



Switzerland.

Market situation South East Asia.

Switzerland Convention & Incentive Bureau (SCIB).
[MySwitzerland.com/meetings](https://www.myswitzerland.com/meetings)

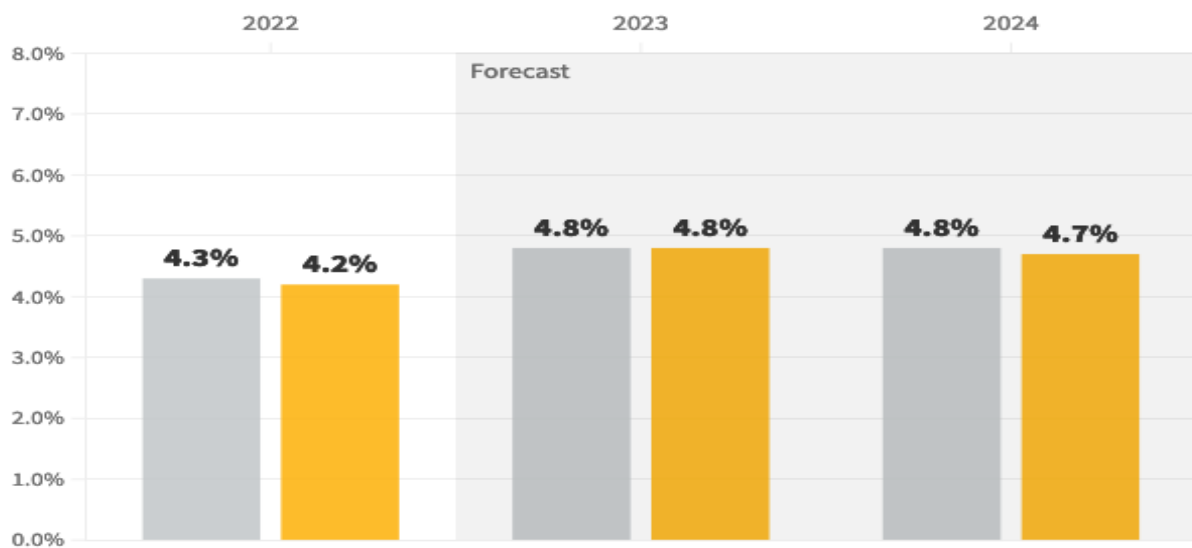
1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation

