

# Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Asia

China

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Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services
			Costs

## Asia: China

### Basis

#### KAM: Switzerland Travel Experience (STE), Greater China

Cindy YU

cindy.yu@switzerland.com

Communication, planning, execution, reporting

01.01.15 31.12.15 The bi-annual STE Greater China road show, a "Must" for all players interested in the Greater China markets. One location for business functions in China (for all Mainland China, Hong Kong and Taiwan markets). STE offers you access to representatives of the leading tour operators and travel trade media all over Greater China. STE takes 4 days (excl. traveling time to / from Asia), and is connected to other sales activities in Asia Pacific. Participation fee is per one delegate and excludes travel and hotel expenses. Open for sub-partners of package partners. Package includes active participation. Any travel costs (transportation, accommodation, food, etc.) are excluded and to be covered by the partner.

Financial contribution, supply (production and delivery to China) of promotional materials, active participation

7,000.00 CHF

#### KAM: Sales Calls Tours, Greater China

Cindy YU

cindy.yu@switzerland.com

Communication, planning, execution, reporting

01.08.15 31.10.15 ST organizes 4 sales calls tours through Greater China, each leading to one of the four core markets: Beijing, Shanghai, Guangzhou / Shenzhen, Hong Kong and Taipei, as well as to two 2nd Tier Cities (Chongqing, Chengdu, Qingdao, Shenyang, Nanjing, Hangzhou, Nanning, Xiamen, ect...), with approx. 20 Sales Calls per tour. Sales Calls are done in mini groups of max. 3 Swiss partners or as workshops. Each Sales Calls tour will take 5 days, and will be time wise connected to sales activities in other Asia Pacific Markets.

Price includes active participation. Any travel costs (transportation, accommodation, food, etc.) are excluded and to be covered by partner.

Financial contribution, supply (production and delivery to China) of promotional materials, active participation

2,500.00 CHF

#### Basic Marketing Activities Package

Batiste PILET

batiste.pilet@switzerland.com

Communication, planning, execution, reporting

01.01.15 31.12.15 Integrated mix of basic marketing activities along the 4 wheel drive, assuring a deep and consistent partner integration into the marketing communication throughout 2015. A must for Main Market Partners. The package includes the following activities:  
**KAM:**  
 - Approx. 20 sales activities (sales calls, workshops, etc.) throughout 2014 / China, with passive partner presence  
 - Integration into 1 (out of 3) 2nd Tier City fam trips (land arrangements on partner's costs)  
**KMM:**  
 - 1 - 2p exclusive media exposure (editorial or advertorial) in selected medias in Mainland China  
**eMarketing:**  
 - Banner on MyS.com (China version)  
 - eNewsletter coverage  
**Promotion:**  
 - Passive participation to Travel Fairs in China (WTF Shanghai, ITE Hong Kong, BITE Beijing)  
 - Approx. 10 public activities (public travel talks, presentations, etc.) throughout 2015 / China, with passive partner presence  
 ST China prepares a Basic communication toolbox in the beginning of 2015, including: generic slideshows (short: 1 slide / long: 3 slides per partner), stock of partner brochures. This toolbox will be systematically used throughout the year, to represent our partners.

Financial contribution, supply (production and delivery to China) of promotional materials

