

SWITZERLAND GLOBAL ENTERPRISE
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**Next SWISS Pavilion:
Please register until
March 31st, 2021**

Zurich, 01.02.2021

Offer

Target Country Spain (with international companies)

Services Swiss Pavilion @ World Mobile Congress 2021, Barcelona

In Co-Operation with:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

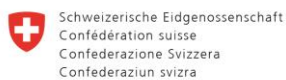
Innosuisse – Swiss Innovation Agency



Table of Contents

1. Introduction.....	3
2. Objective	4
3. Offer	7
4. Payment Terms	8
5. Project Organization.....	8
6. Confidentiality	8
7. General Terms and Conditions	8
8. Order	9

Co-Organizers:



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1. Introduction

<http://www.mobileworldcongress.com/>



Because high COVID-19 infection risk the MWC2020 edition got cancelled at February 12th, 12 days before start.

The next Mobile World Congress (28. June – July 1st 2021) is the mobile technology premier event worldwide. Once again, the 2013 edition was hosted in the Mobile World Capital: Barcelona. MWC Capital Barcelona is an initiative aimed at turning the city into the permanent global center of mobile technologies, where people, companies and institutions work together to exploit the potential of mobile technologies as an element to transform daily life and create new business opportunities.

During last MWC at 2019, **more than 110,000 attendees from 212 countries** were treated to a wealth of learning and networking opportunities; product showcases and announcements; inspiration and innovation. **About 2'500 companies** presented their organizations through exhibition stands and hospitality space across eight halls and outdoor spaces at Fira Gran Via.



Between Pavilion in Congress Square, the GSMA Connected City, and several pavilions in Halls 7 and 8.1, the GSMA highlighted important initiatives benefiting the industry, including

- **Connectivity:** complete 5G world
- **Connected Industry:** IoT services and technology, FinTech, Manufacturing and Health Health crisis technologies, solutions around mobile
- **AI**
- **Startup Innovations**
- **Future society:** tech role in COVID-19
- **Creative Technology:** streaming technology etc
- **Customer experience:** marketing, digital campaigns and promotion to the targeted buyers

In 2019, Swiss Business Hub Spain and Switzerland Global Enterprise organized with its partners **InnosuisseStartup** www.innosuisse.ch and VentureLab. 13 Startup's from Switzerland did participate as co-exhibitors in two SWISS Pavilions (Hall 8.1 and Hall 6).

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2. Objective

Switzerland Global Enterprise, in collaboration with Swiss Business Hub Spain and Innosuisse will organize at best location a SWISS Pavilion at the Mobile World Congress 2021 in Barcelona (28. June – July 1st 2021). Date can change depending pandemic situation.