GDP Growth Forecasts, Developing Asia

click on a legend to filter

■ ADO April 2023 ■ ADO July 2023

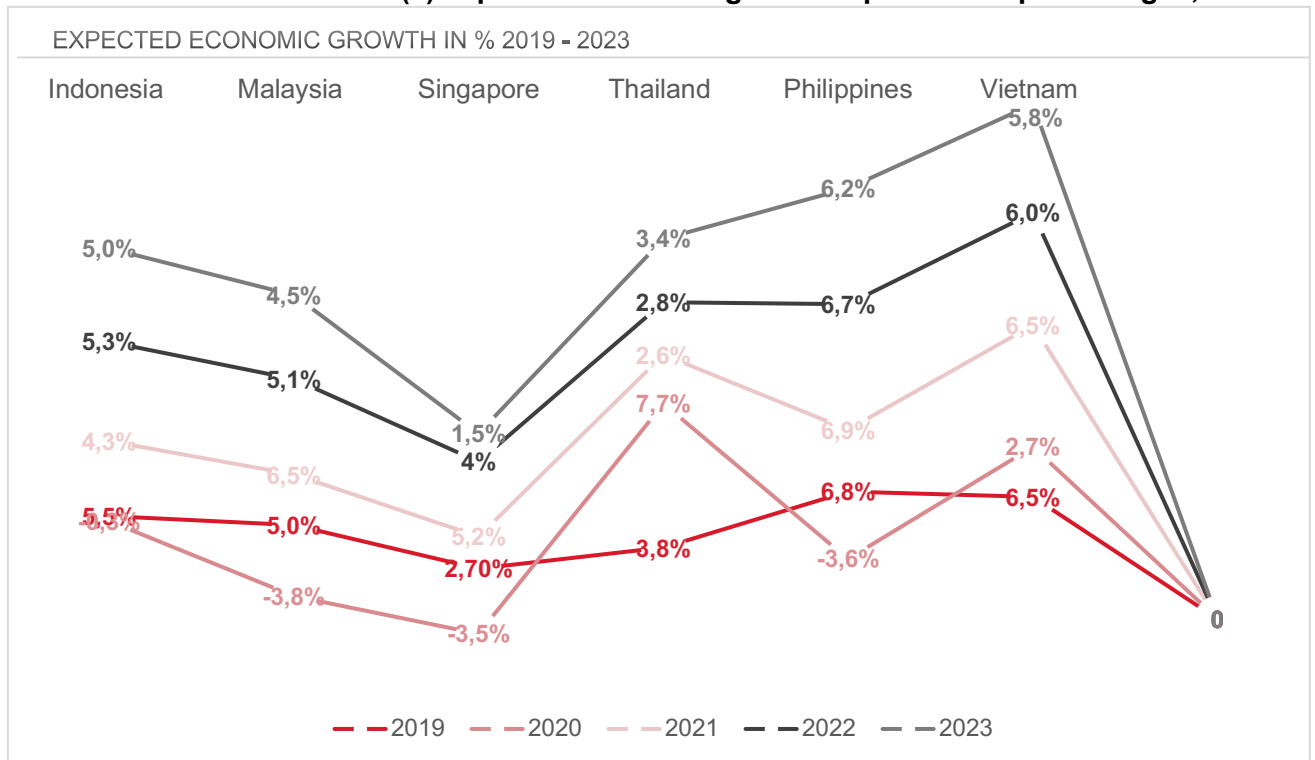


Source: Asian Development Bank. 2023. Asian Development Outlook July 2023

Developing Asia Outlook

- Given balancing developments, growth forecasts for **East Asia** are maintained at 4.6% in 2023 and at 4.2% in 2024, for **South Asia** at 5.5% in 2023 and 6.1% in 2024, and for **the Pacific** at 3.3% in 2023 and 2.8% in 2024.
- Growth prospects in the Growth forecasts for **Central Asia** are adjusted down from 4.4% to 4.3% in 2023 and from 4.6% to 4.4% in 2024 after oil production in Azerbaijan fell more than expected.
- **Southeast Asia's** growth prospects are downgraded slightly from 4.7% to 4.6% in 2023 and from 5.0% to 4.9% in 2024, reflecting weaker global demand for manufactured exports.

