



Switzerland.

MarketingActivities SCIB

South East Asia - SCIB Planning 2023

01/01/2023 – 12/31/2023	<p>Webinar Training for SEA MICE Agencies, Partners (Indonesia, Malaysia, Thailand, Singapore, Philippines, Vietnam)</p> <ul style="list-style-type: none"> - Session for MICE agencies and tour operators all over South East Asia (Indonesia, Malaysia, Thailand) - Session for tour operators sales offices all over South East Asia: Kuoni, G2, Miki, Tumlare etc.. - Participants can join the live visual & audio presentation from any locations in the Asia via internet. - Time: 08h00 or 09h00 Swiss time. - The sessions are being recorded in order for clients to access the webinars at any time. - Follow-up email to all registered clients is sent by SCIB and include partners' contact details and promotional material. - Participating partners to receive full contact details of the planners. 	Comments	Cost CHF 500
02/01/2023 – 09/30/2023	<p>SCIB SEA Roadshow : ID, MY, SG,PH, VN</p> <ul style="list-style-type: none"> - Combination of purely business events in the markets with corporate, agencies and associations. - SCIB will plan a roadshow in all main SEA countries to present Switzerland as a MICE destination. (Indonesia, Singapore, Malaysia, Philippines, Vietnam (HCMC)) * A rotation of 3 countries will be selected and finalized at later stage based on economy situation - 5 - 6 events during the week in 3 countries 	Comments	<p>Cost CHF 6'000</p> <p>Price exclude all flight cost and hotel accommodation in all main cities. Price include all events and transportation to the event venue/sales calls. Open to subpartners Supplement fee of CHF 2'000 for shared table if partner bring another partner/supplier from the same region. Only 1 subpartner allowed for table sharing. If Subpartners wish to have own table fee CHF 6'000</p>
03/01/2023 – 03/31/2023	<p>Intergration (ST, SCIB) of STE SEA</p> <p>A week sales and promotion roadshow in the 4 main SEA markets (Singapore, Indonesia, Malaysia & Thailand)</p> <ul style="list-style-type: none"> - 7 - 8 events during one week in 4 countries - SCIB SEA will have a table in all cities during STE SEA - 1 to 1 workshops, luncheon, VIP dinner - MICE will be intergrated during is roadshow. 	<p>Comments</p> <p>DO handles MICE market Indonesia, Kuala Lumpur. Singapore, Philippines & Vietnam W.E.F 1st Jan 2022 TH (Nok) handles MICE markets: Thailand.</p>	<p>Cost CHF 6'000</p> <p>Intergration with ST, SCIB SEA Asia Package Partners. Price List: Full : CHF 8,000 Gold: CHF 6,000 Silver: CHF 6,400</p> <p>*Special package for SCIB SEA Asia package partners registration fee at Gold: CHF 6,000</p>

01/01/2023 – 12/31/2023	SCIB TH: Sales Call MICE in Thailand	Comments	Cost CHF 0
	Sales Calls in Thailand to corporate travel agents and corporate account directly, in order to expand and maintain SEA key source market.		
03/01/2023 – 04/30/2023	SCIB TH: Pre or Post 8th Asia Trophy Study Trip in Switzerland for Thailand MICE Agent/Planner	Comments	Cost CHF 0
	Pre or post study trip to Switzerland with Thailand MICE Agents & Planners to explore further business meeting destinations that are potential and in high interest for Thai market.		
	Participation of Thanchanok Nuammano. Total max 10 participants		Land arrangements to be hosted by partners Open to sub-partners
01/01/2023 – 12/31/2023	SCIB TH: MICE Agent/Planner Luncheon in Thailand	Comments	Cost CHF 0
	Selected Thai MICE Agents and Planners to gather at a location to share about business meetings/incentive travel opportunities in Switzerland for 2023-2024 onwards		
	Presence of the Ambassador to maximize the confidence		
	The gathering to be featured on Media		
01/01/2023 – 12/31/2023	SCIB TH: Thailand Business Media Gathering Luncheon and Interview	Comments	Cost CHF 0
	To invite and gather Thailand key business media outlets emphasizing the message and showcasing that Switzerland is a leading business meetings and incentive destinations.		
	Interview by ST Thailand for SCIB		
	To be featured on their media channels		
01/01/2023 – 12/31/2023	SCIB TH: General Advertorial Switzerland as MICE destination	Comments	Cost CHF 0
	1/2 page general advertisement of Switzerland as MICE / business event destination on a Thai media outlet for business and corporate readers, using existing SCIB banner as key visuals. Inclusive SCIB URL to drive traffic to the site.		
01/01/2023 – 12/31/2023	SCIB-DW: Integration of Destination Weddings in SEA Roadshows	Comments	Cost CHF 0
	- Present Switzerland as a desired wedding destination for SEA. To interagte during ST events		
01/01/2023 – 12/31/2023	SCIB - DW: Development of Destination Weddings/Sales Calling & qualifying	Comments	Cost CHF 0
	SCIB: Development of Destination Weddings Marrying abroad and inviting family and friends, in combination with holidays and honeymoon, is gaining popularity worldwide. Switzerland is considered a dream destination in many countries.	- Building up qualified and important wedding planners/organizers in database and with potential to place wedding in Switzerland.	
	MICE - DW Sales calls in SEA	- Keep track of all wedding RFP's in the database. - Main focus will be set as obatinig wedding planner/organizers contacts	
01/01/2023 – 12/31/2023	SCIB-DW: www.mySwitzerland.com/weddings + E-newsletter	Comments	Cost CHF 0
	Increase page visits to www.mySwitzerland.com/weddings Quarterly e-newsletter send-outs to targeted partners		

09/01/2023 – 10/31/2023	SCIB-DW Study Trip - Wedding Planners SEA	Comments	Cost CHF 0
	<p>Study trip for exclusive select Wedding planners to Switzerland. Select Wedding Planners that were actively promoting DW in 2021/2022, especially with RFPs in the pipeline, invite to join in and intergrate it with International Study Trip to Switzerland. Ability to better sell to end-consumers.</p> <p>*In conjunction with ST China</p>		
01/01/2023 – 12/31/2023	SCIB-DW - Advertorial Destination Wedding, Switzerland	Comments	Cost CHF 0
	<p>Advertorial for Destination Wedding in Switzerland on - News Papers - Wedding Related magazines Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners * Based on interest and budget of the partners., SCIB will create a package for a media presence in the market of interest.</p>		
03/01/2023 – 04/30/2023	SCIB TH: 8th Asia Trophy	Comments	Cost CHF 0
	<p>Rally through Switzerland to showcase the incentive options in secondary less known destinations. Participation of 12 clients from Thailand, and participation of Thanchanok to the event.</p>		
02/01/2023 – 10/31/2023	SCIB SEA Roadshow TH	Comments	Cost CHF 3'000
	<p>- Combination of purely business events in the markets with corporate, agencies and associations. - SCIB TH will plan a roadshow in all main SEA countries to present Switzerland as a MICE destination. (Bangkok) - Sales calls week together with networking event at respective country</p>		<p>Price exclude all flight cost and hotel accommodation in all main cities. Price include all events and transportation to the event venue/sales calls. Open to subpartners Supplement fee of CHF 2'000 for shared table if partner bring another partner/supplier from the same region. Only 1 subpartner allowed for table sharing. If Subpartners wish to have own table fee CHF 3'000</p> <p>*Note: Separate package from market SCIB SEA MY, ID, SG, PH, VN</p>