

swisscham.org

EVENTS SPONSORSHIP PACKAGE 2016

SwissCham Beijing



SWISS TRADITIONAL DINNER – 11 MARCH 2016



SINO-SWISS ECONOMIC FORUM – SUMMER 2016



SWISSCHAM NIGHT – DECEMBER 2016

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

We are delighted to present you our Events Sponsorship Package 2016. 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,



Romain Barrabas
Marketing & Events 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, Ambassador's Briefing. We always adapt ourselves to the needs and wishes of our members! In 2016, 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:

	PLATINUM	GOLD	SILVER
SWISS TRADITIONAL DINNER	45,000	30,000	20,000
SINO-SWISS ECONOMIC FORUM	120,000	80,000	50,000
SWISSCHAM NIGHT	45,000	30,000	20,000

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 2 free tickets 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.

SWISS TRADITIONAL DINNER – 11 MARCH 2016



The Swiss Traditional Dinner is an opportunity for business people working with Switzerland to gather and network in a typical Swiss atmosphere. In 2016, 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 cheeses
- > Free flow of white and red wine
- > Succulent Swiss cakes and pastries

Sponsorship Packages

	PLATINUM	GOLD	SILVER
RMB (net)	45,000	30,000	20,000
Pre-event promotion (website, invitation, newsletter, etc.)	Large logo	Medium logo	Small logo
Logo on menu + invitation	Large	Medium	Small
Cocktail Area	Booth + 2 banners	1 banner	-
Seats	10 (1 table in prime area)	10 (1 table in center area)	10
Named Table	Yes	Yes	Yes
Oral Recognition	Yes	Yes	Yes
Presentation on stage	Yes	-	-
1 additional seat at the VIP table (TBC)	1	1	-
Goodie bag insert	Yes	Yes	-
Post-event promotion (website, newsletter, Bridge Magazine)	Large logo	Medium logo	Small logo

Previous edition: [Swiss Traditional Dinner 2015](#)

SINO-SWISS ECONOMIC FORUM – SUMMER 2016



The Sino-Swiss Economic Forum takes place every two years in Beijing and is by far the largest economic summit between Switzerland and China. The Forum offers a plenary session, seminars as well as an exclusive gala dinner. The 2014 edition gathered more than 360 guests, including high-level representatives from the Sino-Swiss business community, Government and Academia. The overall topic – FTA: A New Chapter in Sino-Swiss Relations – explored why Switzerland and China have chosen to sign the FTA. In focusing on the “Why”, the Forum underlined the key strengths complementing both the Swiss and Chinese economic systems. Each theme covered two panels, ranging from Intellectual Property, Investments in Switzerland/China, Food Safety and R&D.

Highlights

- > Over 360 economic and political leaders
- > High ranked delegation from Switzerland
- > Seminars on hot topics
- > Exclusive gala dinner

Sponsorship Packages

	PLATINUM	GOLD	SILVER
RMB (net)	120,000	80,000	50,000
Pre-event promotion (website, invitation, newsletter, etc.)	Large logo	Medium logo	Small logo
Cocktail/Coffee Break Area	Booth + 2 banners	1 banner	-
Conference rooms	1 banner	1 banner	-
Logo on the backdrops + menu + invitation	Large	Medium	Small
Advertisement in program booklet	1 page	½ page	¼ page
Oral recognition	Yes	Yes	Yes
Seats at the gala dinner	10 (1 table in prime area)	10 (1 table in center area)	10
Named table	Yes	Yes	Yes
Seat at the VIP table (TBC)	1	1	-
Goodie bag insert	Yes	Yes	-
Post-event promotion (website, newsletter, Bridge Magazine)	Large logo	Medium logo	Small logo

Previous edition: [Sino-Swiss Economic Forum 2014](#)

SWISSCHAM NIGHT – DECEMBER 2016



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 2016!

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 ticket

Sponsorship Packages

	PLATINUM	GOLD	SILVER
RMB (net)	45,000	30,000	20,000
Pre-event promotion (website, invitation, newsletter, etc.)	Large logo	Medium logo	Small logo
Logo on menu + invitation	Large	Medium	Small
Cocktail Area	Booth + 2 banners	1 banner	-
Seats	10 (1 table in the prime area)	10 (1 table in the center area)	10
Named Table	Yes	Yes	Yes
Oral Recognition	Yes	Yes	Yes
Presentation on stage	Yes	-	-
Goodie bag insert	Yes	Yes	-
Extra lucky draw tickets	20	10	-
Post-event promotion (website, newsletter, Bridge Magazine)	Large logo	Medium logo	Small logo

Previous edition: [SwissCham Night 2014](#)

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 3 offices in Beijing, Shanghai and Guangzhou total more than 450 members and among them 150 are in Beijing.

2016: a Jubilee Year

2016 marks the 20th anniversary of the establishment of SwissCham China, an iconic age. In the last two decades (1996-2014), the value of Swiss exports to Mainland China has increased almost nineteen-fold while Switzerland purchased ten times more in value from China. The number of Swiss companies established in China spectacularly increased to reach about 1'000 in China in 2015.

We also would like to mention a few milestones. In 2007, Switzerland was the first Western country to recognize China as a market economy. Then, the entry into force of the Free Trade Agreement on 1 July 2014 which is a true token of our eminent relations with China, not only in trade, but in various other fields. More recently, Federal Councillor Alain Berset and Social Security Minister Yin Weimin signed on 30 September 2015 a social security agreement, following a survey conducted by SwissCham China. Meanwhile, SwissCham China has developed during the last two decades some unmissable events: the Ambassador's and Consular Briefings, the Swiss Ball, the Sino-Swiss Business Awards and of course the Sino-Swiss Economic Forum.

These meaningful cobblestones undoubtedly map out a route full of opportunities for at least the next 20 years!

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

Contact & Information

Mr. Romain Barrabas

Marketing & Events Manager

romain.barrabas@bei.swisscham.org

+86 10 8468 3982 ext. 182

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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.