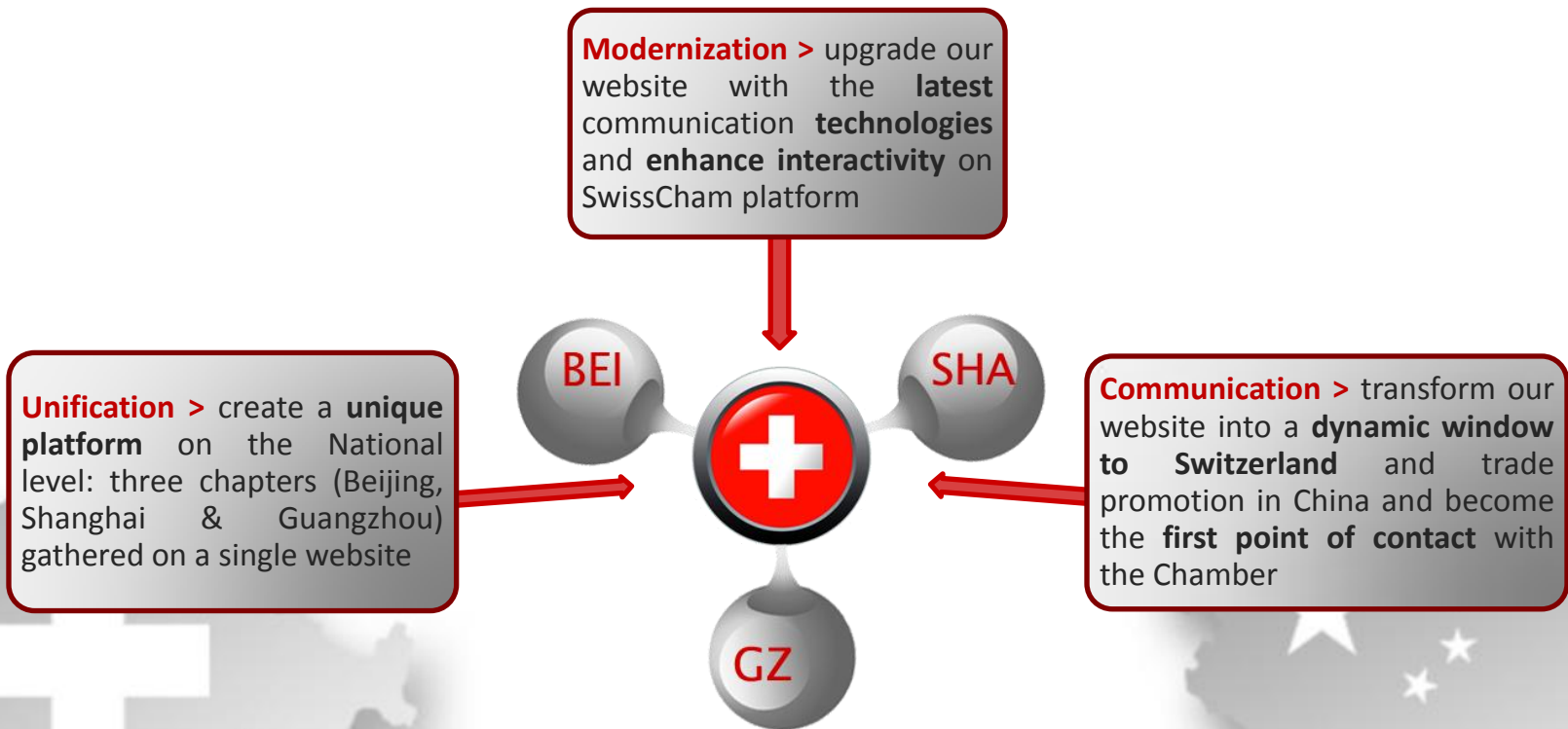




SwissCham New Website Project

What is this project about?



As the Swiss Chinese Chamber of Commerce has rapidly developed over the past few years, the need of a powerful and modern website to better serve our members in an optimal and user-friendly way has emerged.

New website features: we thought about everything for our members

- User friendly interface – get to the info with minimum clicks
- Members login area – access to members-only news & info
- Members online directory – real time updatable profile
- Events calendar – all the events in one glance
- News section – be up to date about business in China

- Jobs & CV database – up-/download your CV, place/find a job
- Pictures/events gallery – get a feel of our activities
- Advertisement/sponsorship page – enhance your exposure
- Online services overview & subscription – get what you choose
- Members to members benefits - offer & get special discounts

- Committees - work together on a common topic/issue
- Publications – read/contribute to the latest on Business in China
- General content – learn more about the Chamber
- Blog (experts corner) – share & exchange your experience
- Enhanced interactivity with other members



Sponsorship overview: what you will get

With the **“SwissCham New Website Project”**, we would like to offer your company the opportunity to support the Swiss Chinese Chamber of Commerce. While **becoming an important stakeholder of Swiss business in China**, your contribution will also allow SwissCham to further strengthen its platform and services in the interests of its members.