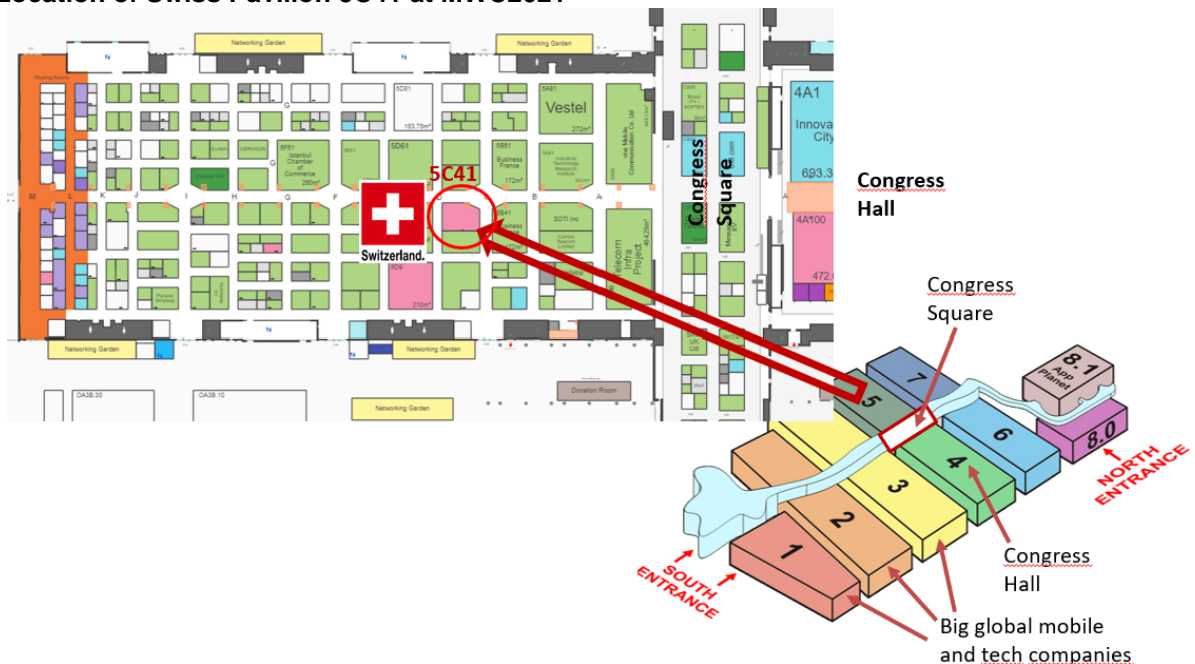


Impressions from SWISS Pavilion @ MWC2019 and Swiss Networking Night

The MWC organization did reorganize the whole Congress and Exhibition in their halls. From that aspect we did merge the two SWISS Pavilions from 2019 to one common large with ca. 150m2 surface at premium location. The new SWISS Pavilion finds in Hall 5 next to the congress hall 3 and mobile brands in halls 1 and 2. Our Swiss Pavilion 5C41 finds few steps away from the congress square and we will have a double decker for greater visibility for international visitors and Swiss companies.

This area will serve as the meeting point for Swiss companies present at MWC and will offer a better marketing platform for their products and solutions. Given the global scope of this event, it is necessary to offer greater visibility to Swiss companies active in mobile technology. In such a dynamic industry, visibility can also allow Swiss companies to establish new ways of collaboration with similar companies from around the world, a key factor to remaining competitive.

Location of Swiss Pavilion 5C41 at MWC2021



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Our SWISS Pavilion offering our Swiss companies different options with a variety of sizes and adaptations with following options:

Gold and Silver: 'plug & play' setups, all included

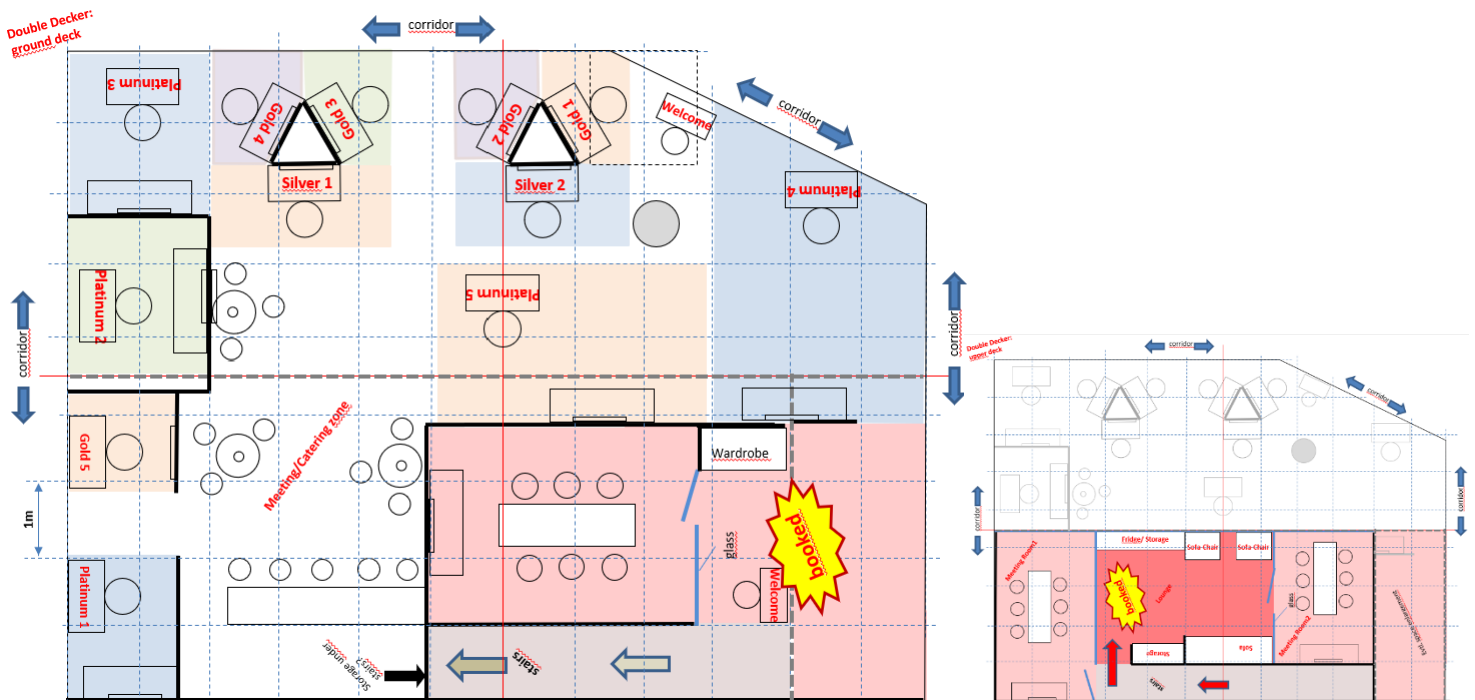
Platinum: more space with flexibility to for individualization, all basics included

