

PRESS RELEASE

Shepard Fox Communications wins PR account for Location Promotion of Switzerland in Germany

Zurich, May 26, 2011. Swiss-based PR agency Shepard Fox Communications has won the PR account for Location Promotion of Switzerland in Germany assigned by the Swiss Trade and Investment Promotion Agency. The PR mission is to promote investment in Switzerland by German entrepreneurs, companies and investors. The Swiss Trade and Investment Promotion Agency is part of Osec, the state agency for promoting exports and imports and for the promotion of Switzerland as a business location.

„Despite being neighbours, many German companies still associate Switzerland with mountains, chocolate and watches. But, not with leadership in innovation, best-in-class research or technology clusters. We want to change that perception by a targeted PR campaign“, said Dr. Katja Feige, Chief Representative of Osec in Germany. Besides presentations, events, and fireside chats organised in collaboration with the Swiss Embassy, the focus of the PR activities will be on media relations.

„We are glad to get the opportunity to contribute to fostering a dialogue between German and Swiss businesses. A dialogue which is still, today, dominated by stereotypes which lead to misunderstanding and, as a consequence, to the neglect of business opportunities“, said Axel Schafmeister, Managing Director of Shepard Fox Communications.

About Shepard Fox Communications LLC:

Shepard Fox Communications was founded 2007 in Zurich/Switzerland and has quickly grown into an international PR agency with outlets in 21 countries across Europe and Asia. The agency specializes in cross-border media relations and communications for companies and organisations, breaking down international campaigns to highly localized approaches to media and other target groups.

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