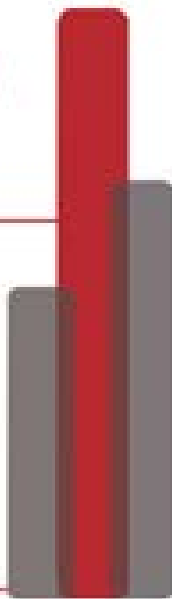


**swisscham.org**

YEARS  
SSEF

**12**

PEOPLE  
FOSTER  
INNOVATION



# **SINO SWISS ECONOMIC FORUM 2022**

**November 17, 2022  
Beijing**



[WWW.SWISSCHAM.ORG](http://WWW.SWISSCHAM.ORG)

# 5 THINGS THAT MAKE SSEF SPECIAL



**PANEL DISCUSSIONS**



**BRANDING DEALS**



**GALA DINNER**



**VIP GUESTS**



**NETWORKING**

The Sino-Swiss Economic Forum (SSEF) takes place every two years in Beijing and is by far the largest economic summit between Switzerland and China. It features top speakers from the Swiss and Chinese governments and business communities. The forum offers keynote speeches, a top-level panel discussion, small seminars and a gala dinner.

## This year's topic

**PEOPLE FOSTER INNOVATION:  
VOCATIONAL AND PROFESSIONAL  
EDUCATION AND TRAINING TO  
FORM KEY COMPETITIVENESS**

## DISCUSSION AREAS

How characteristics of apprenticeship training programs affect companies' key competitiveness



Effects of government educational policy interventions on the private sector and outcomes on the labour market



Implementation of Vocational and Professional Education and Training (VPET) in China. Best practices from Swiss Companies



## WHO WILL ATTEND

New Swiss Ambassador  
Chinese Government Officials

HR Innovators

- Leaders of Local and International Enterprises from all
- the Industries
- Representatives from the Sino-Swiss VPET Alliance
- Representatives from VPET Pilot Projects in China

## HIGHLIGHTS OF THE PROGRAMME

Topic: Vocational and Professional Education and Training (VPET)



VPET Exhibition & VR Experience



Panels Discussions



Presentation of the first Sino-Swiss VPET white paper  
and the VPET Alliance

## PROGRAMME:

November 17, 2022 at 14:00

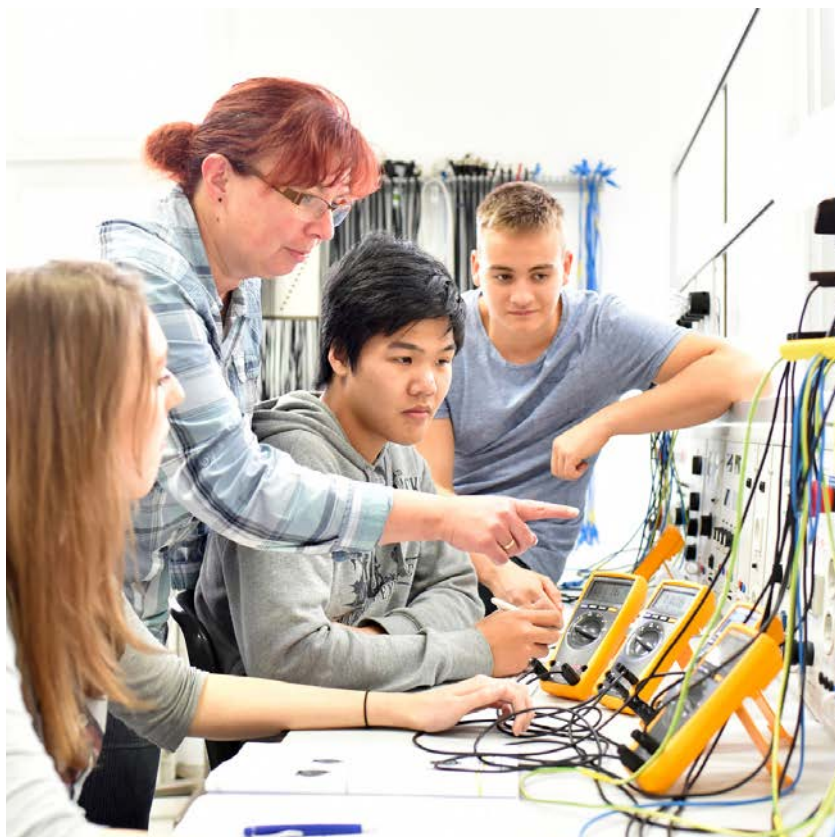
- Registration and VPET interactive tour
- Welcome address and Keynote Speeches
- Seminars and Plenary Session
- Performances
- Closing speeches
- **GALA- Dinner**



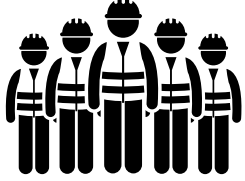
## THE LABOUR MARKET FACES A **SUPPLY SHOCK**

In the face of increased demand and China's fast development across many industries, the lack of an efficient talent pipeline is a significant challenge for China's economic development. China attaches greater importance to fostering synergy between learning and practice to stay competitive and boost innovation.

