

The Swiss federal consulate in Shanghai visit DeTao and the launch of Shanghai City Branding

Deputy Swiss general consul Ms. Anna Mattei was invited by DeTao Master of Brand Strategy Florin Baeriswyl to visit DeTao and ISIB (International Swiss Institute of Branding). This institute was co-established by DeTao Group, Shanghai Institute of Visual Arts (SIVA) and Florin Baeriswyl which aim is to popularize the advanced design and management ideas and experience of Swiss brand and to cultivate world-class experts in branding. ISIB introduced Swiss Dual System of education which combined education and practice, educates the students with the whole process of brand operation step by step. Students will learn from the successful and unsuccessful experiences. Many entrepreneurs from home and abroad will be invited to the class to corporate brand war. ISIB also provides internships in European famous brand enterprise to realize the seamless connection between study and employment.



Ms. Mattei visited DeTao building and Studio Baeriswyl, she also observed the class of ISIB. She gave credit for and place her hope on the DeTao pattern and the operation of advanced class. She said, "Studio Baeriswyl witnessed the friendly relation and cooperation between China and Switzerland, and next year will be the 65th anniversary of the establishment of diplomatic relation. Since the trade agreement has been signed, I believe there will be more cooperation in industry and corporate between our countries."



Master Florin expressed the approval on the DeTao·SIVA cooperation pattern during the welcome speech and he believes greater achievement will be made.



Chris Xu, the operation president of DeTao Group emphasized in his speech that as one member of numerous DeTao Masters, Florin Baeriswyl has achieved great success in education and projects, he also brought new concept for the defination of China City Branding. Chris congratulated on Studio Baeriswyl to achieve greater success as well.



The vice-president of SIVA, Mr Yu also attend this activity and delivered a speech. First the expressed his gratitude to 12 Detao Advanced class and to the precious opportunity of study and practice that all the masters and studios provide for the students. The Advanced class is only witnessed the friendly relations and cooperation between SIVA and DeTao, but also a new pattern of Chinese higher Education. President Yu also said that they will keep on cooperating with DaTao and Master Florin to build up a platform of comprehensive resource.



There followed the announcement of the Project –Shanghai City Branding, the most notable project of the studio.

Adhere to the outline of the 12th- five-year plan, Shanghai City Branding Project take boosting Shanghai Cultural Creative Industry, evaluating the value of city branding and accelerating to foster Shanghai into an International Cultural Metropolis and "City of Design" as its strategic target.

SIVA together with DeTao Group(led by Studio Baeriswyl), whose aim is to mould Shanghai City Branding, to promote the integrated development of Shanghai multi-type industry, to bring along the sound development of new industries, to form an innovative, converged and open development pattern of the Cultural Creative Industry.



