

A photograph of two men in dark suits shaking hands. The man on the left is of East Asian descent, wearing glasses and a red tie. The man on the right is of European descent, wearing glasses and a blue tie. They are standing in front of a dark background with blue text that reads "WORLD ECONOMIC FORUM".

SWISS **STYLE**

Swiss Style Magazine's Special 2010
'World Economic Forum's
Annual Meeting of the New Champions',
Tianjin, China issue



“*Swiss Style Magazine* is Switzerland’s leading English language publication, geared towards the needs of top decision makers. Our exclusivity is also reflected in our close collaboration with the World Economic Forum, whose Meetings we have been giving special coverage to. As the only Swiss magazine distributed at the events and now in our eight edition of WEF coverage, we have an established platform from which to reach a specialised audience.

Our next Special issue on “The Annual Meeting of the New Champions 2010” which will be taking place in Tianjin, People’s Republic of China, 13–15 September seeks to provide a comprehensive coverage of the key issues discussed at the Meeting. This edition is set to highlight a select group of 15 influential players at the Forum and in the future global economy. They will distil their views on how to rethink business models and determining strategies within a new growth context. This Special Issue will also feature in-depth articles on improving competitiveness, creating new value and achieving economic and social change through sustainability

As the foremost business gathering in Asia, following last year’s success, this year’s meeting will attract participants from a select group of world-renowned executives, technology pioneers and prominent public figures. These highly influential stakeholders will convene to set the agenda for a future that is driven by sustainable growth. In anticipating future changes, the participants will together explore new mindsets, re-think business models, challenge long-held economic assumptions and develop a more holistic approach to leadership. *Swiss Style Magazine* will be speaking to some of the leading voices connected to the event and our Special Issue will reveal the thought-processes behind these important new growth contexts.

A handwritten signature in black ink, appearing to read 'John F. Béguin'.

John F. Béguin
Chairman *Swiss Style*

Swiss Style Magazine will be covering a far-reaching range of issues that will be discussed at the Meeting of the New Champions in Tianjin. In addition we will be highlighting a select group of 15 influential participants who will share their insights on related timely issues.

Some of the influential leaders who will share their insights are:

- **Peter Liu**, WI Harper, San Francisco
- **Pramod Bhasin**, Genpact, India
- **Sir David Wright**, Barclays Capital, Asia
- **Xiao Zhiguo**, Luming Science and Technology, China
- **Eckhard Cordes**, Chairman & CEO, METRO, Germany
- **Kris Gopalakrishnan**, CEO & Managing Director, Infosys Technologies, India
- **Cher Wang**, Chairman, HTC-VIA, Taiwan, China
- **John S. Watson**, Chairman & CEO, Chevron Corporation, USA
- **Wei Jiafu**, Group President & CEO, China Ocean Shipping Group, P. Rep. of China

SETTING THE AGENDA: THE NEW GROWTH CONTEXT

In bringing together the views on how to best prepare for the future we will be presenting the reflections of those who believe the best way to gear up to the future is to invent it yourself: by anticipating significant societal changes rather than adapting to major market changes. We aim to provide the critical analysis of how these ideas can then be used to drive sustainable growth.

IMPROVING COMPETITIVENESS THROUGH SCIENCE AND TECHNOLOGY

We will be looking at the breakthrough discoveries in science that are poised to transform society and how R&D strategies can be designed to increase global competitiveness. We will also be considering how government, business and the science community can best collaborate to adopt critical environmental technologies and how best to attract the brightest minds.

CREATING NEW VALUE FROM BUSINESS MODELS AND FOR FUTURE MARKETS

In looking at how sustainability principles can transform industries we will investigate how companies can build and maintain an innovative low-carbon edge. In this light we will be considering how supply

chains can be redesigned to achieve both green and global objectives. Regarding future markets we will discuss how companies should engage with frontier markets and the role that culture plays.

ACHIEVING ECONOMIC AND SOCIAL CHANGE THROUGH SUSTAINABILITY

We will examine how economic, environmental and social welfare goals should be reconciled to avoid trade protectionism and economic nationalism. In looking at how demographic and macroeconomic imbalances will change the future of globalisation, we will be asking how economies such as Brazil, South Africa, India and China will achieve clean growth and development goals differently from industrialised countries.

