



新闻稿 / Press Release

即时发布 / For immediate release

Ms. Welsly Wu

sim (selective international management)

www.swissweek.com / swissweek@sim.biz

+86 (0)21 3319 9933

Swissweek Shanghai 2016 上海瑞士周

Discover Switzerland and its products, traditions and innovation
让您足不出“沪”领略瑞士风土人情

FREE entrance / 免费入场

Huaihai Park, Shanghai, P.R.C.

上海市淮海公园北广场

May 18th – 21st / 5月18 - 21日

10am- 10pm / 上午 10 点 – 晚上 10 点

May 22nd / 5月22日

10am - 6pm / 上午 10 点 – 晚上 6 点

SHANGHAI, April 26th 2016

SwissWeek China's 4th edition will take place from Wednesday, May 18th to Sunday, May 22nd 2016 in Huaihai Park in Shanghai. It will present Switzerland, its culture, tradition, innovation and products to the public. Visitors will also be invited to relax at the Swiss Café which will offer a selection of Swiss food and beverages.

The event is under the Patronage of the Consulate General of Switzerland in Shanghai, freely accessible to all public and organized by sim (selective international management).

由瑞士驻上海总领事馆主办，王隆（上海）商务咨询公司承办的 2016 上海瑞士周将于 5 月 18 日到 5 月 22 日在淮海公园北广场举办，免费地向沪上百姓展示原汁原味的瑞士。访客不仅能够了解、体验瑞士的人文风俗、发明创新和本土产品，还能享受瑞士的美食美酒。

The public will be introduced to a traditional Swiss musical instrument, the “Alphorn” and the Art of Paper-cut in European style. Moreover, an art event focused on the exchange between Swiss and Chinese paper cutting as well as an outdoor movie night showing a Swiss movie which tells the story of the innovation in Chinese enterprises is open to the public.

届时，从瑞士远道而来的音乐家将现场演奏传统乐器“瑞士山笛”。瑞士剪纸艺术家会向观众展示欧洲的剪纸艺术，也将与中国剪纸大师在现场进行艺术交流。此外，本届露天电影将放映一部由瑞士导演执导的讲述中国创新企业的故事。

Last but not least, over 25 Swiss Brands will present and sell their products at the exhibition, including:

- Food: Cheese, yoghurt, biscuit, chocolate, infant product, herbal sweet, ice cream
- Beverages: wine, beer, liquor, coffee, milk
- Consumer electronics: air cleanser, hair dryer, kitchen electronic appliance, scooters
- Consumer and professional equipment: Kitchen system and equipment, cook ware

此外，超过 25 个瑞士品牌将会参展“瑞士周”。包括

- 食物：芝士、酸奶、饼干、巧克力、婴儿食品、草本糖果、冰淇淋
- 饮品：葡萄酒、啤酒、烈酒、咖啡、牛奶
- 电器：空气净化器、吹风机、厨房小家电、电动滑板车
- 家用及专业消费品：厨房整体设备、厨房用品

Come and join us to enjoy a taste of Switzerland in China.

瑞士周欢迎您来领略原汁原味的瑞士！

More information on/ 更多信息请登陆：www.swissweek.com