

enabling new business

+ SWITZERLAND
GLOBAL
ENTERPRISE

Join the mini **SWISS** Pavilion NOW!

ISPO SHANGHAI 2018

SHANGHAI NEW INTERNATIONAL EXPO CENTER

5 – 7 JULY 2018



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



Join the mini **SWISS** Pavilion now!

- + the trade fair
- + 3 good reasons to participate
- + the booth: mini **SWISS** Pavilion
- + your participation options
- + service package
- + registration / contacts
- + overview trade fairs 2018
- + impressions ISPO Beijing and Shanghai

THE TRADE FAIR – ISPO SHANGHAI 2018



5 – 7 July 2018



Shanghai New International Expo Center



ISPO Shanghai is the perfect platform for sports brands and retailers to connect and contribute to the hungry Asian sports market. By merging tradition and innovation, the trade show creates a unique opportunity for international sports business professionals.

five segments: Running, Outdoor, Watersports, Health & Fitness, Manufacturing & Suppliers

2017: > 14,000 visitors (48% from retail and distribution channels) / 570 exhibitors / 668 brands / > 33,000 sqm space



Exhibitors 2017



<http://ispo.com/shanghai>



[ISPO Shanghai 2018 Factsheet](#)

3 GOOD REASONS TO PARTICIPATE

- China's government has ambitious plans: The market volume in the sports segment is to rise from EUR 265 billion in 2017 to EUR 405 billion in 2020. 500 million Chinese are to actively pursue sports in their free time by 2025. While markets may be stagnating in Europe and the USA, China is steadily developing into the most important market of the future.
- By 2020, 70% of the Chinese consumers will belong to the middle (55%) or high end (15%) market segments. 1 billion consumers will be asking for products of superior quality, which is three times the number of all consumers in Europe and the USA.
- China is the second largest e-commerce market for sports and outdoor products in the world.

THE BOOTH – mini SWISS PAVILION



Booth size:	30 – 48 sqm (depending on number of exhibitors)
Brand:	Switzerland The Swiss presence stands for quality, innovation and tradition
Theme:	Switzerland – Origin of Innovation.
Features:	<ul style="list-style-type: none">- Open booth with individual presentation of each company- Central hospitality area in co-operation with Switzerland tourism
Participants:	a minimum of 3 Swiss companies is required to realize the mini SWISS Pavilion
Global network:	<ul style="list-style-type: none">- Swiss Embassy- Swiss Business Hub- Switzerland Tourism



PARTICIPATION PACKAGES

4 sqm package

- space rental of 4 sqm
- 1 screen
- 1 showcase or lockable sideboard
- 1 brochure rack
- transportation of max. 5 kg brochures (no return shipment)
- Use of hospitality area
- **SWISS** Pavilion service package

→ Is this too small for you?

Contact us

and book a larger booth!

Costs

Package fee (4 sqm):
CHF 4,750.-

Mandatory Communication fee:
CNY 900.- (approx. CHF 135.-, Messe München)

Registration fee:
CHF 650.- (S-GE Gold Members)
CHF 800.- (S-GE Silver Members)
CHF 950.- (Non Members)

The package does not include:

- Transport and insurance of your exhibits
- Individual stand design and additional furnishings
- Technical connections and operating costs
- Travel and accommodation

→ For more information please consult the S-GE general terms and conditions (items 4.6 and 7.2) at www.s-ge.com/en/general-terms-and-conditions

PARTICIPATION PACKAGES

Starter package:

- Space rental of 2 sqm
- Bring your own device (shoes, clothes or similar)
- 1 company logo
- 1 brochure rack
- Transportation of max. 5 kg brochures
- Use of hospitality area
- **SWISS** Pavilion service package

Costs

Package fee (2 sqm):
CHF 2,650.-

Mandatory Communication fee:
CNY 900.- (approx. CHF 135.-, Messe München)

Registration fee:
CHF 650.- (S-GE Gold Members)
CHF 800.- (S-GE Silver Members)
CHF 950.- (Non Members)

The package does not include:

- Transport and insurance of your exhibits
- Individual stand design and additional furnishings
- Technical connections and operating costs
- Travel and accommodation

→ For more information please consult the S-GE general terms and conditions (items 4.6 and 7.2) at www.s-ge.com/en/general-terms-and-conditions

Service package:

- + **We care about all organizational belongings:** project management as well as organizational and administrative preparation and realization • consulting session with all project partners • exhibitor badges
- + **Your company and products deserve attention:** entry in the official show catalogue of ISPO Shanghai • direct link to all exhibiting companies via the S-GE website
- + **Let the show begin:** turn-key booth • hospitality and networking area • snacks, soft drinks and coffee for free • wardrobe and storage facilities (limited) • name tags • garbage removal • booth cleaning • Chinese speaking support (shared)
- + **Consulting session in preparation for the trade show:** all registered companies have the opportunity to book a complimentary consulting session with our China specialist, Mr. Daniel Bont or Mr. Alain Graf (Western Switzerland).

Registration / Contact:

Registration Deadline: 28 March 2018

REGISTRATION FORM
(download)

Organization:

Switzerland Global Enterprise
Stampfenbachstrasse 85
8006 Zürich
www.s-ge.com

Project Management **SWISS** Pavilion:

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Bettina Thomas / bthomas@s-ge.com / +41 44 365 52 70

Partners:

Switzerland Tourism
Toedistrasse 7
8027 Zuerich
www.MySwitzerland.com

BTO Solutions Schürch AG
Pflanzschulstrasse 3
8400 Winterthur
www.bto-solutions.ch

Messe München
www.messe-muenchen.de

Swiss Business Hub China
www.s-ge.com/sbhchina

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OFFICIAL PROGRAM

 **Switzerland.**
Trade & Investment Promotion.



bto solutions
BRAND TRADING ORGANISATION



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub China

Overview next trade fairs 2018 / 2019:

Trade Fair	World Winter Sports (Beijing) Expo 19 – 22 September 2018 Beijing	ISPO Beijing 2019 16 – 19 January 2019 Beijing	ISPO Munich 2019 3 – 6 February 2019 Munich
SWISS Pavilion Organizer	Switzerland Tourism Toedistrasse 7 8027 Zuerich www.MySwitzerland.com	Switzerland Global Enterprise Stampfenbachstrasse 85 8006 Zürich www.s-ge.com	Switzerland Global Enterprise Stampfenbachstrasse 85 8006 Zürich www.s-ge.com/messen
Partner	Switzerland Global Enterprise Stampfenbachstrasse 85 8006 Zürich www.s-ge.com/messen	Switzerland Tourism Toedistrasse 7 8027 Zuerich www.MySwitzerland.com	
Trade fair Organizer	World Winter Sports (Beijing) Expo www.wwse2022.com	Messe München www.messe-muenchen.de BTO Solutions Schürch AG www.bto-solutions.ch	Messe München www.messe-muenchen.de BTO Solutions Schürch AG www.bto-solutions.ch
			
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IMPRESSIONS ISPO BEIJING AND SHANGHAI



ISPO Shanghai 2017



ISPO Beijing 2018



ISPO Beijing 2018



ISPO Beijing 2017