SWISS Pavilion at Hall 5, Booth 5C41

Double decker with very strong visibility at prime location



Visualizations are not final



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OFFER: SWISS Pavilion

Included common services for all co-exhibitors:

- permanent staffed **Bar/Meeting zone** & welcome desk
- refreshments** in the catering zone (water, coffee, snacks)
- SWISS Pavilion exhibitor brochure with individual company portrait
- company registration at the official exhibitor online catalogue
- SwissNight**: 1 networking party at Barcelona Yacht Club
We have approx. 150 participants incl. investors and you get the possibilities to pitch/present your solution.
- official visit from the Swiss delegation (Ambassador, ...)

Options at additional cost for all co-exhibitors:

- additional entry tickets** at ½ price (approx. 400 € per visitor pass)

Reduced prices:

Because COVID-19 affected cancellation of MWC20 we have optimized cost conditions. The reasons are lower cost of rentals for the space and storage of the non-used booth from MWC2020. S-GE is happy to downsize the cost of approx. **-30%** for MWC2021.

Packages:

□ Gold 1, 2, 3, 4, 5 (total 5 slots)

Price: 5'700 CHF

- individual counter desk 1x0.5m
- 1 stool
- company logo
- wall for company presentation
- 230 V electrical connection
- 2 entry tickets (visitor pass); additional at extra cost with 50% discount
- incl. 32" screen incl. HDMI cable and USB connection (bigger screen at extra cost)

□ Silver 1, 2 (total 2 slots)

Price: 4'100 CHF

- individual counter desk 1x0.5m
- 1 stool
- company logo
- 32" screen at back wall incl. HDMI cable and USB connection
- 230 V electrical connection
- 2 entry tickets (visitor pass); additional at extra cost with 50% discount
- incl. 32" screen (bigger screen at extra cost)

□ Platinum P1, P2, P3

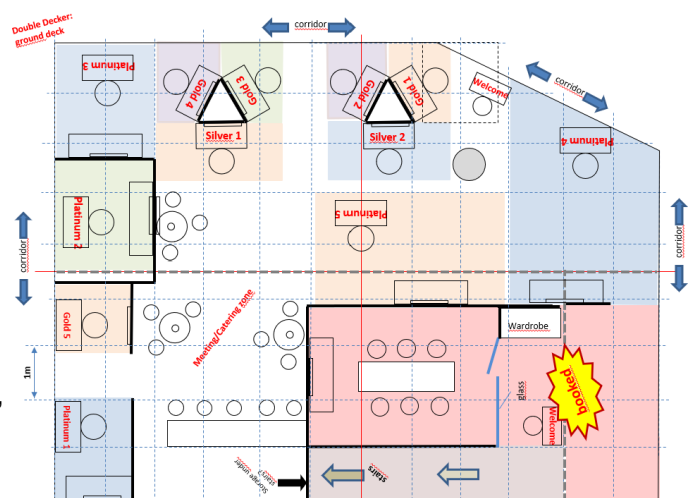
Prices: P1: 6'300, P2: 7'400, P3: 8'800 CHF

