



**Swiss China 3D Event Showroom Center**

**苏黎世中国城市及工业园区展厅概念方案**



Swiss China Center

瑞士苏黎世中国中心

Jan 2024

### Executive Summary:

The Swiss China Center aims to revolutionize the way businesses showcase their products and services in a virtual environment. Combining Swiss precision and innovation with the fast growing market potential and innovative potential of China, our center will provide a cutting-edge platform for events, exhibitions, and product displays using state-of-the-art 3D technology.

### 执行摘要:

瑞士中国3D活动展厅中心旨在通过先进的3D技术彻底改变企业在虚拟环境中展示其产品和服务的方式。将瑞士的精密和创新与中国广阔的市场潜力相结合，我们的中心将为活动、展览和产品展示提供一流的平台。

### Mission Statement:

To offer businesses an immersive and interactive platform that transcends physical limitations, connecting Swiss excellence with the dynamic Chinese market through a virtual showcase of products and services.

### 使命宣言:

通过提供一种超越物理限制的沉浸式互动平台，连接瑞士的卓越品质与中国市场的动态，为企业提供产品和服务的虚拟展示。

### Business Description:

*Swiss China Center* will operate as a virtual space where businesses can organize and participate in events, exhibitions, and product showcases. Leveraging 3D technology, users will experience an immersive and lifelike representation of products and services, creating a bridge between Swiss innovative SME and the strong market potential of China.

### 业务描述:

瑞士中国3D活动展厅中心将作为一个虚拟空间运营，企业可以在此组织和参与活动、展览和产品展示。借助3D技术，用户将体验到产品和服务的沉浸式、逼真的虚拟呈现，为瑞士的创新与中国的市场潜力构建桥梁。



## Services:

- 1.Virtual Event Hosting:** Create and host virtual events, conferences, and exhibitions, eliminating geographical barriers and allowing participants from both Switzerland and China to engage seamlessly.
- 2.Product Showcases:** Develop 3D representations of products and services, enabling businesses to present their offerings in an interactive and realistic virtual environment.
- 3.Networking Opportunities:** Facilitate networking among businesses and professionals through virtual platforms, fostering collaborations and partnerships.
- 4.Customized Solutions:** Tailor virtual experiences to meet the specific needs of clients, ensuring a unique and impactful representation of their brand.

## 服务:

- 1.虚拟活动主持:** 创建和主持虚拟活动、会议和展览, 消除地理障碍, 使瑞士和中国的参与者能够无缝互动。
- 2.产品展示:** 制作产品和服务的3D呈现, 使企业能够在交互式 and 逼真的虚拟环境中展示其产品。
- 3.社交机会:** 通过虚拟平台促进企业 and 专业人士之间的社交, 促进合作和伙伴关系。
- 4.定制解决方案:** 为客户量身定制虚拟体验, 确保其品牌在虚拟环境中得到独特而有影响力的展示。

## Target group:

- Cities, development zones, innovativ companies

## 目标群体

-城市, 工业园区, 创新企业

## **Market Analysis:**

*Swiss China Center* targets businesses in Switzerland and China looking to enhance their online presence and engage with a broader audience. The virtual events and exhibitions market is rapidly growing, driven by advancements in technology and the need for innovative solutions in the post-pandemic era. The 3D Event Showroom is the answer of this new marketing trends.

## **Competitive Analysis:**

While there may be competitors in the virtual events market, our unique focus on the synergy between Swiss precision and Chinese market potential sets us apart. By offering a customizable and immersive 3D experience, we aim to provide a distinct advantage over traditional online events and exhibitions.

