

OCT
2026
BEIJING



SINO
SWISS
ECONOMIC
FORUM
2026



成立30周年
YEARS ANNIVERSARY
1996-2026

SINO-SWISS ECONOMIC FORUM 2026 AND SWISSCHAM 30 YEARS ANNIVERSARY CELEBRATION



Swiss and Chinese Officials, Sino-Swiss industries leaders

30

years anniversary of SwissCham Celebration



EXCLUSIVE

For this year's SSEF, we expect a high-level Swiss business delegation visiting China and participating in the SSEF.

Diverse Topics with Real-World Impact

Topics will focus on key strategic business challenges affecting international companies in China. They are identified through SwissCham's committees, which are composed of representatives from Swiss companies operating in China, ensuring that discussions reflect real and current business concerns.

Macro Economic Outlook Forum

Gain insights from experts. The guest speakers will provide expert analysis and interpretation of current policies and regulations, offering insights tailored to the needs of C-level executives.

Audience (SSEF 2024)

450+

- C-level executives from Swiss and Chinese multinationals
- Experts from various industries

Government VIPs (SSEF 2024)

80+

- 30+ Chinese officials, including H.E. **Wang Wentao**, Minister of Commerce of the People's Republic of China
- 50+ Swiss Officials, including H.E. **Guy Parmelin**, Federal Councillor and Head of the Swiss Department of Economic Affairs, Education and Research and H.E. **Jürg Burri**, Ambassador of Switzerland to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea



21,542

SwissCham Social Media
& Email Impressions



≈3,771,550

Public Media Impressions



450+

Audience, including 80+
Government VIPs

SSEF: A BRIEF HISTORY



2012

Federal Councillor, H. E. Johann Schneider-Ammann continued to enforce economic relations, since in 2011 the two countries launched negotiations for the first **Free Trade Agreement (FTA)** between China and a European country.



2016

On the occasion of **the official State Visit of the President of Switzerland H. E. Johann Schneider-Ammann**, it was time to underline the importance of innovation and connectivity. In the center of the discussions lay the newly introduced **One Belt One Road Initiative and innovation**, as Switzerland ranks no. 1 on the list of the most innovative countries of the world for many years.



2020

To celebrate the 10th anniversary of this flagship event, this edition outlined robust and prosperous economic Sino-Swiss relations as well as lucrative bilateral trade and strong business ties, which aimed to foster a dialogue on sustainability - **"Together for a better future - smart & sustainable"**.

2024

The 8th Sino-Swiss Economic Forum: **Shaping the Future of Collaboration and Innovation**; with the presence of **Federal Councillor, Head of the Federal Department of Economic Affairs, Education and Research, H.E. Guy Parmelin** and **H.E. Mr. Wang Wentao, Minister of Commerce, the People's Republic of China**

2010

On the occasion of **60-year anniversary** of the Sino-Swiss diplomatic relations, the former **President and former Federal Councillor, H. E. Mrs. Doris Leuthard** attended the forum and expressed her strong confidence in the Sino-Swiss economic relations.

2014

Focused on **"Quality, Innovation, Competitiveness, Sustainability"**, four panel discussions were organized with the presence of the State Secretary for Economic Affairs, **Mrs. Marie-Gabrielle Ineichen-Fleisch**, and Chinese Minister of Commerce, **H.E. Mr. Zhong Shan**, to celebrate the entry into force of the FTA between Switzerland and China.



2018

The 5th edition was held during the official visit of **Federal Councillor Johann N. Schneider-Ammann** and in the company of economic and science delegations concentrating on **free trade today and in the future**.



2023

The 7th edition explored how to form competitiveness through **vocational and professional education and training (VPET)**. The China-Switzerland Alliance on Vocational Education was officially launched at this event.



AGENDA

2026 SSEF
14:30 - 22:00

14:30-15:15

REGISTRATION

15:30-17:10

SUB-FORUM 1
Artificial Intelligence

15:30-17:10

SUB-FORUM 2
Advanced Engineering &
Manufacturing

15:30-17:30

SUB-FORUM 3
Life Science

16:00-17:30

SUB-FORUM 4
C-Level Macroeconomic
Outlook

17:30-18:30

**REGISTRATION FOR GALA
DINNER AND NETWORKING**

18:30-19:00

OPENING SPEECHES

19:00-22:00

GALA DINNER

Artificial Intelligence

Two concrete case studies from companies already deploying AI in China. A frank provocation from a SwissCham board member. A panel debate on the question nobody wants to answer. This is a session for leaders who want honest answers, not polished presentations.

