

成立30周年  
YEARS ANNIVERSARY  
1996-2026

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



## 2026 H2 IN BEIJING



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 delegation visiting China and participating in the SSEF.



## VIPS

Government Officials  
C-level business leaders  
from the Swiss business  
community

### Swiss Federal Official

A Swiss business delegation led by a Swiss federal official is expected to attend the SSEF.

## CHINA LEADERS

Invitation of a high ranking  
Chinese leaders and  
government officials

### High ranking Chinese Leaders

Various government departments will be joining this year SSEF. We are expecting MOFCOM, Ministry of Education, and many more ministries. If you need a specific ministry, please let us know.

## DISCUSSIONS

Panel discussions are  
organized into specialized  
committee groups

### SwissCham Sub-forums

To foster insightful dialogue and diverse perspectives, committee groups allow participants to explore key issues in depth and contribute their expertise to meaningful discussions.

## 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.

## Your Gateway to Strategic Engagement between Switzerland and China

### High-Level Bilateral Engagement

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

### 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.

### Position your brand at the heart of Sino-Swiss economic cooperation

- Showcase your innovation and thought leadership in a dynamic business environment
- Connect with key decision-makers from both public and private sectors
- Influence policy dialogues that shape your industry's future
- Unlock new market opportunities in China and Switzerland



**21,542**

SwissCham Social Media  
& Email Impressions



**≈3,771,550**

Public Media Impressions



**450+**

Audience, including 80+  
Government VIPs

# SSEF: A BRIEF HISTORY



**2010**

On the occasion of the **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.

**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.



**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.

**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.



**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**.



**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**".



**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.

**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**



## 2026 SSEF AGENDA (TBC)

Time	Programme
<b>13:00-14:00</b>	Registration
<b>14:00-15:30</b>	Sub-forum 1: Panel Discussion topic 1
	Sub-forum 2: Panel Discussion topic 2
	Sub-forum 3: Panel Discussion topic 3
<b>15:30-16:00</b>	Break
<b>16:00-17:30</b>	Sub-forum 4: Panel Discussion topic 4
	Sub-forum 5: Panel Discussion topic 5
	Sub-forum 6: Panel Discussion topic 6
	C-Level Forum Macro Economic Outlook
<b>17:30 - 18:30</b>	Registration for Gala Dinner and Networking
<b>18: 30 - 19:00</b>	Opening Speeches
<b>19:00 - 22:00</b>	Gala Dinner

## 2026 SSEF SUB-FORUM TOPICS

The following topics will be discussed during the 2026 SSEF sub-forums.



### LIFE SCIENCES

Specific topics related to life sciences will be discussed within the Life Science board of representatives, and the topics will be based on the most recent issues in the life sciences sector in China.



### HUMAN RESOURCES

Proposed topics include the impact of AI on human resources, how HR professionals can prepare for the AI era, and how AI is impacting organizations from an HR stand points. Besides, the DISC personality assessment may also be discussed.



### ADVANCED ENGINEERING AND MANUFACTURING

The proposed topic will explore the transition from Localization 3.0 to Localization 4.0. While Localization 3.0 focuses on establishing research and development capabilities in China, Localization 4.0 highlights China's role as a global innovation and supply chain hub serving markets worldwide.



### INNOVATION

Topics will be discussed with the Innovation Committee, focusing on how companies manage the innovation cycle within their internal processes, how organizations foster innovation, and how perceptions and approaches to innovation may differ between Chinese and Swiss companies.



### AI+

This sub-forum will explore the latest developments in artificial intelligence and their impact on business transformation. Topics may include emerging trends such as AI agents, generative AI applications in enterprises, and practical approaches for integrating AI into business operations.



### C-LEVEL FORUM

Guest speakers will provide expert analysis and interpretation of key topics, delivering insights tailored to the needs of C-level executives.



# PARTNERSHIP PACKAGES

	Diamond 199,900	Platinum 149,900	Gold 99,900	Silver 66,600
Seat at one of the VIP tables	1	1	-	-
Pre/post event promotion Website, Mailings, WeChat, Newsletter	Extra large logo	large logo	Medium logo	Small logo
Booth, Banner	2 booths + 2 banners	1 booth + 1 banner	1 booth or 1 banner	-
Logo on the backdrops of forum meeting room + VIP room + interview room	Extra large logo	large logo	Medium logo	Small logo
Oral recognition	✓	✓	✓	✓
Promotion in program e-booklet	2 pages	1 pages	1/2 pages	-
Promotion video during the gala night	45 sec	30 sec	15 sec	-
Free Seats at the gala dinner	20	10	10	5
Named table	✓	✓	✓	-
Goodie bag insert	✓	✓	✓	✓
Speaking opportunity in sub-forum	✓	✓	✓	-

## PAST SPONSORS



## SSEF PRESENTATION GUIDELINES

- Content should focus on providing value to the audience.
- Avoid self-promotion; prioritize informative content.
- Presentations must be connected through a cohesive narrative.