20,000.00 CHF

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services	Costs
<b>KAM: Switzerland Travel Academy Marketing Activities, Mainland China</b>				
01.01.15	31.12.15	<p>The popular travel trade E-Learning tool is open for employees in the Chinese travel trade.</p> <p>Marketing activities with the STA graduates help to strengthen product awareness and knowledge about your region:</p> <p>Coverage in the E-learning content</p> <p>Graduation Gift Package</p> <p>Annual Year End Graduation Parties: our partners are dominantly presented and included in all event activities (decorations, give-away's, activities)</p> <p>Winner Fam Trips: a selected group of STA graduates are invited to deepen their product knowledge on site, in our partner's regions.</p>	<p>Yining HUANGFU</p> <p>yining.huangfu@switzerland.com</p> <p>Communication, planning, execution, reporting</p>	<p>2,500.00 CHF</p>
		Financial contribution, support for land arrangements (for fam trip)		
<b>KAM: Tour Operator Business Plans, Greater China</b>				
01.01.15	31.12.15	<p>The partners destination / products are integrated into sales targeted business plans with leading operators from all over Greater China (Key Markets and 2nd Tier Cities), with a focus on new or amended itineraries with Main or Mono Destination Switzerland, both leisure groups and FIT.</p> <p>Concrete content of the business plans is subject to detailed negotiations.</p>	<p>Nico ZHANG</p> <p>nico.zhang@switzerland.com</p> <p>Communication, planning, execution, reporting</p>	
		Financial contribution on request		
<b>KMM: Print Newsletter Package "Silver", Mainland China</b>				
01.01.15	31.12.15	<p>Since year 2003, the highly respected and very targeted quarterly print newsletter is distributed to media, travel trade and further key accounts, governmental and public organizations as well as corporate enterprises in Mainland China's Core Markets and 2nd Tier Cities (language: Simplified Chinese).</p> <p>Estimated annual circulation (4 issues): 36'000 copies.</p> <p>Silver Package partners profit of the following coverage:</p> <ul style="list-style-type: none"> <li>- Editorial coverage in 2 out of 4 annual editions</li> <li>- 1 annual advertorial: inner half page</li> </ul> <p>Further advertorial space will be sold on availability.</p>	<p>Yining HUANGFU</p> <p>yining.huangfu@switzerland.com</p> <p>Planning, editing, production, distribution, reporting</p>	<p>3,200.00 CHF</p>
		Financial contribution, delivery of content		
<b>KMM: Travel Media Top Story, Mainland China</b>				
01.01.15	31.12.15	<p>Your destination / product will be prominently featured in a leading travel media (print, TV etc), integrated with online media.</p> <p>Exclusive destination partner besides ST / SWISS / STS.</p> <p>Ideally linked to business plan / sales promotion ( FIT/Group) with leading operators possible.</p>	<p>Yining HUANGFU</p> <p>yining.huangfu@switzerland.com</p> <p>Communication, planning, execution, reporting</p>	<p>40,000.00 CHF</p>
		Financial contribution, land arrangements if media trip is necessary.		
<b>E-marketing: Social Media Activities, Mainland China</b>				
01.01.15	31.12.15	<p>China is at a turning point in people's media consumption manner, online social media channels are widely considered and trusted as a neutral source of information; netizens are turning to each other for fresh ideas and unbiased information.</p> <p>ST has built up a strong presence in some of China's leading social media channels and actors, and the partner is systematically integrated into ST's ongoing social media campaigns and activities, and so reaching out to a big web community with strong ties to Switzerland (In May 2013: ST profile on Sina Weibo: 180'000 followers; ST profile on Renren.com: over 160'000 followers).</p> <p>Partner's ROI consists of the following items:</p> <ul style="list-style-type: none"> <li>- At least 10 postings on partner's region / product (incl. images, texts, and/or videos) on ST weibo;</li> <li>- Video promotion: collect and upload partner videos to ST channel of youku.com;</li> </ul>	<p>Yining HUANGFU</p> <p>yining.huangfu@switzerland.com</p> <p>Communication, planning, execution, reporting</p>	

