



**Switzerland.**

MarketingActivities SCIB

# SCIB\_2023\_SEA

## SOUTH EAST ASIA

01/01/2023 –  
12/31/2023

### Advertorial for MICE in Switzerland

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

\* Based on interest and budget of the partners., SCIB will create a package for a media presence in the market of interest.

### Comments

01/01/2023 –  
12/31/2023

### www.Myswitzerland.com/meetings & E-newsletters

### Comments

MyS/Meetings: 1,073 exclude December

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Newsletter Sent on:

1. 7 Feb : Greetings from Zurich (Receipts: 3,881)

2. 16 Feb: Zurich Live Tour (Receipts: 161)

3. 5 Jun : Live Broadcast Zurich (Receipts: 161)

4. 6 Jun : SCIB Roasshow JKT, SIN (Receipts: 80)

5. 6 Jun: Asia Trophy Aluunus Dinner JKT (Receipts: 32)

6. 6 Jun : Asia Trophy Alumns Dinner KUL (Receipts: 38)

7. 7 Jun : SCIB Roasshow KUL (Receipts: 60)

8. 6 Jul : Zurich Live Tour Series 2 (Receipts: 1,346)

9. 13 Jul: SCIB SEA Roadshow 2023 (Receipts: 172)

10. 7 Dec: Singapore VIP Networking Dinner (Receipts: 57)

11. 14 Dec : Live Broadcast Zurich Webinar Series 3 (Receipts: 4,883)

01/01/2023 –  
12/31/2023

### SCIB-DW: Integration of Destination Weddings in SEA Roadshows

- Present Switzerland as a desired wedding destination for SEA. To interagte during ST events

- Participated in SCIB roadshow:

June 23: Singapore (40 pax attendanxe)

June 26: Malaysia (20 + 40 pax attendance)

June 30: Thailand (40 pax attendanace)

### Comments

01/01/2023 – 12/31/2023	<b>SCIB-DW: www.mySwitzerland.com/weddings + E-newsletter</b>	<b>Comments</b>
	Increase page visits to www.mySwitzerland.com/weddings E-newsletter send-outs to targeted partners	
	Valentine's Day: <a href="https://newsletter.gadmin.ch/t/r-343577755DCA04CC2540EF23F30FEDED">https://newsletter.gadmin.ch/t/r-343577755DCA04CC2540EF23F30FEDED</a>	
	Media launch in Malaysia: <a href="https://newsletter.gadmin.ch/t/r-4C0199A0C4754CCB2540EF23F30FEDED">https://newsletter.gadmin.ch/t/r-4C0199A0C4754CCB2540EF23F30FEDED</a>	
02/20/2023 – 02/24/2023	<b>Intergration (ST, SCIB) of STE SEA</b>	<b>Comments</b>
	A week sales and promotion roadshow in the 4 main SEA markets (Singapore, Indonesia, Malaysia & Thailand) - 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	DO handles MICE market Indonesia 19 buyers, Kuala Lumpur 23 busyers. Singapore 20 buyers, Philippines 11 buyers. W.E.F 1st Jan 2022 - Nok handles MICE markets: Thailand ===== ===== Total 04 days with clients
05/23/2023 – 06/30/2023	<b>SCIB SEA Roadshow : ID, MY, SG</b>	<b>Comments</b>
	- 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 finalize at later stage based on economy situation - 5 - 6 events during the week in 3 countries	SCIB Roadshow 23-30June 2023 - 23.06 @ SIN Workshop Lunch with 41 participated - 26.06 @ JKT Workshop Lunch with 31 participated - 26.06 @ JKT Asia Trophy Alumnus Dinner with 11 partiicipated - 28.06 @ KUL Workshop Lunch with 39 participated - 28.06 @ Asia Trophy Alumnus with 22 participated *Figures exclude parers & SCIB members ===== ===== Partners / SCIB members: 1.Zurich Tourism (Anita) 2.Marriott Hotel Zurich (Melanie) 3.Dolder Grand (Fabian) 4.Lucerne Convention Bureau (Chiara) 5.Vaud Promotion Lausanne Tourism (Sebastien) 6.STS SEA (Rudy) 7.Destination Wedding (Jennifer) ===== ===== Feedback: A very successful event with great attendance and exchange. ===== ===== Total 05 Days with clients

06/29/2023 –  
06/30/2023

**SCIB SEA Roadshow TH**

- 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

**Comments**

SCIB Roadshow 23-30 June 2023  
- 30.06 @BKK Workshop lunch with 44 participants  
- 30.06 @Asia Trophy Alumnus dinner with 17 participants

Number of days with clients: 01 day

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Partners / SCIB members:  
1.Zurich Tourism (Anita)  
2.Marriott Hotel Zurich (Melanie)  
3.Dolder Grand (Fabian)  
4.Lucerne Convention Bureau (Chiara)  
5.Vaud Promotion Lausanne Tourism (Sebastien)  
6.STS SEA & Destination Wedding (represented by SCIB-Thanchanok)

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Feedback: A fruitful and successful event with great attendance and exchanges among partners and clients.

