



# SINO-SWISS BUSINESS AWARDS 2025 AND THE 75 YEARS ANNIVERSARY CELEBRATION

*Celebrating 75th anniversary of the establishment of their diplomatic relations*

## EVENT TIMELINE

**FEBRUARY - MARCH**

Pre Promotion

**JUNE**

Roadshow Stops: 2 cities in China

**JULY-AUGUST**

Jury Evaluation

**MARCH - MAY**

Call for Applicants

**SEPTEMBER**

75 years anniversary Gala  
Dinner Celebration &  
Winners

## THIS YEAR UNIQUENESS BUSINESS AWARD

**75**

Gala Dinner celebration of the 75 years anniversary of the Sino Swiss Bilateral Relationship



High Level Potential VIP Guests

**EXCLUSIVE**

**Legacy Award:** it celebrates companies that have maintained operations in China for over 20 years. This award is non-competitive—every company that meets the criteria will be recognized.

# ABOUT SINO-SWISS BUSINESS AWARDS 2025

*Celebrating 75th anniversary of the establishment of their diplomatic relations*

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## Purpose

The SSBA recognizes outstanding achievements by Swiss and Chinese companies in fostering innovation, sustainability, and collaboration. It celebrates the best practices that strengthen economic and cultural ties between Switzerland and China.



## Target Audience

- High level government officials from Switzerland and China
- Key opinion leaders
- Business Leaders
- Media and Stakeholders



## Impacts

- Recognition of Excellence
- Strengthened Bilateral Ties
- Inspiration for Best practices
- Visibility and Networking



## Who can apply?

- Open to all fully or partially **Swiss-owned companies** and organizations,
- Chinese companies or organizations with a **strong affiliation with Switzerland.**



## Categories

1. Innovation Pioneer Award
2. Sustainable Development Award
3. Digital Transformation Award
4. Talent Development and Diversity Award
5. Sino-Swiss Partner Award

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## THE ROADSHOW

The Roadshow brings all applicants together, offering a platform to exchange ideas, network, and showcase their projects. Companies will **present their applications** to a panel of judges and fellow participants, gaining a competitive advantage. Following the presentations, in partnership with local government, a **matchmaking** event will be held to connect companies with potential partners. Sponsoring companies will maximize their exposure during the roadshow

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## ENGAGE A MASSIVE FANBASE: NEW PUBLIC VOTING APP

In addition to the traditional jury, which consists of Swiss Embassy representatives and experts, we introduced a new voting app from last edition of the SSBA, so that the general public also have the opportunity to vote and choose the best application.



**150K+**  
TOTAL VOTES

**396K+**  
TOTAL VIEWS

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## THE GALA DINNER AND 75TH ANNIVERSARY CELEBRATION

During this year's Gala Dinner, we will celebrate the nominees and winners of the SSBA, while also marking the main celebration of the 75th anniversary of the Sino-Swiss Bilateral Relationship.

# SPONSORSHIP PACKAGES

	Diamond 199,900	Platinum 149,900	Gold 99,900	Silver 49,900
Seat at one of the VIP tables	✓	✓	-	-
Award naming	✓	-	-	-
Pre/post event promotion	✓	✓	✓	✓
Booth, Banner	2booths+2banners	1booth+1banner	1booth or 1banner	-
Online and offline logo exposure	Extra large logo	Large logo	Medium logo	Small logo
Advertisement in program e-booklet	2 pages	1 page	1/2 page	-
Oral recognition	✓	✓	✓	✓
Promotion video during the gala night	45 sec	30 sec	15 sec	-
Free Seats at the gala dinner	10	10	10	5
Named table	✓	✓	✓	-
Goodie bag insert	✓	✓	✓	✓
Official partner of the roadshow	Extra large logo	Large logo	Medium logo	Small logo
Advertisement video at the roadshow event	45 sec	30 sec	15 sec	-
Company banner on the public voting APP	✓	✓	✓	✓
Mention and logo exposure in the press release	✓	✓	✓	✓

## YOUR BENEFITS IN DETAILS

### SEAT AT ONE OF THE VIP TABLES

We guarantee you a seat at a prestigious VIP table during the gala dinner. This ensures proximity to government officials, key stakeholders, top executives, and influential personalities, offering ample opportunities for networking and building meaningful connections.

