 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

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CHINA BEAUTY EXPO  
中国美容博览会

**Time:** 12-14 May 2023

**Venue:** Shanghai New International  
Expo Center, No. 2345 Longyang Road,  
Pudong New District, Shanghai, China

[www.chinabeautyexpo.com](http://www.chinabeautyexpo.com)

# Why China Beauty Expo (CBE)?



## Why CBE?

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### MARKET POTENTIAL

- **China** is the world's **second-largest** beauty and personal care product market after the United States.
- The cosmetics industry in China has experienced **steady growth** in recent years, driven by rising demand for premium products and increases in the number of working women. The overall market has expanded by over 150% between 2012 and 2020, with household spending on personal care and cosmetic products are expected to continue growing at 6.3% by 2025, according to Fitch Solutions.
- Foreign premium cosmetics have proven especially popular among Chinese consumers. Euromonitor projects that high-end products will make up 53% of the cosmetics market in 2025.
- The **Swiss cosmetics industry exported** in the value of over CHF 419 million to China in 2021 with an **increase of 61%** compared to 2019, according to Swiss Customs.

## Why CBE?

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**For the Asia beauty industry, China Beauty Expo is the place where world renowned researchers, industry associations and top media outlets come together with domestic and international beauty professionals.**

### **VISITORS PROFILE**

- Distributors / Agents / Importers
- Retailers (Including Department Stores, Supermarket and Franchises)
- Beauty Salons and Spa Owners
- Manufactures (Including R&D and Purchasers)
- Others

### **EXHIBIT CATEGORIES**

- Skin Care, Makeup and Color Cosmetics, Fragrance, Makeup Accessories, Personal Care, Household Detergent, Nature and Health Beauty Products, Franchises and Retail Stores, Importers, Agents and Distributors.
- Beauty Salon & Spa Products and Equipments, Professional Makeup, Nail Care and Tattoo, Hair Products and Equipments, Professional Beauty Accessories, Beauty Schools, Institutions and Other Service Providers.
- OEM/ODM/OBM, Private Label, Raw Materials and Ingredients, Packaging, Pumps/Valves/Sprayers/Caps and Accessories, Color Cosmetics Packaging, Tubes, Printing, Paper/Boxes/Bags and Machinery, Testing and Inspection, Advanced science and innovation.

**IN ADDITION TO SWISS PAVILION:** Strong presence of Country Pavilions organized by France, Spain, Germany, Italy as well as other European and Asian countries.

**Why join the  
Swiss Pavilion?**

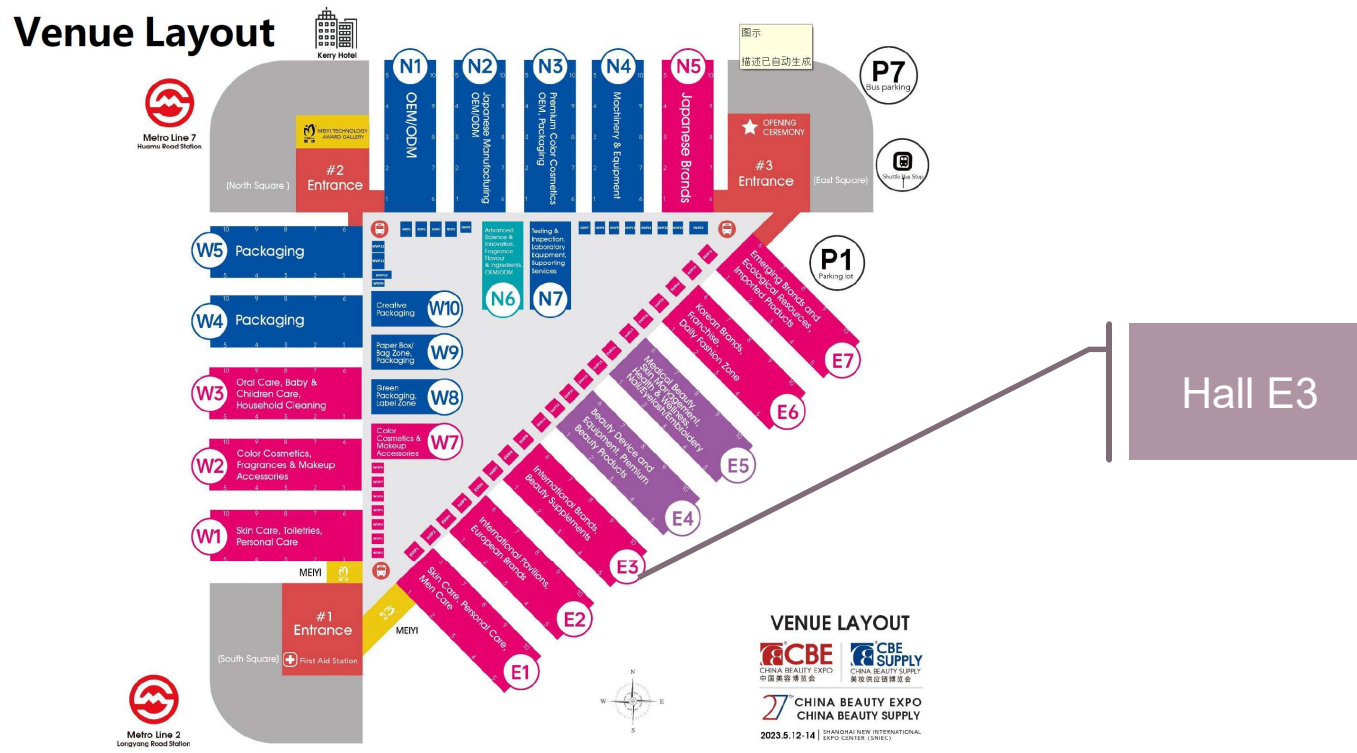
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# Swiss Pavilion