## **市场分析：**

*瑞士中国3D活动展厅中心*的目标是希望提升在线存在感并与更广泛受众互动的瑞士和中国企业。虚拟活动和展览市场正在快速增长，受到技术进步和后疫情时代创新解决方案需求的推动。

## **竞争分析：**

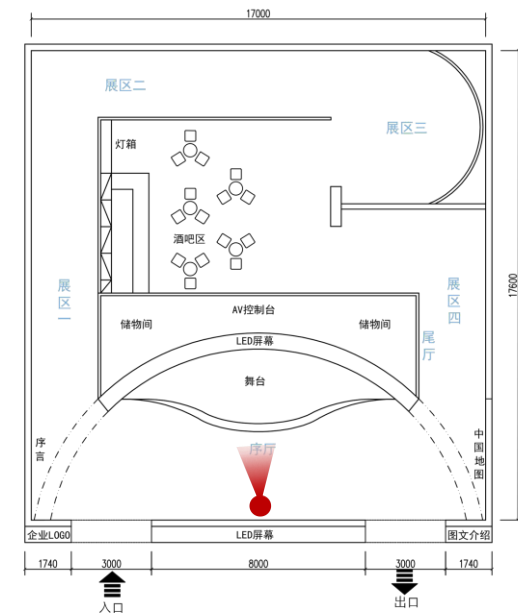
尽管虚拟活动市场可能存在竞争对手，但我们独特的重点在于瑞士精准度与中国市场潜力的协同。通过提供可定制和沉浸式的3D体验，我们的目标是在传统在线活动和展览之上提供独特的优势。



