

swisscham.org



Media Kit

How to advertise with SwissCham China
and grow your impact in the Sino-Swiss business community

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Introduction

Founded in 1996, **SwissCham** China (Swiss Chinese Chamber of Commerce in China) is the only recognized Swiss 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. With 4 offices in Mainland China, we have in total more than 600 members across the country.

Promotion with **SwissCham**

With offices in 4 major cities (Beijing, Shanghai, Guangzhou, and Chongqing) 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.

Website

SwissCham is delighted to present its 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).

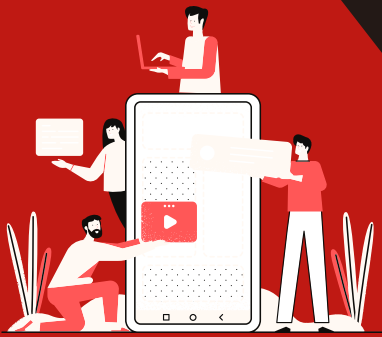


We Are Here For You!

SwissCham is your partner in working smarter and better in the Chinese market and with Swiss affiliated partners.

Leverage Switzerland's key values: entrepreneurship, intercultural strategic management, high-tech and top quality.





e-Newsletter

Frequency

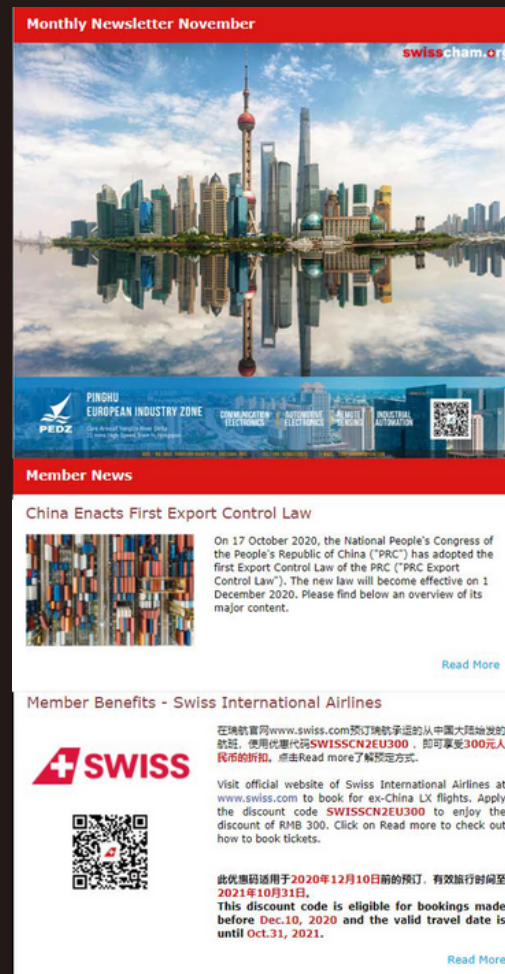
- Published on a **monthly basis**, the e-Newsletter is released during the last week of each month.

Target Group

- 2.5k+** subscribers, including all the contacts of the SwissCham Shanghai member companies as well as external subscribers in the Sino-Swiss business community.

Content

- New Member Announcements
- Member News*, job opportunities, seasonal offers, etc.
- Advertising Banners



For advertisement options and rates, please contact us.

*SwissCham member companies enjoy 2 free entries per year to the Member News section of our Monthly Email Newsletter. Contact member@sha.swisscham.org for more information.

The Bridge Newsletter



The new Bridge Newsletter is the successor of the printed Bridge magazine.

The magazine was launched in 2004 and has developed itself in a reliable and informative source of **Sino-Swiss business news**. But given the preference of today's society for online content and the need for sharing news and information quickly, the printed magazine is converted to an online version.

What?

The Bridge Newsletter is unique in the sense that it provides **exclusive** content to our members such as articles and interviews that have been produced for the newsletter only.

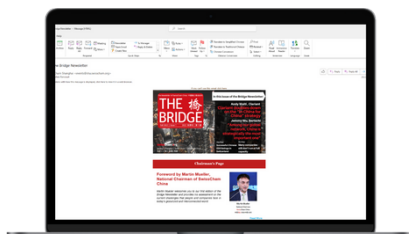
When?

The Bridge Newsletter is published quarterly.

Who and how?

- **SwissCham** members
- **6,700+** followers on WeChat
- **2,500 +** subscribers to Email Campaigns
- Everyday visitors on **SwissCham** official website

Ad 1 Non-member Price **10,000** RMB
20% off Discount for Members
Ad 2 Non-member Price **9,000** RMB
20% off Discount for Members



Ad 1
right above Chairman's / President's page
Proportion: 6:2

Chairman's Page

Foreword by Martin Mueller,
National Chairman of SwissCham China

Martin Mueller welcomes you to our first edition of the Bridge Newsletter and provides his assessment on the current challenges that people and companies face in today's globalized and interconnected world.



