



# 瑞士风情节

SWISS CULTURE WEEK

诚邀参展商

Call for Exhibitors

11:00 – 20:00

2025年5月23日24日25日（周五周六  
周日）

Fri–Sun, May 23rd, 24th, 25th, 2025

三里屯洲际酒店北广场T+Mall高台阶

North Plaze T+Mall, Intercontinental Hotel Sanlitun

一个瑞士商会会员及伙伴展示贵公司产品和服务的绝佳机会，同时庆祝瑞士丰富的文化、传统和商业实力。

A unique event offers SwissCham members, partners and friends an excellent opportunity to showcase your products and services while celebrating Switzerland's rich culture, tradition, and business expertise.

## 联系方式 Contact

刘苗苗 Melissa Liu

会员及活动经理

Members and Events Manager

Email 电邮 melissa.liu@swisscham.org

WeChat 微信



**swisscham.org**

中国瑞士商会



# 活动介绍

## About The Event

- 邀请多家瑞士零售和服务品牌设立展台，展示高品质的瑞士制造产品，这些产品以其精确度、工艺和创新而闻名，如瑞士手表、家用电器、美妆产品、教育机构等消费品。
- A showcase of high-quality, Swiss-made goods known for their precision, craftsmanship, and innovation.
- 设立瑞士风情拍照打卡点，拍照并参与互动完成小红书打卡盖章活动，赢取瑞士品牌伴手礼。
- Swiss-style photo spots to take photos and participate in interactive sessions to complete a Xiaohongshu check-in stamp activity and win Swiss brand souvenirs.
- 体验独特的瑞士传统音乐，其中包括阿尔卑斯号角表演，品尝各种正宗的瑞士食品和饮品，包括著名的瑞士奶酪、巧克力、红酒、糕点以及其他传统的经典菜肴，为活动营造出热烈的文化氛围。
- Experience the unique sound of traditional Swiss music, including performances on the Alphorn, and indulge in a variety of authentic Swiss foods and beverages, including renowned Swiss cheeses, chocolates, wines, pastries, and other traditional dishes, creating a festive and cultural atmosphere.



### 活动亮点

#### Event Highlights

瑞士制造产品  
Swiss made products

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文化之旅  
Culture Tour

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拍照打卡点  
Photo Spot

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传统表演及美食  
Traditional Performance  
and Gourmet

# 活动日程

# Event Schedule

DAY  
1

## 主旨演讲及表演 Keynote speeches and performance

12:00 PM – 7:00 PM 自由活动 No scheduled activities

7:00 PM – 9:00 PM

- 中国瑞士商会主旨演讲 Keynote speech by SwissCham
- 瑞士驻华使馆主旨演讲（拟邀大使出席）Keynote speech by the Embassy (Ambassador participation encouraged)
- 三里屯街道办事处致辞 Keynote speech by Sanlitun subdistrict office
- 阿尔卑斯长号表演 Alpenhorn music performance
- 知识问答赢取由参展公司提供的精美奖品 Q&A session with prizes offered by participating companies for correct answers

DAY  
2

## 展览及游戏环节 Exhibition and Games

11:00 AM – 8:00 PM 展览 booth time

3:00 PM – 5:00 PM 互动游戏及活动，赢取瑞士精美明信片等丰厚奖品 Interactive games and activities with prizes, such as Swiss postcards

DAY  
3

## 闭幕式 Closing ceremony

11:00 AM – 7:00 PM 展览 booth time

7:00 PM – 7:30 PM 闭幕式 Closing ceremony

往届活动



扫码  
查看



# 展位 Booth

## 展位规格

- 每个展位面积为3米 x 3米 x 2.8米，顶部防水棚，提供充足的示和互动空间。
- 白色IBM桌：包含一个1.2米 x 0.6米 x 0.75米的桌，您的设计或品牌将展示在桌子前方。
- 每个展位搭配2张桌子，4把椅子
- 展位视觉画面分为展位门头+展位围挡，内容将根据风格进行订制设计，搭配独立照明灯光及展位装饰串灯。

## 设施

提供电力，确保您的展位布置顺利进行。

参展商可根据自身品牌需求灵活选择，定制展位展示，同时享受所需的基础设施。

## 价格

**RMB 25,000**，含电力供应和公司logo在活动期间的展示。如果售出超过10个展位，价格可能会降低。

允许线上销售，但线下销售仅限于食品和饮料。Online sales are permitted, but offline sales are restricted to food and drinks only.

