

Visibility report of the SwissWeek Shanghai 2015

1. Highlights

- Close to 90'000 visitors at the Swiss Week 2015
- 57,000+ views on wechat for Swiss Week related information
- 300'000 cars on Huai Hai Middle Road and 400'000 pedestrian per day see the banners
- 22 media invited to opening ceremony

2. Media

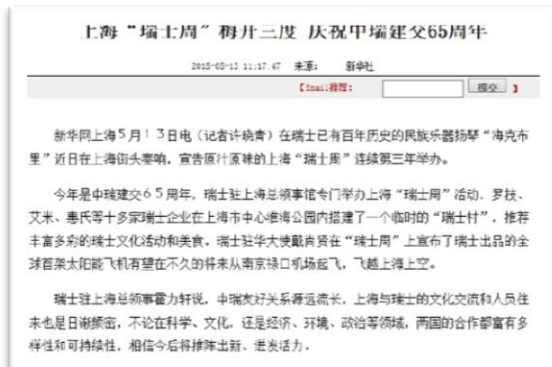
The SwissWeek Shanghai 2015 generated nine media reports including (TV, radio) as well as dozens of rebroadcasting/reprinting by both local and nationwide media as well online platforms such as Sina and Sohu.

The TV report of ICS has been shown on CCTV and more coverage is expected with the publication of monthly magazines.

- ICS (Available in 9 million cable TV households in Shanghai, and reaches an even wider audience through IPTV)



- Xinhua News Agency (worldwide in six languages)



- Shanghai Daily (110,000 copies per day)



- Jiefang Daily (700,000 copies per day)



- Xinming Evening News (1,100,000 copies per day)



- Shanghai Morning Post (500,000 copies per day)



- Global Times (1,500,000 copies for the Chinese edition, 200,000 copies for the English edition)



- Love Radio 103.7
The SwissWeek Shanghai 2015 was in 2 radio programs:
 - Aryan and his friends
 - Love radio morning show

3. Wechat (accumulated views: almost 60'000)

- SwissWeek official account accumulated views: 20'000



- Exhibitors accounts accumulated views: 22'000



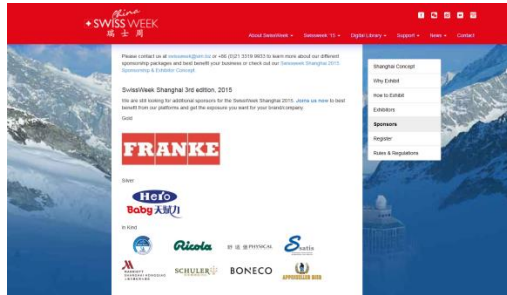
- YunSpace (event platform) and ChinaStar accumulated views: 15'000



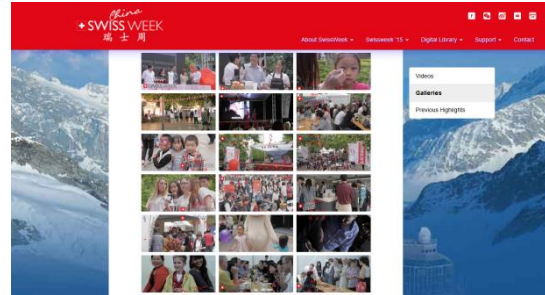
4. Websites

- Swiss Week Website

Logos: swissweek.com/exhibitors



Videos & Pictures: swissweek.com/digital-library



- City Weekend

Popular website for foreigners and locals looking for entertainment in Shanghai, Beijing and Guangzhou.



- iDEALShanghai

Lifestyle website run by Shanghai Daily. It provides information about living and traveling in and around Shanghai as well as services. The website is an instant guide to what's happening in the city.



- TimeOut Shanghai

Established in 2010, *Time Out Shanghai* is the trusted go-to for the latest information on where to eat, drink, shop, listen, watch and play in our city.



5. Onsite Exposure

- Number of visitors to Swiss Week: 90'000
- Number of pedestrians on Huai hai middle lu: 400'000
- Number of cars: 200'000 to 400'000 per day on Huai hai middle road
- Distribution of 5000 flyer with brands' logo on Huai Hai Middle road to attract visitors
- Exposure for brands and sponsors on big flags and LED screen
- Musician flew in from Switzerland to play at SwissWeek to show the lifestyle of Switzerland
- Events for companies and institutions (Swiss alumni, Swiss Club General Assembly, Les Roches hospitality school) to attract visitors

