



EVENTS SPONSORSHIP PACKAGE 2021

SwissCham Beijing



SWISS TRADITIONAL DINNER – March, 2021



SINO-SWISS BUSINESS AWARDS – JULY, 2021



SWISSCHAM NIGHT – DECEMBER 2021

Dear Members and Partners of **SwissCham** Beijing,

We are delighted to present you our Events Sponsorship Package 2021. You will find various possibilities explaining how to use our three main flagship events associated with yearly sponsorships as a platform to promote your services/products and increase your brand awareness among our network.

We remain at your full disposal should you have any questions or special requests.

With best regards,

Daniela REINAU
General Manager

Financial Sponsorship Packages

SwissCham Beijing organizes and supports more than 35 events throughout the year with different focus: networking, seminar on a specific topic, company visit and jointly organized events with members and partners. We always adapt ourselves to the needs and wishes of our members! In 2021, three flagship events are especially tailor-made to provide you the strongest and most qualitative exposure in order to increase your brand awareness among our network and find potential business partners and customers:

	DIAMOND	PLATINUM	GOLD	SILVER
SWISS TRADITIONAL DINNER	79,900	49,900	34,900	24,900
SINO-SWISS BUSINESS AWARDS	149,900	99,900	59,900	39,900
SWISSCHAM NIGHT	79,900	49,900	34,900	24,900
MONTHLY LUNCHEONS	15,000-30,000/ Included*			

*Brand exposure during our monthly luncheons and other regular business events are included for our Executive and Strategic Partners.

If your company is interested to increase its exposure by sponsoring more than one event and/or to **combine with a yearly sponsorship**, we will be delighted to offer you great discounts or upgrades. Do not hesitate to contact us to get a personal offer.

In-Kind & Lucky Draw Sponsorship

If your company is seeking wide exposure both in electronic and print media, in-kind sponsorship (wine, cheese, chocolate, coffee, etc.) is a great way to reach high visibility for your products and to gain access to new customers. Our in-kind sponsorship package includes the following advantages: named recognition on the evening, company's logo on the dedicated webpage and material, as well as 1 free ticket to the event.

The lucky draws are an integrant part of our evening's highlights and lucky draw sponsorship is an easy way to promote your brand among our guests. In addition, your company's logo and prizes will be listed in the dedicated webpage and material. Please contact us for further information.

Disclaimer: Please note that SwissCham reserves itself the right to modify the contents of the packages, dates of the events and exposure options. You will be notified accordingly.

SWISS TRADITIONAL DINNER – MARCH 2021



The Swiss Traditional Dinner is an opportunity for business people working with Switzerland to gather and network in a typical Swiss atmosphere. In 2021, the event follows the SwissCham Beijing Regional Annual General Assembly (RAGA). Over 150 members of SwissCham China, business leaders from all major industries and commercial sectors as well as representatives of the Swiss Government will be present. More than 30 kg of Swiss cheese will be served to our guests. In addition, we offer a buffet of tasty Swiss appetizers and specialties, a variety of desserts and a fine selection of white and red wines.

Highlights

- > Alpine atmosphere
- > Tasty Swiss Raclette Cheese
- > Free flow of white and red wine
- > Succulent Swiss cakes and pastries

Sponsorship Packages

	DIAMOND	PLATINUM	GOLD	SILVER
RMB (net)	79,900	49,900	34,900	24,900
Pre-event promotion (website, invitation, newsletter, etc.)	Extra-large logo	Large logo	Medium logo	Small logo
Logo on menu + invitation	Extra-large	Large	Medium	Small
Cocktail Area	Booth + 2 banners	Booth + 1 banner	1 banner	-
Seats	20 (2 tables)	10 (1 table)	10 (1 table)	5 seats
Named Table	Yes	Yes	Yes	No
Oral Recognition	Yes	Yes	Yes	Yes
Presentation on stage	Yes 10min.	Yes 5 min.	-	-
1 additional seat at a VIP table (TBC)	1	1	-	-
Goodie bag insert	Yes, plus individual branded gift on chosen tables (VIP/all)	Yes	Yes	-
Post-event promotion (website, newsletter, Bridge Magazine)	Extra-large logo	Large logo	Medium logo	Small logo

Previous edition: [Swiss Traditional Dinner 2019 \(2020 edition was cancelled due to COVID-19\)](#)

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SINO-SWISS BUSINESS AWARDS – July 2021



Sino-Swiss Business Awards (SSBA) is organized by the SwissCham Beijing with the support of the Swiss Embassy, with the participation of Swiss and Chinese high rank government representatives. The Awards will showcase individuals and companies who have achieved distinct results and demonstrated the highest level of commitment to the Swiss-Chinese community, Swiss foreign trade and the promotion of Switzerland in China and vice-versa. The highlight of this gala night will be the awards ceremony accompanied by an exclusive dinner. It is a prime opportunity for your business to gain exposure and network with Swiss and Chinese business leaders. The SSBA are open to all Swiss owned companies or organizations operating in Mainland China as well as Chinese companies or organization established or participating to the development of the Sino-Swiss economic relations.