0-5 Welcome	5-25 Case 1	25-45 Case 2	45-55 Provocateur	55-85 Panel	85-100 Q&A
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Case 1: 20 min

AI challenges in food and drinks – when the machine has no taste

What happens when you ask a machine that has never tasted anything to help develop food for people who feel, smell, and remember? A global food leader shares where AI genuinely helps, where it falls short, and what the journey actually looks like.

Provocateur: 10 min

Chinese companies are moving faster on AI than Swiss executives want to admit

A SwissCham board member speaks frankly on behalf of the chamber – not their company. Expect an uncomfortable truth and the bold claim that sets up the debate.

Case 2: 20 min

The invisible analyst – AI transforming M&A and wealth management

What if the best deal was found not by a banker, but by an algorithm? A Swiss financial firm reveals three live AI deployments in cross-border M&A and private banking – deal sourcing, due diligence, and what financial intelligence looks like when the analyst is artificial.

Panel and Q&A: 45 min

AI gives us better intelligence. But who is responsible when it is wrong?

Four senior leaders debate accountability, trust, and responsible AI adoption for Swiss companies in China. Pre-submitted audience questions collected anonymously during the session.

Advanced Engineering & Manufacturing

China is no longer a market where Swiss precision automatically wins. Quality is table stakes, speed is the currency, and the manufacturers who survived China's brutal competition are now coming for European markets. This subforum asks the harder question – what does it actually take to stay, adapt, and come out stronger?

Case 1: 20 min

The 90% machine: how one Swiss company turned imperfection into a competitive weapon

Perfection is a Swiss instinct. In China, it is a trap. One manufacturer shipped deliberately at 90%, improved every six months, and stayed permanently ahead. By the time rivals copied version one, they were already shipping version four.

Provocateur: 10 min

Inevolution: Can you survive what is coming?

The Chinese manufacturers who survived involution – the most brutal competitive environment on earth – are now coming for your European markets. They have better prices, acceptable quality, and unlimited endurance. The question is not whether Swiss manufacturers can win in China. The question is whether they can survive what China is sending home.

Case 2: 20 min

Localization or illusion?

A factory and local staff is not localization – it is an illusion becoming expensive to maintain. One Swiss company shares what genuine localization actually took, what it cost, and why they wish they had done it five years earlier.

Panel and Q&A: 45 min

Endure or exit – what does staying in China actually demand?

Leaving feels safe. Re-entry is nearly impossible. The companies still standing when China's hyper-competition normalizes will inherit the market – but getting there demands decisions most headquarters are not ready to make. Four senior leaders debate what endurance really looks like, and what it costs.

Life Sciences

For decades, Swiss life science in China was built on world-class products, a demanding market, and patient execution. Today, this story is being reshaped on two fronts: medtech and dental SMEs are navigating localization pressures while protecting their Swiss identity, while pharmaceutical leaders are redefining China as a partner for innovation and co-development. This subforum explores a central question: what does it mean to be a Swiss life science company in China in 2026?

0-5 Welcome	5-35 MedTech Block	35-65 Pharma Block	65-75 Provocateur	75-105 Panel	105-120 Q&A
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MedTech · Case 1: 10 min

Swiss made in China: navigating the localization decision

Localization in China raises a critical question for Swiss medtech companies: what happens to Swiss Made when production moves? This session explores the drivers, challenges, and impacts of localization on the brand, product, and customer relationship.

MedTech · Case 2: 20 min

Grow, buy, or partner: choosing your China localization strategy

Swiss medtech companies build their China presence in different ways: through acquisitions, partnerships, or both. This session examines the strategic choices, opportunities, and challenges behind each approach.

