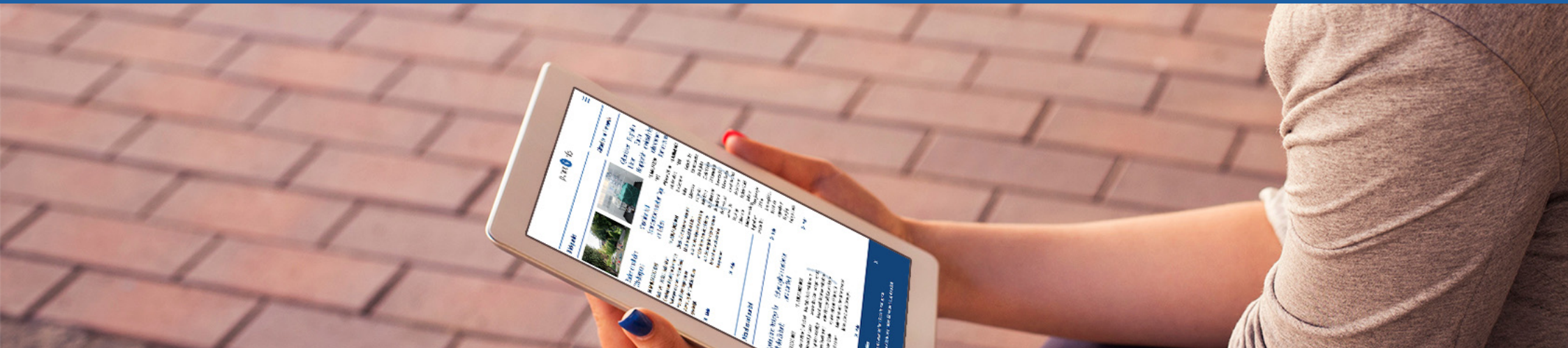


NewsTech: The gold standard of digital communications



65'000+

The number of news articles researched, written and published to date.



18 Jahre

The years of experience we have as a news agency in Switzerland and Europe.



3

The number of languages we produce your news in – and we speak 8 languages between us.

NewsTech: The key to your digital communications

Digital communications represent the ideal tool for innovative companies of all sizes to garner regional and global attention. **Digital corporate communications...**

- ... **are information rather than PR:** Professional users require incisive information and reject obvious advertising material.
- ... **offer a constant presence:** A regular flow of information is more impactful than a large-scale, one-off appearance.
- ... **provide multi-channel usage:** Information has to appear across all channels, from your company website to social media platforms and news portals.
- ... **are a key management issue:** Maintaining a presence in the news world is a fundamental prerequisite for the long-term success of your company.

NewsTech is your strategic management tool.

NewsTech: Communicate credibly with journalistic news

The Café Europe NewsTech solution is key to your successful corporate communication. It offers...

- ... **are information rather than PR:** As a news agency, Café Europe produces credible news articles about your company in line with journalistic criteria.
- ... **constant communications:** Incisive, impactful news articles provide a regular flow of information about products, services and successes at your company.
- ... **multi-channel usage:** Café Europe news articles can be used across all channels, including your company's own portals and news platforms.

NewsTech partners (selection)