The Southeast Asian market(s) expected economic growth expressed in percentages,

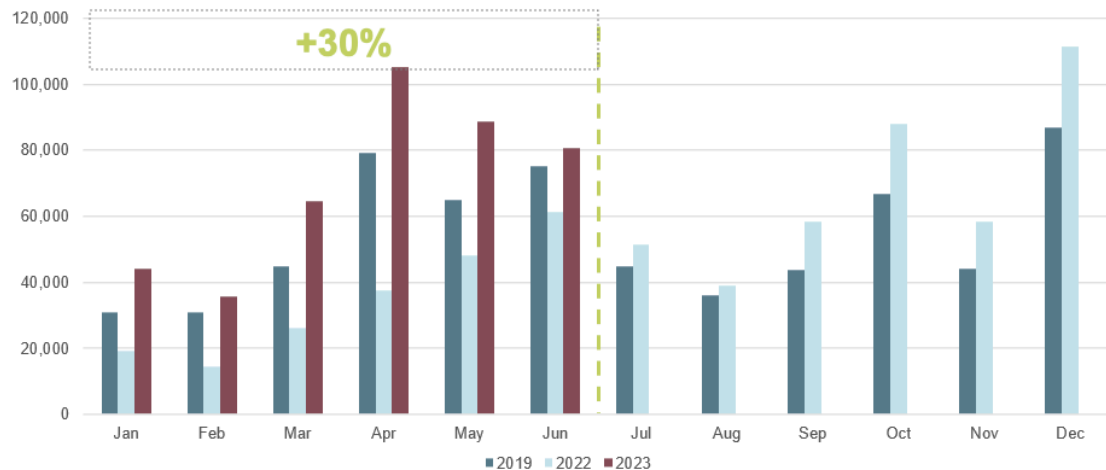


Source: IMF Economic Outlook Update, July 2023

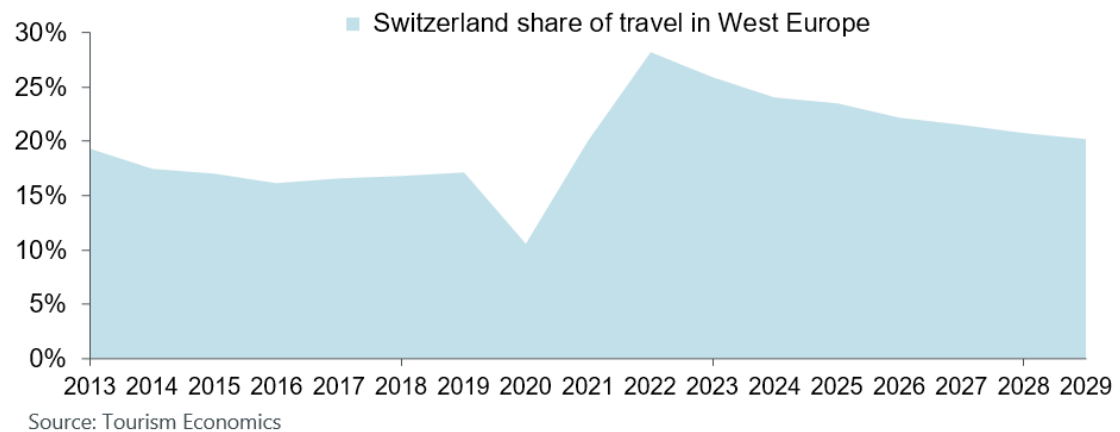
While the forecast for 2023 is modestly higher than predicted in the April 2023 World Economic Outlook (WEO), it remains weak by historical standards. The rise in central bank policy rates to fight inflation continues to weigh on economic activity. Global headline inflation is expected to fall from 8.7 percent in 2022 to 6.8 percent in 2023 and 5.2 percent in 2024. Underlying (core) inflation is projected to decline more gradually, and forecasts for inflation in 2024 have been revised upward.

1.2 RFP situation in Southeast Asia

Southeast Asia. 2023, Jan-Jun. 419K overnights



Southeast Asia: Switzerland Share

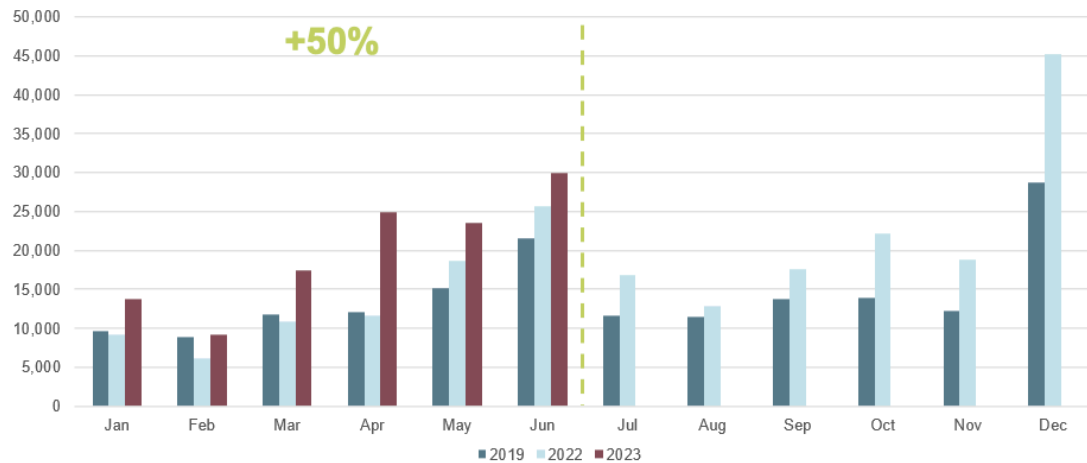


Southeast Asia four (4) main markets RFP situation overview:

