



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland in China  
瑞士驻华大使馆

Swiss Business Hub China  
瑞士贸易与投资处

 SWITZERLAND  
GLOBAL  
ENTERPRISE  
瑞士贸易与投资署

# PARTICIPATION BOOKLET



## Swiss Pavilion @

MARINTEC<sup>2</sup>  
CHINA<sup>0</sup>  
国际海事技术学术会议和展览会<sup>2</sup>  
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**Time:** 5-8 December 2023

**Venue:** Shanghai New  
International Expo Centre (SNIEC),  
Shanghai, China

<https://www.marintecchina.com/>

**Why Marintec China?**

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## Why Marintec China?

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- Launched for over 40 years, Marintec China has become renowned as the most authoritative B2B platform for the International Maritime Industry. It is ranked today's top two among other international maritime exhibitions worldwide.
- Regarded as only gateway to the Asian maritime market, Marintec China provides the largest range of exhibiting companies, manufacturers, and service providers across the complete supply chain for shipbuilding as well as professional services, components, and finished equipment.
- The Complete Maritime Supply Chain Represented: Shipbuilding / Shipyard
  - Propulsion Systems/ Prime Movers • Electrical Systems / Equipment • Auxiliary Equipment / Machinery • Shipping / Ports Offshore Industry • Cruise • Maritime Services

## Facts and Figures of Marintec China 2019

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- 8 exhibition halls covering 90,000 sqm of exhibition space
- 2,200 exhibiting companies from 30 countries / regions
- 16 pavilions
- 71,736 professional visitors from 100 countries / regions
- Over 100 different events with conferences, circle meetings, seminars and networking meetings

### ✓ **OVERALL COMMENTS FROM EXHIBITORS**

96% Satisfying rating on the fair scale

93% Rated Marintec China is the most important exhibition

95% Voted to participate in the next edition

### ✓ **OVERALL COMMENTS FROM VISITORS**

99% Satisfied with the quality of exhibitors

95% Achieved the objective to understand industry news in China

93% Rated Marintec China is the most important exhibition

**Why join the  
Swiss Pavilion?**

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# Swiss Pavilion

**Location:** International pavilion hall (N3 Hall currently reserved)

**Management:** Swiss Business Hub China (SBH China) & Switzerland Global Enterprise (S-GE)

**Supported by:** Embassy of Switzerland in Beijing & Consulate General of Switzerland in Shanghai



## What can you benefit?

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- Project management as well as organizational and administrative preparation and implementation
- You focus on business development and customer relationship management
- Clear identification by the Swiss design – the Swiss identity is widely recognized as a symbol of high-quality standard and innovation
- Ready to use stand and attractive stand design creating an inviting atmosphere
- Joint hospitality area for you and your customers (soft drinks, coffee & tea)
- Storage (limited space); internet access
- The video (3 - 5 minutes) of each participating company & sponsor will be integrated into a brands assortment video rolling and broadcast on the screen in the public area
- Listing in the Swiss Pavilion's official e-catalogue
- Communication of the Swiss presence on the appropriate social media (WeChat, Weibo, LinkedIn)

## What more to expect?

- **Professional project management team:**

The Swiss Business Hub China Team owns the know-how and expertise in national pavilion projects. The SBH China Team has organized and managed the Swiss Pavilions @ exhibitions in China, such as



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO



中国国际消费品博览会  
CHINA INTERNATIONAL  
CONSUMER PRODUCTS EXPO

In addition, the SBH China Team has supported Swiss industry associations (e.g. Swissmem) in managing the Swiss Pavilion @ China International Machine Tool Show in Beijing and the Swiss Pavilion @ China CNC Machine Tool Fair in Shanghai

- **Government endorsement:**

Visit of Consul General of Switzerland in Shanghai & Presence of Counsellor of Embassy of Switzerland in Beijing is planned

- **Live photo album & documentation of the Swiss Pavilion:**

The Swiss Pavilion will be documented by a photographer. View our previous photo albums [CIIE 2018](#); [Hainan Expo 2021](#); [China Beauty Expo 2021](#); [Hainan Expo 2022](#) and [Hainan Expo 2023](#)



# Participation Packages



## Participation Packages

### (1) PACKAGE “THE SPACE”

- «The Space» provides the Swiss exhibitor an exclusive space for product showcase, brand exposure and individual B2B meetings
- Booking starting from 4sqm

### (2) PACKAGE “THE POSTER”

- «The Poster» provides the Swiss exhibitor an opportunity for brand exposure and brochures distribution



*Pictures for reference only.*

## Participation as In-kind Sponsor

### IN-KIND SPONSORING

The Swiss Pavilion operates a “Swiss Bar” for drinks, pre-packed food and souvenirs.

We welcome sponsoring companies to contribute

**“Swiss Specialities”**

**Chocolate, confiserie, snacks,  
cheese, coffee, herbal tea, soft  
drinks, beer, wine, liqueur, goodies**

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Please let us know!



# Pricing



## Pricing & Registration

- Please sign the separate “**Registration Form**” for participating confirmation.
- The registration deadline is **September 15, 2023**

Item	Price
<b>Package “The Space”</b>	
4 sqm:	CHF 6’500.--
9 sqm:	CHF 13’500.--
12 sqm:	CHF 17’500.--
15 sqm:	CHF 21’500.--
<b>Larger booth space required:</b>	<b>Please contact us!</b>
<b>Package “The Poster”</b>	CHF 500.--

### **Not included:**

- Transport and insurance of your exhibits
- Individual booth design, additional furnitures and LED/TV requirements
- Technical connections and operating costs
- Travel and accommodation

# **Organizer & Contact**

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## Organizer & Contact

**Swiss Business Hub (SBH) China** is part of the Embassy of Switzerland in the People's Republic of China. It supports SMEs from Switzerland and Liechtenstein in their business development in China and provides Chinese companies with information on Switzerland as a business location. The Swiss Business Hub also represents Switzerland Global Enterprise, the official Swiss agency for export and investment promotion. The SBH China has additional offices at the Consulate General of Switzerland in Shanghai and the Consulate General of Switzerland in Guangzhou.

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**Switzerland Global Enterprise (S-GE)** is the official Swiss organization for export and investment promotion with offices throughout Switzerland and in 31 countries. Together with partners at home and abroad, S-GE supports Swiss SMEs in their international business and assists innovative foreign companies with potential that are interested in settling in Switzerland.

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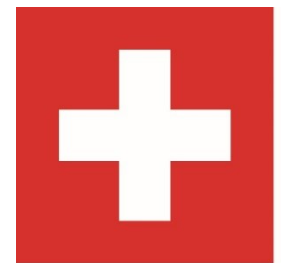
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- Participating Booklet version 18.05.2023.
  - A minimum of 6 Swiss companies is required to realize the Swiss Pavilion.
  - The Swiss Pavilion @ Marintec China 2023 is still in the planning process. All information about the Swiss Pavilion incl. visuals can be subject to changes (work in progress).

**See you in Shanghai @ Marintec China**

**DANKE  
MERCI  
GRAZIE**



**Switzerland.**