



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
@


CHINA BEAUTY EXPO
中国美容博览会

Time: May 22-24, 2024

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

www.chinabeautyexpo.com

Why China Beauty Expo (CBE)?

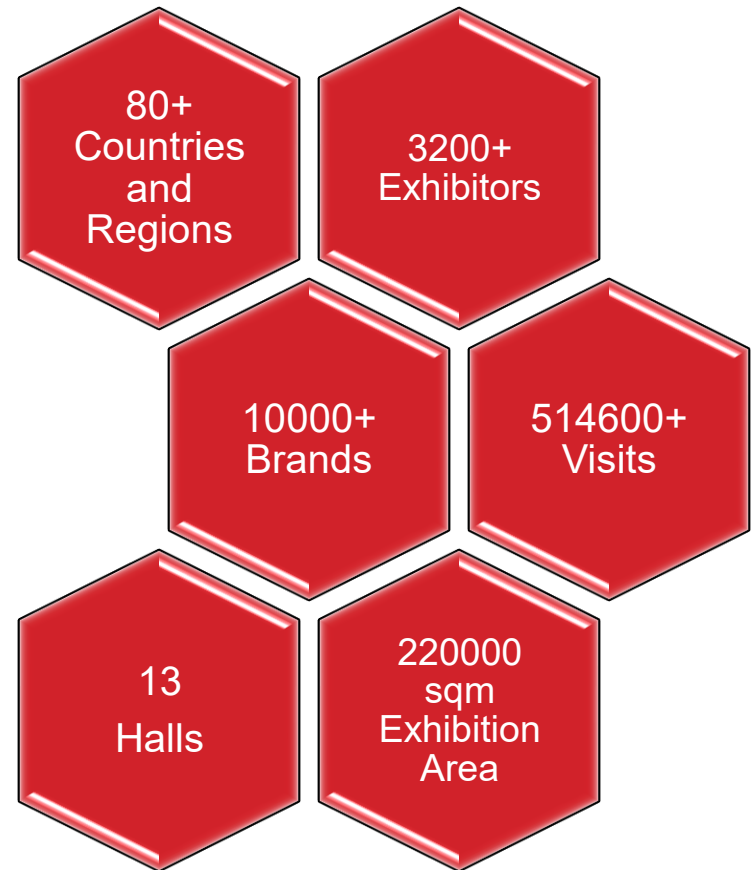
Why CBE?

Established for 25 years, China Beauty Expo is highly recognized as the professional platform for personal care, makeup & fragrances, beauty, health & wellness brands, nail & eyelash brands and related services to develop their business in China. 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.

Visitor Profile

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

Strong presence of Country Pavilions: organized by France, Spain, Germany, Italy as well as other European and Asian countries in addition to the Swiss Pavilion.



Swiss Pavilion of Previous Editions



Swiss Presence in the 2021 & 2023 Swiss Pavilion

Exhibitors

CALLYS



Sponsors



Impression of the Swiss Pavilion



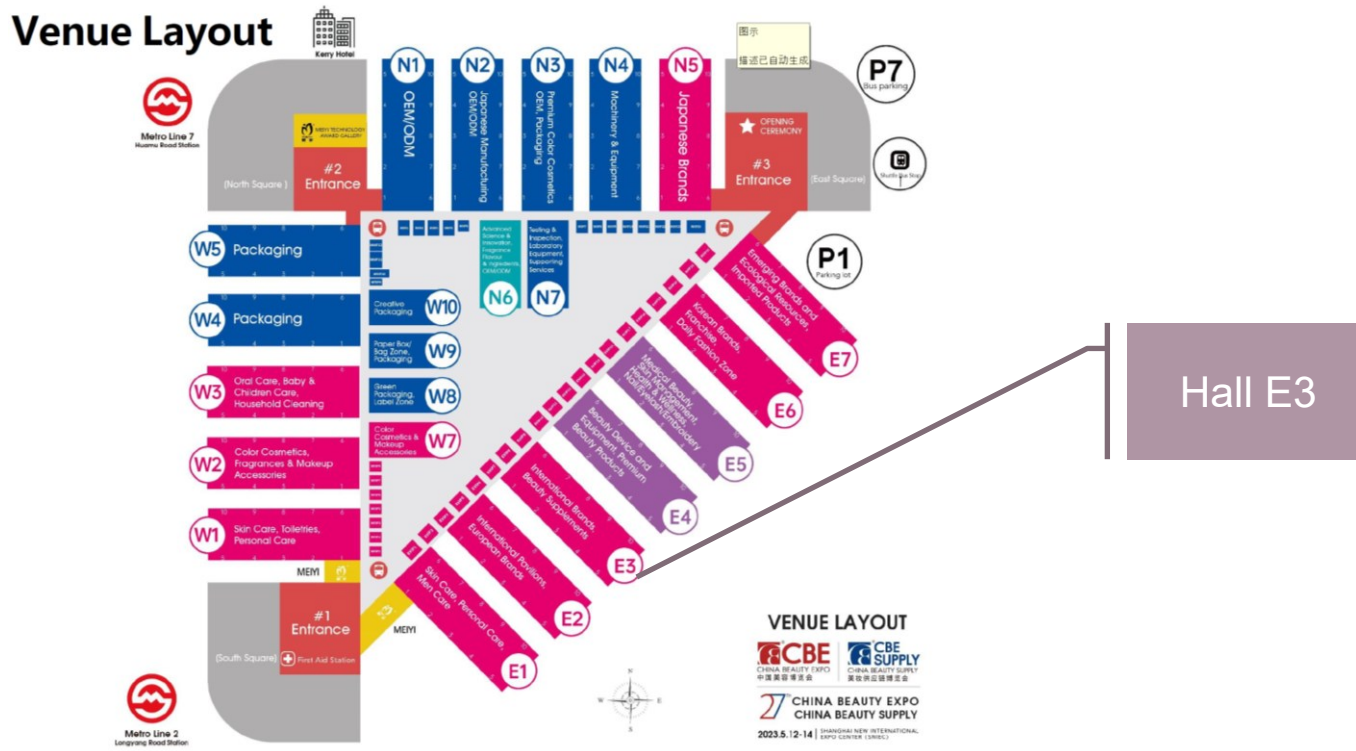
Click to watch
[Impression Video](#)



