



Switzerland.

MarketingActivities SCIB

## Multiple Markets - SCIB Planning 2023

01/12/2023 – 01/15/2023	<b>PreTour Snow Travel Mart (STMS) 2023</b>  In combination with the Snow Travel Mart and to showcase Switzerland as a winter incentive destination, a selected group of mature agencies from India, China, South East Asia and Europe will be invited for a post tour. A combination of city and mountain experience and a creative incentive program with activities and special dinner function will be created to promote incentive groups in the low season winter for non-skiers.  Confirmed for 2023 is: Switzerland Travel Mart – Snow Edition January 15 to 19, 2023 in the destination Zermatt – Matterhorn.	<b>Comments</b> Confirmed for 2023 is: Switzerland Travel Mart – Snow Edition January 15 to 19, 2023 in the destination Zermatt – Matterhorn.	<b>Cost CHF</b> 0  Land arrangement Registration only possible for destinations participating at the STM Snow in Zermatt.
09/07/2023 – 09/11/2023	<b>PreTour Business Events STM 2023</b>  STM = Switzerland Travel Mart, a Workshop with one-to-one meetings  Focus: SCIB new markets, SCIB watchlist markets (Japan, GCC, Brazil, Korea) and other ST markets with some potential for meetings and incentives  Welcoming the MICE Buyers on a PreTour in Switzerland, approximately 15 buyers + 1 SCIB representative will attend the PreTour.  STM Dates confirmed 11-14 Sept 2023	<b>Comments</b> Cooperation of two destinations will be possible sharing the 5 days / 4 nights before STM.	<b>Cost CHF</b> 0  Land arrangements Accommodation, F&B, special transports not included in Swiss Travel Pass).
09/11/2023 – 09/12/2023	<b>Special track Business Events at STM 2023</b>  STM = Switzerland Travel Mart, a Workshop with one-to-one meetings held in Geneva.  In Addition to the Leisure buyers, around 40 Incentive and Meeting Planners from mainly new and non-SCIB markets join for a special programm focused on business events.  For Partners: - Participation at opening of STM (Monday evening) with all leisure clients  - Business Events Special Track on the first day of STM for SCIB partners and MICE clients only  Focus: SCIB new markets, SCIB watchlist markets (GCC, Brazil, Korea, India, Global players) and other ST markets with some potential for meetings and incentives	<b>Comments</b>	<b>Cost CHF</b> 2'000

09/01/2023 – 09/30/2023	<b>Destination Wedding: Educational Trip Autumn 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	International study trip on invitation only for luxury wedding planners with potential for Europe from the main markets India, China and SEA. Visits of special venues for weddings, as well as activities suitable for pre & post wedding programme	Target of 15 qualified international wedding planners and hosting	0
	The plan for 2023 is to customize the study tour for Chinese and Asian wedding planners, including traditional cultural wedding elements		Land arrangement
05/19/2023 – 05/23/2023	<b>Pre- and/or PostTour IMEX Study Tour 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	Cooperation with existing hosted buyer groups from hotel chains, to host a PreTour in Switzerland from multiple markets. The clients will come from India, SEA, China and watchlist markets.		0
	In past years, IMEX hosted buyers would arrived Switzerland 3-4 days prior to the show for the pre-tour. Train from Zurich or Basel to Frankfurt		Partners with Asian package have the priority to host. All land arrangement
	Number of clients expected: 30 pax. tbc		
03/24/2023 – 03/27/2023	<b>8th Asia Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.		0
	Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.		Only available to partners with Asia Package Destination partners (with no Asian package) and sub-partners can participate at workshop during the trophy (see separate activity)
	Confirmed destinations: Basel, Lucerne, Engelberg		Deadline for bidding on 1st July 2022 Chosen destinations: Basel & Lucerne
03/24/2023 – 03/24/2023	<b>Workshop at the 8th Asia Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.	Sub-partners can participate for the workshop during the Trophy at CHF1500 per table	1'500
	Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.		Partners with Asia package and their sub-partners have priority, and can participate for the workshop during the Trophy at CHF1500 per table
	During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.		
	Workshop in Basel: rough schedule 10:00 - 13:00 on Friday 24 March 2023, including networking lunch		