DESIGNING EFFECTIVE GLOBAL, INDUSTRY AND REGIONAL SOLUTIONS

Public-private partnerships and the scaling of finance mechanisms in delivering job growth and lowering dependency on natural resources in both industrialised and emerging economies will be analysed. Turning to Asia we will cover the effects of Asian leadership on global industry agendas and the impact of changing regional strategies on growth challenges. agendas and the impact of changing regional strategies on growth challenges.

The total run of *Swiss Style Magazine's* Special WEF Meeting of the New Champions 2010 issue is 68.000.

CHINA: BREAKDOWN OF SWISS STYLE MAGAZINE DISTRIBUTION

Swiss Style Magazine's special edition will reach a broad international readership at the Tianjin meeting. This edition will be distributed to all participants at the venue and will feature additional strategic distribution through China wide channels. Distribution includes:

- World Economic Forum New Champions Meeting in Dalian main venue
- 32 distribution points throughout Tianjin
- Additional strategic distribution assured by:
 - The Mayor's office in Tianjin
 - The National Development and Reform Commission
- Distribution amongst decision makers of International companies in BRICs

SWITZERLAND: BREAKDOWN OF SWISS STYLE MAGAZINE DISTRIBUTION

In addition to the distribution of our New Champions Special Issue in China, our regular readership, which includes the leaders of financial institutions and major multinational corporations in Switzerland, will receive this edition of *Swiss Style Magazine*. Distribution throughout Switzerland includes:

- 610 corporate distribution points throughout Switzerland
- Multinational and International corporations
- International and Supranational organizations

SIZES AND PRICING

FOR WEF MEETING OF THE NEW CHAMPIONS 2010

The format of *Swiss Style Magazine* is A4 (210 x 297 mm) . All formats are calculated width x height.

Type of ad	Trim size	Bleed size	Price
Inside pages			
Full color 1 page	210 x 297 mm	216 x 303 mm	€12'000
Double page spread	420 x 210 mm	426 x 216 mm	€18'000
Cover pages			
Back cover	210 x 297 mm	216 x 303 mm	€15'000
Opening cover double-page spread	420 x 210 mm	426 x 216 mm	€21'000
Closing cover double-page spread	420 x 210 mm	426 x 216 mm	€21'000

TECHNICAL SPECIFICATIONS

Spreads

The double page spreads must be treated as one page at the 420 x 210 mm format.

Bleed

All advertisement must be made with 3 mm of bleed on all 4 sides.

Images

All images imbeded in the document must be in CMYK in 300 dpi in their real size (100%).

Sending

The pages must be sent in pdf prepress format, in CMYK. They can be sent on cd to *Swiss Style Magazine* by mail or via e-mail.

Deadlines

Closing date for reservations:
4 weeks prior to date of publication.
Deadline for material: approx.
2 weeks prior to publication.

Swiss Style Magazine dedicates certain issues to topics of particular interest to its readership.



COVERAGE OF MAJOR EVENTS
TAKING PLACE IN THE WORLD

The World Economic Forum in Davos, China and the Middle East

The World Economic Forum meetings provide a systemic view of the major economic, political, societal and technological forces currently at work. *Swiss Style Magazine* calls upon those present at these annual meetings to share their thought processes, their efforts to adapt their tactical defense mechanisms to an uncertain environment and their aspirations to overhaul their countries' and their companies' long-term strategies.

Presentation of Nations

Special issues devoted to gaining insight and knowledge about regions or countries of interest to *Swiss Style Magazine* readers. Previous editions have covered Dubai and Lichtenstein, their success stories, who the big business players are, and the low-down on living and visiting the country. Our detailed analysis further reveals what the future agenda holds and how these regions are influencing the rest of the world.

FOCUS ON FOUNDATIONS
OR LOCAL ORGANISATIONS

Global Humanitarian Forum

As we draw the curtains over the 21st century's first decade, sustainability is being propelled into the limelight. It embodies long term value, innovation and growth. In the light of this we have been collaborating and engaging with The Global Humanitarian Forum which under the patronage of Kofi Annan, operates as an independent and partial global platform for different members of society to collaborate to overcome humanitarian concerns.



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