Benefits of participation in the Swiss Pavilion

Benefits

- 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



Benefits

China Beauty Expo is a leading B2B international platform for all sectors of the beauty industry, providing the latest technology, resources, knowledge, and trends to boost communication and commerce. The launch of the Swiss Pavilion creates **unique visibility** and **business opportunities** for participating Swiss companies. It is an interesting platform for Swiss exhibitors to showcase their products and help them gain access to many potential partners/customers looking for "Swiss Made" & "Swiss Quality" products.

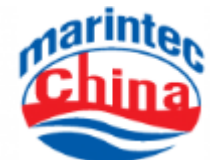
- **Professional project management team:** The Swiss Business Hub China Team owns the know-how and expertise in national pavilion projects. The SBH China Team has organized and managed the Swiss Pavilions @ various exhibitions in China. In addition, the SBH China Team has supported Swiss industry associations (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



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



- **Government endorsement:** Visit of Consul General of Switzerland in Shanghai & Presence of Counsellor and Head of Swiss Business Hub China is planned.

Benefits

- **Focus on «business»:** Participating companies can concentrate on developing and maintaining the customer relationships. The Swiss Business Hub China team takes care of the organizational and administrative preparation and implementation.
- **Clear identification through Swiss design:** The Swiss identity is widely recognized as a symbol of quality and innovation.
- **Attractive booth design that creates an inviting atmosphere:** Ready to use booth; hosted hospitality area (coffee & tea); storage room (limited space); VIP meeting room; a 3-5 minute video of each participating company & sponsor integrated into a branded assortment video rolling on the screen in the public area.
- **Listing in the official brochure:** Participating companies will be featured in an official e-version brochure.
- **Communication:** To increase the visibility of participating companies, relevant media and social media platforms will be used to communicate the Swiss Pavilion.
- **Networking:** A platform for all participants to network and share experiences on branding and marketing in the Chinese market.
- **Live photo album & documentation of the Swiss Pavilion:** The Swiss Pavilion will be documented by a professional photographer. Participants can share photos in near real time. The photos can also be used for companies' own marketing promotions. View our past photo albums [China Beauty Expo 2021](#) and [China Beauty 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
- 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**

.....

Please let us know!



Pricing



Pricing

- Please sign the separate "Registration Form" to confirm your participation.
- The registration deadline is January 25, 2024

Item	Price
Package "The Space"	
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!
Package "The Showcase"	
The Showcase, with light box display (as standard design):	CHF 2'500.--
The Showcase, with TV screen (as premium design):	CHF 3'500.--

Organizer & Contact

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.

Susi WANG, Ke 王珂
Chief Trade Officer
Swiss Business Hub China

Embassy of Switzerland in the People's Republic of
China
Sanlitun Dongwujie 3, Beijing 100600, China
Tel. CN local +86 10 8532 7530
Tel. CH VoIP +41 58 484 45 87
ke.wang@eda.admin.ch

Leo PENG 彭立刚
Senior Trade Officer
Swiss Business Hub China

Consulate General of Switzerland in Shanghai
22F Building A, No. 319 Xianxia Road, Far East Intl
Plaza, Shanghai 200051, China
Tel. CN local: +86 21 62700519 ext. 845 547
Tel. CH VoIP: +41 58 484 55 47
ligang.peng@eda.admin.ch

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.

Daniel Bont
Senior Consultant China/Oceania & Internationalization
Strategies
dbont@s-ge.com
Direct +41 44 365 55 20 – Mobile +41 79 291 80 90

Switzerland Global Enterprise
Stampfenbachstrasse 85 – CH-8006 Zürich
Tel. +41 44 365 51 51 – www.s-ge.com

Alain Graf
Senior Consultant APAC
agraf@s-ge.com
Direct +41 21 545 94 97 – Mobile +41 79 634 20 57

Switzerland Global Enterprise
Chemin du Closel 3 / Office 104 – CH-1020 Renens
Tel. +41 21 545 94 94 – www.s-ge.com

-
- Participating Booklet version 2023.12.01.
 - A minimum of 6 Swiss companies is required to realize the Swiss Pavilion.
 - The Swiss Pavilion @ China Beauty Expo 2024 is still in the planning stage. All information about the Swiss Pavilion including visuals are subject to change (work in progress).

See you in Shanghai @ China Beauty Expo

**DANKE
MERCI
GRAZIE**