05/23/2023 – 05/25/2023	<b>SCIB: IMEX Frankfurt 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 8'300
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentives and events from corporations, associations, agencies and industry media. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <ul style="list-style-type: none"> <li>- Participation at the Switzerland stand with company logo.</li> <li>- Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</li> <li>- Pre or post tours from different markets will be communicated separately.</li> </ul> <p>Activities planned:</p> <ul style="list-style-type: none"> <li>- Dinner with the Swiss partners on Tuesday night</li> <li>- Group appointments</li> <li>- Additional stand presentation TBC</li> </ul>		<p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)</p> <ul style="list-style-type: none"> <li>- CHF 8'300 for the first person of a SCIB-partner</li> <li>- CHF 7'700 per person for Subpartner</li> </ul> <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> <li>1 day = 1600</li> <li>2 days = 2900</li> <li>3 days = 4000</li> </ul>
			Prices TBC in September 2022!
11/28/2023 – 11/30/2023	<b>SCIB: IBTM World Barcelona 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 8'300
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p> <p>Activities planned:</p> <ul style="list-style-type: none"> <li>- Dinner with the Swiss partners on Tuesday night</li> <li>- Switzerland Breakfast on Wednesday</li> <li>- Group appointments</li> </ul>	<ul style="list-style-type: none"> <li>- Participation at the Switzerland stand with company logo.</li> <li>- Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</li> </ul> <p>Activities planned:</p> <ul style="list-style-type: none"> <li>- Dinner with the Swiss partners on Tuesday night</li> <li>- Switzerland Breakfast on Wednesday</li> <li>- Group appointments</li> </ul>	<p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)</p> <ul style="list-style-type: none"> <li>- CHF 8'300 for the first person of a SCIB-partner</li> <li>- CHF 7'700 per person for Subpartner</li> </ul> <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> <li>1 day = 1600</li> <li>2 days = 2900</li> <li>3 days = 4000</li> </ul>
			Prices TBC in September 2022!
06/22/2023 – 06/25/2023	<b>SCIB: Switzerland Meeting Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 3'500
	<p>Destinations and final date: TBC (Alternative date: 15 -18 June 2023)</p> <p>Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market.</p> <p>Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>		<p>Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner.</p> <p>For SCIB partner only (possible to send a sub-partner as a representative if the SCIB partner can not participate).</p> <p>Hotel overnights need to be paid separately if applicable.</p> <p>NOTE: If any of the host destinations is participating during the whole event the costs of CHF 3500.00 are still to be paid.</p>

03/26/2023 – 03/28/2023	<p><b>SCIB: MCE North &amp; West Europe 2023</b></p> <p>Venue, Destination: TBC</p> <p>MCE North &amp; West is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a> Summary: - 3 days event with pre-scheduled appointments - top qualified buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 4'300</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
10/22/2023 – 10/24/2023	<p><b>SCIB: MCE South Europe 2023</b></p> <p>Destination: Seville, Spain Number of Meetings: 30-35 Days: 3 days</p> <p>MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a> Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 4'300</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
08/30/2023 – 09/02/2023	<p><b>SCIB: M&amp;I Europe Summer 2.0 - 2023</b></p> <p>The event will take place in Limassol, Cyprus.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, corporate companies and associations with international business) / 150 suppliers (Hotels, CVB's DMC's and Congress Centres)</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a> Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

11/19/2023 – 11/23/2023	<b>SCIB: M&amp;I VIP Connect Europe 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>This event will take place in Amman, Jordan.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 4 days / 30 meetings / 100 European buyers (Senior and Decision-making attendees from corporates and event agencies from Europe / 100 Suppliers (only 5* hotels, CVB's and DMC's)</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 4 days event with pre-scheduled appointment - top qualified buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 15 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
06/06/2023 – 06/08/2023	<b>SCIB: M&amp;I Healthcare Europe 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 6'400
	<p>The M&amp;I Healthcare Europe Event will take place in The Hague, Netherlands.</p> <p>During 2 days 130 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 25 pre-scheduled meetings and different educational sessions. 120 suppliers.</p> <p>Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible.</p> <p>Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&amp;I Forums. They take time to match the right people and maximise business potential.</p>		<p>Price is per table plus VAT. Shared tables are not possible. A separate test (Healthcare Certified Test organized by Healthcare Venue is compulsory and the costs need to be paid separately, approx. CHF 800 for hotels and CHF 500.00 for CVB's). Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
06/25/2023 – 06/28/2023	<b>SCIB: M&amp;I Europe Summer 1.0 - 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>The event will take place in Oslo, Norway.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

