 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 @



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

**Time:** 11-15 April 2023

**Venue:** Hainan International  
Convention and Exhibition Center  
(Haikou, Hainan Province, China)

<https://www.hainanexpo.org.cn>

# Why China International Consumer Products Expo (Hainan Expo)?

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## Why Hainan Expo?

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### Market potential

- China is the world's second-biggest retail market after the United States.
- China is world's key growth engine of the global consumer market. In the first 11 months of 2022, China's retail sales of consumer goods totaled US\$5.80 trillion.
- China surpassed Switzerland as the world's leading luxury goods hub in 2021 and China is expected to represent 40% of all luxury consumers by 2030.
- China has the highest increase of middle-income group of over 400 million people.

### Policy driven

- "Masterplan" released by Chinese Central Government to transform Hainan into a High-Level Free Trade Port with strong global influence
- Hainan's new offshore duty free shopping policy

## Why Hainan Expo?

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

**Hainan Expo (China International Consumer Products Expo)** is one of the four major exhibition platforms for China's all-round opening up, along with China International Import Expo (CIIE), China Import and Export Fair (Canton Fair), and China International Fair for Trade in Services (CIFTIS). Hainan Expo is **the only state-level Expo held in China focused on imported consumer products.**

### **Hosts:**

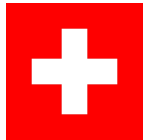
Ministry of Commerce of the People's Republic of China; People's Government of Hainan Province

### **Organizers:**

Trade Development Bureau of Ministry of Commerce; Hainan Provincial Bureau of International Economic Development (Hainan IEDB)

**Strong presence of country pavilions** organized by France, Italy, Ireland, as well as other European and Asian countries

# Swiss Pavilion @ Hainan Expo 2021



Switzerland, as the **Guest Country of Honor** at the 1<sup>st</sup> Edition of Hainan Expo 2021



## 3 partners, 27 exhibitors, 11 sponsors

**PARTNERS**  
合作伙伴

**BRANDS OF EXHIBITORS**  
参展商品牌

**SPONSORS**  
赞助商

The grid contains the following logos:

- Partners:** swisstech, swatch, 瑞士 (Swiss flag)
- Brands of Exhibitors:** adelbodner MINERAL, AiMÉE, APPENZELER BIER, calcosmet, CreaCeto, CYRUS, delaféc OF SWITZERLAND, durgol, Eptinger, HUBLOT, king, KUEHNE+NAGEL, Läderach, LAUFEN, LAURASTAR, medela, MONDAINE, Nestlé, SCHULTHESS, SN AA, X CARAN PACHE, swissflex, TOI, TOP1, VICTORINOX, WENGER, 惠氏 铂臻, zimmerli, swiss meat
- Sponsors:** APPENZELER BIER, FRANKE, HUBLOT, Läderach, Lindt, Ricola, SCHULER, USM, VICTORINOX, SWISS WINE

## Swiss Pavilion @ Hainan Expo 2022



- ✓ The concept and design of the Swiss Pavilion comprised a "Relaxation Zone" and an "Exhibitor Zone". A Swiss traditional Chalet was the main attraction of the Swiss Pavilion.

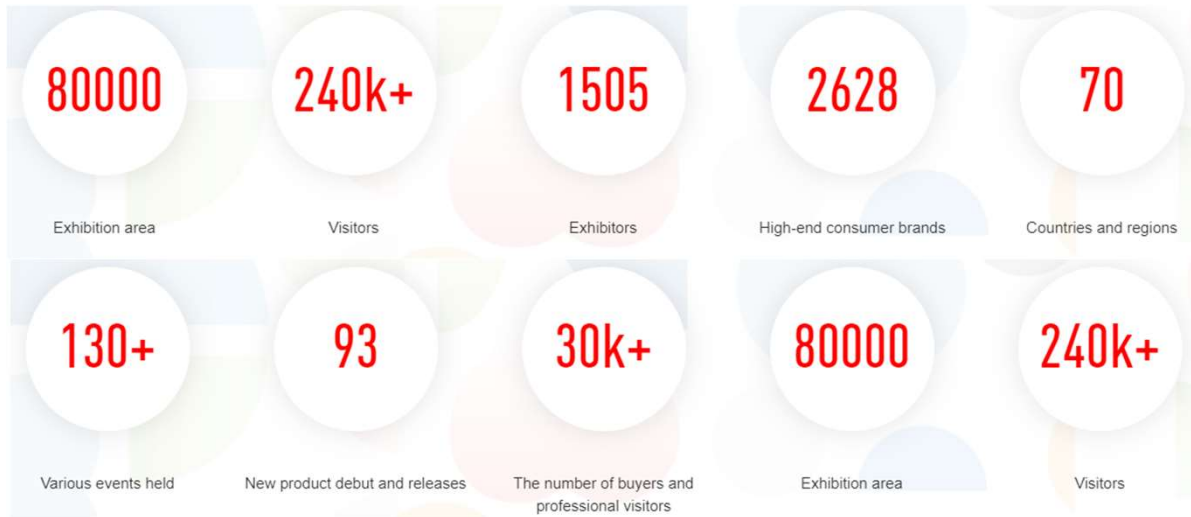


- ✓ The Swiss Pavilion has been one of the most-mentioned country pavilions in the Chinese media.

- ✓ By taking part in the Swiss Pavilion, Swiss exhibitors identified new business opportunities and achieved fruitful results.