09/08/2023 –  
09/16/2023

**SCIB TH integration to STM 2023 Geneva**

MICE/corporate travel agencies from Thailand to participate in Business event track in Geneva during STM 2023, and continuing to Jungfrau post-convention tour for study trip

Participation: TH Thanchanok Nuammano

**Comments**

Destination day on 11 SEP Business track on 12 SEP organized by SCIB Zurich  
Workshop day 2 on 13 SEP organized by ST  
Post-convention tour 14-16 SEP organized by ST & Jungfrau region

Number of days with clients: 06 days

Clients:  
1) Siam Express  
2) AyaThai

09/08/2023 –  
09/16/2023

**SCIB Switzerland Travel Mart 2023 & Post tour Jungfrau**

Switzerland Travel Mart in Geneva.  
SEA with total 40 delegates from both Leisure & MICE buyers (ID, MY, PH, SG, TH, VN)

**Comments**

Participants: total 40 delegates from the market both leisure and MICE buyers (ID,MY, PH,SG,TH,VN)

Pre pre-tour supported by Zurich Tourism, 8 SEP  
Official pre-tour: various destination, 9-11 SEP  
Post-tour: Jungfrau Railways and Jungfrau region, 14-16 SEP

ST tour escorts: Batiste, Dominique, Sofia, Thanchanok

Total days with clients: 9 days

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SEA MICE 8 Buyers  
Marker SG:  
1. Alice Chia Joyoj Pte Ltd  
2. Alvin Valencia Acclamation Meetings & Events  
Market MY:  
3. Cissy Chua Ice Holidays Sdn Bhd  
4. Renee Lim Yes Travel  
Market ID:  
5. Jessica Irliany J Tour Travel  
Market PH:  
6. Erwin Mangaoil E-Winner & Tours  
7. Zeny O. Vilote Adventure International  
Market VN:  
Rain Duong Hoai Vu Trabsviet

10/24/2023 – 10/24/2023	<p><b>SCIB SEA B2B Networking in Philippines</b></p> <p>New Concept Travel Phippines Outlook 2024 in collaboration for strictly B2B networking workshop.</p> <p>To build a strong connections with agents by presenting destination Switzerland to inspire them to explore and go beyond the usual to motivate them to propose other options for the Philippine market.</p> <p>The aim for both organizations to establish a substantial business expansion thru these local agents. In this event, we will have an opportunity to showcase your destination/s, direct discussion with the agents to establish a mutual business interest.</p>	<p><b>Comments</b></p> <p>Total 01 days with client</p>
11/09/2023 – 11/10/2023	<p><b>SCIB TH: MICE Agent/Planner Dinner Gathering in Thailand</b></p> <p>Selected Thai 5-10 MICE Agents and Planners to gather at a location to share about business meetings/incentive travel opportunities in Switzerland for 2023-2024 onwards</p> <p>Organized during Barbra Albrecht visit to Bangkok</p> <p>The gathering to be featured on Media</p>	<p><b>Comments</b></p> <p>The dinner is planned during Barbra’s visit to Bangkok on 09Nov2023.</p> <p>Number of day with client; 2 days</p> <p>Participants: 7 clients</p> <ul style="list-style-type: none"> <li>- World Explorer</li> <li>- Miramar Service</li> <li>- St. Deluxe</li> <li>- Holiday Tour Center</li> <li>- Golden Seven Star</li> <li>- Sevenday Holiday</li> <li>- Heaton Travel</li> </ul>
01/01/2023 – 12/31/2023	<p><b>Database Management &amp; RFP Handling MICE</b></p> <p>Continue building up qualified and important MICE agents database with potential to place incentives and possibly meetings in Switzerland.</p> <p>Also keep track of all RFP’s in the database.</p> <p>Main focus will be set are corporate/association contacts.</p>	<p><b>Comments</b></p> <p>DO handles MICE market Singapore, Indonesia, Kuala Lumpur, Philippines &amp; Vietnam .</p> <p>DO - Covers MICE Indonesia Surabaya, Malaysia Penang</p> <p>W.E.F 1st Jan 2022</p> <p>- Nok handles MICE markets: Thailand</p> <p>=====</p> <p>Grand total RFPs : 170</p> <p>Grand total taking place: 160</p> <p>Pending: 1 Postpone : 3 Cancelled 6</p> <p>=====</p> <p>*excluded TH / Breakdown</p> <p>SCIB SEA RFPs : 103</p> <p>Taking Place : 75</p> <p>Total number of persons: 7,051</p> <p>Total number of nights: 31,507</p> <p>* exclude pending, postponed, cancelled</p> <p>=====</p> <p>Database MICE contacts: 2,565</p>
01/01/2023 – 12/31/2023	<p><b>Sales Call MICE in SEA (Singapore, Indonesia, Malaysia, Philippines, Vietnam)</b></p> <p>Sales Calls in all core markets: Indonesia (Jakarta, Surabaya), Thailand, Malaysia (Kuala Lumpur, Penang), Singapore, Philippines, Vietnam (Hanoi, HCMC)</p>	<p><b>Comments</b></p> <p>DO handles MICE markets: Indoneisa, Malaysia, Singapore, Philippines &amp; Vietnam</p> <p>=====</p> <p>W.E.F 1st Jan 2022</p> <p>- Nok handles MICE markets: Thailand</p> <p>=====</p> <p>Sales Visits Manila October 21, 22, 23, 25</p> <p>&gt;40 participoants attended in collaboratiinwith STS SEA folr dinner and breakfast networking.</p> <p>=====</p> <p>Number of days with clients : 4 days</p>