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01/01/2023 – 12/31/2023	<p><b>SCIB: International study trip 2023</b></p> <p>Showcase one or two Swiss MICE destination on a specific theme/topic. Beside getting to know the destination, activities and speakers fitting the topic are included in the program. Factory visits are possible too.</p> <p>Destination depending on interest. Combination of two destinations (city/mountain) is possible and appreciated.</p>	<p><b>Comments</b></p> <p>SCIB is open for ideas on topics to be covered in the International Study Trip.</p> <p>Please let us know if you are interested to host this study trip in your destination. Contact: alexander.hunger@switzerland.com</p>	<p><b>Cost CHF</b></p> <p>0</p> <p>The SCIB partner hosting this event is taking care of the complete landarrangements.</p>
01/01/2023 – 12/31/2023	<p><b>Destination Wedding: Destination Wedding Planner Congress 2023 (Location TBC)</b></p> <p>Leading the destination wedding industry for over half a decade now, the Destination Wedding Planners (DWP) Congress is an exclusive, 'by invitation only' conference that is focused on luxury destination wedding professionals who are looking to collaborate with like-minded connoisseurs in the wedding business to glean fresh perspectives, do business and network with some of the top creative partners and suppliers from all over the world.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Part of basic package</p>
01/01/2023 – 12/31/2023	<p><b>Unusual venues</b></p> <p>Business meetings outside the office walls are ment to inspire and bring innovative ideas. SCIB continues to fill in the collection of unusual breakout rooms and venues on MySwitzerland.com/meetings to meet this demand.</p> <p>Partners can apply on <a href="https://www.stnet.ch/de/meetings-kongresse-scib/aussergewoehnliche-lokalitaeten/">https://www.stnet.ch/de/meetings-kongresse-scib/aussergewoehnliche-lokalitaeten/</a></p> <p>Communication plan follows later.</p>	<p><b>Comments</b></p> <p>Partners can apply on <a href="https://www.stnet.ch/de/meetings-kongresse-scib/aussergewoehnliche-lokalitaeten/">stnet.ch</a></p>	<p><b>Cost CHF</b></p> <p>0</p>
04/16/2023 – 04/19/2023	<p><b>SCIB: M&amp;I Europe Spring 2023</b></p> <p>The event will take place in Istanbul, Turkey.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary:</p> <ul style="list-style-type: none"> <li>- 3 days event with pre-scheduled appointment</li> <li>- top qualified buyers from all over Europe</li> <li>- Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> </ul>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>

10/22/2023 – 10/25/2023	<b>SCIB: M&amp;I Europe Autumn 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>The event will take place at Lake Como, Italy.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
04/16/2023 – 04/18/2023	<b>SCIB: Events Club Forum - Associations</b>	<b>Comments</b>	<b>Cost CHF</b> 4'300
	<p>Destination: Salzburg, Austria</p> <p>Numbers of meetings: 20</p> <p>Events Club Forum Associations is a first of a kind MICE event for Congress Business! It is an event where destinations, congress venues, and large conference hotels meet with qualified international associations and PCOs to spark large-scale MICE events. Events Club Forum Associations is the event where you meet invited professionals only, the event where you gain within just 2,5 days, most valuable business contacts. Events Club Forum is a fully catered event, where everyone enjoys coffee breaks, luncheons, networking activities and fantastic dinners all together.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
07/12/2023 – 07/15/2023	<b>SCIB: SITE Incentive Summit Europe</b>	<b>Comments</b>	<b>Cost CHF</b> 6'000
	<p>Destination: Ljubljana Slovenia</p> <p>After a very successful second edition of ISE in Geneva and Montreux, SITE is taking this event to Slovenia. Join an elite community of incentive travel industry leaders for a timely in-person exchange of knowledge and insights and enjoying the destination while networking with industry peers. Attendance limited to approx. 60 participants, including 15-20 European buyers, 2-3 North American buyers and approx. 40 global suppliers.</p>		<p>Fee plus VAT.</p> <p>-1 registration inclusive of three nights' hotel accommodation, meals and networking events -logo recognition on event website -logo recognition onsite -recognition of all partners included in SITE source and on active social media channels -post event addendee list</p> <p>NOTE: you have to be a member of SITE to participate at this event.</p>

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01/31/2023 –  
02/02/2023

**SCIB: INTERaction EMEA Amsterdam 2023**

INTERaction EMEA takes places in Amsterdam and is the employee Meeting & Supplier Showcase from American Express Meetings & Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings & Events. Network with up to 250 Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout.

**Comments**

-Table for 1:1 meetings with two chairs for both days.  
-ca. 29 x 15-minute F2F meetings per table (2 persons).  
-All social events and meals including breakfast, lunch and dinner for entire event.  
-Company logo visible on signage.  
-Maximum of 2 suppliers per table.  
-Value added: content distributed through the Meetings Source (=global online supplier management)

**Cost CHF**

3'000

SCIB will participate with one table and is looking for additional partners to share the table or adding more tables, costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT  
CHF 3'000 for subpartner (2nd person) plus VAT

In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited.  
Please let us know if you are interested asap so that we can check before the deadline of the applications ends.

Travel and hotel accommodation need to be paid extra.

Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.