



Swissweek Shanghai 2014

PRESS REVIEW

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1. Television

Shanghai Media Group Chinese News Channel:

N. of daily viewers: 800,000 viewers

Publishing date: 2014-05-29

Link: <http://shanghai.kankanews.com/c/2014-05-29/0014859067.shtml>

首页 > 上海 > 上海新闻 > 视频

2014上海瑞士周28日晚开幕



Cable TV of Huangpu District

N. of daily viewers: 10,000 viewers

Publishing date: 2014-05-29



Link: http://lwq.sh.gov.cn/shhp/xwzx/20140529/002002004_306b080e-59af-4cd4-9013-0f42161448c0.htm?inoid=306b080e-59af-4cd4-9013-0f42161448c0,002002004

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2014上海瑞士周在我区开幕

发布时间: 2014/5/29 【字号: 大 中 小】



从昨天开始, 淮海公园变身“瑞士村”, 2014上海瑞士周昨天晚上在这里开幕, 区委常委、副区长曹金喜等出席开幕仪式并剪彩, 在开幕仪式上, 来自瑞士的表演团队为大家演奏了瑞士传统的民俗乐器, 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6月2日瑞士周期间, 融合了各自领域的丰富多彩的现场互动活动以及产品展示, 将从一个侧面诠释瑞士科学技术、教育文化和商贸旅游等方面, 超过15个来自瑞士的品牌将会入住“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。

分享



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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

METRO SHANGHAI COMMUNITY **GLOBAL TIMES**

SWISS WISH LIST

Products paraded out to promote Switzerland

By Lisa Pengkai

Shanghai's Swiss Week, a celebration that aims to promote awareness about Switzerland's beautiful landscape, its best products and people, is kicking off on June 2 and will continue through the end of the month.

Dairy

The introduction of Swiss dairy products to the Chinese market is a long process. It took more than 10 years for Swiss dairy products to be introduced to the Chinese market. The first Swiss dairy product to be introduced to the Chinese market was Swiss cheese. It was introduced to the Chinese market in 1980. Swiss cheese is a popular food in China. It is used in many dishes, such as sandwiches, pizzas, and pasta. Swiss cheese is also used in many traditional Chinese dishes. Swiss cheese is a healthy food. It is rich in calcium and protein. It is also low in fat. Swiss cheese is a good source of vitamins A, B, and C. Swiss cheese is a delicious food. It has a unique flavor that is loved by many people. Swiss cheese is a versatile food. It can be used in many different ways. Swiss cheese is a healthy and delicious food. It is a good choice for anyone who wants to eat a healthy diet.

Chocolate

Swiss chocolate is a popular food in China. It is used in many dishes, such as sandwiches, pizzas, and pasta. Swiss chocolate is also used in many traditional Chinese dishes. Swiss chocolate is a healthy food. It is rich in antioxidants and other nutrients. It is also low in fat. Swiss chocolate is a good source of vitamins A, B, and C. Swiss chocolate is a delicious food. It has a unique flavor that is loved by many people. Swiss chocolate is a versatile food. It can be used in many different ways. Swiss chocolate is a healthy and delicious food. It is a good choice for anyone who wants to eat a healthy diet.

Wine

Swiss wine is a popular beverage in China. It is used in many dishes, such as sandwiches, pizzas, and pasta. Swiss wine is also used in many traditional Chinese dishes. Swiss wine is a healthy beverage. It is rich in antioxidants and other nutrients. It is also low in calories. Swiss wine is a good source of vitamins A, B, and C. Swiss wine is a delicious beverage. It has a unique flavor that is loved by many people. Swiss wine is a versatile beverage. It can be used in many different ways. Swiss wine is a healthy and delicious beverage. It is a good choice for anyone who wants to drink a healthy beverage.

Wine and cheese

Swiss wine and cheese are popular foods in China. They are often eaten together. Swiss wine and cheese are healthy and delicious foods. They are a good choice for anyone who wants to eat a healthy diet.

Photo caption: Peter Schmid, retail expert (left), and a company employee at the first Swiss Week event.



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%E7%91%9E%E5%A3%AB/>

Sinoptic:

Publishing date: 2014-05-16, 2014-23-05, 2014-05-28

Link: <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.

Article 2: provided by the Consulate of Switzerland

http://www.sinoptic.ch/shanghai/2014/201406_Consulat.Suisse.Shanghai_Event.Announcement-en.pdf

Witrip

Publishing date: 2014-06-03

Link: <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.

Shanghai SWISS WEEK 瑞士周



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.

The screenshot shows the iDEAL Shanghai website interface. At the top, there's a banner for "Relax the World!" with services like Massage, Facials, Nails, Waxing, Eyelash Extension, SPA, and Tanning. Below the banner is the iDEAL Shanghai logo and a navigation menu with categories like HOME, DINING, ACCOMMODATION, TRAVEL, SHOPPING, SERVICES, and ART & CULTURE. The main content area is titled "WHAT'S ON" and features a list of events. The first event is "Swissweek Shanghai 2014" with a date of May 28, 2014 - Jun 04, 2014, and a venue of Hualihai Park. The second event is "2014 Shanghai Longines Global Champions Tour" with a date of Jun 06, 2014 - Jun 08, 2014, and a venue of China Art Museum. On the right side, there are sections for "How to add venues?", "COLUMNIST" featuring Brian Offenther, and "EDITORS' PICKS".



i**DEAL**Shanghai

Username

Sign in

Sign up if you are not a member yet | Forgot your password?

