Additional market activities 2014.

Zusatz-Marktauftritte mit Partnern 2014.
Présences supplémentaires sur les marchés avec partenaires 2014.

Centrally coordinated

Multiple markets 2
Turkey 2
Ukraine 3

Additional market activities 2014.

12 March 2014

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*

Centrally coordinated: Multiple markets

Basis

KMM/KAM Fam Trips Central Europe & Central Asia.

01.01.14 – 31.12.14

STZRH coordinates regularly throughout the year dedicated FamTrips for KAM and KMM from Central Europe and Central Asia (Romania, Croatia, Serbia, Kazachstan, etc.). Partner's registration shows interest in welcoming/hosting participants.

Hospitality (hotels, meals, guide, rental of material, etc.), coordination of program locally.

Federico Sommaruga

federico.sommaruga@switzerland.com

Coordination and preparation of trips. Selection of guests. ST/LX/STS facilitate transportation.

Seminars Central Europe & Central Asia (STE).

01.04.14 – 30.04.14

ST Zurich takes the lead to organise seminars for KAM and KMM in various cities in Emerging Markets (Central Europe and Central Asia) (Romania, Serbia, Croatia, Kazakhstan, etc.) Presentations, sales calls and in-house visit will be coordinated with the Swiss Embassy and local operators. Package includes trade event, media briefing and VIP reception. Cost is per city. Minimum participation of 5 partners is required per city.

Financial contribution and active participation. — 2,250.00 CHF

Federico Sommaruga

federico.sommaruga@switzerland.com

Coordination and execution of seminars and additional events. Centralised shipment of material.

Seminars Latin America (STE).

01.10.14 – 31.10.14

ST Zurich takes the lead to organise seminars for KAM and KMM in various cities in Latin American Markets (Argentina, Chile, Peru, Mexico, etc.) Presentations, sales calls and in-house visit will be coordinated with Regional Management AMERICAS, the Swiss Embassy and local operators. Package includes trade event, media briefing and VIP reception. Cost is per city. Minimum participation of 5 partners is required per city. Date to be defined in conjunction with other AMERICAS's activities.

Financial contribution and active participation. — 2,250.00 CHF

Federico Sommaruga

federico.sommaruga@switzerland.com

Coordination and execution of seminars and additional events. Centralised shipment of material.

KMM/KAM Fam Trips Latin America.

01.01.14 – 31.12.14

ST Zurich organises regularly throughout the year dedicated FamTrips for KAM and KMM. Partner's registration shows interest in welcoming / hosting participants.

Hospitality (Hotels, meals, guide, rental of material, etc.).

Federico Sommaruga

federico.sommaruga@switzerland.com

Coordination and preparation of trips. Selection of agents and media. ST/LX/STS facilitate transportation.

Switzerland_Luxury

Fairs: International Luxury Travel Mart (ILTM) Cannes 2014

01.12.14 – 04.12.14

The legendary ILTM Cannes took already place 12 times, ST will be present for the third time in December 2014. Profit of the roof provided by the "Brand Switzerland" which enjoys an image of high quality worldwide. Open to all partners / organization representing luxury tourism brands (will be approved by the fair organizers). A participation is recommended to partners / organization with negotiating power for the represented products.

Participation — 11,500.00 CHF

Monika Müller

monika.mueller@switzerland.com

Coordination of Switzerland presence at fair

Centrally coordinated: Turkey

Basis

Additional market activities 2014.

12 March 2014

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*
KAM: Seminars in Turkey (STE).			Federico Sommaruga federico.sommaruga@switzerland.com
01.02.14	28.02.14	ST Zurich takes the lead to organise seminars for KAM in 2 or 3 cities in Turkey. Presentations, sales calls and in-house visits will be coordinated with the Swiss Embassy, SWISS and local operators. Package includes trade event, media briefing and VIP reception. Cost is per city. Minimum participation of 5 partners is required per city.	All organization and promgram making, invitations for visitors, decoration, production
		Active participation of regions representatives	2,250.00 CHF
KMM/KAM Fam Trips Turkey.			Federico Sommaruga federico.sommaruga@switzerland.com
01.01.14	31.12.14	STZRH coordinates regularly throughout the year dedicated FamTrips for KAM and KMM from Turkey in cooperation with SWISS. Partner's registration shows interest in welcoming/hosting participants.	Coordination and preparation of trips. Selection of guests. ST/LX/STS facilitate transportation.
		Hospitality (hotels, meals, guide, rental of material, etc.), coordination of program locally.	
KAM advertorial in Travel Trade Gazette Turkey.			Federico Sommaruga federico.sommaruga@switzerland.com
01.01.14	31.12.14	STZRH coordinates monthly advertorial in Travel Trade Gazette in Turkey. Possibility to share space with ST monthly. Artwork will be delivered by ST, content by the partner. Cost is per montlhy issue.	Coordination and preparation of advertorial
		Delivery of content and pix.	850.00 CHF

Centrally coordinated: Ukraine

Basis

KAM: Seminars in Ukraine (STE)			Federico Sommaruga federico.sommaruga@switzerland.com
01.05.14	30.05.14	ST Zurich takes the lead to organise seminars for KAM and KMM in 2 or 3 cities in Ukraine (Kiev, Donetsk and Kharkiv; tbc). Presentations, sales calls and in-house visits will be coordinated with the Swiss Embassy and local operators. Package includes trade event, media briefing and VIP reception. Cost is per city. Minimum participation of 5 partners is required per city.	All organization and promgram making, invitations for visitors, decoration, production
		Active participation of regions & product representatives	2,250.00 CHF
KMM/KAM Fam Trips Ukraine.			Federico Sommaruga federico.sommaruga@switzerland.com
01.01.14	31.12.14	STZRH coordinates regularly throughout the year dedicated FamTrips for KAM and KMM from Ukraine in cooperation with SWISS. Partner's registration shows interest in welcoming/hosting participants.	Coordination and preparation of trips. Selection of guests. ST/LX/STS facilitate transportation.
		Hospitality (hotels, meals, guide, rental of material, etc.), coordination of program locally.	
KAM advertorial in Travel Trade Gazette Ukraine.			Federico Sommaruga federico.sommaruga@switzerland.com
01.01.14	31.12.14	STZRH coordinates monthly advertorial in Travel Trade Gazette in Ukraine. Possibility to share space with ST monthly. Artwork will be delivered by ST, content by the partner. Cost is per montlhy issue.	Coordination and preparation of advertorial
		Delivery of content and pix.	850.00 CHF