Martin Mueller
National Chairman
SwissCham China
中國瑞士商會主席

Ad 2
right below Chairman's / President's page
Proportion: 6:2

In This Issue:

Clariant doubles down on the "in China for China" strategy

Interview with Andy Waliti, Clariant Head of Region China & APAC



Event Promotion



2 WeChat Posts

6,700+ followers

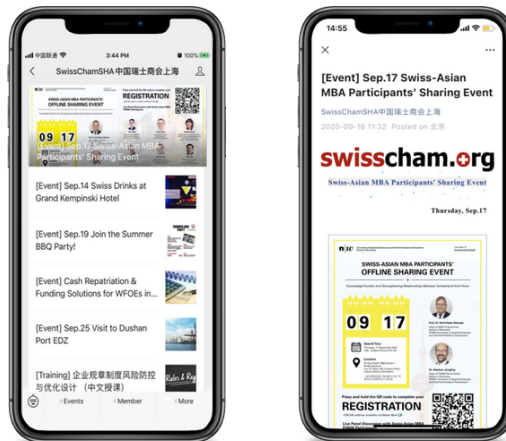


1 Dedicated Email Promotion

2,500+ subscribers



Listing on SwissCham Event / Training page



Dear Nicole,

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 standpoint, China is a key trading partner for Switzerland's exporters. Against this background, managers would be well advised to gain an understanding of the Chinese economic environment and of the specific cultural circumstances.

As an applied and internationally aligned knowledge institution, the FHNW School of Business has been active in China for more than 25 years and maintains numerous notable partnerships in a variety of provinces. Due to its broad-based China-oriented activities, the FHNW School of Business provides reliable up-to-the-minute reporting of current and future developments in the country, with a particular focus on the challenges facing Swiss business actors.

Best regards,
Your SwissCham Team

Speakers



Prof. Frank van der Wal



Prof. Dr. Wolf-Peter



Nicole's colleague



Non-member
Price

11,000

RMB

More than
50% off
Discount for
Members

5,000

RMB



Signature

Be visible by showing your company logo in SwissCham's email signatures, WeChat posts, email campaigns, and e-Newsletter on a daily basis!



Member-only
Price

20,000

RMB (for all 4 chapters)

Member-only
Price

10,000

RMB (for Shanghai only)

Talent Acquisition



Looking for the right talent for your job vacancies?

Send your company introduction and job descriptions to **SwissCham** (email: member@sha.swisscham.org) to promote your job openings in the Sino-Swiss business community.

This service is **free** for **SwissCham** members.

For non-members:

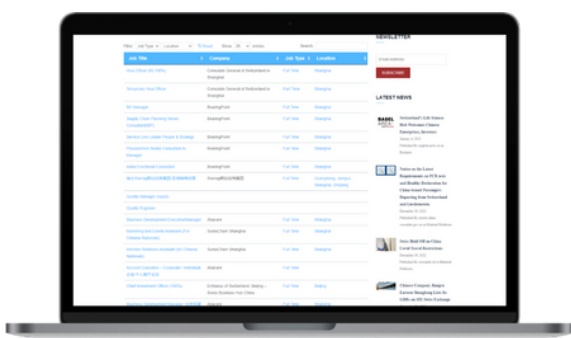
Non-member
Price

2,000

RMB per job opening

Price incl.

1. being listed on **SwissCham** Job Opportunities Page
2. being listed in monthly newsletters for 2 months



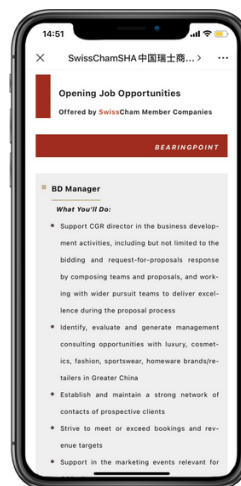
Non-member
Price

3,000

RMB per job opening

Price incl.

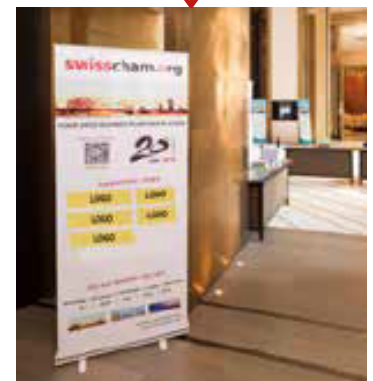
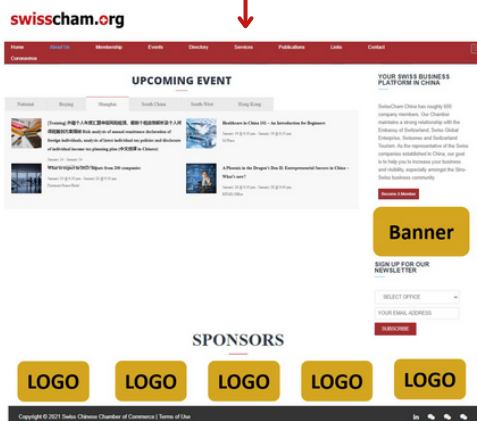
1. being listed on **SwissCham** Job Opportunities Page
2. being listed in monthly newsletters for 2 months
3. 1 dedicated WeChat Post



SwissCham 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 times 2 times	bottom * 1 time 1 time
Bridge	Banner in Bridge Newsletter with hyperlink (BEI/SHA/GZ)	2 times	1 time



Questions? Contact us.

Shanghai

Address: Carlton Building, 11F, Office 1138,
21 Huanghe Road, Huangpu District,
Shanghai
上海市黄浦区黄河路21号鸿祥大厦1138室
Tel: +86 21 5368 1270
E-mail: member@sha.swisscham.org

Southwest China

Address: 304, Block A2, SinoSwiss
Technopark, Pinghe Road 5, Liangjiang New
Area, Chongqing
重庆市两江新区平和路5号中瑞（重庆两江）
产业园A栋304室
Tel: +86 23 6788 0606
E-mail: raphael.zumsteg@outlook.de

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
E-mail: members@bei.swisscham.org

South China

Contact: Lucas Li
E-mail: 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.

