



Media Kit 2022

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Introduction

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 3 offices in Beijing, Shanghai and Guangzhou total more than 600 members.

Promotion with SwissCham

With offices in 3 major cities in China (Beijing, Shanghai and Guangzhou) and sister organizations in Hong Kong, Zurich, Geneva and Lugano, **SwissCham** offers its Members and Associates a wide array of promotion and exposure solutions to help them gain access to a large pool of potential customers and business partners in the Sino-Swiss business and social communities.

You will find in the following pages a short presentation of each of the channels at your disposal to extend the visibility of your company. This document is meant to be as concise as possible, please keep in mind that we can also provide you with **tailor-made solutions**.

Tailor-Made Solutions

Please be aware that the prices for advertisement displayed in this document are part of a package or correspond to the case of an advertiser choosing a single channel of exposure. If you wish to expand your visibility through several channels at a time or to combine with an existing event sponsorship, we will be glad to provide you with **an offer corresponding to your needs**.

New Website

SwissCham is delighted to announce its brand new website in order to continue to provide our members and network qualitative information and services! Using all the new technologies, swisscham.org is now available not only on your computer but also on your tablet and mobile phone. More user-friendly, you'll easily find all the information you're looking for thanks to its reworked design. Visibility for our members is also a watchword with a completely revamped member directory and a focus to provide the best visibility to our members!

Please do not hesitate to contact your local office for any further information (see last page).



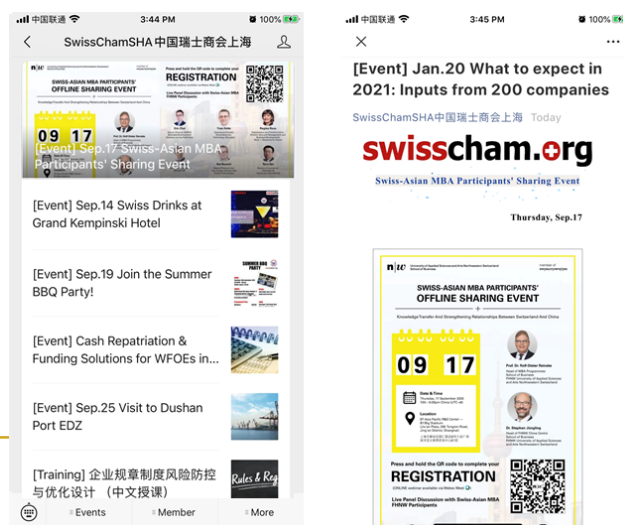
Event Promotion

Discount for Members!

Member Package 5,000 RMB

Non-Member Package 11,000 RMB

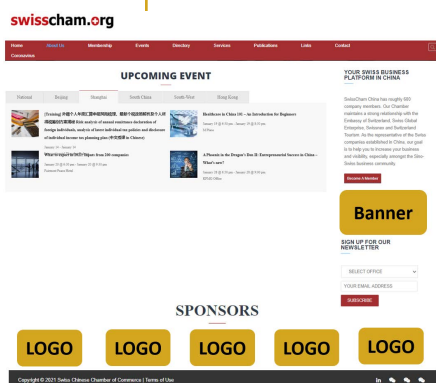
- 2 WeChat Posts
- 1 Dedicated Email Promotion
- Listing on **Swiss**Cham Event Page or Training page



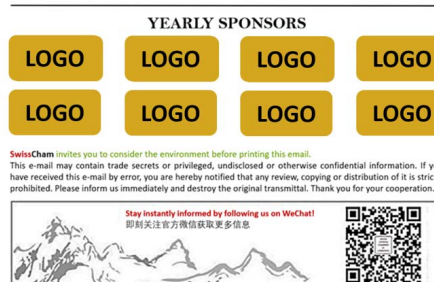
SwissCham China Yearly Sponsorship

		Strategic	Executive
	Price in RMB (net)	100,000	60,000
Member	Corporate membership (3 regions, BEI/SHA/GZ) One free entrance to all our regular business events One exclusive tailor-made event (eg. company visit)	✓ ✓ ✓	✓ ✓ -
Signature	Logo on events banner (BEI/SHA) Logo in email signatures (BEI/SHA/GZ) Logo in monthly newsletters (BEI/SHA/GZ)	big 1 year 1 year	medium 1 year 1 year
Online	Logo on website (Home + BEI/SHA/GZ) Free announcements in newsletter (BEI/SHA/GZ) Free announcements on Wechat (BEI/SHA/GZ)	top + bottom * 2 x 2 x	bottom * 1 x 1 x
Bridge	Banner in Bridge Newsletter with hyperlink (BEI/SHA/GZ)	2 times	1 time

* Valid for all **SwissCham China** website (Home+BEI/SHA/GZ).



SwissCham Shanghai Events Team
Carlton Building, Room 1138, 11th Floor, No. 21 Huanghe Road, Huangpu District, Shanghai, 200003
中国上海市黄河路21号鸿祥大厦1138室 | 邮编: 200003
[T] +86 21 5368 1248 | [E] events@sha.swisscham.org | [W] www.swisscham.org/shanghai/



Contact Us

SwissCham Shanghai

Address: Office 1138, 11F, Carlton Building, 21 Huanghe Road, Shanghai
上海市黄浦区黄河路21号鸿祥大厦11层1138室
Tel: +86 21 5368 1245
Email: member@sha.swisscham.org

SwissCham Beijing

Address: European Business Center, Unit 309, 3rd Floor, Building 81, No. 4, Workers' Stadium North Road Chaoyang District, Beijing
北京市朝阳区工人体育场北路4号81号楼3层309室
Tel: +86 10 8468 3982
Email: members@bei.swisscham.org

SwissCham South China

Address: Room 807, Building 10-B, Shenzhen Bay Ecological Park, Shenzhen
广东省深圳市深圳湾科技生态园10栋B座807室
Tel: +86 20 3833 0450
Email: info@swisscham-gz.org

DISCLAIMER:

Please note that all the packages and exposure options proposed in this document are subject to availability. SwissCham reserves itself the right to modify the prices and options at any time.