Pharma · Case 1: 10 min

China as innovation partner: what the shift actually looks like in practice

Swiss pharmaceutical companies are redefining China as an innovation partner rather than just a market. This session examines how co-development partnerships work, what drives them, and how they reshape companies when innovation flows both ways.

Pharma · Case 2: 10 min

Doing science in China: what a local R&D presence actually requires

As Swiss pharmaceutical companies expand R&D in China through partnerships, licensing, or dedicated centres, they face new challenges in managing global priorities, protecting IP, and integrating discoveries. This session explores their experiences and learnings.

Provocateur: 10 min

A provocation on behalf of SwissCham

Representing the Swiss life science community in China, a SwissCham board member reflects on a fundamental shift: the traditional model of Swiss innovation serving the Chinese market is evolving. The key question is what unique value Swiss life science can offer China that others cannot.

Panel and Q&A: 45 min

Two years on: what actually changed, what was harder than expected, and why some are going it alone now

Two years ago, companies debated localization; today, many have experienced it firsthand. This session explores the realities of localization, including regulatory challenges, market proximity, and the balance between Chinese integration and Swiss identity, through insights from four senior medtech and pharma leaders.

C-Level Macroeconomic Outlook

This is a closed-door session for C-level executives and board members from Swiss companies – one seat per company. Two speakers share their read on China’s macroeconomic outlook: one from an academic background, one from a leading financial institution. Each presents, then takes direct questions from the room. No panel, no moderation. Two informed perspectives, for the people who need them.

0-5 Welcome	5-35 Presentation 1	35-50 Q&A 1	50-80 Presentation 2	80-95 Q&A 2
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Presentation 1: 30 min

The structural picture: China’s economy beneath the headline numbers

This presentation offers an academic perspective on China’s macroeconomic situation. The speaker shares their assessment of current economic trends, structural dynamics, and the factors shaping China’s growth trajectory – providing the room with an evidence-based read on where things stand and what to watch.

Presentation 2: 30 min

Where the money is moving: a practitioner’s read on China’s financial landscape in 2026

This presentation brings an institutional perspective on China’s economic landscape. Drawing on the analysis of a leading global financial institution, the speaker shares their read on macroeconomic trends, market risks, and capital flows – and what these signals mean for business and investment strategy. The audience values this perspective precisely because it comes from an institution with the research depth and global positioning to see what others cannot.

PARTNERSHIP PACKAGES

Seat at one of the VIP tables

Pre/post event promotion Website, Mailings, WeChat, Newsletter

Booth, Banner

Logo on the backdrops of forum meeting room + VIP room + interview room

Oral recognition

Promotion in program e-booklet

Promotion video during the gala night

Free Seats at the gala dinner

Named table

Goodie bag insert

Speaking opportunity in sub-forum

Diamond
199,900

Platinum
149,900

Gold
99,900

Silver
66,600

1

1

-

-

Extra large logo

large logo

Medium logo

Small logo

2 booths
+ 2 banners

1 booth
+ 1 banner

1 booth
or 1 banner

-

Extra large logo

large logo

Medium logo

Small logo

✓

✓

✓

✓

2 pages

1 pages

1/2 pages

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45 sec

30 sec

15 sec

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20

10

10

5

✓

✓

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✓

✓

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SSEF SUB-FORUM SPEAKING OPPORTUNITIES & GUIDELINES (EXCLUSIVE BENEFITS FOR EVENT PARTNERS)

- Focus on delivering value rather than self-promotion.
- The presentation should provide meaningful knowledge and valuable insights.
- The slides should follow a clear logical progression and build a coherent narrative throughout.

PAST SPONSORS



YOUR BENEFITS IN DETAILS

*CORPORATE TABLE (DURING GALA DINNER)

Corporate Tables (10 seats; are located in a central area with a logo on the table and are available for members only. To be seated together is guaranteed.

Standard Corporate Table

Premium Corporate Table

*PRESENTATION BOOTH

We offer our corporate members the fantastic opportunity to purchase a booth to present your latest products.

*IN-KIND SPONSORSHIP

In-kind sponsorship is 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 in-kind sponsorship package:

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

TAILOR-MADE PACKAGES

Is your company seeking more exposure than the one described in the above packages?

Ask for a tailor-made sponsorship package!



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