

Dear Madam, dear Sir

This summer, China is hosting the largest international sports event, the Games of the XXIX Olympiad. Switzerland will be part of this Olympic celebration, not only through its athletes who will compete in various disciplines, but also through its National House, the "House of Switzerland". As one of the few National Houses which are open to the general public, it will offer a window on our country from 1-24 August and bring a genuine piece of Switzerland to Beijing. Being the official Swiss hospitality venue, the House of Switzerland also lends itself as a meeting place for Swiss and Chinese decision makers in business, politics, culture, and sports, thus fostering the relations between the two countries.

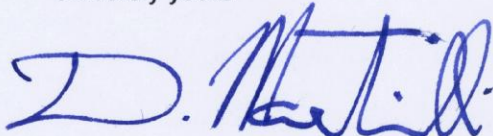
The House of Switzerland will be located in factory hall 706 in Beijing's thriving Dashanzi 798 Art Zone. Covering almost 4000 m², it will be the largest and most ambitious House Switzerland has ever set up for the Olympics. Overall project responsibility lies with Presence Switzerland, who signed an exclusive partnership with the Lake Lucerne Region – thus, the House will be themed around the lake and the mountains which Lucerne is famous for. Additionally, 12 Swiss sponsor companies will present themselves in an Expo park.

I would like to sincerely invite you and your company to make full use of the House of Switzerland for your client or corporate events. The House offers you a comprehensive infrastructure in a unique Swiss setting: It features a VIP restaurant with first-class catering services serving contemporary Swiss cuisine, an exclusive lounge, and a fully equipped function room to hold presentations and speeches. TV screens allow you to follow the Olympic competitions closely, while live folk music from the Lake Lucerne Region will give the public restaurant a more folkloristic note. Please find more details and contact information in the enclosed brochure.

We are all eagerly awaiting an exceptional summer of sports and memorable Olympic Games. With its National House, I am confident that Switzerland will be able to make a significant contribution to the international atmosphere of this event, and it would be our great pleasure to welcome you and your clients at the House of Switzerland.

The Embassy of Switzerland is pleased to cooperate with SwissCham in China for the marketing of the House of Switzerland. For all member companies in China, SwissCham Beijing will be the primary contact. The marketing team is looking forward to receiving your requests and is at your disposal should you have any questions.

Sincerely yours



Dante Martinelli
Ambassador of Switzerland to China