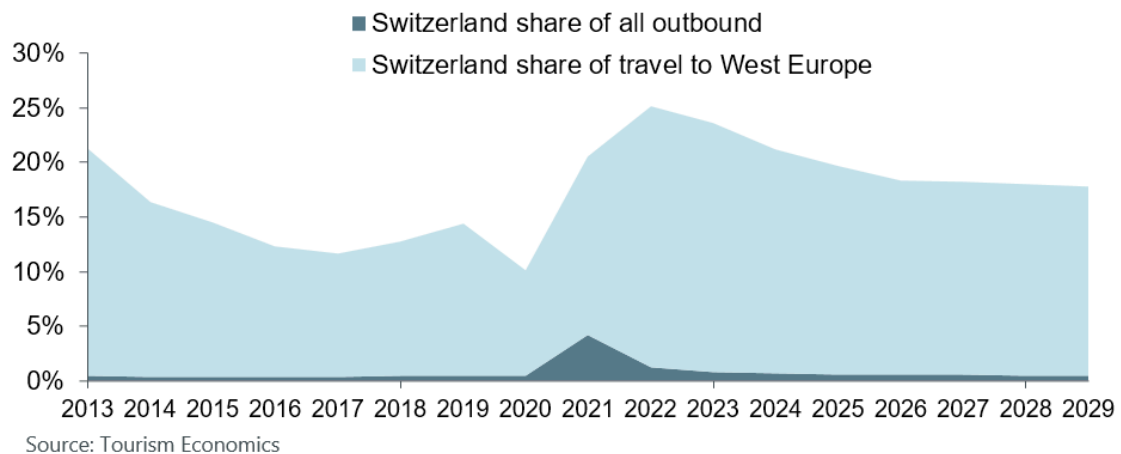
1. Singapore:

Singapore.

2023, Jan-Jun. 119K overnights



Singapore: Switzerland Share



Business Meetings:

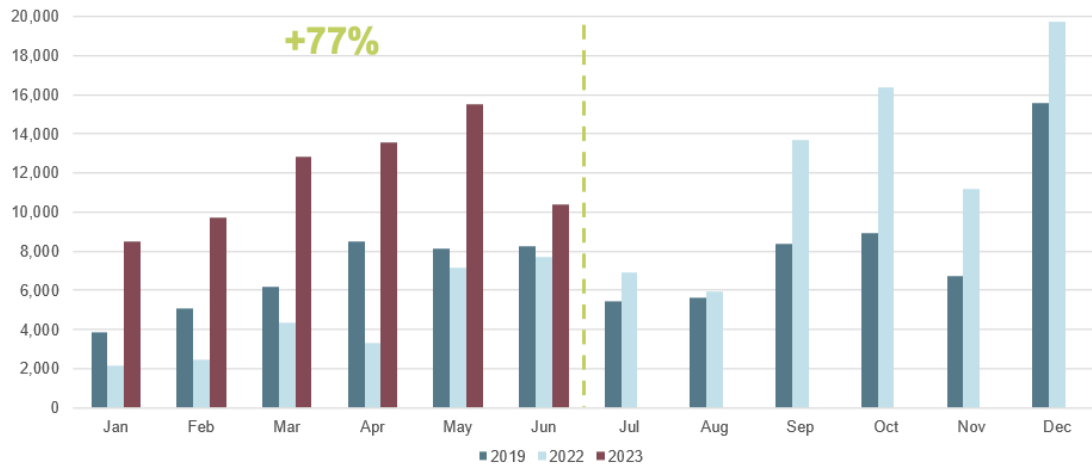
- Carried out (CH) : 02
- Overnights : 5,589
- Turnover : CHF 1,861,137

