



## MEDIA KIT



## ABOUT SINO-SWISS BUSINESS AWARDS

The Sino-Swiss Business Awards (SSBA) is a highly regarded biyearly event organized by SwissCham China in partnership with the Swiss Embassy. Its primary objective is to recognize and celebrate companies's significant contributions to the Swiss and Chinese business communities.

Building upon the success of previous editions held in 2013, 2015, 2017, 2019, and 2021, this year marks the 10th years anniversary of the SSBA in Beijing. The event comprises five distinct categories that aim to highlight outstanding companies, and organizations that have achieved remarkable accomplishments in innovation, sustainability, quality, talent development and digitalization and displayed unwavering dedication to the Sino-Swiss business community.

## 2023 AWARDS CATEGORIES

The Sino-Swiss Business Awards are open to all fully or partially Swiss-owned companies and organizations, as well as Chinese companies or organizations with a strong affiliation with Switzerland.

SMEs and MNCs will be competing for each award category separately. Each company can choose to candidate for max. two categories.

In the Swissnex Innovation Pioneer Award category, there will be an additional sub-category **exclusively for start-ups**, allowing them to participate and compete in recognition of their unique contributions and innovative approaches.

- **Swissnex Innovation Pioneer Award**
- **Sustainable Development Award**
- **Quality Excellence Award**
- **Digital Transformation Award**
- **Talent Development and Diversity Award**



## VIPS

Representatives from MOFCOM, MCIT, MOHRS, MOE as well as Swiss authorities will be invited to participate

## CHINA-WIDE

A national event involving members and representatives across China

## BUSINESS DRIVEN

This edition is catered to businesses looking to highlight their Swissness, reconnect with partners and find new ones.

**NEW**

## THE ROADSHOW

Companies applying for the awards will have the opportunity to present their projects during our 'Roadshow' taking place between August and September. This new component of the SSBA allows candidates and sponsoring companies to maximize exposure and facilitate networking across China for an extended period of time.

**NEW**

## BEYOND OUR TRADITIONAL NETWORK

For event sponsors, this presents a unique advantage that extends beyond the SwissCham community, reaching a wider audience of companies and individuals within the Chinese business community. By leveraging the extensive network of thousands of members within the international chamber, sponsors can benefit from increased visibility and access to a diverse range of potential business partners.

### 2 MONTHS OF BRANDING

As a sponsor you will benefit of being branded not only during the Gala Night but also during the roadshow including SwissCham media channels and local media channels.

## EVENT TIMELINE

**NEW**
















## ENGAGE A MASSIVE FANBASE:

### NEW PUBLIC VOTING APP

To enhance the visibility of sponsor companies, we have introduced an innovative addition to the traditional jury, which consists of Swiss Embassy representatives and experts. In addition to their evaluation, the general public will also have the opportunity to vote, although their votes will carry less weight compared to the experts and the rest of the jury.

The inclusion of public voting serves as a means to generate visibility throughout society. This groundbreaking feature will significantly amplify the visibility of our sponsors, as their presence will be prominently showcased on the app, reaching thousands of potential voters.

## SPONSORS BENEFITS IN SHORT

-  SEAT AT ONE OF THE VIP TABLES
-  AWARD NAMING
-  PRE/POST EVENT PROMOTION
-  BOOTH, BANNER
-  ONLINE AND OFFLINE LOGO EXPOSURE
-  ADVERTISEMENT IN PROGRAM E-BOOKLET
-  ORAL RECOGNITION
-  PROMOTION VIDEO DURING THE GALA NIGHT
-  FREE SEATS AT THE GALA DINNER
-  NAMED TABLE
-  GOODIE BAG INSERT
-  OFFICIAL PARTNER OF THE ROADSHOW
-  ADVERTISEMENT VIDEO AT THE ROADSHOW EVENT
-  COMPANY BANNER ON THE PUBLIC VOTING APP
-  MENTION AND LOGO EXPOSURE IN THE PRESS RELEASE

# SPONSORSHIP PACKAGES

	Diamond 199,900	Platinum 149,900	Gold 99,900	Silver 49,900
Seat at one of the VIP tables	✓	✓	-	-
Award naming	✓	-	-	-
Pre/post event promotion	✓	✓	✓	✓
Booth, Banner	2booths+2banners	1booth+1banner	1booth or 1banner	-
Online and offline logo exposure	Extra large logo	Large logo	Medium logo	Small logo
Advertisement in program e-booklet	2 pages	1 page	1/2 page	-
Oral recognition	✓	✓	✓	✓
Promotion video during the gala night	45 sec	30 sec	15 sec	-
Free Seats at the gala dinner	10	10	10	5
Named table	✓	✓	✓	-
Goodie bag insert	✓	✓	✓	✓
Official partner of the roadshow	Extra large logo	Large logo	Medium logo	Small logo
Advertisement video at the roadshow event	45 sec	30 sec	15 sec	-
Company banner on the public voting APP	✓	✓	✓	✓
Mention and logo exposure in the press release	✓	✓	✓	✓

## PAST SPONSORS



## CONTACT US



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