# Factsheet of Hainan Expo 2021 & 2022



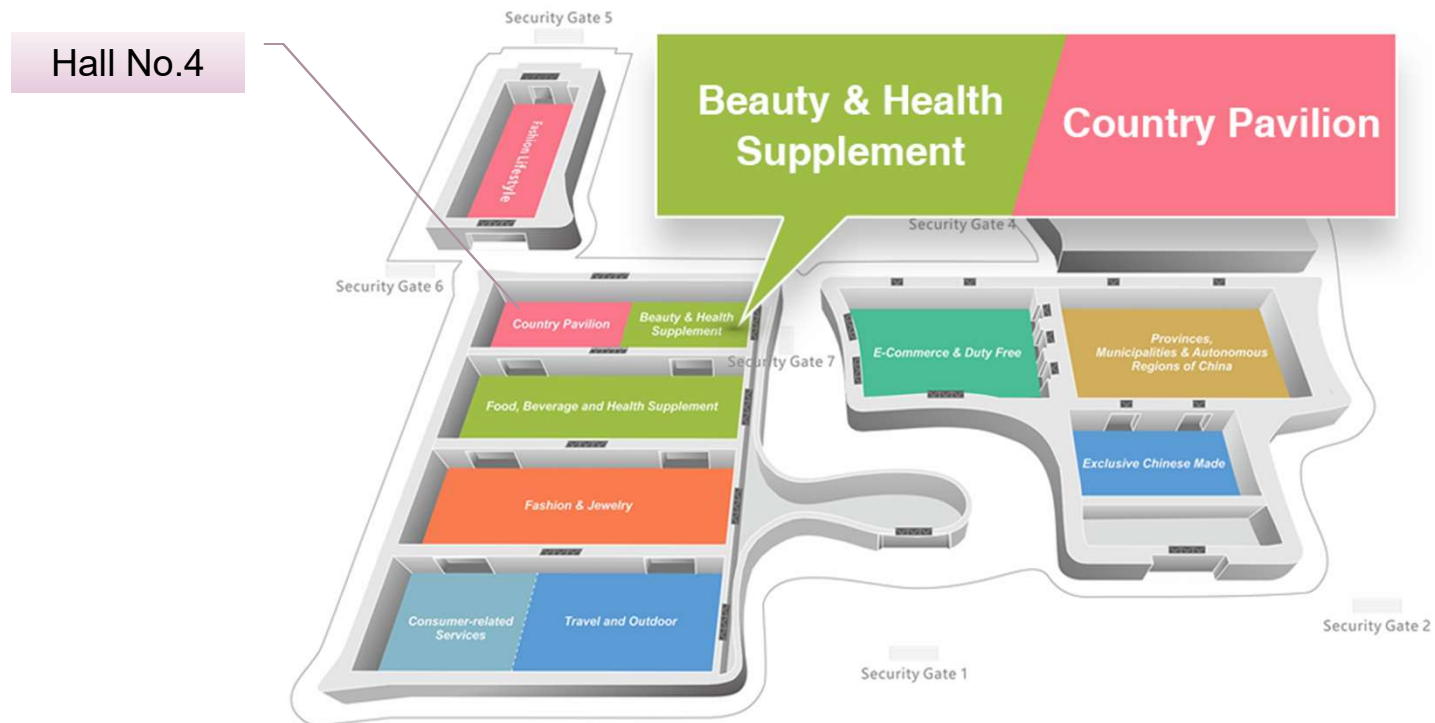
**Why join the  
Swiss Pavilion?**

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## Swiss Pavilion

- Location:** Hall No. 4
- Space:** 100 sqm (reserved, located to main pathway)
- Management:** Swiss Business Hub China (SBH China) & Switzerland Global Enterprise (S-GE)
- Supported by:** Embassy of Switzerland in Beijing & Consulate General of Switzerland in Guangzhou



## 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 Guangzhou & Presence of Commercial Counsellor of Embassy of Switzerland is 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

### (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 as In-kind Sponsor

### 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.
- The registration deadline is **February 17, 2023**

Item	Price
<b>Package “The Space”</b>	
<b>4 sqm:</b>	<b>CHF 6'000.--</b>
<b>9 sqm:</b>	<b>CHF 12'000.--</b>
<b>12 sqm:</b>	<b>CHF 15'000.--</b>
<b>15 sqm:</b>	<b>CHF 18'000.--</b>
<b>Larger booth space required:</b>	<b>Please contact us!</b>
<b>Package “The Showcase”</b>	
<b>The Showcase, with light box display (as standard design):</b>	<b>CHF 4'000.--</b>
<b>The Showcase, with TV screen (as premium design):</b>	<b>CHF 5'000.--</b>

# 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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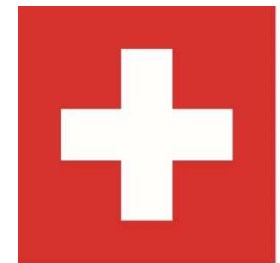
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- Participating Booklet version 10.01.2023.
  - A minimum of 6 Swiss companies is required to realize the Swiss Pavilion.
  - The Swiss Pavilion @ Hainan Expo 2023 is still in the planning process. All information about the Swiss Pavilion incl. visuals can be subject to changes (work in progress).

## See you in Haikou @ Hainan Expo

DANKE  
MERCI  
GRAZIE



Switzerland.