

REVITALIZE YOUR BUSINESS

MYBOW BRAND CONSULTING

**Nĩ Hảo!**  
**Your food branding agency from Lucerne!**



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### In short

- **Location:** Based in Lucerne center of Switzerland
- **Fields of expertise:** Business development (Workshops) | Branding & Marketing | Content & Visuals
- **Team:** Represents the multicultural diversity of Switzerland
- **All Switzerland:** German | French | English | Chinese
- **Partners in different fields:** Food-fluencer | Food Creator | Web Design | Photo | Video
- **Training Center:** CieCAS Shanghai



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## Our customers

- We are very fortunate to work with restaurateurs, food producers, and culinary entrepreneurs who not only create exceptional food, but also have the courage to consciously shape their brand and image.
- We collaborate with many Chinese restaurants across Switzerland, as well as with a variety of local vegetable producers.

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## Food branding for catering & food brands

- Food branding with flavour - for real taste experiences.
- mybow Brand Consulting is your partner for holistic food branding - with special expertise for Asian and Chinese restaurants and food producers.


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## Food photography for catering & food brands

- Our food photo shoots combine creative image design with culinary sensitivity. Whether for your website, social media or menu - we stage your dishes professionally and with style.
- As a branding agency with a focus on gastronomy and food brands, we know what is important: mood, story and flavour in the image.



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## Web design for catering & SMEs

- Web design that suits you - and your guests.
- Your website is often the first point of contact with your guests - and first impressions count. At mybow, we design digital presences that reflect your identity, make your offer clear and create trust.

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**More Info**  
**[www.mybow.ch](http://www.mybow.ch)**



## China Foods Alliance

The China Food Alliance, also called "Pin", promotes and preserves authentic Chinese culinary traditions, strengthens cooperation between Chinese restaurants and local businesses, improves the quality and visibility of Chinese cuisine and promotes cultural exchange between China and Switzerland



## Discover the Secrets of Chinese Flavor (Chef Training in Shanghai)

- **Chef's Exchange.** Collaboration about to start with CieCas Shanghai for Trainings of Swiss Chefs in Chinese Cuisine
- Discover the secrets of Chinese cuisine in CieCAS's 5 day intensive program in Shanghai. This training program, designed specifically for Swiss chefs, apprentices, and apprentice supervisors, combines expert instruction, hands-on practice, and cultural immersion, all while ensuring an enjoyable experience.



## Exploring Chinese Cuisine (Educator Training in Shanghai)

- **Chef's Exchange.** Collaboration about to start with CieCas Shanghai for Trainings of Swiss Chef's in Chinese Cuisine
- Expand your knowledge and understanding of Chinese cuisine with CieCAS' 10 day intensive training program in Shanghai. Specially designed for teachers and educators, this program allows participants to deepen their understanding of Chinese cooking techniques, regional flavors and cultural significance.



# China Food Guide 24/25

The 1st official China foods Guide in Switzerland  
第一本瑞士官方中式美食指南



## Editor of the first HotPot China Foods Guide of Switzerland

- The China Foods Alliance is publishing Switzerland's first official China Foods Guide. The aim is to bring China's culinary diversity and cultural richness closer to the Swiss population and tourists.
- The China Foods Guide is published in pocket format (A6) and is distributed at prominent locations throughout Switzerland.



## Organizer of the first HotPot Roadshow of Switzerland

- China Foods is the proud organizer of Switzerland's first-ever HotPot Roadshow, bringing authentic Chinese culinary culture to cities across the country.
- These events are taking place in various Chinese restaurants among Switzerland.



## Teambuilding Events

- Team-Building Events: A culinary journey through Chinese culture
- Treat your team to an unforgettable experience with our unique Team-Building Adventure, set in the vibrant and flavorful world of Chinese Culinary Culture. This engaging program combines interactive team activities with a traditional Hot Pot dinner, creating the perfect blend of collaboration, fun, and cultural exploration.



**More Info**  
**[www.chinafoods.ch](http://www.chinafoods.ch)**