As a matter of fact, by 2035, China's goal is to develop a Vocational Education System that concretely responds to the market's needs. This strategic choice will strengthen the cultivation of creative talents, especially top-notch innovative talents. It will increase the proportion of application-oriented, comprehensive and skill-focused training programs.



**By 2025**

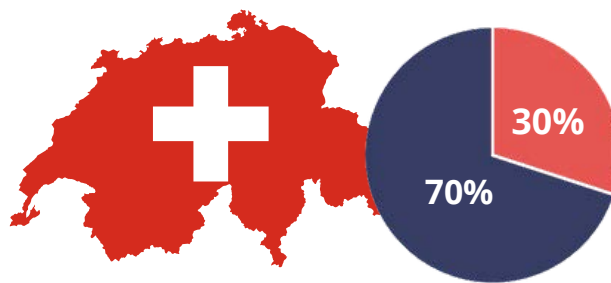
**30**million   
Skilled workers shortage  
in the manufacturing industry

**Tens** of millions  
Unfulfilled jobs



## SINO-SWISS COLLABORATION

In Switzerland, vocational education plays a pivotal role and is a key factor which contributes to its top-notch innovation. It's no coincidence that, in 2017, China and Switzerland signed the Memorandum of Engagement in Vocational and Professional Education and Training, marking a significant turning point in China and Switzerland's collaboration in vocational education. In fact, with this MoU, SFIVET has managed to position itself as an expert organisation in China in the field of skills development.



More than **two-thirds** of Swiss pupils are streamed into vocational training. Only **one-third** seek higher secondary schooling.

## GLOBAL INNOVATION INDEX:

SWITZERLAND HAS RANKED  
FROM 2011 UP TO 2021.

**1st**

## WHAT'S IN IT FOR SWISS COMPANIES?

Vocational and Professional Education and Training (VPET)

**BE PART OF THE SINO-SWISS VPET WHITE PAPER**

**JOIN THE VPET ALLIANCE DRAW POLICIES**

**SHOW CASE YOUR ENGAGEMENT IN VPET**

**SINO-SWISS ECONOMIC FORUM**

**BE STRATEGICALLY ALIGNED WITH CHINA'S 14th 5 YEARS PLAN AND 2035 PLAN**

## BE PART OF IT!

We believe that under the Government's guidance, Swiss companies can play an essential role in the China-Switzerland dialogue on the Development of Vocational Education and become inspiring models in boosting cross-functional cooperation and fostering highly skilled and self-motivated employees.

At this year's SSEF PEOPLE FOSTER INNOVATION, panel discussions and seminars will examine the unique Sino-Swiss partnership to further strengthen the ties between the two countries further, resolve hot topics on VPET challenges, showcase companies' best practices in China into how to create value for those relying on a steady supply of talent that responds to the market's needs.

*interested?*  
**CONTACT US!**



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## MORE THAN ONE WAY TO GET INVOLVED!



### SPONSOR US

Be present as a leading brand at China's biggest Sino-Swiss Economic Forum!



### SHARE YOUR STORY

Become a panellist or a presenter during the Economic Forum.  
Become a leading example in your industry



### VPET DIALOGUE

Become active in the VPET dialogue and reach out to experts and government officials.





# AMAZING RETURNS!

The Sino-Swiss Economic Forum's sponsorship program is specifically designed to provide you with good product placement opportunities, excellent brand awareness through high logo visibility, and many other platforms for promoting your business.



## YOUR BENEFITS

	DIAMOND	PLATINUM	GOLD	SILVER
RMB (NET, excl. VAT)	199,900	149,000	99,900	49,900
Seat at one of the VIP tables	2	1	-	-
Special marketing (e.g. Exclusive Panelist, exclusive promotion platform)	Yes	-	-	-
Logo recognition in the Bridge Magazine	Extra-large logo	Large logo	Medium logo	Small logo
Pre/Post event promotion (Website, Mailings, WeChat, Newsletter, etc.)	Extra-large logo	Large logo	Medium logo	Small logo
Booth, Banner	2 Booth + 2 banners	1 Booth + 1 Banners	1 Booth OR 1 Banner	
Logo on the backdrops + menu + event page	Extra-large logo	Large logo	Medium logo	Small logo
Advertisement in program booklet	2 pages	1 page	½ page	-
Oral recognition	Yes	Yes	Yes	Yes
Promotion video during the event	45 seconds	30 seconds	15 seconds	-
Seats at Gala Dinner	10	10	10	5
Named table	Yes	Yes	Yes	-
Goodie bags insert	Yes	Yes	Yes	Yes



## YOUR BENEFITS **IN DETAILS**

### **\*CORPORATE TABLE (DURING GALA DINNER)**

Corporate Tables (10 seats; subject to change according to epidemic prevention measures) are located in a central area with a logo on the table and are available for members only. To be seated together is guaranteed. (Price TBA)



### **\*PRESENTATION BOOTH**

We offer our corporate members the fantastic chance to purchase a booth to present your latest products. Price (net): RMB 9'900, including one free entrance.



### **\*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 virtual 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!



## NEXT STEPS

### Step 1

Select your sponsorship level.

### Step 2

Scan the Qcode to talk to us on WeChat or write us an email

### Step 3

We will contact you for your branding details.

## CONTACT US!



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# SSEF: 12 YEARS OF SUCCESS



# PAST MAIN SPONSORS

