

Case Study

Swiss Centers Group

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www.swisscenters.org

Hagen PR's extensive media network and professional PR management greatly contribute to the growing reputation of Swiss Centers China. It is a real pleasure working with Hagen PR, particularly with their proactive approach, timely response, and responsible reports. We consider Hagen PR as a credible long-term partner.

Zhen Xiao, Swiss Centers Group, CEO

The client

Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Centers in China is by far the largest cluster of Swiss enterprises in Asia. With locations strategically located on the dynamic East coast of China (Shanghai and Tianjin), SC does not only offer virtual and instant office space as well as ready-to-use workshops and showrooms, but also supports member companies with government relations, technology transfer and a broad network of experts. SC served more than 400 companies in China – both SMEs and large enterprises. Among other, the Swiss Centers experts have established 50 production companies and more than 50 commercial offices for Swiss companies.

SC also conducts surveys and expert analyses of China's business opportunities and challenges, and at the same time promotes the Swiss Made brand and Switzerland as a country for innovation and an industrial leader.

For more information, please visit:
www.swisscenters.org

Strategic goals

The SC is an expert platform with a unique knowledge about the Chinese economic development and business opportunities for Swiss companies. Hagen PR started to support the SC in 2008. The objective was to make use of the rich SC expertise and generate awareness in Swiss business media.

The key goals:

- Position the SC as an expert reviewer of the Sino-Swiss business developments in Swiss and Chinese media by issuing press releases on a regular basis
- Provide a platform in the Swiss business media for SC member companies and the Swiss business community in China by communicating their success and achievements
- Boost the expert image of SC with expert commentaries in renowned business newspapers and magazines

Actions & results

Hagen PR realized an initial research on relevant media contacts in Swiss and Chinese online and print business media. The media list was the groundwork for all further PR activities.

Up to eight press releases per year, each in three languages, resulted in a boost of reports about the Swiss Centers in China. In 2010, reports and expert articles in Swiss print media added up to an advertising value of more than 80'000 Swiss francs. In 2011, the advertising value of articles published in print media reached 100'000 Swiss francs. Furthermore, all of the most important online business portals published the SC press releases.

Since then, the visibility increased year after year. Some of the SC press releases were published in all major Swiss newspapers and business magazines.

In 2016, Hagen PR managed a highly successful PR campaign during the state visit of Swiss president Schneider-Ammann to China. Schneider-Ammann inaugurated a new SC facility. Two press releases resulted in approximately 150 articles in Swiss print and online business media, as well as TV and radio reports.

Similarly successful was a press release early 2017, focusing on the Chinese Year of the Rooster and the confidence of Swiss

managers in China. More than 70 print, online and radio reports were generated.

Besides regular press releases, Hagen PR manages the publication of commentaries by the SC experts in quality newspapers and magazines. Comprehensive expert commentaries were published in KMU Magazin, Finanz und Wirtschaft, China Contact, L'Agefi, Tagesanzeiger, Austrian Wirtschaftsblatt and many others.

In most of the press releases, the SC demonstrates its expertise by analyzing and commenting on Sino-Swiss business developments. Topics are the development of Swiss exports to China and Hong Kong, the growing Chinese consumer market, the chances it offers to Swiss companies or the situation of Swiss machinery enterprises in China.

Some of the press releases covered the achievements of SC member companies in China, such as Jura, Jesa SA, Jansen AG, Mövenpick Hotels & Resorts, Jaquet Technology Group, Frewitt, WDT Tooltech AG, Leister AG, Premec SA and many more. Numerous print and online publications featured the SC member companies and communicated their positive development to a broad business audience.

You can get an overview about our SC media work here:
<http://swisscenters.org/category/press-release/>

For more information, please contact:

✉ news@hagenpr.com

Austria

Montfortstrasse 32b-9
6850 Dornbirn
Tel +43 5572 408 300
Mobile +43 664 7348 3730

China

China Integrated
Fortune Times Tower
Room 602
1438 North Shaan Xi Road
Shanghai 200060

Tel +86 21 6266 0844
Mobile +86 138 1834 8244