NewsTech: Your communications made simple

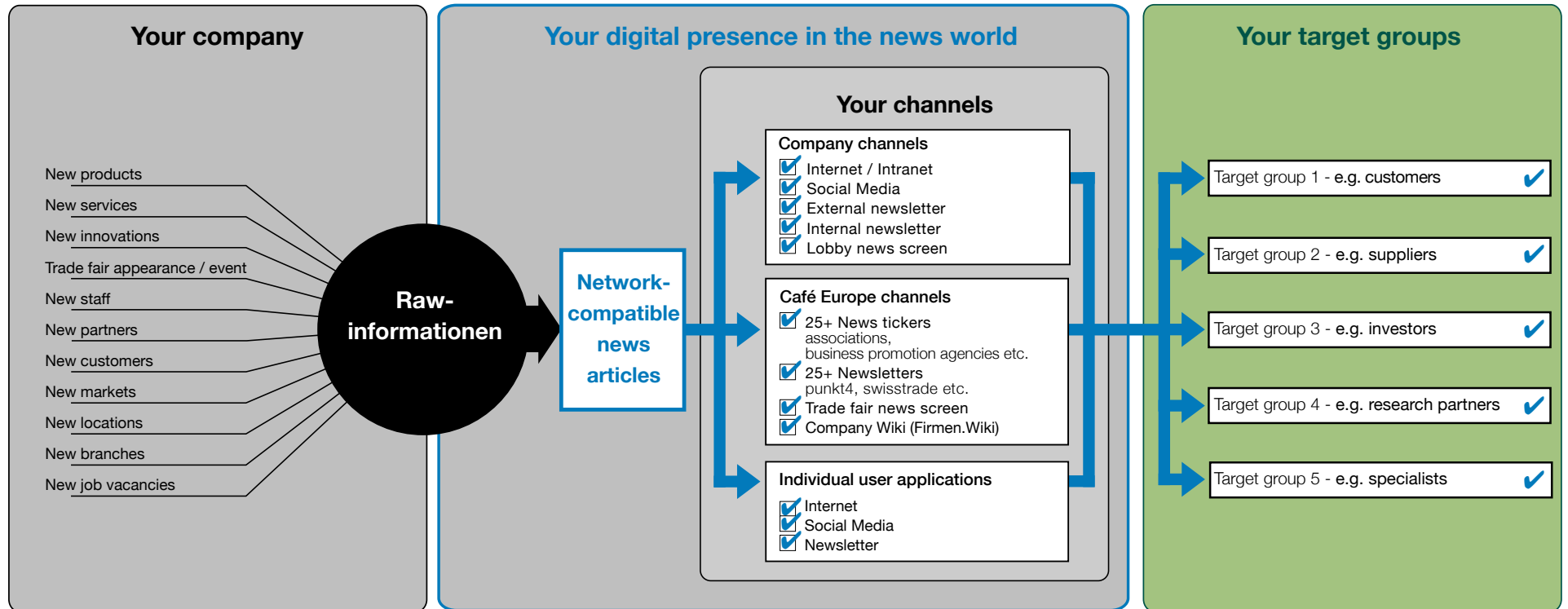
NewsTech from Café Europe can be seamlessly integrated in your existing communications.

In just five steps, it can help to improve the visibility of your company's services:

- 1.** You identify the key information about your company:
Innovations, new products and services, partnerships, etc.
- 2.** Send the raw information to Café Europe.
- 3.** Using this raw information, Café Europe produces news articles in line with journalistic criteria.
- 4.** You can use these news articles on your own channels:
company website and social media platforms, on lobby news screens and even at trade fair appearances.
- 5.** Café Europe uses these news articles in tandem with its typical news agency channels:
location promotion agencies, business associations and news portals.

NewsTech delivers your information to all contact points.

This is how it works



NewsTech offers digital communications from a single source.

Your benefits

NewsTech helps you...

... to retain existing customers and gain new ones,

... to be found by new suppliers in view of the realignment of supply chains,

... to be viewed as an attractive employer at a time when there is a shortage of specialists,

... to appear on the radar of investors.

NewsTech offers a competitive advantage – use it.

This is where Café Europe news articles are published

With NewsTech from Café Europe, your company can attract attention in the business world.

