



**SWISS CENTERS**

瑞士中心

Swiss Centers Group SA  
Avenue des Champs-Montants 12B  
2074 Marin, Switzerland  
[www.swisscenters.org](http://www.swisscenters.org)

PRESS RELEASE

**CIIE: Swiss food and MedTech companies take center stage at world's largest import expo**

- *24 Swiss companies join the 270 m<sup>2</sup> Swiss Centers cluster booth in the Food and Agriculture Products area of the China International Import Expo (CIIE) from November 5-10 in Shanghai. For the first time, the Swiss Centers also organizes a joint stand in the "Innovation and Incubation" area, where 14 Swiss MedTech companies exhibit their innovative products and technologies.*
- *CIIE, co-hosted by the Chinese Ministry of Commerce and the Shanghai government, is the world's largest dedicated import exhibition. In 2023 it welcomed 410.000 professional visitors and almost 3.500 exhibitors from more than 100 countries and regions.*
- *2024 marks the 10th anniversary of the implementation of Sino-Swiss Free Trade Agreement, and Swiss exports to China including Hong Kong have steadily increased and surpassed 20 billion CHF in 2023 as per Swiss Federal Customs statistics.*

Shanghai (November 4, 2024) – Swiss quality, technology and innovative spirit will make its mark at the world's largest import exhibition, the China International Import Expo (CIIE), taking place in Shanghai from November 5-10. Just as in previous years, the non-profit institution Swiss Centers organizes a Swiss cluster booth in the food area of CIIE. With 270m<sup>2</sup>, it is larger than ever before, and will combine 24 Swiss companies. Among the exhibitors are brands like Kambly, Frey, Swiss Meat, M-industry, Medela, SIGG, Salbei, B'Onaturis, and others.

For the first time, Swiss Centers also organizes a joint Swiss booth in the "Innovation and Incubation" special section of the mega trade show, where 14 Swiss MedTech companies will exhibit their innovative products and technologies. "From dental implants to diabetic self-care products – innovative Swiss MedTech companies can use the unique CIIE stage to reach a wide range of consumers, partners and distributors. In bundling our strengths, we reinforce the Swiss image as the leader in innovation and quality", explains Mr. XIAO Zhen, CEO of the Swiss Centers Group. The two Swiss Center cluster booths are sponsored by SIKA, WE.UBS and Roche.

Ms. Jessica She, Senior Director of Marketing in Greater China of the medical device company Medela, comments: "This is the first time for Medela to participate in CIIE, and it is an honor for us to join multiple Swiss brands to showcase high-quality products from Switzerland. Medela is a world-renowned breastfeeding brand, impacting the lives of more than 14 million moms, babies, patients, and healthcare professionals every year."

Mr. David Willemin, CEO of the nutritional supplement specialist B'Onaturis: "Together with our Chinese partner Elian Health, we are proud to bring a unique touch to China. At this years' CIIE we will introduce our cosmetic potato cream with water from the Swiss alps."