Source: ST file maker statistics, January – June 2023

2. Malaysia:

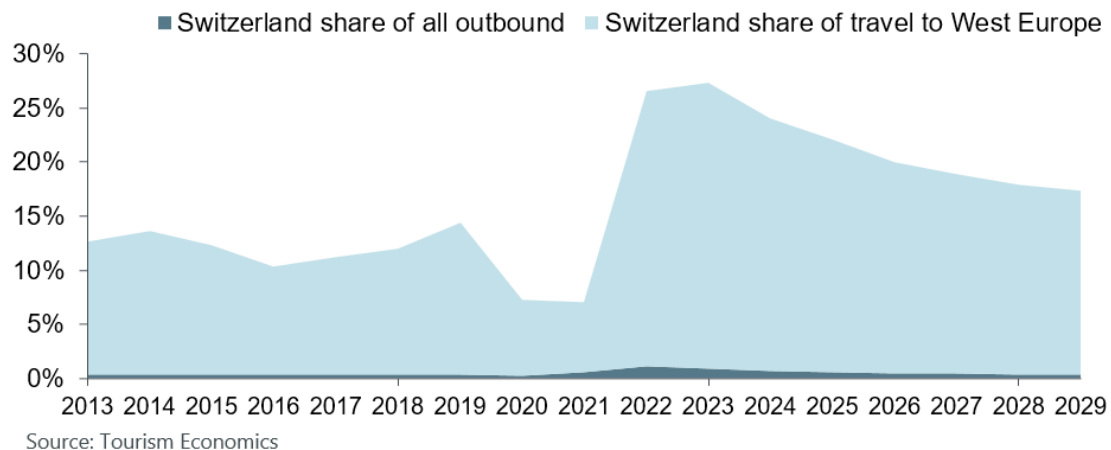
Malaysia.

2023, Jan-Jun. 71K overnights



Source: Federal Office of Statistics, 2023

Malaysia: Switzerland Share



Source: Tourism Economics

Business Meetings:

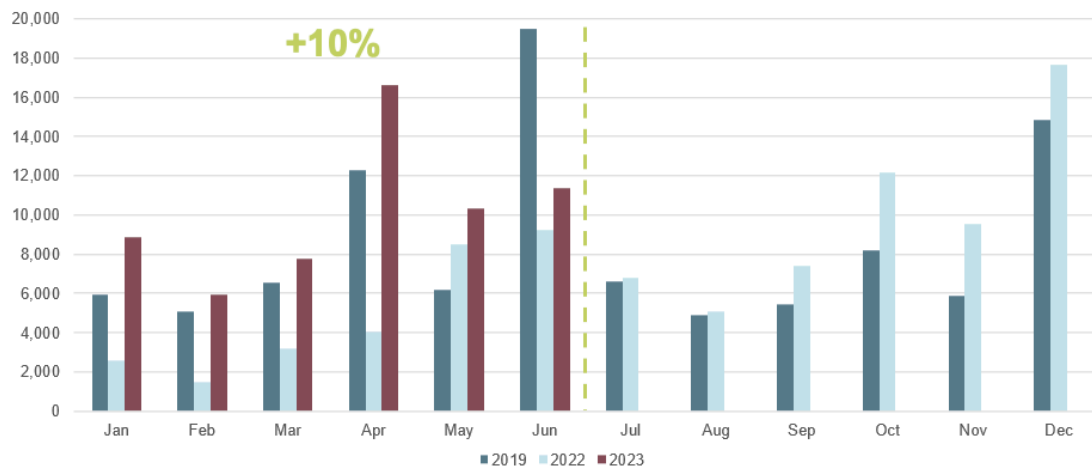
- Carried out (CH) : 24
- Overnights : 4,131
- Turnover : CHF 1,375,623

Source: ST file maker statistics, January – June 2023

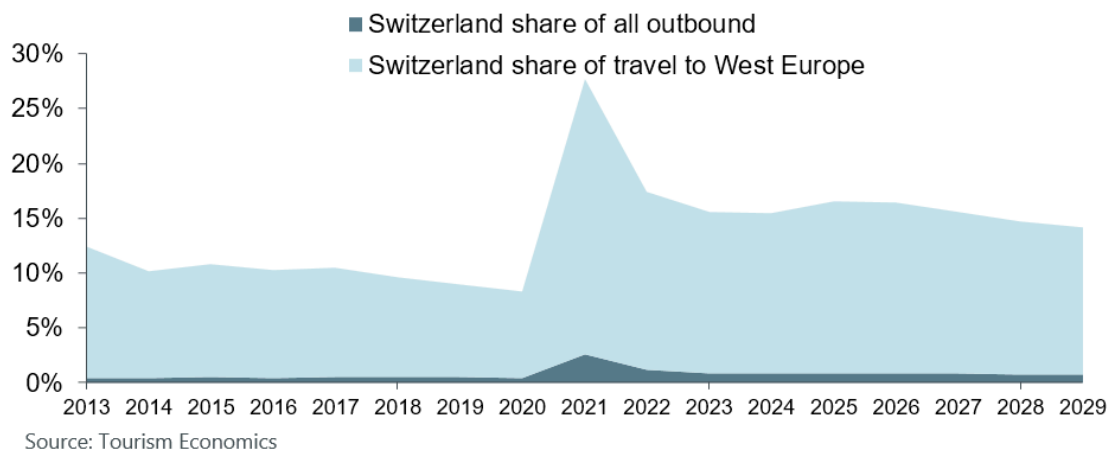
3. Indonesia:

