



SWISS CENTERS

瑞士中心

Swiss Centers Group SA
Avenue des Champs-Montants 12B
2074 Marin, Switzerland
www.swisscenters.org

PRESS RELEASE

China discovers taste for Swiss wines

- **Swiss Wine Promotion awarded the title of Swiss Wine Ambassadors to two outstanding Chinese wine experts: Wang Zhao and Christina Lee.**
- **At the Swiss Centers booth at the China International Import Expo (CIIE) in Shanghai, Chinese consumers flocked to a corner dedicated to Swiss wines. Chinese market interest is strong, says Nicolas Joss, Director of Swiss Wine Promotion.**
- **Swiss Centers has been representing Swiss Wine Promotion in China for over two years, managing offline events, Social Media communication, and more.**

Shanghai (November 8, 2023) – On November 7, at the Swiss Centers cluster booth at the China International Import Expo (CIIE) in Shanghai, Swiss Wine Promotion, the national promotion body for Swiss wines, awarded the title of “Swiss Wine Ambassador” to two real connoisseurs of Swiss wine in the Chinese market: Ms. Wang Zhao, a wine columnist, KOL and passionate advocate of wine culture as well as university teacher for wine history, tasting and marketing, and Ms. Christina Lee, a lifestyle blogger and founder of Wine Lee Talk, who used to study in Lausanne and was selected as one of the top 50 influential people in the global beverage industry by the Wine & Spirit Education Trust (WSET) and the International Wine & Spirit Competition (IWSC).

Strong Chinese interest

Nicolas Joss, Director of Swiss Wine Promotion, said: “The expansion of the Swiss wine presence and the participation of new partners confirm that China really is one of the markets with a strong interest in Swiss wines. This new edition of CIIE, with again a special corner for Swiss wines, is yet another step in the growth of Swiss wines in China. Discovering our wines means looking for something unique, something that few countries in the world have the opportunity to taste, including China.”

“For me, Switzerland, Swiss wine, and its wine regions all hold a unique charm. I am truly honored to be an Ambassador for Swiss wine and am eager to share my knowledge and impressions with a wider audience of Chinese consumers”, explained an excited Wang Zhao. Her fellow new Ambassador Christina Lee was equally enthusiastic: “I am very happy to receive the title of Swiss Wine Promotion Ambassador. I hope to continue to bring the beauty of Swiss wine to more Chinese wine lovers in the future, so that the fragrance of Swiss wine will occupy a place in the Chinese market.”

Nicolas Musy, Delegate of the Board of the Swiss Centers Group (www.swisscenters.org), a non-profit organization that lowers the Asian market entry hurdles for Swiss enterprises, presented the certificates to the two Chinese wine experts. Musy: “Swiss Centers had the pleasure of representing Swiss Wine Promotion in China for over two years now. During the CIIE, the Swiss Centers booth hosts a bar with the largest concentration of Swiss wines in China. In addition to offline activities, last year Swiss Centers opened and managed the Swiss Wine Promotion official WeChat and Weibo accounts to highlight the quality and specificities of Swiss wines on social medias. With the additional support of these two great connoisseurs,





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Christina Lee and Wang Zhao, Chinese wine lovers will get more opportunities to know and appreciate the wines of Switzerland!"



Picture legend: Nicolas Musy (Swiss Centers) with the new Swiss Wine Ambassador Christina Lee.

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Picture legend: Nicolas Musy (Swiss Centers) with the new Swiss Wine Ambassador Wang Zhao.

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Picture legend: The Swiss Centers booth at CIIE featured a corner dedicated to Swiss wines – the largest concentration of Swiss wines in China.

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About the Swiss Centers:

Founded in 2000 as a non-profit Sino-Swiss public-private partnership, the Swiss Centers are by far the **largest cluster of Swiss companies in Asia**.

Swiss Centers' **practical solutions supported the businesses of over 400 companies** in China – both SMEs and large enterprises. Among them, the Swiss Centers have established more than 100 companies in China, both B2B and B2C, production companies and offices, active in various fields. In cooperation with the diplomatic representations in China, the Swiss Centers also conducts surveys that provide the most detailed expertise available on the situation of Swiss companies in China, and at the same time **promotes the Swiss Made brand** and Switzerland as a country for **quality, innovation and industrial leadership**.

With locations strategically situated on China's dynamic East Coast (Shanghai and Tianjin), the Swiss Centers are **constantly adapting to the needs of the Swiss economy**:

- Instant physical **office space** as well as **ready-to-use workshops, showrooms, and warehouses**
- **Relations with local Chinese authorities** and connections to **Swiss government and institutions** in China
- Support for secure technology transfer and **intellectual property protection**
- Access to **professional services** tailored to SMEs in all aspects of setting up and developing business in China (legal, tax, accounting, recruitment, HR management, IT, marketing)
- **Unique solutions** such as **hosting employees locally** or **storing and delivering goods** on behalf of clients in the Shanghai **free trade zone** to facilitate business development in China and the rest of Asia

For more information and some **reference cases**, kindly visit our website www.swisscenters.org and our LinkedIn page <http://www.linkedin.com/company/swiss-center-shanghai>

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