# 序厅

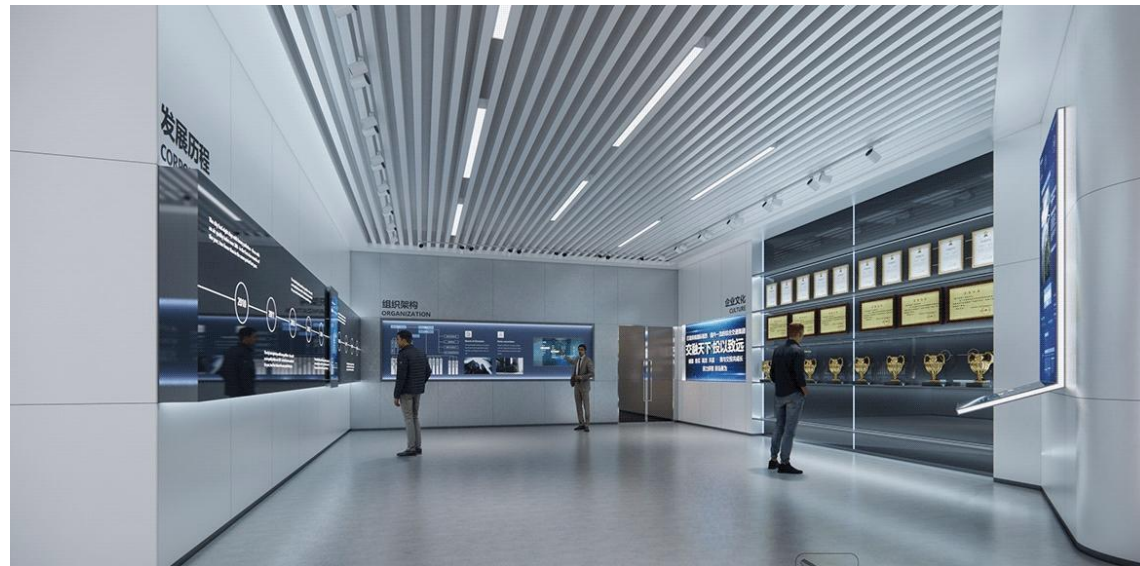


主要结构：环形LED屏，异形屏

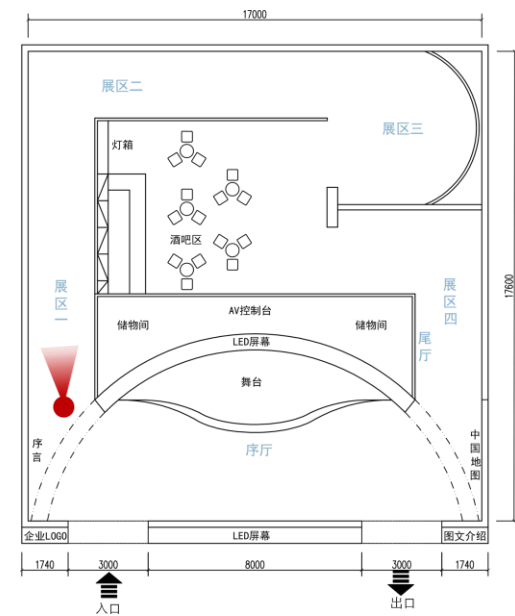




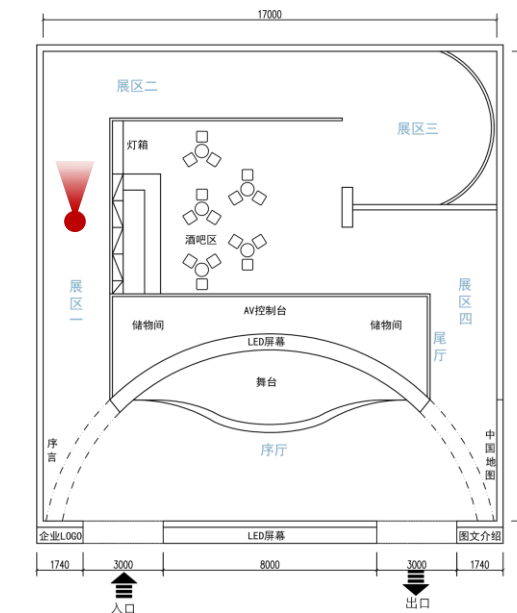
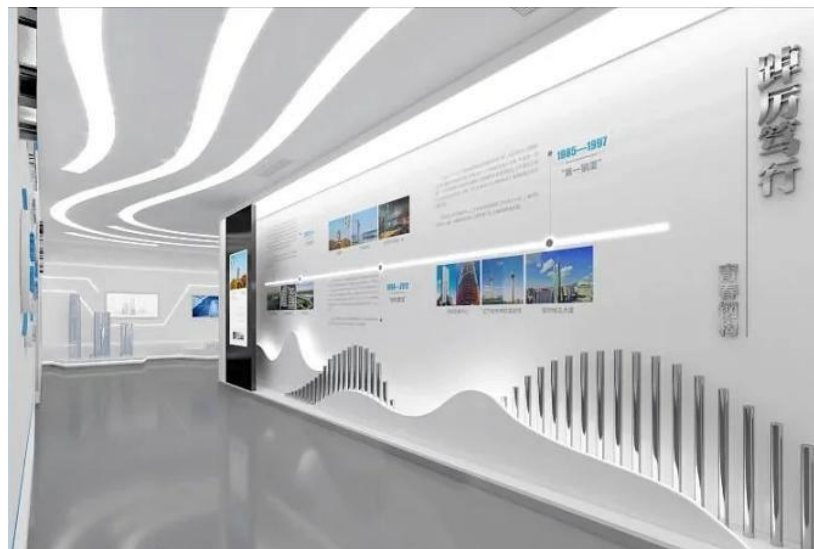
# 展区一