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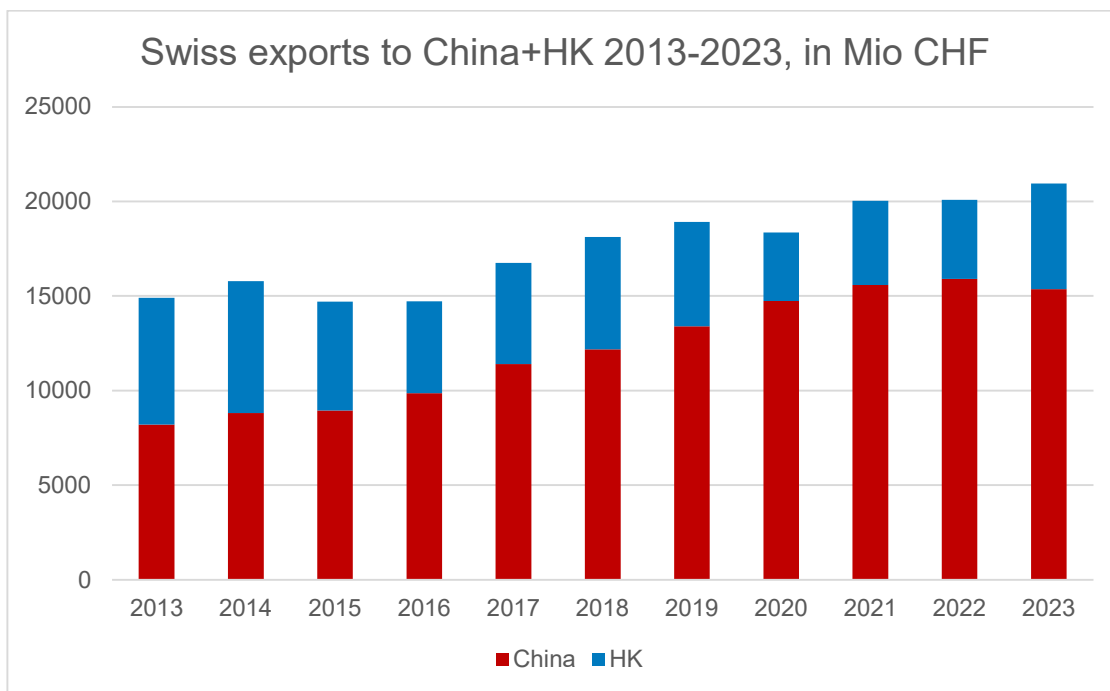
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Ms. JIN Lan, General Manager of SIGG Outdoor Sports Investment, adds: "Established in Switzerland in 1908, SIGG has been dedicated to providing consumers with healthy sports water bottles for over a century. SIGG's first participation in CIIE aims to demonstrate its commitment to environmental protection and sustainable development to the public. With its exceptional quality and distinctive design, SIGG has become the preferred choice for many top sports events and athletes. Additionally, SIGG has been appointed as the official water bottle supplier for the Shanghai Rolex Masters from 2024 to 2026."

CIIE, co-hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal Government, is the world's largest dedicated import exhibition. In 2023 it welcomed 410.000 professional visitors and almost 3.500 exhibitors from more than 100 countries and regions. The Swiss Centers has been working with CIIE since the first edition as the official organizer of the Swiss participation. Mr. Xiao: "Throughout the years, we have an accumulated total exhibition area of more than 1,770 square meters, more than 50 exhibitors and 60 brands."

As China's consumption market is experiencing slower growth, the impulse and additional interest triggered by CIIE can be especially helpful to brands and products that are new in the market. Mr. Xiao explains: "The demand and curiosity of Chinese consumers for premium products are still there. Switzerland has a lot to offer, and CIIE provides a fantastic platform for Swiss companies to showcase their premium quality."



2024 marks the 10th anniversary of the implementation of Sino-Swiss Free Trade Agreement, and Swiss exports to China including Hong Kong have steadily increased and surpassed 20 billion CHF in 2023 as per Swiss customs statistics.





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Swiss Centers, founded as a non-profit organization in 2000, has the mission to support Swiss companies to develop business in China. Mr. Xiao: “We lower the market entry hurdles for Swiss enterprises with a range of services. Our team has assisted many Swiss brands to successfully enter and establish themselves in the Chinese market – from product registration, importation and logistics management, showrooms and pop-up stores as well as social media work.”



Picture legend: The Swiss cluster booth at CIIE will host a variety of Swiss brands.



Picture legend: The Swiss Centers cluster booth 2024.





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Picture legend: XIAO Zhen, CEO of the Swiss Centers Group

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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 450 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, Changzhou 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](http://www.swisscenters.org) and our LinkedIn page <http://www.linkedin.com/company/swiss-center-shanghai>

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