



La Section romande de la Société Suisse-Chine

a le plaisir de vous inviter à la conférence de

M. Simon BOSSHART

Directeur *Global Accounts* et Chine, Suisse Tourisme

**From Mass to Multi-Niche:
Switzerland Tourism's strategy to conquer
the maturing Chinese outbound travel market**

le mercredi 14 juin 2017 à 18h30

à l'[hôtel Continental](#), place de la Gare 2, 1001 Lausanne

The [Switzerland Tourism](#) (ST) marketing organisation has a long history. It has been promoting Switzerland as a travel and conference destination at home and abroad for the last 100 years, by federal mandate. ST positions Switzerland as a tourism brand which stands for quality, naturalness, sustainability and modernity, under the overall concept of “Swissness”. To do so, ST develops marketing initiatives which it implements creatively with its partners through a full range of promotional and sales techniques. ST is a public corporation. Its board comprises 13 representatives from tourism, business and industry associations. ST’s president is Jean-François ROTH, while Jürg SCHMID is responsible for operational management.

ST is currently present in Greater China with a team of 13 employees, distributed over four offices in Beijing, Shanghai, Hong Kong and Taipei.

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M. Simon BOSSHART: Director China for Switzerland Tourism, from 2006–13 based in Beijing (China), again since 2014, with permanent base in Zurich. In charge of all China regional markets (incl. Hongkong).

Director Asia Pacific for Switzerland Tourism, based in Zurich (Headquarters) since 2011. In this position in charge of all Asia Pacific markets, i.e. China, Korea, Japan, Australia, South East Asia (Malaysia, Singapore, Thailand, Indonesia).

Director Global Accounts for Switzerland Tourism, based in Zurich (Headquarters), since 2013. Building up worldwide cooperation with globally acting travel enterprises, with a focus on product development and business facilitation (f.e. visa, air capacity, etc.).

Swiss national. Born in 1971, and grown up near Basel.

Graduated from Berne and Zurich University, licentiate in Anthropology, Chinese, and Economics (Tourism). Executive MBA in General Management at HWZ (Zurich) and Darden Business School (University of Virginia, VA).

Previously occupied various positions in the travel industry in Switzerland.

Married, father of 2 daughters.



SCHWEIZERISCH-CHINESISCHE GESELLSCHAFT
SOCIÉTÉ SUISSE-CHINE
SOCIETÀ SVIZZERA-CINA
SWISS-CHINESE ASSOCIATION

瑞中協會

Section romande de la Société Suisse-Chine
瑞中协会法语区分会

À la suite de cette conférence, un apéritif sera offert par la Section romande de la Société Suisse-Chine à l'hôtel Continental.

Inscription obligatoire d'ici au lundi 12 juin 2017 par l'intermédiaire de notre **site web** :
www.romandie-chine.ch/inscription/.

Membres de la SRSSC et de la Société Suisse-Chine : gratuit. Une participation de CHF 40,-- est demandée aux non-membres et de CHF 15,-- aux étudiants et étudiantes sur présentation de leur carte.



Avec le soutien de l'Office du Tourisme du canton de Vaud (OTV) :

VAUD 
Région du Léman

Que nous remercions vivement !

Lausanne, mai 2017

Pour tout complément d'information, consultez le site :
www.romandie-chine.ch