Through this project you will participate to the creation of the only Swiss Business Platform in China.

- **Enhance your company’s profile through display on SwissCham Website**
- **Get great media exposure via quarterly Bridge Magazine**
- **Show leadership in your industry through interviews & articles**
- **Enjoy additional e-Presence (newsletter, email & announcements)**

With **more than 10’000 visits per month**, take this chance to receive a very **generous corporate exposure** at a highly competitive price. The new website founding sponsorship generates a high degree of visibility for your company. SwissCham offers it all.

SwissCham New Website Project

Exposure on SwissCham website

- Logo on home page
- Logo on sponsors' page
- Company link on partners' page
- Hyperlink to your website
- Acknowledgement on sponsors' page
- Special thanks note on home page

Link to sponsors' page with presentation of your company

Please note that this is a mock layout for information purpose only.

The mockup displays the SwissCham website layout. At the top right is the logo and a search bar. Below it are navigation links: HOME | SWISSCHAM | EVENTS | CONTACT US | LOGIN. A 'Founding Sponsor' section features two green boxes with the text 'Your logo here'. To the right is a 'LOG IN' form with fields for Email and Password, and a 'Remember me' checkbox. Below the login form is a 'What's New' section with a red header. The first article is 'Swiss Bank Gets Access to China's Bourses' with a photo of a man. The second is 'China to Use Swiss Expertise to Monitor Dams' with a photo of a dam. Below this is 'Zhejiang Vice-Governor Meets With Fribourg Canton Councillor in Ningbo'. To the left is a vertical menu with Chinese characters and English links: Home, About Us, Committees, Forums, Events, News, Publications, Goods, Services, Jobs, Links, Membership, and Sponsoring. Below the menu is 'The Bridge' magazine cover with a photo of a man and the text 'The new issue of our Bridge Magazine is out!'. To the right of the menu is an 'Events' section with dates: Jun 15 2011 (BEIJING LA DEMOGRAPHIE CHINOISE), Jun 20 2011 (SHANGHAI CHINESE EMPLOYMENT LAW), and Jun 21 2011 (TIANJIN BUSINESS NETWORKING). Further right is a 'Chamber Picks' section with a list of topics: Marketing Opportunities, Corporate Governance in Chinese, Tax Review + implications of 5YP for tax in China, Global growth and multinationals companies raising capital in China, and China outbound investment. Below the events and picks is an 'Our Members' section with logos for NAGRA KUDELSKI GROUP and Kaseya. To the right is a 'Hot News' section with text: Recruitment Notice in Beijing - Sales & Marketing Manager, Nestlé Opens Nominations for 2012 Prize in Creating Shared Value, Art on Ice Shanghai 2011 with Infront Sports & Media, Special SwissCham members: Discounts on all flexible flights with Finnair, and Publication: the new Bridge Magazine # 25 is Out! At the bottom is a green box with the text 'Gold & Silver sponsors logo here' and a footer with city names: Beijing, Shanghai, Guangzhou, Hong Kong, Zurich, Geneva, Lugano.

Exposure in the Bridge Magazine

With a professional look and **distributed to top global companies, embassies and hotels**, the Bridge is a quarterly bilingual (Chinese-English) magazine distributed for free to more than **6000 members** (CEOs, ED, GM) and non members in Beijing, Shanghai, Guangzhou, Hong Kong and Switzerland.



- Logo displayed in the magazine
- Opportunities to publish articles
- Special thanks note in the magazine
- Special discounts for advertisement

SwissCham New Website Project



Sponsorship package	Founding Sponsors 100'000 RMB	Gold Sponsors 50'000 RMB	Silver Sponsors 30'000 RMB
Exposure on SwissCham Website	2 years	1 year	½ year
- Logo on home page	Prime location	Regular location	Regular location
- Logo on sponsor's page	Prime location	√	√
- Hyperlink to sponsors' website	√	√	√
- Logo on all interface of the website	√		
- Company introduction on sponsors' page	√		
Exposure in the Bridge Magazine	2 issues	1 issue	1 issue
- Logo displayed in the magazine	Prominent size	Medium size	Small size
- Special thank note in the magazine	√	√	√
- Article & advertisement with special discount	30% (40% for members)	20% (30% for members)	

SwissCham New Website Project



Sponsorship package	Founding Sponsors 100'000 RMB	Gold Sponsors 50'000 RMB	Silver Sponsors 30'000 RMB
e-Presence			
- Exposure in SwissCham e-Newsletter	3 issues	1 issue	1 issue
- Exposure in SwissCham events announcement	3 issues		
- Exposure in email signature	12 months	6 months	3 months
Other benefits			
- Company flyer inserted into the SwissCham Welcome Kit (members & walk-in)	1 year		



Commitment deadline

1st December 2011



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*Do not hesitate to contact
your chapter for further
information!*

Thank you for your support!