- 整个活动期间将有现场摄影师捕捉精彩瞬间。
- 所有活动材料和工作人员的物品都可以存放在瑞士商会办公室。
- *A live photographer will be available throughout the event to capture moments.*
- *All event materials and staff belongings can be stored at the SwissCham office*



## Booth

- Each booth measures 3 meters by 3 meters by 2.8 meters.
- Table size: 1.2m x 0.6m x 0.75, 2 tables with 4 chairs
- A booth header and booth enclosure, with customized designs based on the chosen style with independent lighting and decorative string lights.

## Amenities

Electricity is provided.

## Price

**RMB 25,000**, including electricity and the company logos. It may decrease if more than 10 booths are sold.

# 推广活动

## Promotion Activities

### 小红书、微博、抖音、快手，定向KOL宣传

- 拟合作小红书、微博、抖音、快手进行更广泛的活动推广，如网红打卡，现场直播等，分享现场体验；媒体渠道可选择短视频或图文，自媒体可针对垂类媒体，数据随时监控，线上转发、线下邀约实景拍摄相结合 Potential partnership with Xiaohongshu, Weibo, Douyin, Kuaishou for wider promotion.



### 打卡活动赢取伴手礼 / Share and win the prize

各品牌可提供小礼品作为赠品。游客可领取明星片在每个展位收集印章后可获得一枚中瑞两国国旗徽章或其他品牌小奖品，并在社交媒体上分享他们的体验以领取奖品。

Visitors can collect stamps at each booth using a postcard. After collecting all stamps, they will receive a China-Switzerland flag badge or other small prizes.



### 直播 / Live Streaming

欢迎各品牌在“瑞士站”进行直播活动（将提供照片以展示布置情况）。

Brands are welcome to host live-streaming sessions at the Swiss station (photos will be provided to showcase the setup).



### 参展商互动 / Exhibitor interaction

所有参展品牌可积极在其社交媒体上使用以下标签推广此次活动：**#瑞士风情节** 和 **#世界遇见三里屯活动日**。

All participating brands are expected to actively promote the event on their social media.



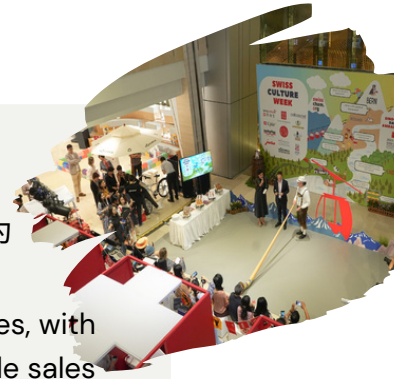
# 参展商收益

## Benefits for exhibitors

### 参展商可以现场售卖 / Exhibitors can sell on-site.

在活动现场，展商可以进行线上和线下的产品销售，所有收益将归展商所有，为展商提供了一个灵活的销售渠道，能够吸引更多的客户并增加销售机会。

At the event site, exhibitors can engage in both online and offline product sales, with all proceeds belonging to the exhibitors. This provides exhibitors with a flexible sales channel, allowing them to attract more customers and increase sales opportunities.



### 中国瑞士商会全平台推广 / Promo on SwissCham channels

活动前后在中国瑞士商会网站、邮件、微信、微博、小红书、通讯等全渠道推广。贵公司品牌触及大量中瑞社区的重要利益相关者，提供极佳的品牌展示机会；

Pre/post event promotion on website, mailings, WeChat, Weibo, Xiaohongshu, and Newsletter



### 活动现场主视觉全方位logo展示 / Logo on key visual design

入口处大型LED瑞士主题背景墙、拍照打卡墙及等展示品牌logo，**瑞士特色可持续发展主题打卡区品牌展示及互动游戏**，助力参展商最大化接触目标受众，拓展业务网络，建立长期合作关系； Logo on the Swiss-themed backdrop and photo-taking backdrop, brand exposure at the "Swiss Sustainability Area" with a brief quiz game about Swiss brands and sustainability.



### 三里屯LED大屏宣传 / Promo on the T+Mall LED screen

高流量位置近200平米巨幅LED屏，为贵公司在活动期间提供持续视觉曝光，展示参展商品牌，企业形象宣传片、产品广告等；

Display brand logo, video, flash and so forth



### 现场装饰品牌及伴手礼展示logo / Logo on decorations

品牌logo及二维码展示在现场装饰，如门头、横幅、围栏，以及标有展位位置，可供收集印章的瑞士地图上。

Logo and QR code on on-site decorations such as doorheads, banners, fences, and on Swiss map featuring booth locations for stamp collection



获取详情及参展请联系：刘苗苗 会员及活动经理

melissa.liu@swisscham.org

