



## OFFICIAL RELEASE

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Thanks to the great support from the Swiss Ambassador to China, the Shanghai Government, the Consulate General of Switzerland in Shanghai, the Huangpu District government and the participation of Swissnex, Swiss Business Hub and SwissClub, the SwissWeek Shanghai 2015 has achieved a tremendous success this year. Attended by 20 brands and sponsors, SwissWeek Shanghai welcomed close to 90'000 visitors during the exhibition.



On 12<sup>th</sup> May, the opening ceremony of the SwissWeek Shanghai 2015 and the celebration in honor of the 65<sup>th</sup> anniversary of the bilateral relationship between Switzerland and the Republic of China were hosted in Huaihai Park with 300 guests and 20 media present. Following the speech of the Ambassador and the Director of Shanghai FAO, a traditional Swiss instrument Hackbrett was played by the talented musician Joshua Broger, who flew in especially for the event from the beautiful Canton of Appenzell.

The SwissWeek China is the one and only platform in China to showcase Switzerland with its culture, traditions, innovation, education and products. There are more than 57,000 views on wechat accounts for SwissWeek related information and the news of the event were published on local newspapers, western websites, social platforms, local and international TV channels and radio.



The SwissWeek Shanghai 2015 was successfully hosted in Huaihai Park, the heart of Shanghai where 300'000 cars and 400'000 pedestrian passing by Huai Hai Middle Road per day. The access-friendly location gave the exhibition a significant visibility. Not only the visitors but also the exhibitors and sponsors tasted a bit of Switzerland in good. Without doubt, the SwissWeek did set new standards this year in terms of organization, visibility and return for the participants.

We look forward to the SwissWeek Shanghai 2016!

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