



«We grow into new markets with our customers.»

FLORIAN FABER  
Managing Director, Expomobilia AG



## SWISS LIVE MARKETING WOWS CHINA

### Giant project at Shanghai's Auto Show

The Chinese love Swiss chocolate. Expomobilia's Managing Director Florian Faber is a popular customer in the shops at Zurich Airport: «No trip to China without some Swiss chocolate in my bag,» says Faber, laughing. Expomobilia specializes in exhibition stand construction and creative brand presentation in three dimensions. Florian Faber or project manager Heinz Auer fly to Shanghai several times at the end of 2014, to get Chinese SUV manufacturer Great Wall Motors with its Haval brand onto their books. Haval plans to have live marketing on an area of 3,000 square meters at the Shanghai Auto Show in 2015 – with the same level of quality as the leading European automotive brands. Time is pressing, and actually the job can't be done. There are delicate on-site negotiations and hour-long telephone conferences before the contract is signed. «The most important thing was to gain the client's confidence,» says Florian Faber, looking back.

### The hybrid success model

The company from Effretikon, in the Canton of Zurich, does the impossible. It charms Chinese visitors to the Show in April 2015 with a futuristic amphitheatre including a giant, LED-lit inner wall. The enormous effort is rewarded with happy clients and a prize for extraordinary stand construction. The success of Expomobilia was based on its hybrid model, in which project management, planning and engineering are offered from a single source and production is bought in locally. For technical implementation, Expomobilia accessed a network of partners which had been built up in the previous ten years and supplemented by a sales office in Hong Kong.

### New projects in the pipeline

The successful performance in Shanghai is a reference project of inestimable value for Expomobilia. Since then the canvassing of the Asian market has been further intensified from its offices in China and Hong Kong. «Swiss quality and expertise remain sought-after commodities worldwide,» says Florian Faber. Clever solutions with local partners maintain cost-competitiveness. And on top of that, there is of course also Swiss chocolate.

### FACTS

TARGET MARKET  
China

SECTOR  
Live marketing

### EXPOMOBILIA AG

LOCATION  
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[www.expomobilia.ch](http://www.expomobilia.ch)

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exhibition excellence

OFFICIAL PROGRAM

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