

Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Centrally coordinated

Multiple Markets
Other

2
2

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
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Centrally coordinated: Multiple Markets

Switzerland_Luxury

International Luxury Travel Mart Cannes (ILTM Cannes)

01.12.15 15.12.15 ST participates at this very important fair for luxury tourism since three years. Profit of the roof provided by the "Brand Switzerland" which enjoys an image of high quality worldwide. Open to all partner/organizations representing luxury tourism brands (will be approved by the fair organizers). A participation is recommended to partner/organizations with negotiating power for the represented products.

Monika Müller
monika.mueller@switzerland.com

Coordination of booth, negotiation with organizers.

Cash contribution, information material, personal presence.

11,500.00 CHF

International Luxury Travel Mart (ILTM Asia), Shanghai

01.06.15 15.06.15 ST participates to Asia's "counterpart of Cannes" legendary ILTM (Intl. Luxury Travel Mart) since years, as one of the largest country booths. This is the perfect occasion to present your luxury products to the leading agents for luxury tourism products throughout Asia Pacific (Japan, Korea, Australia, China, Russia, India, SE-Asia). Profit of the roof provided by the "Brand Switzerland", which enjoys an image of high quality. Recommended to all partner/organizations representing luxury tourism brands, with negotiating power for the represented products.

Monika Müller
monika.mueller@switzerland.com

Coordination of booth, negotiation with organizers.

Cash contribution, information material, personal presence.

14,000.00 CHF

Centrally coordinated: Other

Basis

Seminars EurAsia (STE).

01.05.15 31.05.15 ST Zurich takes the lead to organise seminars for KAM and KMM in various cities in EurAsia (Kazakhstan, Armenia, Georgia, Azerbadjan, etc). 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. In cooperation with Swiss Health, SEG and GES.

Federico Sommaruga
federico.sommaruga@switzerland.com

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

Financial contribution and active participation.

2,250.00 CHF

Seminars Central & Latin America (STE).

15.03.15 31.03.15 ST Zurich takes the lead to organise seminars for KAM and KMM in various cities in Latin American Markets (Mexico, Argentina, Chile, Peru, 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. Cooperation with EDA/GSE/seco.

Federico Sommaruga
federico.sommaruga@switzerland.com

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

Financial contribution and active participation.

2,250.00 CHF

Seminars South East Europe (STE).

01.05.15 31.05.15 ST Zurich takes the lead to organise seminars for KAM and KMM in various cities in South East Europe (Romania, Turkey, Greece, Serbia, Croatia, Slovenia, etc.). 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.

Federico Sommaruga
federico.sommaruga@switzerland.com

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

Financial contribution and active participation.

2,250.00 CHF

Additional market activities 2015.

31 January 2015

Zusatz-Marktaufritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

<i>Starting time</i>	<i>Ending time</i>	<i>Description</i>	<i>Contact Services</i>
		<i>Participation</i>	<i>Costs</i>
Seminars in Ukraine (STE).			Federico Sommaruga
01.05.15	31.05.15	ST Zurich takes the lead to organise seminars for KAM in Ukraine. The visit will be extended to Kiev only and will depend from the local political situation. 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. Minimum participation of 5 partners is required.	federico.sommaruga@switzerland.com
			Coordination and execution of seminars and additional events. Centralised shipment of material.
		Financial contribution and active participation.	2,250.00 CHF