01/01/2023 – 12/31/2023	<b>Webinar Training for SEA MICE Agencies, Partners (Indonesia, Malaysia, Thailand, Singapore, Philippines, Vietnam)</b>	<b>Comments</b> Webinars: 1. 7 Feb : Greetings from Zurich (Receipts: 3,881 / 1,185) 2. 16 Feb: Zurich Live Tour (Receipts: 161 / 70) 3. 5 Jun : Live Broadcast Zurich (Receipts: 3,239 / 1,193) 4. 6 Jul : Zurich Live Tour Series 2 (Receipts: 1,346 / 45) 5. 14 Dec : Live Broadcast Zurich Webinar Series 3 (Receipts: 4,883 / 1,269)
01/01/2023 – 12/31/2023	<b>SCIB TH: Sales Call MICE in Thailand</b>	<b>Comments</b> ongoing year-round activity.  1. Kuoni Tumlare TH 2. Incentive Design 3. Unity 2000 Tour 4. Sawasdee Holidays Tour 5. Global Union Express 6. Sevenday Holiday 7. Miramar Services 8. Mercury Tour 9. AIA 10. Bonus Travel 11. Dorak Thailand 12. Vosaio 13. Hiseas 14. Miki Travel 15. G2 Travel 16. Siam Express 17. AMEX 18. Real Europe Tours 19. STCC 20. Kraft Travel 21. Diva Vacation 22. Expert Tour 23. World Traveller Agency 24. World Connections 25. Image Holidays 26. Magical Journey 27. Aya Thai 28. Golden Seven Star
01/01/2023 – 12/31/2023	<b>SCIB - DW: Development of Destination Weddings/Sales Calling &amp; qualifying</b>	<b>Comments</b> - Building up qualified and important wedding planners/organizers in database and with potential to place wedding in Switzerland. - Keep track of all wedding RFP's in the database. - Main focus will be set as obtaining wedding planner/organizers contacts
03/20/2023 – 03/25/2023	<b>SCIB-DW Study Trip - Wedding Planners SEA</b>	<b>Comments</b> 
	<p>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.</p> <p>MICE - DW Sales calls in SEA  - Singapore (January 2023)  - Thailand (February 2023) - shift to June 2023  - Indonesia (March 2023) - The BrideStory  - Malaysia (May 2023) - shift to June 2023</p>	number of days with clients: 18
	<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>	

03/22/2023 –  
03/28/2023

**8th Asia Trophy - ID, SG, MY, PH, VN**

Rally through Switzerland to showcase the incentive options in secondary less known destinations.  
Participation of 12-30 clients from South East Asia and participation of Dominique to the event.

