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HST

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub Central Europe

28 September - 4 October 2020, Prague, Czech Republic

SWISS FOOD FESTIVAL PRAGUE 2020 + MATCHMAKING



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



SWISS FOOD FESTIVAL 2019: OVERVIEW

- 30 September – 5 October 2019, Prague
- **One-week presentation of Swiss menus and gourmet specialties** in 10 participating restaurants and cafés in Prague.
- Main program at Farm markets on Saturday with Jungfrau folk music group and with stands of: Switzerland Tourism, **Schilthorn Cableway (exclusive partner)**, **Swiss Cheese**, **Victorinox**, Interhome, restaurant Deserterie, Bali Café Prague, restaurant Klub cestovatelů, café by **Zermatt Kaffee Rösterei**, **Lindt tasting stand**, and shop Warehouse #1 with **Fassbind** promotion.
- Contest for festival visitors at its all places with main prize one-week accommodation by Interhome in Wengen.
- 2.078.505 Marketing Contacts (incl. media promotion), 10.490 visitors, 234 contest participants

SWISS FOOD FESTIVAL 2019: IMPRESSIONS



CONCEPT SWISS FOOD FESTIVAL 2020 + MATCHMAKING

Activities:

- **Swiss menus and gourmet products** served in the participating restaurants during the whole festival
- Participation at the **Farm markets** on Saturday, 3rd October on a dedicated stand (as a part of Swiss stands of renowned Swiss brands)
- Participation in **side events**, e.g. wine degustation
- Optional: **meetings with chosen market players** (potential distributors, clients, etc.) prior to the Farm markets

Brand:

Switzerland.

The Swiss presence stands for quality, gourmet products and tradition

Partner:

- Tourismus Engadin Scuol Samnaun Val Müstair

Participants:

Swiss SMEs based on registration

Organisers:

- Swiss Business Hub Central Europe (SBH Central Europe)
- Swiss-Czech Chamber of Commerce (HST)
- Switzerland Global Enterprise (S-GE)



PROMOTION ACTIVITIES

Promotion activities include:

Sending out invitations to:

- **HST-members** and **VIP-contacts** of HST in Czech Republic: ca. 600 addresses
- **Newsletter** HST: ca. 1200 addresses
- **Newsletter** Switzerland Tourism: ca. 30'000 addresses

Posting information on:

- Homepage HST und ST
- **Social Media** Facebook and LinkedIn
- Magazine SWISSmag: 4500 copies

Media presence:

- TV, radio and newspapers/magazines



Swiss Food Festival v Praze

Od Online redakce - ZÁŘÍ 10, 2019



Switzerland
Switzerland Tourism

Švýcarské speciality v Praze i okolí
Číslo: 01.10.2019 2:00, Listy: Práhy 1 Strana 2 Autor: Martina Janoušková Vytiskeno: 20.000

Švýcarské speciality v Praze i okolí

Švýcarské speciality předtívali ve výborných kavárnách a restauracích v Praze i blízkém okolí již dávno. Nyní se k nim přidává i Food Festival. Do soboty 5. října 2019 si můžete ochutnat vybrané švýcarské speciality, které se připravují na tradičním způsobě. Vychutnat se můžete například na Nigérově, která probleskne v posledních dnech letní sezóny. Připravena bude také například, jejíž hlavní cenou je výletní potápění ve

MATCHMAKING OPTION

Matchmaking option includes:

- **Defining the profile** of potential interlocutors (e.g. potential distributors, potential clients)
- Creation of **Long List** with potential partners (ca. 10 – 15)
- Establishing **contact** with each company individually
- **Briefing** about the offer of the Swiss company
- Setting up **direct appointments** (2 – 5)
- If requested: **accompanying** during the meetings

The meetings should be planned between 30 September and 2 October 2020.



OUR SERVICE PACKAGE

Matchmaking option:

Knowledge about the Czech food market from a local expert • support in defining the right interlocutors for meetings • long list with potential partners • preparation of a itinerary • support in organisational matters (e.g. hotels, transport, translation)

Organizational matters:

Project management before, during and after the event
• dedicated projects managers • Swiss standard of provided services

Farm market:

Turn-key stand at the Farm market • traditional Swiss design • info bar • support in organizing the formalities and transportation of the goods to Prague • support in organizing the needed equipment for stand • presence of well-known Swiss brands (members of the HST)

WHICH CHOICE FITS YOU BEST?

Options/sizes

Price

Being there is everything (Participation at Swiss Food Festival 2020)

CHF 1'000

Presence of a company on a dedicated stand at Farm market • Presentation of the Swiss products to the restaurants participating in the Swiss Food Festival (interest of restaurants is not guaranteed)

Be part of it (Participation at Swiss Food Festival 2020 + Matchmaking services)

CHF 3'550

Presence of a company on a dedicated stand at Farm market • Presentation of the Swiss products to the restaurants participating in the Swiss Food Festival (interest of restaurants is not guaranteed) • Setting up 2 – 5 meetings (depending on interest of the interlocutors) based on the procedure described on slide 5.

Not included into the offer:

Transfer Switzerland – Prague

Transport of the goods + handling fee

Hotels, meals and transport to the meetings (We will be pleased to support you with recommending and booking of hotels at special prices.)

YOUR CONTACTS FOR REGISTRATION



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