

**SWISS  
MADE+  
WATCH**

# SWISS MADE WATCH ON CHINA WECHAT FOR CHINESE SHOPPERS

Market Direct To Millions Of Chinese HNWI's  
& Global Chinese Travel Shoppers



# The Market



- China & Hong Kong Are The Largest Retail Markets for Swiss Watches – 2.8 Billion CHF in 2019\*
- Future Projections Are Sales To Reach 3.4 Billion CHF After Crisis\*
- Chinese Purchase between 30% and 40% of All Swiss watches Annually
- 80% Of These Sales Occur Outside of China
- Chinese Global Travel Shoppers Purchase 5.7 Billion CHF of Watches Annually

\*Federation of The Swiss Watch Industry



# The Ecosystem



A marketing, communications and sales ecosystem that connects you directly to global Chinese international watch collectors in China and around the world.



These collectors are derived from our 18 million strong China social media ecosystem, comprising global Chinese HNWI' s, the top 3% of China' s consumer demographic residing in China as well as abroad.



Social Media – Direct Marketing  
– Digital Advertising –  
Communications – Retail &  
Wholesale Sales – Media  
Relations

# Swiss Made Watch For China

Wechat Platform Targeting Chinese Watch  
Collectors, Retailers and Distributors

Weibo Account – China's Twitter

TikTok – Video Burst Sharing App

Digital Marketing Program

Direct Marketing @ Exclusive Contact Points

Media For Global Bound & International  
Residential Chinese Collectors





# Swiss Made Watch on WeChat



## Swiss Made Watch On WeChat

- Including:
- Unique Product Pushes
- Company Profile
- Interviews
- Product Introductions
- Video
- Immediate Market Access

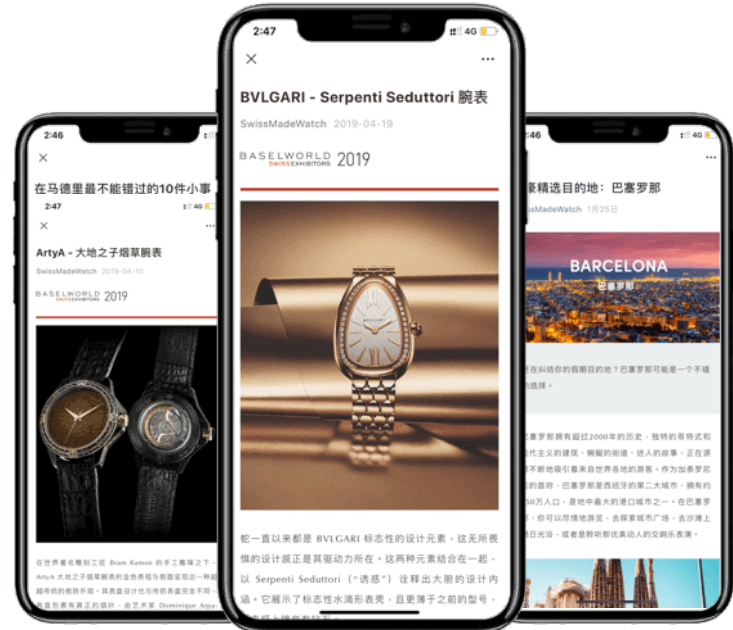
# Swiss Made Watch Statistics



Made Watch On WeChat



- 74,000 Annual Followers
- 560,000 Annual Readers
- 83% Plan To Buy A Swiss Watch In the Next 12 Months
- 46% Plan To Purchase in China
- 28% Plan To Purchase Internationally



# The WeChat Platform

## Dedicated WeChat Platform

### – Including:

- Branded Platform
- Pushes To The Followers
- Banner Advertisement
- Link To Your WeChat Or URL
- Translation
- Follower Development
- Monthly Reporting

Fee: **3,800 CHF** Per Year - Net





# Value Added

- 1 Push on the Swiss Watch WeChat Platform in China with links to your WeChat platform or Web site.
- Complimentary translation
- Complimentary design
- Detailed report of the push program on WeChat





# Extra Value



爱尚法国 Galerieé  
LUXURY · FASHION · SHOPPING · LIFESTYLE FOR EUROPE  
环旅世界 Premium Traveler

- 1 Push on China Galerieé – Europe WeChat platform
- 1 Push on China Galerieé – France WeChat platform
- 1 Push on China Galerieé – USA WeChat platform.
- 1 Push on China Premium Traveler WeChat platform

# China i2i Group



**WE 我们很了解中国 KNOW CHINA BEST!**

<input checked="" type="checkbox"/> 在中国和世界的旅游咨询和代理服务 Complete Travel Consulting & Representation Services in China	<input checked="" type="checkbox"/> 法律与金融咨询 Legal & Financial Consulting	<input checked="" type="checkbox"/> 媒体关系与管理 Media Relations & Management
<input checked="" type="checkbox"/> 在中国和世界各地的市场代理服务 Complete in China Representation Services	<input checked="" type="checkbox"/> 在中国设有分支机构 Representative & Licensed Office in China	<input checked="" type="checkbox"/> 市场调研 Market Research
<input checked="" type="checkbox"/> 会议与活动策划 Event and Mosaic Management	<input checked="" type="checkbox"/> 客户关系、营销和销售服务 Buyer Relations, Marketing & Sales Service	

**Beijing Office** Tel: 86-10-6311 1900 Fax: 86-10-6311 1905  
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**Hong Kong Office** Tel: 852-8137 7124 Fax: 852-3615 4942

更多资讯，请致电  
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- Established Since 1999
- Offices in Shanghai, Beijing and Hong Kong
- Largest Chinese Publisher To Chinese Travel Shoppers
- 18 Million Readers
- 8 Million WeChat Followers
- Over 300 Clients
- Representing Global Enterprises In Developing Their China Business
- Marketing
- Sales
- PR & Communications
- Events



# i2i Media China

- Publisher, Digital Content, WeChat Social Media
- 12 Million Readers
- Galerié – Europe, France, North America
- CPT
- EAC
- TG
- UK



## 8 Million Followers

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# i2i WeChat

## 奢华品牌/Luxury

  
PATEK PHILIPPE  
GENEVE

A. LANGE & SÖHNE  
GLASHÜTTE 1/SA

VACHERON ✕ CONSTANTIN

  
BLANCPAIN  
MANUFACTURE DE HAUTE HORLOGERIE

  
Breguet  
Depuis 1775

  
JAEGER-LECOULTRE

RICHARD MILLE

Cartier

Glashütte  
ORIGINAL

PARMIGIANI  
FLEURIER

  
ROLEX

  
OMEGA

IWC  
SCHAFFHAUSEN

BVLGARI

Chopard

LONGINES  


  
TUDOR

 TAGHeuer  
PROFESSIONAL TIMING

  
BAUME & MERCIER  
瑞士·始于1830年·瑞士制造

MONT  
BLANC 

PIAGET

AUDEMARS PIGUET  
Le Brassus

ULYSSE  NARDIN  
SINCE 1848 LE COULTRE - GENEVE

J.D  
JAQUET DROZ

Van Cleef & Arpels



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