swisscham.org

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 easy 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).







Newsletter -

- Compilation of events & upcoming activities
- Distributed respectively to all SwissCham Members and Network (Beijing 4,000 contacts, Shanghai 4,000 contacts)

For advertisement options & rates (EDM, banner), please contact us.

Signature

Company logo exposure on events banner, email signatures and newsletters. Member only: 20,000 RMB / year



Website

Price RMB (net)	Banner * Homepages: 301x137 px Content pages: 200x100 px		Logo * Top position: strategic sponsor only Bottom position: 200x50 px			
Period	Member	Non-Member	Member	Non-Member		
3 months	9,600	12,000	4,800	6,000		
6 months	19,200	24,000	9,600	12,000		
1 year	28,800	36,000	14,400	18,000		

^{*} Valid for all SwissCham China website (Home, BEI/SHA/GZ). 1 region only: 50% discount.





SWISS

Member Benefits - Swiss International Airlines



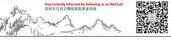
Visit official website of Swiss International Airlines at www.swiss.com to book for ex-China LX flights. Apply the discount code SWTSSCNZEU300 to enjoy the discount of RMB 300. Click on Read more to check out how to book tickets.

此优惠码适用于<mark>2020年12月10日</mark>前的预订,有效旅行时间至

2021年10月31日.
This discount code is eligible for bookings made before Dec.10, 2020 and the valid travel date is until Oct.31, 2021.

SwissCham Shanghai Events Team Carlton Building, Room 1138, 11st Floor, No. 21 Huanghe Road, Huangpu District, Sh 中国上海市英河第21号海洋大厦 1138 室 | 影論: 200003 [T] +86 21 5368 1248 | [E] <u>events@sha.swisscham.org</u> | [W] <u>www.swisscham.org/sh</u> im.org | [W] www.swisscham.org/shanghai,

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Banner Banner Banner

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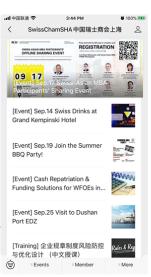


Event Promotion

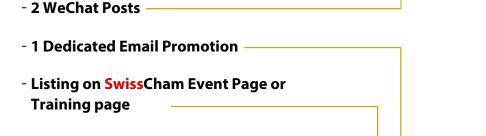


Member Package 5,000 RMB











The emerging world power of the 21st century, China, is now a leader in new technologies such as mobile internet applications, big data and artificial intelligence. From an economic stantpoint, China is a key trading partner for Switzerland's exporters. Against this background, amangers would be well advised to gain a understanding of the Chinese economic environment and of the specific cultural circumstances.

activities, the FHNW School of Business provides reliable up-to-the-minute reporting of curren and future developments in the country, with a particular focus on the challenges facing Swiss business actors.

Best regards, Your SwissCham Team



Healthcare in China 101 – An Introduction for Beg

March 2021

体系设计实务 Practice of Compensation System Design (中文授课 in Chinese)

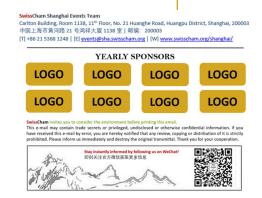


SwissCham China Yearly Sponsorship

			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).







Contact Us

SwissCham Shanghai

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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.