APP
download

HOME
DINING
ACCOMMODATION
TRAVEL
SHOPPING
SERVICES
ART & CULTURE

WHAT'S ON
DEALS
FEATURES
CITY GUIDE
AWARDS
WHERE IN SH
CLASSIFIEDS
中文頻道

Home > What's On > Events

Swissweek Shanghai 2014

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

3

3 likes

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, Trio 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.

+ Venue

+ Classified

How to add venues?

手把手教你添加免费商户

MOST POPULAR

Kerry Parkside

Integrating office space, serviced residences, a lifestyle business...

11 likes

Mandarin Oriental Pudong, Shanghai

Located in China's cosmopolitan and commercial capital and situated...

7 likes



Bendibao.com

No. of daily website visitors: 2 Million visitors

Publishing date: 2014-05-30

Link: <http://sh.bendibao.com/tour/2014530/107078.shtm>

Article: Please find the article below

本地宝
Bendibao.com

上海 本地资讯 商家 便民 攻略 | 交通 地铁 公交 地图 | 购物
[城市切换] 即可

办事指南 房产 社保 寻人 | 旅游 上海 周边 国内 | 团购
健康

上海旅游 上海游玩 周边旅游攻略 国内旅游攻略

上海本地宝 > 上海旅游 > 旅游资讯 > 第二届瑞士周亮相淮海公园

第二届瑞士周亮相淮海公园

上海旅游 2014年5月30日 来源: 上海旅游局

分享到 0

【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，黄浦区副区长曹金喜、瑞士驻沪总领事馆副总领事孟思恺，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，黄浦区副区长曹金喜、瑞士驻沪总领事馆副总领事孟思恺，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。



WBIAO.com

No. of daily website visitors: 10,000 unique visitors

Publishing date: 2014-05-28

Link: <http://news.wbiao.com.cn/hangye/5273.html>

Article: Please find the article below

万表世界
全球名表资讯中文网站



首页 > 资讯 > 行业动态 > 上海瑞士周将于今日拉开序幕

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 分享到...

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

Link: <http://www.cityweekend.com.cn/shanghai/events/activities/swissweek-shanghai-2014-2/>

Article: Please find the article below

The screenshot shows the Cityweekend website interface. At the top, there is a navigation bar with 'CITY WEEKEND' and 'Restaurants Events Blog'. Below this, there are links for 'Bars', 'Nightclubs', 'Cafes', 'Spas', and 'Supermarkets'. The main content area features a breadcrumb trail 'Home / Events / Activities' and the event title 'Swissweek Shanghai 2014'. There are buttons for 'Add to Favorites', 'One-Off Event', and 'Free'. A metadata section lists 'Date: This event has already passed', 'Time: 10:00 a.m. to 10:00 p.m.', and 'Website: http://www.swissweek.com'. A description section titled 'Swissweek Shanghai 2014 Description' provides details about the event, including dates (May 28th to June 2nd), location (Huaihai Rd. Park), and price (FREE). It also mentions cultural performances and the participation of Swiss companies.

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.

Shanghai
SWISS WEEK
 瑞士周

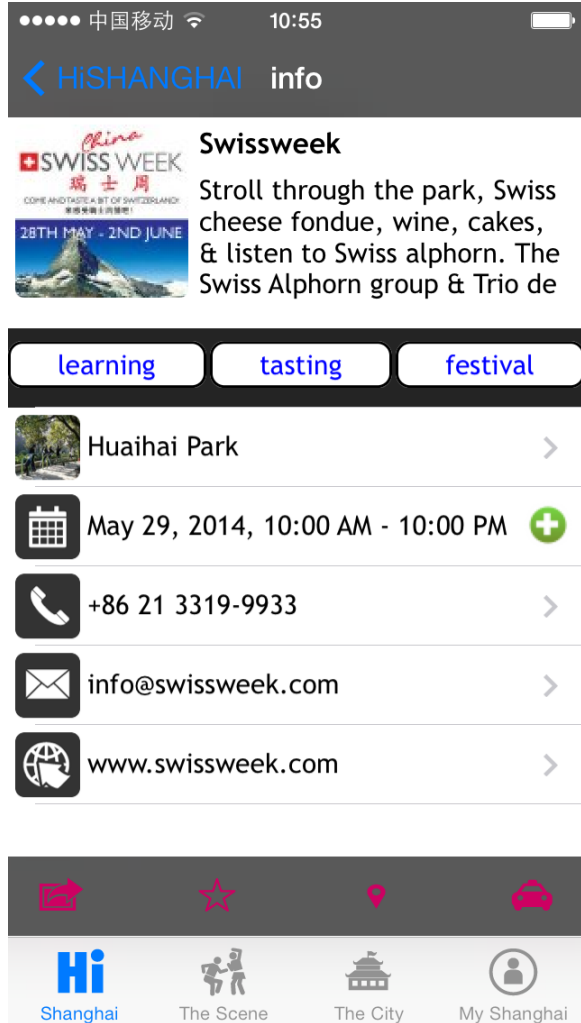


HiShanghai (Android) averages 2,030 unique visitors every month, who engage in 8,300 visits per month.

Publishing date: 2014-05-28 to 2014-06-02

Link: N/A

Article: Please find the advertisement provided on HiShanghai app below.



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.

Huaihai Park

177 Huaihai Lu,
near Pu An Lu,

Taxi Printout Send to Phone

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>

Article: http://www.dfae.admin.ch/etc/medialib/downloads/edactr/chn/sha.Par.0297.File.tmp/Swiss_Week_Shanghai_Press_Release_en-cn.pdf

Swissnex Shanghai

Publishing date: 2014-06-03

Link: <http://www.swissnexchinanews.org/swissnex-news/2014/6/3/swiss-week-2014-28-may-2-june>

4. Social Media

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