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		<ul style="list-style-type: none"> <li>- At least 2 posts per partner on renren.com;</li> <li>- Integration into ongoing minor SoM campaigns (weekly Swiss quiz, etc.)</li> <li>- BBS / forum exposure</li> </ul>	
		Financial contribution, content supply (Pictures, movies, texts, give away's on request)	6,000.00 CHF
<b>E-marketing: iSwitzerland "My Social Switzerland" Platform</b>			
01.01.15	31.12.15	<p>In 2013, ST China launched an own social media platform called iSwitzerland, where all important Swiss-related SoM feeds are collected (ST, Partners, Embassy, and others), allowing Chinese netizens interested in Switzerland, to stay always up to date with the latest feeds and buzz.</p> <p>Our partners receive an own filter displaying their latest contents from the various streams (ST Weibo, Partner Weibo, Top Bloggers, Youku movies, etc.) on one site. ST maintains and promotes the platform.</p>	<p>Yining HUANGFU yining.huangfu@switzerland.com</p> <p>Communication, planning, execution and platform maintenance, reporting</p>
		Financial contribution, content supply (Pictures, movies, texts, give away's on request)	10,000.00 CHF
<b>Desk Calendar 2016, Asia Pacific</b>			
01.01.15	31.12.15	<p>The highly successful desk calendar with your pictures. One month coverage per partner. The calendar will be distributed to key accounts, media, other business stakeholders in all the Asian Key Markets (Greater China, Korea, Japan, Australia, SE-Asia).</p>	<p>Queenie XING queenie.xing@switzerland.com</p> <p>Communications, design, production, distribution, reporting</p>
		Financial contribution, content delivery	3,500.00 CHF
<b>FIT Voucher Booklet Promotion Greater China</b>			
01.01.15	31.12.15	<p>A free key holder at the cableway station, or a discount on a in-hotel dinner: Chinese, Korean and South East Asia travelers are special offer hunters, and already small deals influence the FIT travelers' decisions.</p> <p>Offers are collected in a FIT voucher booklet (printed in passport format (B7) and available online for download).</p> <p>Print distribution channels: Via travel agents, public events, and Swiss embassy and consulates.</p> <p>Digital distribution channels: MyS.com, ST SoM channels, Travel trade partners web channels.</p> <p>Estimated print run: 70'000 copies.</p> <p>Estimated offer redemption per voucher: expect 1'000 - 2'000 redemptions per voucher.</p> <p>The costs of CHF 700 are per voucher (1/3p, double sided). For partners buying 6 vouchers, we offer 1 free full page advertisement.</p> <p>Please note: the value offered in the voucher is not included in the project costs, and has to be considered by the partner additionally.</p>	<p>Batiste PILET batiste.pilet@switzerland.com</p> <p>Communication, planning, design, execution and reporting</p>
		Financial contribution, supply of sufficient gadgets / offers, and related transaction management	700.00 CHF
<b>Passive participation Travel Fairs, Greater China</b>			
01.01.15	31.12.15	<p>WTF, Shanghai: May 2015 BITE, Beijing: June 2015 ITE, Hong Kong: June 2015</p> <p>Partners print materials are distributed at the ST booth at all Chinese travel fairs (both trade / public), i.e. BITE, Beijing / WTF, Shanghai / ITE, Hong Kong.</p>	<p>Cindy YU cindy.yu@switzerland.com</p> <p>Communication, planning, execution, representation of all participating partners during fairs, reporting</p>
		Financial contribution, supply (production and delivery to China) of promotional materials	4,000.00 CHF

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			Costs
<b>Pocket Guide Summer / Winter 2016</b>			
01.01.15	31.12.15	Advertisement in Summer 2015 or Winter 2015/16 Pocket Guide.	Yining HUANGFU yining.huangfu@switzerland.com Planning, editing, production, distribution, reporting
		Financial contribution, delivery of content	2,600.00 CHF

<b>Guest Region Travel Fairs, Greater China</b>			
01.04.15	30.11.15	WTF, Shanghai: April 2015 BITE, Beijing: June 2015 ITE, Hong Kong: June 2015 Active Participation to one of China's leading public travel fairs. The partner profits of the following services: - Exclusive booth under ST roof of 9 sqm at least. - Part of a special FIT package landed and sold at fairs. - PR activities around fair for package promotion (Travel Fair forum, media release, media conference etc) - Special promotion flyers of 2000 copies to promote package.  Participation costs are per event.	Cindy Yu cindy.yu@switzerland.com Communications, design, production, distribution, reporting
		Financial contribution, content supply, active presence (on own cost)	12,000.00 CHF

