



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 SEA

01/01/2024 – 12/31/2024	Webinar Session for SEA MICE Agencies SG, ID, MY, PH, VN, TH Interactive Live Webinar Session - Session for MICE agencies and tour operators all over South East Asia (SG, MY, ID, TH, PH, VN) - Participants can join the live visual & audio presentation from any locations in the Asia via internet. - Time: 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 DO handles MICE market Singapore, Indonesia, Kuala Lumpur, Philippines & Vietnam . DO - Covers MICE Indonesia Surabaya, Malaysia Penang W.E.F 1st Jan 2022 - Nok handles MICE markets: Thailand	Cost CHF 600 Open to subpartners
01/01/2024 – 12/31/2024	SCIB SEA Exclusive Roadshow - Combination of purely business events in the markets with MICE agencies and associations. - SCIB will plan a roadshow in all main or mixture of 2nd tier SEA countries to present Switzerland as a MICE destination. (Indonesia, Singapore, Malaysia, Thailand, Philippines, Vietnam (HCMC) * A rotation of 3 countries will be selected and finalize at later stage based on economy situation - 4-5 events during the week in 4 countries + Sales Visits if permitted.	Comments DO handles MICE market Singapore, Indonesia, Kuala Lumpur, Philippines & Vietnam . DO - Covers MICE Indonesia Surabaya, Malaysia Penang W.E.F 1st Jan 2022 - Nok handles MICE markets: Thailand	Cost CHF 9'000 Exculsive Roadshow purely for a region only. Registration base on 1st come 1st, after registration partner need to immediate follow with an emai. Price include all events and transportation to the event venue/sales visit. Open to subpartners Supplement fee of CHF 3'000 for sharing table if partner bring another partner/supplier from the same region. If Subpartners wish to have own table fee CHF 6'000 Price exclude all flight cost and hotel accommodation in all main cities.

09/09/2024 – 09/13/2024	<p>SCIB SEA Integration MICE Track at Switzerland Travel Experience SEA 2024</p> <p>Event for top Swiss destinations and suppliers to meet the travel trade of South East Asia.</p> <p>Workshop in one of the main source markets of SEA 3 full-day activities - D1: Workshop Batch 1 - D2: Social Networking Day - D3: Workshop Batch 2 80-100 buyers - MY, TH, SG, ID, PH, VN</p> <p>H2/2024, 9-13 SEP 2024, location: Malaysia</p>	<p>Comments</p> <p>Nok: Thailand Dominique: Singapore, Indonesia, Malaysia, Philippines, Vietnam</p>	<p>Cost CHF</p> <p>6'375</p> <p>Open to SCIB Partners with Asia Package to register.</p> <p>Participation with one table and the possibility for a short introduction presentation during the event.</p> <p>Note: Flights, Hotel fees are not included in the price.</p>
01/01/2024 – 12/31/2024	<p>SCIB TH: Exclusive Sales Visit MICE/Planners in Thailand</p> <p>Organization of 1:1 Sales Visits/Calls through 1 week in Thailand to corporate/incentive travel agents and corporate account directly, in order to open business channel and expand business conversion as SEA key source market.</p> <p>Both 1st tier and 2nd tier cities to be considered based on market situation.</p>	<p>Comments</p> <p>Nok: Thai market SCIB TH supports partners presentation in Thai translation where required.</p> <p>Partners are free to discuss potential period/dates of your visit.</p>	<p>Cost CHF</p> <p>2'500</p> <p>Open to SCIB Asia package partners and sub-partners to register. Sub-partner additional fee at CHF 1000.</p> <p>Participation partners please follow up via email to discuss and agree on schedules.</p> <p>Flights and hotel accommodation are not included.</p> <p>Option: Networking/theme event can be organized by SCIB TH in combination at partners' expenses</p>
01/01/2024 – 12/31/2024	<p>SCIB TH: MICE AGENTS/PLANNERS LUNCHEON IN THAILAND</p> <p>Selected Thai MICE Agents and event planners to gather at a location to share about business meetings/incentive travel recovery 2023, and business opportunities in Switzerland for 2024 onwards</p> <p>Presence of the Ambassador to maximise the confidence</p> <p>If SCIB partners happen to be in the region on the date, you're welcomed to join complimentary</p>	<p>Comments</p> <p>potential dates: in March, September or November 2024</p>	<p>Cost CHF</p> <p>0</p>
01/01/2024 – 12/31/2024	<p>SCIB: Green Incentives / Swisustainable in Business event & Incentive Study Trip for SEA</p> <p>Study trip for MICE/corporate travel agents & incentive planners in SEA to focus on Swisustainable or green incentives to create awareness and explore Swisustainable in deeper level concepts in order to implement and adapt to their trip planning.</p> <p>Market: Thailand, Singapore, Malaysia, Indonesia, Philippines</p> <p>Participants: 12 people and 01 SCIB SEA TH - Thanchanok to the event</p>	<p>Comments</p>	<p>Cost CHF</p> <p>0</p> <p>Land and hotel arrangements to be hosted by partners. open to subpartners.</p> <p>Accepting maximum 3 hosting destinations on first come first serve basis.</p> <p>A minimum of 2 days/2 nights stay length at each host destination.</p>

MarketingActivities SCIB – – SOUTH EAST ASIA

06/01/2024 –
12/31/2024

SCIB TH: Reunion Asia Trophy

Gathering event to host a reunion with past Asia Trophy participates.

Comments

Nok: Thai market

Partners are welcomed to join complimentary if you are happened to be in Thailand

Cost CHF

0