**Location:** Hall E3 (international pavilion 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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- Concentrate on the development and care of your customer relations – Swiss Business Hub China will organize your participation
- Clear identification by the Swiss design – the Swiss identity is widely recognized as a symbol of high-quality standard and innovation
- Attractive stand design creating an inviting atmosphere
- Hosted hospitality area for you and your customers (soft drinks, coffee & tea)
- Storage (limited space)
- Ready to use booth
- The video (3-5 Minutes) of every participating company & sponsor integrated into a brands assortment video rolling broadcast on the screen in the public area
- Entry in the official E-catalog of Swiss Pavilion
- Communication of the Swiss Presence on the appropriate social media (WeChat, Weibo, LinkedIn)

## What more to expect?

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- **Professional project management team:** The Swiss Business Hub China Team owns the know-how and expertise in national pavilion projects. We have organized and managed the “Swiss National Pavilion” @ China International Import Expo 2018 in Shanghai ([CIIE](#)) and the “Swiss National Pavilion” @ China International Consumer Products Expo 2021 in Haikou ([Hainan Expo](#)) as well as the “Swiss Pavilion” @ China Beauty Expo 2021 in Shanghai
- **Government endorsement:** Visit of Consul General of Switzerland in Shanghai & Presence of Commercial Counsellor of Embassy of Switzerland are planned
- **Live photo album & documentation of the Swiss Pavilion:** Documentation of the Swiss Pavilion by a photographer. Check our previous photo albums [CIIE 2018](#); [Hainan Expo 2021](#); [China Beauty Expo 2021](#) and [Hainan Expo 2022](#)



# Participation Packages



## **Participation Packages**

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**(1) Package “The Space”**

**(2) Package “The Showcase”**

**(3) In-kind Sponsoring**

## Participation Packages

### (1) PACKAGE “THE SPACE”

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



*Pictures for reference only.*

## Participation Packages

### (2) PACKAGE “THE SHOWCASE”

- «The Showcase» provides the Swiss exhibitor a lockable cabinet for product showcase and brand exposure
- It can be displayed either with a light box (as *standard design*) or with a TV screen (as *premium design, without online interaction*)
- Distribution of samples and brochures



*Pictures for reference only.*

## Participation Packages

### (3) IN-KIND SPONSORING

The Swiss Pavilion operates a “Swiss Bar” for drinks, pre-packed & fresh 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

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

Item	Price
<b>Package “The Space”</b>	
4 sqm:	CHF 4'950.--
9 sqm:	CHF 10'500.--
12 sqm:	CHF 13'150.--
15 sqm:	CHF 15'400.--
Larger booth space required:	Please contact us!
<b>Package “The Showcase”</b>	
The Showcase, with light box display (as standard design):	CHF 2'500.--
The Showcase, with TV screen (as premium design):	CHF 3'500.--

# Registration & Contact

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## Registration & Contact

**Swiss Business Hub China (SBH China)** represents the official Swiss international trade and investment promotion agency Switzerland Global Enterprise (S-GE). Part of the Embassy of Switzerland in Beijing and with subsidiaries in Shanghai and Guangzhou, where they are integrated into the respective Swiss Consulates General, the Swiss Business Hub China provides localized support, market information, consulting and networking services to both new and experienced Swiss and Liechtenstein companies venturing into the Chinese market. In addition, the Swiss Business Hub China actively promotes Switzerland as a highly attractive business and investment location for companies from China looking for growth in Switzerland and in Europe.

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**Switzerland Global Enterprise (S-GE)** guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub.

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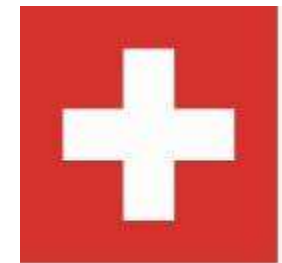
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- Participating Booklet version 05.12.2022.
  - A minimum of 6 Swiss companies is required to realize the Swiss Pavilion.
  - The Swiss Pavilion @ China Beauty Expo 2023 is still in the planning process. All information about the Swiss Pavilion incl. visuals can be subject to changes (work in progress).

**See you in Shanghai @ China Beauty Expo**

**DANKE  
MERCI  
GRAZIE**



**Switzerland.**