# 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!



# CONTACT US



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YEARS  
SSEF **16**



中国瑞士商会  
SwissCham  
China

**SINO  
SWISS  
ECONOMIC  
FORUM  
2026**



成立30周年  
YEARS ANNIVERSARY  
1996-2026

# 2026年中瑞经济论坛 暨中国瑞士商会成立30周年庆典



## 北京 2026 下半年



VIP 中瑞政府要员、中瑞产业领袖

中国瑞士商会成立 **30** 周年庆典

EXCLUSIVE

2026年SSEF预计将迎来高级别瑞士商务代表团访华并参与本次经济论坛。



### VIP

政府要员  
来自瑞士商业界的C-level  
高管

### 瑞士联邦要员

预计将有由瑞士联邦官员率领的瑞士商业代表团出席本次中瑞经济论坛（SSEF）。

### 中方领导人

邀请高级别中方领导人及  
政府官员出席

### 高级别中方领导人

今年SSEF将有多个政府部门参与。我们预计将包括中国商务部、教育部以及更多部委。如您有特定希望邀请的部委，请告知我们。

### 分论坛

讨论以专业委员会分组形式  
进行

### SwissCham 分论坛

为促进深入且富有洞见的交流与多元视角，各委员会分组为与会者提供平台，使其能够围绕关键议题展开深入探讨，并发挥自身专业优势，参与具有实质意义的讨论。

### 宏观经济展望分论坛

### 获取专家洞察

嘉宾演讲者将对当前政策与法规进行专业分析与解读，并结合C-level高管的实际需求，提供具有针对性的战略洞察。

## 您通往中瑞合作的门户

### 高层双边交流

参会嘉宾 (SSEF 2024)

**450+**

- 来自瑞士及中国跨国企业的C-level高管
- 各行业专家

政府VIPs (SSEF 2024)

**80+**

- 30+ 中国政府官员，包括中华人民共和国商务部长王文涛阁下
- 50+ 瑞士政府官员，包括时任瑞士联邦委员、经济事务、教育与研究部部长居伊·帕姆兰阁下；以及时任瑞士驻中华人民共和国、蒙古国和朝鲜民主主义人民共和国大使白瑞谊阁下

### 多元议题，聚焦现实影响

议题将聚焦于影响在华瑞士企业的关键战略性商业挑战。这些议题由中国瑞士商会各委员会提出并确定。委员会由在中国运营的瑞士企业代表组成，确保讨论内容能够真实反映当前企业所面临的实际挑战。

### 将您的品牌置于中瑞经济合作的核心位置

- 在充满活力的商业环境中展示您的创新力与领导力
- 对接来自公私领域的关键决策者
- 参与塑造行业未来的政策对话
- 开拓中瑞市场新机遇



**21,542**

中国瑞士商会社交媒体及  
电子邮件曝光量



**≈3,771,550**

公共媒体曝光



**450+**

参会嘉宾 (含80+政府VIP)

# 中瑞经济论坛：历届与会重量嘉宾



**2010**

在中瑞建交60周年之际，时任总统、联邦委员 **H. E. Mrs. Doris Leuthard** 出席了论坛，并表示对中瑞经济关系的强烈信心。

**2012**

自2011年两国启动中国与欧洲国家首个自由贸易协定谈判以来，联邦委员 **H. E. Johann Schneider-Ammann** 继续加强经济关系。



**2014**

围绕“质量、创新、竞争力、可持续发展”这一主题，论坛组织了四场小组讨论，瑞士经济事务国务秘书 **Mrs. Marie-Gabrielle Ineichen-Fleisch** 和中国商务部部长钟山先生出席了会议，共同庆祝中瑞自贸协定的生效。

**2016**

时任瑞士总统 **H. E. Johann Schneider-Ammann** 对中国进行正式国事访问之际，强调了创新和互联互通的重要性。讨论的核心聚焦于一带一路倡议和创新。瑞士已连续多年位居全球最具创新力国家榜首。



**2018**

第五届中瑞经济论坛于联邦委员 **Johann N. Schneider-Ammann** 的正式访问期间举办，并与访华经济和科学代表团一起，集中讨论当今和未来的自由贸易。



**2020**

为庆祝这一旗舰活动十周年，本次活动概述了中瑞两国强劲繁荣的经济关系，以及丰厚的双边贸易和强大的商业关系，旨在促进可持续发展对话——“携手共创美好未来——智能与可持续”。



**2023**

第七届中瑞经济论坛探讨如何通过职业和专业教育培训（VPET）建立竞争力。在此次活动上，中瑞职业教育联盟正式成立。

**2024**

第八届中瑞经济论坛：共塑合作与创新的未来；时任瑞士联邦委员、瑞士联邦经济、教育和研究部部长 **Guy Parmelin** 阁下，以及中华人民共和国商务部部长王文涛阁下共同出席