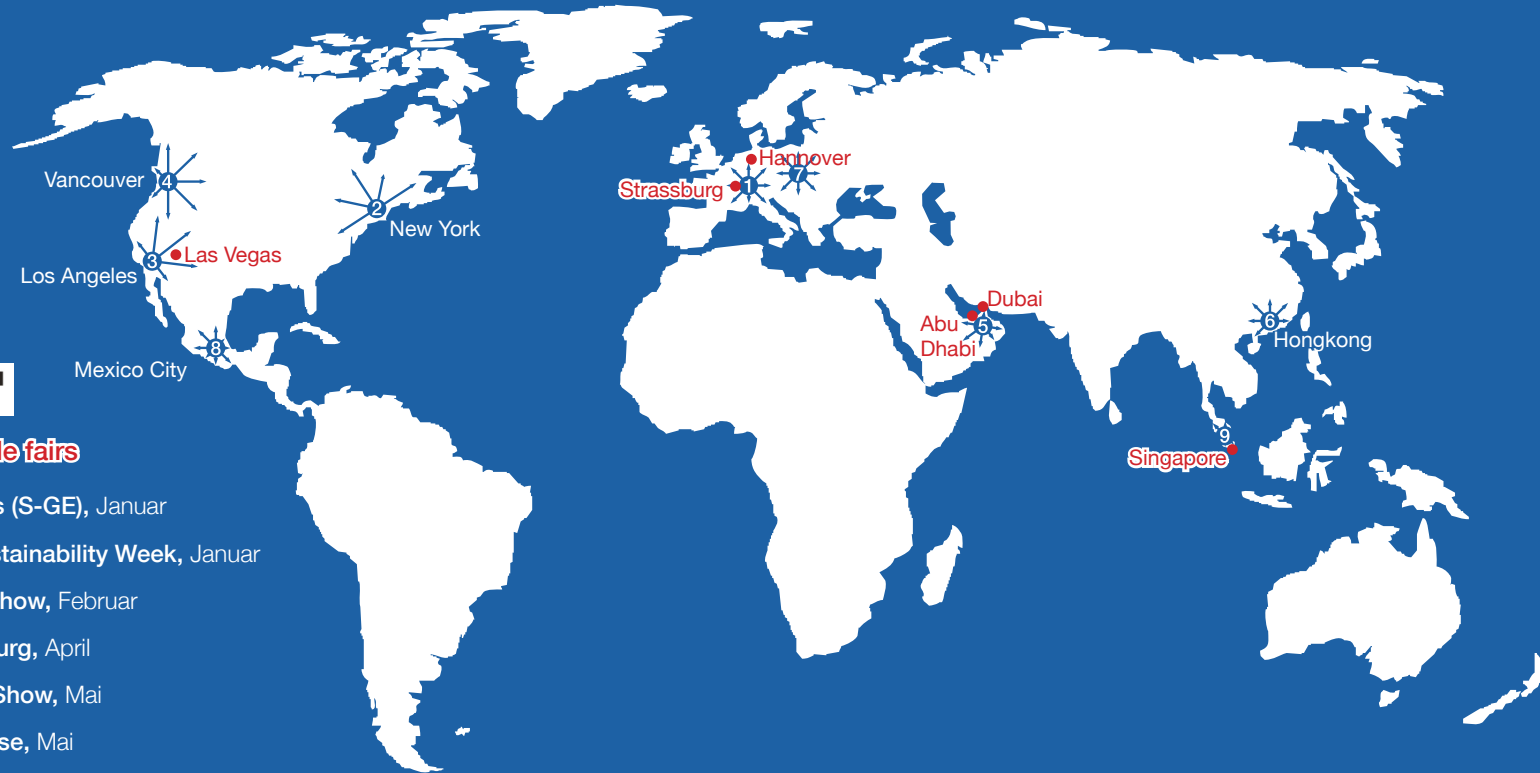
Global channels

1. swisstrade news
2. Spotlight Swiss Business Hub USA
New York
3. Spotlight Swiss Forum
Los Angeles
4. Spotlight Swiss Canadian Business News
Vancouver
5. Spotlight Swiss Business UAE
Dubai
6. Spotlight Hongkong
Hongkong
7. SEC Monthly
Central Eastern Europe
8. SwissCham Mexico
Mexico City
9. Spotlight Swiss-ASEAN Business
Singapore



Presence at trade fairs

- CES Las Vegas (S-GE), Januar
- Abu Dhabi Sustainability Week, Januar
- Singapore Airshow, Februar
- Hydro Strassburg, April
- Dubai Airport Show, Mai
- Hannover Messe, Mai
- GITEX Dubai, Oktober



State February 2023

Swiss & DACHLI region channels



Aargau Services	DE	Energie bewegt Winterthur	DE	Limmatstadt	DE	St.GallenBodenseeArea	DE
BaselArea	DE EN	Finance.li	DE EN	New Food Economy	DE EN	Stimme der Wirtschaft	DE EN
be-advanced	DE	Greater Zurich Area	DE EN	Next Generations news	DE	sustainability today	DE
Bio-Technopark Schlieren	DE	GZA Monitor	DE	punkt4 Energiewoche	DE	swiss export news	DE
Booster Magazin	DE	ImmolInvest	DE	punkt4 Limmatstadt	DE	swisstrade	EN
Businessindustry	DE	Liechtenstein Business	DE EN	punkt4 Nachhaltigkeit	DE EN	Switzerland Global Enterprise	DE EN
circular economy news	DE	Liechtenstein Finance	DE EN	punkt4 Zukunft Wirtschaft	DE EN	Wirtschaftsförderung Luzern	DE
circular economy switzerland	DE	Liechtenstein Innovation	DE	SHIFT Switzerland	DE	Wirtschaftsraum Zürich	DE
circular.plus	DE	Liechtensteinischer Bankenverband	DE EN	Stadt St.Gallen Standortförderung	DE EN	Zürcher Handelskammer	DE

**If you want your digital corporate communications to succeed,
the NewsTech solution from Café Europe is a must have.**

Let's talk:

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punkt  info

 **swisstrade**

Our German news platform:
<https://punkt4.info>

Our English news platform:
<https://swisstrade.com>