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1. Television

**Shanghai Media Group Chinese News Channel:**
N. of daily viewers: 800,000 viewers
Publishing date: 2014-05-29

**Cable TV of Huangpu District**
N. of daily viewers: 10,000 viewers
Publishing date: 2014-05-29
2014上海瑞士周在我区开幕

2014年8月29日。

从7月15日开始，海科园变身“瑞士村”，2014上海瑞士周昨天晚上在这里开幕。区委书记、副区长周金等出席开幕式并剪彩。在开幕式上，来自瑞士的表演团队为大家演奏了瑞士传统的民谣乐曲。在瑞士周期间，每天这些团队都将为市民们表演，最早的一场为上午11点，最晚的一场为晚上7点，从今天开始到9月2日瑞士周日期间，融合了各各领域的丰富多彩的现场互动活动及产品展示，将从一个侧面诠释瑞士科技、教育文化和商贸旅游等方面魅力，超过30个来自瑞士的品牌峰会，入会“瑞士村”，人们在品尝瑞士美食的同时还可以了解每个品牌背后的发展历史和瑞士相关的饮食文化。
2. **Newspaper**

**Shanghai Weekly**

N. of daily published newspaper: 200,000 newspapers

Publishing date: from 2014-06-02 to 2014-06-08

Article: Please see below
Global Times, Metro Shanghai section
N. of daily published newspaper: 2.4 Million newspapers
Publishing date: 2014-06-02
Link: http://www.globaltimes.cn/content/863411.shtml
Article: Please see below
Le Courrier Neuchâtelois

N. of readers: more than 89,000 readers

Article: Please see below
3. Websites

**Worldtempus:**
Visibility: 480,000 social media fans
Publishing date: 2014-05-22
Link: [http://www.worldtempus.cn/news/whats-new/28183%E8%B6%B3%E4%B8%8D%E5%87%BA%E2%80%9C%E6%B2%AA%E2%80%9D-%E6%84%9F%E5%8F%97%E9%92%9F%E8%A1%A8%E7%9A%84%E6%95%85%E4%B9%A1%E2%80%94%E2%80%94%E7%91%9E%E5%A3%AB/](http://www.worldtempus.cn/news/whats-new/28183%E8%B6%B3%E4%B8%8D%E5%87%BA%E2%80%9C%E6%B2%AA%E2%80%9D-%E6%84%9F%E5%8F%97%E9%92%9F%E8%A1%A8%E7%9A%84%E6%95%85%E4%B9%A1%E2%80%94%E2%80%94%E7%91%9E%E5%A3%AB/)

**Sinoptic:**
Link: [http://www.sinoptic.ch/](http://www.sinoptic.ch/)
Article 1: Please see below

*Swissweek Shanghai 2014* (23.05.2014)
La seconde édition de la Semaine suisse en Chine se tiendra du mercredi 28 mai au lundi 2 juin 2014 au parc de la rue Huaihai à Shanghai. Le but est de présenter la Suisse, sa culture, ses produits de consommation et son expertise au public chinois. Cet événement est placé sous le patronage du Consulat général de Suisse à Shanghai.

Voir le communiqué et le programme en anglais et chinois ou en français, ainsi que le site de référence : [www.swissweek.com](http://www.swissweek.com).

Article 2: provided by the Consulate of Switzerland

**Witrip**
Publishing date: 2014-06-03
Link: [http://www.witrip.com/index.php?m=content&c=index&a=show&catid=43&id=422](http://www.witrip.com/index.php?m=content&c=index&a=show&catid=43&id=422)
Note: Witrip also made a post through its Wechat public account witrip2013 and the post has been forwarded many times.
iDEALShanghai.com

No. of daily website visitors: 60,000 unique visitors
Publishing date: 2014-05-23 to 2014-06-03
Link: N/A
Note: iDEAL Shanghai, the e-version of Shanghai Daily made the announcement of Swiss Week several days before it started and news was kept on the website for a week during which the news was promoted to the platform of Baidu.com, one of the most popular search engine.
Swissweek Shanghai 2014

Date: May 28, 2014 - Jun 04, 2014
Time: 10am-10pm
Tickets: Free
Venue: Huaihai Park
Address: 177 Huaihai Rd M., near Puani Rd

Swissweek China’s second edition will take place from Wednesday, May 28 to Monday, June 2 2014 in Huaihai Park in Shanghai. It will present Switzerland, its culture, consumer goods and expertise to the public.

