



**Switzerland.**

MarketingActivities SCIB

## China - SCIB Planning 2023

12/01/2023 – 12/01/2023	<b>Educational award event for best seller agencies</b>	<b>Comments</b>	<b>Cost CHF</b> 2'500
	<p>During the year SCIB will promote via WeChat and other social media channel the “Educational Award Event for Best Agencies”.</p> <p>To qualify to this exclusive event, agencies will have to be the top 10 producers of MICE groups to Switzerland in 2023 (number of groups confirmed for Switzerland). The best 10 agencies and 3 MICE medias will be invited by SCIB for an educational award weekend and learn more about the winter incentive destination Switzerland.</p> <p>Awards of Best Sellers of 2023.</p>		<p>Partner could register and spend the weekend with all the good quality clients, all the accomandation during weekend, skiing cost, meals, transfer from city center to ski resort, event and sharing workshop will be included.</p>
03/23/2023 – 03/26/2023	<b>8th Asia Trophy with Kuoni</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Rally through Switzerland to showcase the incentive options to specialized agencies:</p> <ul style="list-style-type: none"><li>- one known destination with new ideas;</li><li>- one unknown, new destination for the Asian markets;</li></ul> <p>Participation of a team of 13 clients from China and Jingyi LV.</p> <p>Invitation via SCIB in cooperation with Kuoni</p>		<p>Land Arrangement.</p>
09/01/2023 – 09/30/2023	<b>Study trip for corporate clients in cooperation with one big agency</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<ul style="list-style-type: none"><li>- Invitation of corporate meeting and incentive planners in cooperation with one agency for a study trip to Switzerland;</li><li>- 5 Clients + 1 MICE Agency + 1 SCIB;</li><li>- Destinations: tbc.</li></ul>		<p>Land Arrangement.</p>
12/01/2023 – 12/04/2023	<b>IBTM Barcelona including Pre or Post tour to Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<ul style="list-style-type: none"><li>- Participation of a SCIB team member to IBTM in Barcelona;</li><li>- Post tour to Switzerland in cooperation with one hotel group or agency with 8-10 chinese clients;</li><li>- Destinations: TBC.</li></ul> <p>IBTM date is tbc.</p>		<p>Land Arrangement.</p>

01/01/2023 – 12/31/2023	<b>Webinar for agencies</b>	<b>Comments</b>	<b>Cost CHF</b> 500
	<p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.</p>		
04/01/2023 – 04/30/2023	<b>Roadshow and sales calls in Beijing, Shanghai and Guangzhou.</b>	<b>Comments</b>	<b>Cost CHF</b> 2'000
	<p>Combination of: - Indoors visits to agencies; - Internal training of agencies.</p> <p>SCIB provides offline &amp; online participations. Due to time difference: - Morning calls (China time): optional - Afternoon calls (China time): mandatory</p> <p>SCIB will visit agencies with offline participants, simultaneously, online participants can join it via Teams meeting.</p>		<p>Online participation fee: 2000CHF Due to time difference: - Morning calls (China time): optional - Afternoon calls (China time): mandatory In principle, all calls you could join virtually.</p> <p>Offline participation fee: 4000CHF Price not including travel cost to and within China nor hotel accommodation. Included all events and transportation to the sales calls.</p>
01/01/2023 – 12/31/2023	<b>Educational theme weekend event for corporate with one agency and one partner.</b>	<b>Comments</b>	<b>Cost CHF</b> 3'000
	<p>Together with one agency, SCIB will invite 10 corporate clients with potential for Switzerland to a weekend. Programm: - Educational: presentations about Switzerland as an incentive destination towards the destination of partner; - Networking lunches and dinners with the clients. - Date and city could be discussed.</p>		<p>Partner could register and spend the weekend with all the good quality clients, all the accommodation during weekend, meals, transfer from city center to event venue, event and sharing workshop will be included.</p>
05/23/2023 – 05/25/2023	<b>IMEX Frankfurt incl. Pre or Post Convention tour</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Participation at the SCIB booth. Individual and group appointments from China. Tours to Switzerland: - Pre or Post Tour with one hosted buyer group.</p>		Land Arrangement.
01/01/2023 – 12/31/2023	<b>Media coverage</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Advertorial for MICE in Switzerland on - News Papers - MICE Related magazines Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners</p>		Case by case to be discussed.

01/01/2023 – 12/31/2023	<b>Marketing MEETING's</b>	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>Marketing Destination Wedding</b>	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>STA: Wedding Certificate</b>	<b>Comments</b>	<b>Cost CHF</b> 0
09/01/2023 – 10/31/2023	<b>Destination Wedding FAM trip for Asian market</b>	<b>Comments</b>	<b>Cost CHF</b> 0

Development of China (concentration on Beijing, Shanghai, Guangzhou, Hong Kong and Taipei) as main market for meetings and incentives. The focus will be on the following activities:

- Handling of requests for proposals and database management
- Sales calls MICE agencies in 1st tier cities and potential MICE business T.O in 2nd tier cities
- Integration of MICE content in the leisure WeChat and other social media channels
- E-newsletter in Chinese version 4 times per year
- Training of tour operators

Development of China (concentration on Beijing, Shanghai, Guangzhou, Hong Kong and Taipei) as main market for Wedding destination. The focus will be on the following activities:

- Handling of requests for proposals and database management
- Sales calls travel agencies or wedding planners.
- Integration of Wedding content in the leisure WeChat and other social media channels.

Wedding in Switzerland is still new in the market, we would like to integrate a wedding certificate in exsited STA system.  
Together worked with HQ team, we will make new questions and tests and translated into Chinese, and make use of it for our marketing promotion.  
Targeted clients: travel agencies and wedding planners.

- Jointly organize the trip with SEA market.
- The aim is focus on Asian market and present the most matched wedding related resources.
- Participants: destination wedding media and wedding planners from China.

Land Arrangement.