Indonesia.

2023, Jan-Jun. 61K overnights



Indonesia: Switzerland Share



Business Meetings:

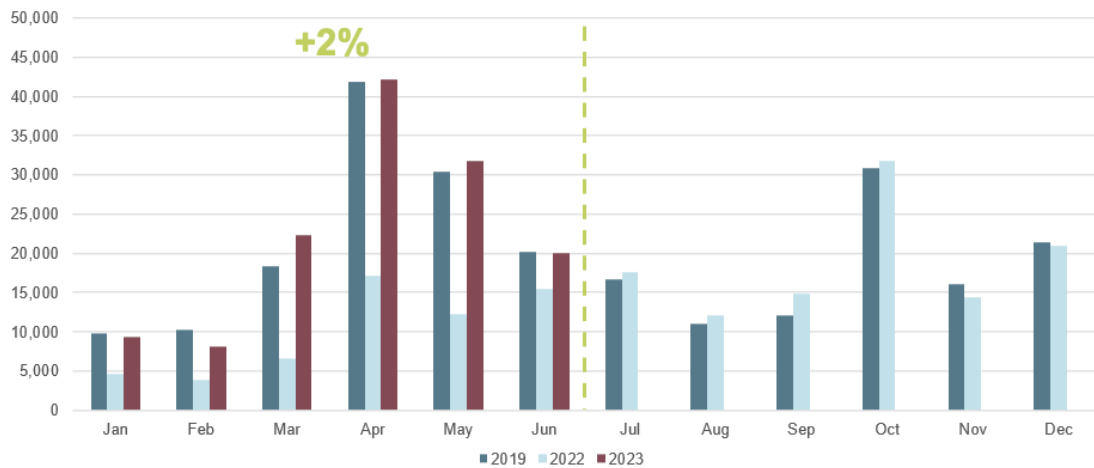
- Carried out (CH) : 22
- Overnights : 4, 333
- Turnover : CHF 1,442,889

Source: ST file maker statistics, January – June 2023

4. Thailand:

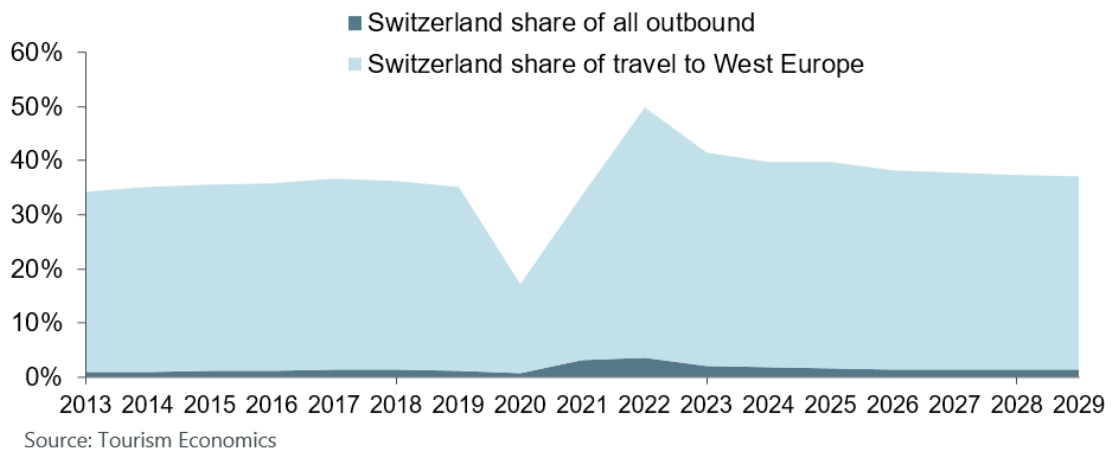
Thailand.