Cultural performances and shows will be organized during the Swissweek to offer everyone the opportunity to discover and learn about the Swiss culture, its music, food, traditions and people.

The Swiss Alphorn group, Tiio de la Béroche, originating from the Region of Neuchâtel will perform everyday traditional alphorn music and flag waving with their first show at 11am and the last at 7pm starting from May 29.
Please find the article below:

第二届瑞士周亮相淮海公园

【导语】：5月28日至6月2日 “第二届瑞士周”在淮海公园广场拉开帷幕。黄浦区副区长曹金成、瑞士驻沪总领馆副总领事孟杰德，以及黄浦区外办、旅游局、绿化局等部门负责人，瑞士在沪企业、机构代表等参加开幕式。

5月28日至6月2日 “第二届瑞士周”在淮海公园广场拉开帷幕。黄浦区副区长曹金成、瑞士驻沪总领馆副总领事孟杰德，以及黄浦区外办、旅游局、绿化局等部门负责人，瑞士在沪企业、机构代表等参加开幕式。

开幕式上，牛奶、红酒、母婴、玩具、保健等瑞士著名产品悉数登场，7位来自瑞士的传统乐器演奏家也在现场吹响了阿尔卑斯号角。据悉，为期6天的活动，将重点向市民游客展示瑞士的文化、美食、旅游和生活方式。
上海瑞士周将于今日拉开序幕

作者：付雪婷    内容来源：万表世界    时间：2014-05-28    浏览：179次

导读：今年的上海“瑞士周”将于5月28日开始举行，在为期6天的活动中，人们将欣赏来自瑞士独具特色的风土人情，品尝瑞士特有的饮食文化，了解瑞士各行各业的科技研发成就。

今年的上海“瑞士周”将于5月28日开始举行，在为期6天的活动中，人们将欣赏来自瑞士独具特色的风土人情，品尝瑞士特有的饮食文化，了解瑞士各行各业的科技研发成就。
Cityweekend
No. of daily website visitors: 80,000 visitors
Publishing date: 2014-05-28 to 2014-06-02
Article: Please find the article below

HiShanghai:
Since January 2013, HiShanghai (iPhone) has grown by an average of 2,400 new users every month. HiShanghai (iPhone) averages 9,000 active users every month, who engage in 108,000 sessions per month.
HiShanghai (Android) launched June 2013 is growing by an average of 525 installs every month.
HiShanghai (Android) averages 2,030 unique visitors every month, who engage in 8,300 visits per month.

Publishing date: 2014-05-28 to 2014-06-02
Link: N/A
Article: Please find the advertisement provided on HiShanghai app below.

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SmartShanghai.com
No. of weekly visitors: 70.000 unique visitors
Publishing date: 2014-05-25
Link: http://www.smartshanghai.com/event/30425
Article: Please find the advertisement below.
Swissweek

This promotion/event has finished

Swiss week is being organized along with help from the General Consulate of Switzerland to promote Swiss cultural activities. Strolling through Huaihai park, get a taste of the Swiss cheese fondue, wine and cakes while listening to traditional Swiss alphorn. For the occasion, The Swiss Alphorn group and Trio de la Béroche, will be performing music everyday accompanied by flag waving. The event is free from 10am-10pm May 28–June 2.

Consulate General of Switzerland in Shanghai
Type: Newsletter
Publishing date: 2014-05-28
Link: http://www.dfae.admin.ch/eda/en/home/reps/asia/vchn/cncgsh/events.encoded-Show%3D1%26print%3D1.html

Swissnex Shanghai
Publishing date: 2014-06-03

4. Social Media

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