## 2026 中瑞经济论坛日程 (TBC)

Time	Programme
<b>13:00-14:00</b>	签到
<b>14:00-15:30</b>	分论坛 1: 圆桌讨论 议题一
	分论坛 2: 圆桌讨论 议题二
	分论坛 3: 圆桌讨论 议题三
<b>15:30-16:00</b>	茶歇
<b>16:00-17:30</b>	分论坛 4: 圆桌讨论 议题四
	分论坛 5: 圆桌讨论 议题五
	分论坛 6: 圆桌讨论 议题六
	C-level高管论坛: 宏观经济展望
<b>17:30 - 18:30</b>	晚宴签到
<b>18: 30 - 19:00</b>	开幕致辞
<b>19:00 - 22:00</b>	晚宴

## 2026 SSEF 分论坛议题

以下议题将于2026年SSEF分论坛期间进行讨论



### 生命科学

生命科学领域的具体议题将由生命科学委员会进行讨论，相关议题将基于在华生命科学行业当前最新的发展动态与关键问题展开。



### 人力资源

拟讨论的议题包括人工智能对人力资源领域的影响、人力资源专业人士如何为人工智能时代做好准备，以及人工智能从人力资源角度对组织产生的影响。此外，还可能讨论 DISC 性格测试在人力资源领域中的相关议题。



### 先进工程与制造

拟讨论的议题将探讨从本地化 3.0 向本地化 4.0 的转变。本地化 3.0 主要指在中国建立研发能力，而本地化 4.0 则强调中国在全球创新与供应链体系中的关键角色，使中国的供应链不仅面向本地市场，也成为面向全球市场的重要枢纽。



### 创新

相关议题将与创新委员会共同讨论，重点关注企业如何在内部流程中管理创新周期、如何推动组织内部的创新发展，以及中瑞企业在创新理念与实践方法上的差异。



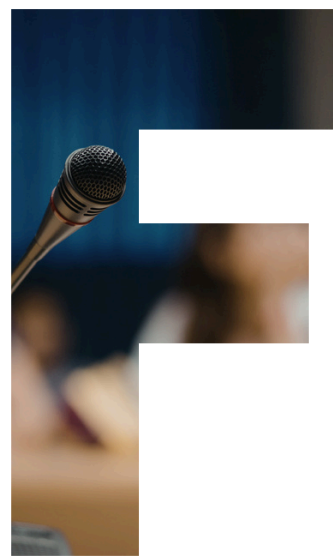
### 人工智能+

本分论坛将探讨人工智能领域的最新发展及其对企业转型的影响。议题将包括 AI Agent 等新兴趋势、生成式人工智能在企业中的应用，以及将人工智能融入企业运营的实践路径。



### C-LEVEL 高管论坛

特邀嘉宾将围绕关键议题进行专业分析与解读，为企业C-level人员提供具有针对性的洞见与见解。



# 合作方案

## VIP桌席位

活动前后，线上线下logo展示

展台，易拉宝

分论坛及贵宾室背景板上的logo展示

晚宴现场口头致谢

活动电子手册内展示

晚宴期间企业视频展示

晚宴免费席位

企业包桌logo展示

礼品袋内企业宣传物品

分论坛发言机会

钻石 199,900	铂金 149,900	黄金 99,900	白银 66,600
1	1	-	-
超大号 logo	大号 logo	中号 logo	小号 logo
2 展台 + 2 易拉宝	1 展台 + 1 易拉宝	1 展台 或 1 易拉宝	-
超大号 logo	大号 logo	中号 logo	小号 logo
✓	✓	✓	✓
2 页	1 页	1/2 页	-
45 秒	30 秒	15 秒	-
20	10	10	5
✓	✓	✓	-
✓	✓	✓	✓
✓	✓	✓	-

# 往期合作伙伴



# SSEF演讲指南

- 内容应侧重于为受众提供价值。
- 避免自我推销；优先考虑提供信息性的内容。
- 演示文稿必须通过连贯的叙述相互关联。

# 您的权益详情

## \*企业专属桌席（晚宴期间）

企业专属桌席（10个席位）：位于会场中央区域，企业 logo 展示，仅限会员购买，并保证同桌安排。

标准企业桌席  
 高级企业桌席

## \*展位

我们为企业会员提供绝佳展位展示贵公司产品，价格待确认。

## \*实物

实物提供是提升品牌曝光度、拓展潜在客户群体的有效方式，尤其适合希望在电子媒体及纸质媒体上获得展示机会的企业。实物提供的权益包括：

- 晚宴专属网页展示企业标识
- 背景板展示企业标识
- 活动手册中展示企业标识

## 定制化方案

贵公司是否希望获得超出上述合作方案所涵盖的更多曝光机会？

欢迎咨询定制化方案！



# 联系我们



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