2023, Jan-Jun. 134K overnights



7

Thailand: Switzerland Share



Business Meetings:

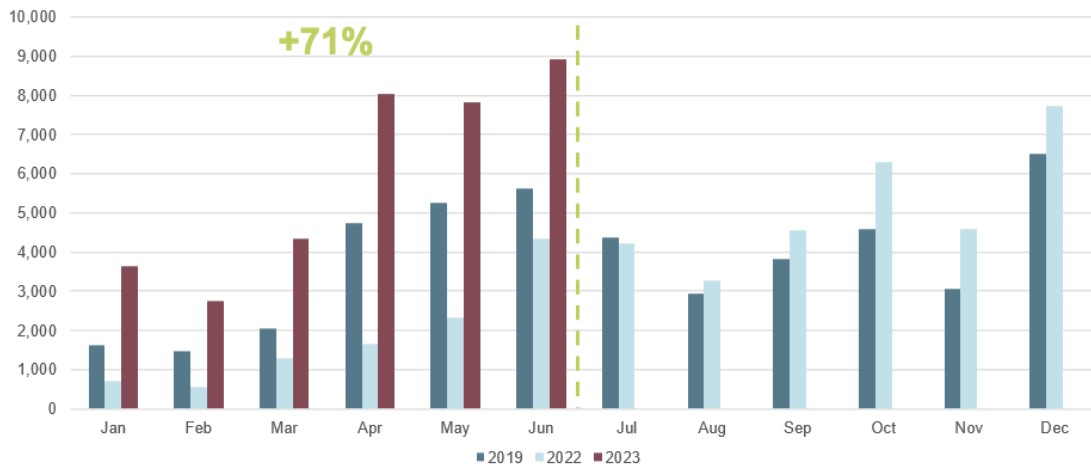
- Carried out (CH) : 20
- Overnights : 4,248
- Turnover : CHF 1,414,584

Source: ST file maker statistics, January – June 2023

5. Philippines:

Philippines.

2023, Jan-Jun. 36K overnights



Source: Federal Office of Statistics, 2023

**Figures inclusive with Philippines, Vietnam, Cambodia*

Business Meetings:

- Carried out (CH) : 7
- Overnights : 7,310
- Turnover : CHF 434,230

Source: ST file maker statistics, January – June 2023

SCIB Southeast Asia MICE overview:

Switzerland Tourism and Switzerland Convention Incentive Bureau (SCIB) in Southeast Asia continues to establish our country as an ideal incentive destination in the market. The projected overnights directly influence by SCIB estimated by 30,000 overnights for 2023.

2 TARGETS.

2.1 Qualitative.

- The on-going key focus to establish a network with decision maker(s) among corporate clients (insurance, automotive, banking lifestyle brands) directly or through incentive agencies and ground operators.
- SCIB SEA continues to in building up this year the contacts to all player(s) within the ASEAN region.
- Focus MICE activities in (Indonesia, Singapore, Malaysia, Thailand, Philippines and Vietnam), organise different events with the well-established MICE travel agencies and their corporate clients.

- Evaluate this year potential corporate companies in Southeast Asia to have an in depth know-how and establish the connections.
- Work with partners to create unique opportunities to increase value and quality.
- Continue the market research in the association field.
- Create value through greater creativity and innovative marketing.
- Use various platforms to actively network and put Switzerland on clients' top mind.

2.2 Quantitative Goals

- Number of qualified contacts in the database: 2'548
- Qualified client contacts: 230
- Number of days with customers: 40
- Number of requests: 125
- Number of conferences, meetings, and incentives in Switzerland: 90
- Number of directly influenced overnight: CHF 9,900,000
- Web visitors on meetings/incentives: 700

3 CURRENT DATABASE SITUATION.

Kind	Contacts
MICE Agents	1'302
Corporate Clients	269
MICE Media	10

Further details of past, present and future marketing activities can be found on www.stnet, which can be accessed by using your personal username and password.