**Comments**

Team Bell - Market MY, ID  
1. Babu - SCIB ZRH  
2. Julia Lai - Kuoni Tunlare  
3. Francis Cheong - Avvii Worldwide  
4. Puteri Ainul Fadzura - Holiday Tours  
5. Monica Chong- MYS  
6. Carson Lim - Vivid Vacation  
7. Tan Rui Ling - WWM  
8. Bobby Hendri - Chan Brothers  
9. Yento - Destination Tours  
10. Kezia Magdalena - Xpert

Team Milkcan - Market SG, PH, VN  
1. Batiste Pilet - ST SEA  
2. Karen Tran- Kuoni Tumlare  
3. Chia Sy Yuan - LHG  
4. Frankie Khng - MICE Maestro  
5. Tong - Throttle up Creation (Drone)  
6. Maria Rizalin Ayaton - Specturm Travel  
7. Lanibelle Dy - Travel Warehouse Inc  
8. Maggie Ho - Hing Ngoc Ha Travel  
9. Cao Thi Thuy - Travelink  
10. Christine Yien Nguyen - Vietravel

- Team Chalet - 10 pax report by TH (Nok)

Grand total 30 pax

Number of days with clients: 07 days

Feedback:

Overall was very well plan and no negative feedback as arrived 2 days earlier for pre tour, food was as well

03/22/2023 –  
03/29/2023

**SCIB TH: 8th Asia Trophy**

Rally through Switzerland to showcase the incentive options in secondary less known destinations.  
Participation of 10 clients from Thailand, and participation of Thanchanok to the event.

**Comments**

Main trip was organized with partners: Basel, Lucerne, Engelberg

Participants of 10 Thai delegation from Team Chalet & Thanchanok Nuammano from SCIB TH.

SCIB TH: Thanchanok Nuammano  
Kuoni Tumlare TH: Areerat Pansawatt  
LHG Thailand: Thitiwan Nualsakul  
Incentive Design: Anukul Phutthanan  
Unity 2000 Tour: Putthiwat Pamornratanakul  
Best International: Chalinee Saenjaiban  
Sawasdee Holidays Tour: Pitipong  
Junpensuk  
Butterfly International: Sangrawee Sornsard  
Global Union Express: Jarupa Obsin  
Getawaycation and Organizer: Chayuda  
Kitsawat

Number of days with clients: 06 days

Feedback:

Overall was very well-planned and not negative feedback. It would be great to have more time spend with partners and their products. The food was okay, however, the Thai meal is less authentic.

03/27/2023 –  
03/28/2023

**SCIB TH: Post 8th Asia Trophy Study Trip in Switzerland for Thailand MICE Agent/Planner**

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

**Comments**

Post study trip was organized with partners: Engelberg tourismus & Zurich Tourism.

Participants of 10 Thai delegation from Team Chalet & Thanchanok Nuammano from SCIB TH.

SCIB TH: Thanchanok Nuammano  
Kuoni Tumlare TH: Areerat Pansawatt  
LHG Thailand: Thitiwan Nualsakul  
Incentive Design: Anukul Phutthanan  
Unity 2000 Tour: Putthiwat Pamornratanakul  
Best International: Chalinee Saenjaiban  
Sawasdee Holidays Tour: Pitipong Junpensuk  
Butterfly International: Sangrawee Sornsard  
Global Union Express: Jarupa Obsin  
Getawaycation and Organizer: Chayuda Kitsawat

Number of days with clients: 02 days

**Feedback:**

Overall was very well plan and not negative feedback.

06/26/2023 –  
06/28/2023

**Reunion Asia Trophy**

Sales visit in each SEA cities Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam to host a reunion event with past Asia Trophy participates.

**Comments**

SCIB Roadshow 23-30June 2023  
- 26.06 @ JKT Asia Trophy Alumnus Dinner with 11 participated  
- 28.06 @ Asia Trophy Alumnus with 22 participated  
\*Figures exclude parers & SCIB members  
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Total 2 days with clients

06/30/2023 –  
06/30/2023

**SCIB TH: Asia Trophy Reunion**

get-together dinner hosting by SCIB TH as a reunion event with past Asia Trophy participates.

**Comments**

SCIB Roadshow 29-30June 2023  
- 30.06 @ BKK Asia Trophy Alumnus Dinner with 17 participants from Asia Trophy 6th, 7th, 8th.

Total 1 day with clients

11/27/2023 –  
12/01/2023

**IBTM World Barcelona with MICE Agent/Planner/SME**

Pre/Post Tour to Switzerland in collaboration with one hotel group with 10 Mice Agency or SME/Corporate companies.

Participation of Dominique at IBTM in Barcelona to meet up with SEA buyes MICE agencies & corporates

**Comments**

Feedback:  
SCIB SEA -Dominique participation at IBTM was fruitful met with 1 to 1 40 appointments with SEA Key Accounts and New MICE Agents.  
Number of days with clients: 04 days  
Participation to 2024 is ideal.

12/04/2023 –  
12/04/2023

**SCIB TH: Thailand Business Media Gathering**

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

**Comments**

3 Media outlets invited to Networking event on 04 DEC 2023: Bangkok Post, ThanSettakit, TravelDaily