### AWARD NAMING

Sponsors will have an award category named after their company, providing direct brand visibility during the ceremony. Every mention and presentation of the award will highlight the sponsor's name, associating the company with excellence in its respective field.

### PRE/POST EVENT PROMOTION

The company's name and logo will be included in all marketing materials and communications shared before and after the event, such as email newsletters, social media posts, and voting and application app, advertisements. This ensures continuous exposure and brand awareness among the target audience.



## BOOTH & BANNER

We provide you with a booth and display banners at the event venue. This allows direct interaction with attendees, showcasing products or services, and increasing on-site visibility.

## ONLINE AND OFFLINE LOGO EXPOSURE

The sponsor's logo will be prominently featured on the event website, social media platforms, printed materials (like backdrops, tickets, stands, decorations, and so forth), and digital displays (LED screens, PPT, etc.) during the event, maximizing visibility to both virtual and physical audiences.

## ADVERTISEMENT IN PROGRAM E-BOOKLET

Sponsors can include full-page(s) or half-page customized advertisements in the event's e-booklet, distributed to all attendees and available online. This ensures a targeted audience views promotional material.

## ORAL RECOGNITION

Sponsors will receive acknowledgment during the event program by the host or organizer. This personal mention highlights the sponsor's contribution and reinforces brand visibility among attendees.

## PROMOTION VIDEO DURING THE GALA NIGHT

It is a great chance to showcase a promotional video during key moments of the gala dinner, capturing the attention of a large and engaged audience.

## FREE SEATS AT THE GALA DINNER

You can get complimentary seats for the gala dinner, allowing them to invite key clients, partners, or team members to the event.

## NAME TABLE

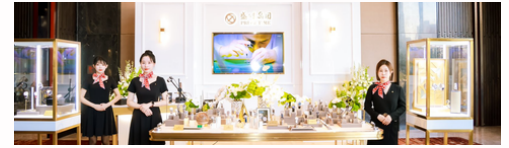
A table at the event will be branded with the sponsor's logo, enhancing brand presence and recognition during the dinner.

## GOODIE BAG INSERT

Sponsors can include promotional items, brochures, or samples in the goodie bags distributed to all attendees, ensuring direct interaction with the audience even after the event.

## OFFICIAL PARTNER OF THE ROADSHOW

Sponsors will be recognized as an official partner for any pre-event roadshows, ensuring continuous brand exposure and association with the event's theme and objectives.



## ADVERTISEMENT VIDEO AT THE ROADSHOW

Sponsors can display their advertisement videos at the roadshow events, allowing them to reach a broader audience and align their brand with the event's narrative.

## COMPANY BANNER ON THE PUBLIC VOTING APP

Sponsors' logos or banners will be prominently displayed on the public voting platform, providing visibility to an extended audience beyond the event attendees.

## MENTION & LOGO EXPOSURE IN PRESS RELEASE

Sponsors' names and logos will be included in official press releases distributed to media outlets, ensuring coverage and increased brand credibility in the public domain.

## IN-KIND & LUCKY DRAW SPONSORSHIPS

In-kind and lucky draw sponsorships are a terrific approach to obtain high awareness for your products and gain access to new customers if your company wants to be seen in both electronic and print media. The following benefits are included in the sponsorship packages:

- Logo on the gala dedicated webpage
- Logo on the virtual backdrop
- Company's logo in the event's booklet

SSBA 2023 Highlights



## TAILOR-MADE PACKAGES

Is your company seeking more exposure than the one described in the above packages? Ask for a tailor-made sponsorship package!

## CONTACT US



**GUILLAUME JOYET**  
Executive Director



135 2053 3897

guillaume.joyet@swisscham.org

## PAST SPONSORS

