



Media release

Beijing 11 October, 2018

Swiss National Pavilion at the China International Import Expo looks forward to welcoming you

On behalf of the Swiss Confederation, the Swiss Business Hub China (SBH) of the Swiss Embassy in Beijing and Switzerland Global Enterprise (S-GE) will manage the Swiss National Pavilion at the upcoming China International Import Expo (CIIE) from 5-10 November 2018 in Shanghai. Located in Hall 5.2 - C15 of the National Exhibition and Convention Center Shanghai, the Swiss National Pavilion is 2-storeys high and 136m² (ground floor) large and will exhibit some of the most prominent testimonials of Swiss innovation and lifestyle.

The unique concept and design of the Swiss National Pavilion comprises three parts. Their distinctive features offer the audience an opportunity to visit Switzerland in virtual reality and physical space, engaging all senses while showcasing Switzerland's global leadership in innovation, culture and tourism.

The main feature of the Swiss National Pavilion is the 'LiveMap', a large, walkable aerial map of Switzerland in front of a Swiss traditional chalet and a large LED screen. Using a simple App on their own mobile phones, visitors can augment a large number of Swiss basic geographic icons, tourism destinations, cultural & traditional symbols and commercial innovation features in virtual reality as they walk across it. The Swiss company AxonVibe, Innovation Partner of the Swiss National Pavilion, first pioneered the concept of the LiveMap in the Swiss Transport Museum in Lucerne. In collaboration with the Swiss Business Hub China, Switzerland Global Enterprise, Swiss Post and Swiss corporate sponsors, AxonVibe tailored specific new 3D content for the CIIE presenting Swiss innovation, culture and tourism.

Following the virtual visit of Switzerland, visitors can enjoy Swiss culinary specialities and receive prizes won while using the LiveMap in the Swiss Post office on the balcony of the Swiss chalet. In the 'relaxation zone' in the back of the chalet, visitors can take a rest in a natural environment that resembles a Swiss alpine meadow and relish the unique sensory experience in Swiss nature.

Swiss Post, market leader in postal services and logistics solutions in Switzerland, appears as Strategic Partner of the Swiss National Pavilion. It contributed significantly to the realization of virtual and physical features, which together embody the unique Swiss spirit through a singular nexus of national heritage and technological innovation. Swiss Post is playing an important role in linking Switzerland and China more closely. Not only does it offer innovative cross-border logistics solutions, it is also setting up unique

OPEN

Swiss online platforms in China. Chinese consumers will benefit from the convenience of having authentic Swiss platforms to source high quality products like cosmetics, chocolates and many others. Swiss brands profit from additional recognition and brand value by linking their products even closer to Switzerland's standing.

The Swiss National Pavilion has also received strong support of a large number of other Swiss companies. Hublot and SIGG Outdoors Co. Ltd. appear as platinum sponsors, Belimed Medical Equipment (Shanghai) Co. Ltd., Belimo Actuators (Shanghai) Trading Ltd., Hug AG, Mineralquellen Mels AG, plastocor-international SA, Swisscom Blockchain AG and ZUUM c/o JetQuote Ltd. as gold sponsors and Centravo AG, Kuehne & Nagel, Laurastar SA, MAF Swiss AG and Schiru Consulting (CH-China KMU Zentrum in Qingdao) as silver sponsors. Corporate sponsors produced content of the LiveMap, will host their own events during designated event times at the fair, publish screen content on the large LED wall behind the LiveMap, receive high-level delegations in the VIP room on the second floor and provide consumable products. Furthermore Swissnex China, Switzerland Tourism, Swiss-Chinese Chamber of Commerce, SwissCham Shanghai and Swiss Center Shanghai contributed to the Swiss National Pavilion as institutional partners, whereas Belux, JURA Elektroapparate AG, Lindt, Swissmooh, USM Haller, Vitra, Xuantai Intl. Trade (Swiss Wine) and participate as in-kind sponsors.

Additional links:

#####

Embassy of Switzerland in China official website: www.eda.admin.ch/beijing

Embassy of Switzerland in China Weibo: [@瑞士驻华大使馆](https://weibo.com/瑞士驻华大使馆)

Embassy of Switzerland in China WeChat: 别样瑞士 SwissChat

Switzerland Global Enterprise: www.s-ge.com/en

Media contact

Ms. LI Dan
Press & Communication Officer
Culture and Media Section
Embassy of Switzerland in China
Tel: +86 10 8532 8741
Email: dan.li@eda.admin.ch