## Summer

<b>Summer Marketing Campaign</b>			
01.04.15	31.10.15	Integrated marketing campaign around Swiss summer 2015, assuring a consistent partner integration into the summer communication. Recommended for Main Regions and summer destinations / suppliers. The campaign consists of the following activities: KMM: - Summer Launch media conference Beijing (Apr, 60 media present), with passive partner presence - Summer Launch media conference Shanghai (Apr-May, 45 media present), with passive partner presence Promotions: - Pocket Guide Summer 2015, 1 full ad page - Public Summer event, with passive partner presence ST China prepares a Summer Media Kit for the summer 2015 season, including: generic media kit print / digital (1 double page A4 / bw per partner), generic picture collection on USB stick, This media kit will be systematically used in spring/summer, to represent our partners.	Batiste PILET batiste.pilet@switzerland.com Communication, planning, execution, reporting
		Financial contribution, supply (production and delivery to China) of promotional materials	9,100.00 CHF

<b>Public Summer Event</b>			
01.04.15	31.08.15	Under the umbrella of the summer marketing campaign, a public summer event hold at a highly frequented public space in Beijing, Shanghai or Guangzhou, creates high local public and media awareness. Swiss partners participate passively, they are consistently integrated into the communication (presence at least with logo / url in all productions and designs, visual presence within the event set up, distribution of partner brochures and gadgets upon availability).	Batiste Pilet batiste.pilet@switzerland.com All communication, planning, execution and reporting.
		Financial and in-kind support, supply with sufficient print materials for the public distribution, passive participation	3,000.00 CHF

## Winter

# Additional market activities 2015.

25 January 2015

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services
			Costs
<b>Winter Marketing Campaign</b>			
01.11.15	31.03.16	<p>Integrated marketing campaign around Swiss winter 2015/16, assuring a consistent partner integration into the summer communication. Recommended for Main Regions and winter destinations / suppliers.</p> <p>The campaign consists of the following activities:</p> <p>KMM:</p> <ul style="list-style-type: none"> <li>- Winter Launch media conference Beijing (Nov, 60 media present), with passive partner presence</li> <li>?Winter launch media conference South China/Hong Kong (Nov, 30 media present), with passive partner presence</li> </ul> <p>Promotions:</p> <ul style="list-style-type: none"> <li>- Pocket Guide Winter 2015/16, 1 full ad page</li> <li>- Public Winter event, with passive partner presence</li> </ul> <p>ST China prepares a Winter Media Kit for the winter 2015/16 season, including: generic media kit print / digital (1 double page A4 / bw per partner), generic picture collection on USB stick, This media kit will be systematically used in autumn/winter to represent our partners.</p>	<p>Batiste PILET</p> <p>batiste.pilet@switzerland.com</p> <p>Communication, planning, execution, reporting</p>
		Financial contribution, supply (production and delivery to China) of promotional materials	8,100.00 CHF
<b>Public Winter Event</b>			
01.10.15	31.12.15	<p>Under the umbrella of the winter marketing campaign, a public winter event hold at a highly frequented public space in Beijing, Shanghai or Guangzhou, creates high local public and media awareness.</p> <p>Swiss partners participate passively, they are consistently integrated into the communication (presence at least with logo / url in all productions and designs, visual presence within the event set up, distribution of partner brochures and gadgets upon availability).</p>	<p>Batiste Pilet</p> <p>batiste.pilet@switzerland.com</p> <p>All communication, planning, execution and reporting.</p>
		Financial and in-kind support, supply with sufficient print materials for the public distribution	3,000.00 CHF