主要结构：图文，等离子电视



# 展区二



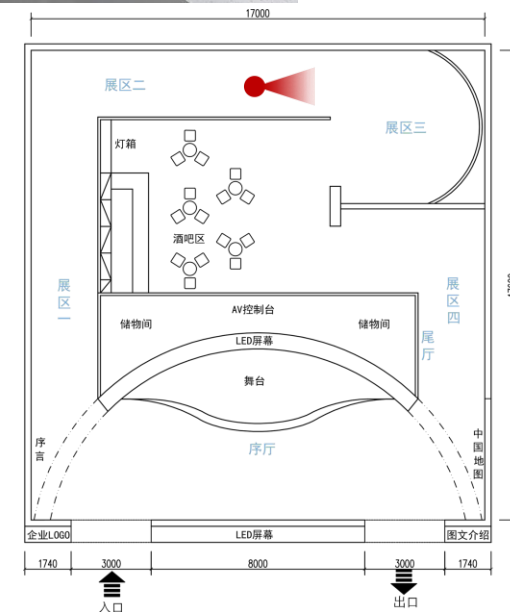
主要结构：  
以图文和触摸屏形式展现



# 展区三

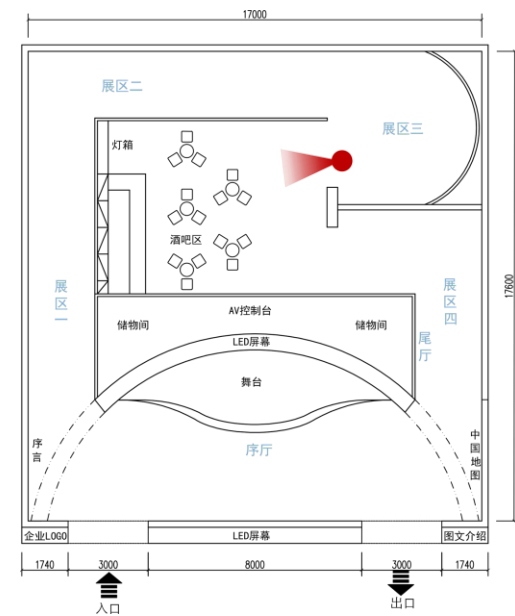


主要结构：以图文和科技手段滑轨屏所展现

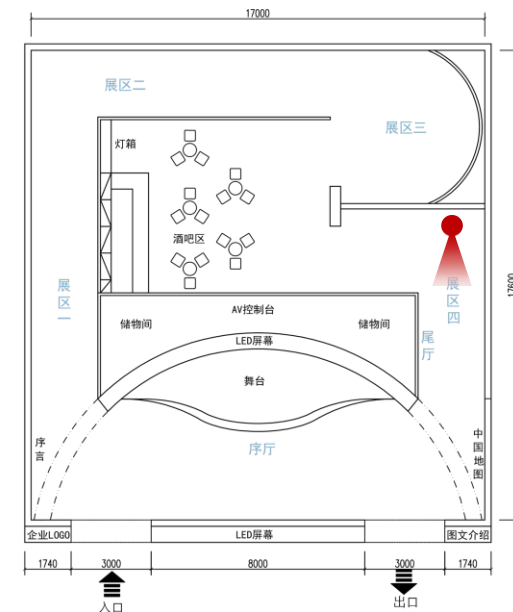
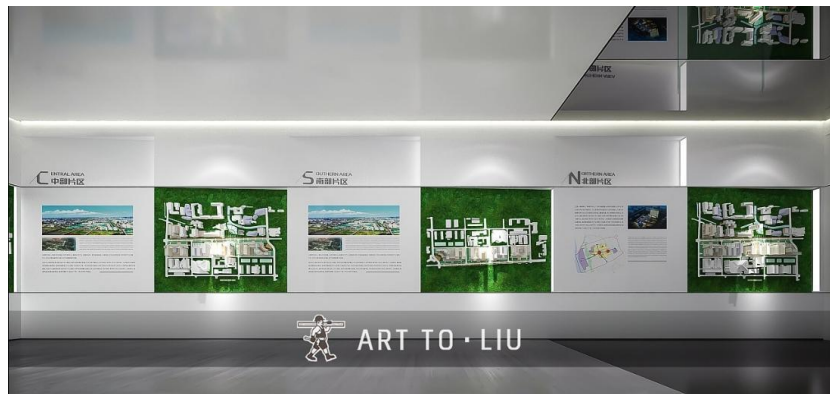




# 酒吧区 (休闲区)



# 展区四



主要结构：以声光电，立体投影和图文形式展示