



欧中企业联合会

Euro-Sino Enterprises Association

Swiss Brand Center ©

An Investment Opportunity

The Swiss Brand Center Beijing

- Swiss Brand Center in Beijing, located in the in the global import commodity center in the Free Trade Zone in Beijing
- Aims at promoting Swiss Brands in China and create a platform for Chinese Customers to exclusively gain access to limited high-end Swiss Made products
- Not only offers our Swiss Brand Center these products on a B2C basis but also helps Chinese Investors and Businesses to establish valuable business partnerships



The Swiss Brand Center Beijing

- More than 50 Swiss companies and their brands are represented in our Center, with more brands coming in by the day. This number is expected to be doubled in the following months.
- The Swiss companies represented our Brand Center are expected to open flagship stores in Beijing during our cooperation.
- Within the first 6 Months of our SBC shipments have been made almost monthly a total value in mid six figures.



The Swiss Brand Center – Somewhere else?

- While our Swiss Brand Center in Beijing Free Trade Zone is the first of its kind, we are looking for promising opportunities to expand our extraordinary offer and network
- With branch offices in Beijing as well as in Bern, Switzerland, our services as well as our product range is highly adjustable.





欧中企业联合会

Euro-Sino Enterprises Association



Our Vision

- To create a platform, equally benefiting our Chinese Investors and Swiss companies, which generates high value for everyone involved. We realize the attractiveness of the Chinese market and the demand for Swiss products within it. We aim to combine those two features within our mission.

The Swiss Brand Center – In your City!

- Target cities for Swiss Brand Centers are firstly the capital Cities of the provinces of China
- Already represented in Beijing, southern provinces appear the most promising
- By opening a Swiss Brand Center in your city, you can profit from countless advantages and profitable features





欧中企业联合会

Euro-Sino Enterprises Association



The Swiss Brand Center – 19 Benefits

- The SBC will increase the trading business between Switzerland and China.
- The local economy will profit
- Create new jobs
- Increase the tax income of the city and province
- Will bring foreign businesses and investments to the province
- Help the local SME's
- Will provide cultural insight and knowledge
- Improve the innovation of the local products



欧中企业联合会

Euro-Sino Enterprises Association



The Swiss Brand Center – 19 Benefits

- As a unique platform as a trade center between Switzerland and China
- Will introduce new products to the Chinese Market
- Will bring advanced technology in different industries to China
- Will improve the local international taste
- Will bring first-hand experiences from the developed country
- Can function as an economic promotion center
- Improve the local high-quality lifestyle



欧中企业联合会

Euro-Sino Enterprises Association



The Swiss Brand Center – 19 Benefits

- Will introduce products which are 100% Swiss made
- Bring world first class products to the region
- Hosts the best Swiss brands you can discover
- Will make all the benefits stable, since it is a long term project



What we need

- An area of approximately 500m² to promote and sell our high-quality Swiss Made products
- Location must be central and easily accessible
- Tax benefits for our imported goods
- Assisted advertisement in the province
- Mediation of possible distributors





Ways of cooperation

- Cooperation with private investors as well as with government officials is possible
- In both possible cooperation, the same terms and conditions apply
- Franchise-System; we license our business model, our brands and the rights to sell them
- An equal partnership, which equally benefits the franchisor and franchisee





Profit from this unique and promising offer !

It is not allowed to copy the ideas and contents of this presentation
The copyright of this document has reserved by
Euro-Sino Enterprises Association ©