Highlights

- > Award ceremony for Swiss and Chinese companies
- > High rank economic and political delegation
- > Exclusive gala dinner
- > Fantastic lucky draw

Sponsorship Packages

SSBA 2021 – Sponsorship plans	DIAMOND	PLATINUM	GOLD	SILVER
RMB (net, incl. VAT)	149,900	99,900	59,900	39,900
Seat at one of the VIP tables	2	1	-	-
Award naming by the sponsor company	2 company awards	1 company award	-	-
Logo recognition in the BRIDGE Magazine	Extra-large logo	Large logo	Medium logo	Small logo
Pre-/ Post event promotion (website, mailings, wechat, newsletter, etc.)	Extra-large logo	Large logo	Medium logo	Small logo
Booth, Banner	2 Booth + 2 banners	1 Booth + 1 Banner	1 Booth OR 1 Banner	-
Logo on the backdrops + E-menu + event page	Extra-large logo	Large logo	Medium logo	Small logo
Advertisement in program E-booklet	2 pages+Welcome	1 page	½ page	-
Oral recognition	Yes	Yes	Yes	Yes
Promotion video during the event	45sec	30sec	15sec	-
Seats at the gala dinner	20	10	10	5
Named table	Yes	Yes	Yes	-
Goodie bag insert	Yes	Yes	Yes	Yes

Previous edition: [Sino-Swiss Business Awards 2019](#)

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SWISSCHAM NIGHT – DECEMBER 2021



The SwissCham Night is the perfect opportunity for our member companies and others to invite colleagues, business partners and friends in order to celebrate together the achieved targets and the end of the year! Meet and mingle with other guests in an informal and relaxed setting around a good meal and international wines. The highlight of the evening is the SwissCham Christmas Lucky Draw with fantastic prizes such as flight tickets, watches, hotel and restaurant coupons and many more. Try your luck and join us for the last event of 2021!

Highlights

- > Warm and relaxed atmosphere
- > Buffet stations and pass-around finger food
- > Free flow of sparkling wine, white and red wine
- > Delicious dessert buffet
- > Wonderful Lucky Draw: 1 entrance ticket = 1 lucky draw

Sponsorship Packages

	DIAMOND	PLATINUM	GOLD	SILVER
RMB (NET without VAT)	79,900	49,900	34,900	24,900
Pre-event promotion (Website, Newsletter, Invitation, WeChat, etc.)	Extra large logo EXCLUSIVITY	Large Logo	Medium Logo	Small Logo
Cocktail Area	Prime area booth + 2 banners	booth + 2 banners	2 banners	1 banner
Logo on menu + invitation + backdrop	Extra large	Large	Medium	Small
Lucky Draw Tickets	50	30	20	10
Oral recognition	Yes	Yes	Yes	Yes
Seats at the Gala Dinner	10 (table next to VIP table with logo)	10 (table in prime area with logo)	10 (table in central area with logo)	10 (table with logo)
Presentation on stage + video	Yes	Yes	video only	-
Post-event promotion – (Website, Newsletter, WeChat, Bridge Magazine)	Extra large logo	Large logo	Medium logo	Small logo

Previous edition: [SwissCham Night 2018](#)

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LUNCHEONS – MONTHLY EVENTS IN 2021

In collaboration with our member companies, SwissCham Beijing is delighted to present the monthly Business Luncheon series on various hot topics, which are of interest for our members. These lunch sessions are also a great opportunity to connect with fellow members and find new business partners.

In 2019 & 2020, we organized Business Luncheons in cooperation with many member companies on topics like *New Retail & New Design, China's New Foreign Investment Law, Swiss Corporate Tax Reform, China's Cybersecurity Law* and *Updates on the Individual Income Tax*. We would like to thank our member partners for their support!



Highlights

- > Networking opportunity during a relaxing lunch session
- > 3-course western set menu by Restaurant George, Hotel Éclat Beijing
- > Latest insights by experts and opportunity to receive your answers
- > Opportunity for companies to present your expertise

Exclusive Event Sponsor:

- > RMB 30,000

Non-exclusive Event Sponsor:

- > RMB 15,000

Previous edition: [Business Luncheon: New Retail, New Design in Cooperation with 5 Star Plus Retail Design](#)

About us

Founded in 1996, the Swiss Chamber of Commerce in China (SwissCham China) is the only Swiss non-profit and non-governmental business & trade association officially registered in Mainland China. Our main goal is to gather all actors of the Sino-Swiss business community on a common platform to strengthen the political and economic bonds between the two countries to stimulate interaction and develop business opportunities. Our close relations with Swiss and Chinese official institutions allow us to have the ability to make your voice heard in regards to your experience in doing business in China. Our 5 offices in Beijing, Shanghai, Guangzhou, Chongqing and Shenzhen gather in total more than 600 members and among them 170 are in Beijing.

Thank you for your support, we are looking forward to welcoming you at our next events!

Contact & Information

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