- furniture in your booth incl. counter desk 1x0.5m, 1 storage possibility (sideboard)
- 32" screen at back wall incl. HDMI cable and USB connection
- individual design, additional furniture at self-cost
- 230V Electrical connection
- 3 entry tickets (visitor pass); additional at extra cost with 50% discount

□ Platinum P4, P5

Price: P4: 12'900, P5: 11'900 CHF

- P4: 8 sqm / P5: 10.5 sqm
- furniture in your booth incl. counter desk 1x0.5m, 1 storage possibility (sideboard)
- 32" screen at back wall incl. HDMI cable and USB connection
- individual design, additional furniture at self-cost
- 230V Electrical connection
- 3 entry tickets (visitor pass); additional at extra cost with 50% discount



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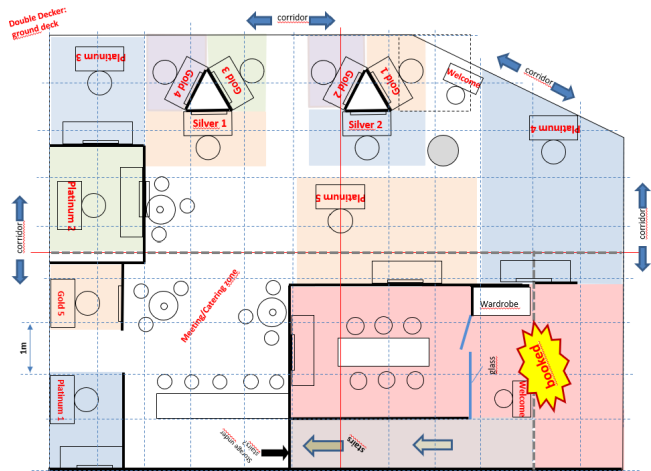
➔ **Please note:** the space of the SWISS Pavilion is limited to a certain number of Swiss and Liechtenstein companies. We will serve the companies according to their registration entry.

Timing/Outlook:

- | | | |
|--------------------|---|--------------|
| 1. 31. March '21: | Deadline for registration/order | Co-Exhibitor |
| 2. End of May '21: | Order-Confirmation to all companies | S-GE |
| 3. May '21: | Administrative work with co-exhibitors: hotel, tickets etc. | S-GE |
| 4. May '21: | Kick-off meeting with all co-exhibitors at Innosuisse in Bern | all |

3. Offer

We are pleased that you are interested in our products and gladly submit to you the following offer:



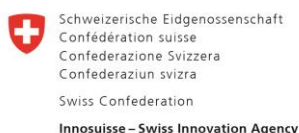
Spain	Price CHF (excl. VAT)
■ Event Support: Co-Exhibitor at MWC2021 SWISS Pavilion	
<input type="checkbox"/> Platinum 1 _____	6'300.00
<input type="checkbox"/> Platinum 2 _____	7'400.00
<input type="checkbox"/> Platinum 3 _____	8'800.00
<input type="checkbox"/> Platinum 4 _____	12'900.00
<input type="checkbox"/> Platinum 5 _____	11'900.00
<input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 _____	5'700.00
<input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 _____	5'700.00
<input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2 _____	4'100.00
➔ Screen: upgrade from 32" to	
<input type="checkbox"/> 40" individual screen for your booth (incl. HDMI cable and USB slot)	ca. +150 €
<input type="checkbox"/> 80" individual screen for your booth (incl. HDMI cable and USB slot)	ca. +490 €

Exchange rate: The exchange rate is based on the offer date with 1.08 (EUR/CHF). Should the exchange rate change with +/- 5% at the date of invoicing we will adjust the difference.

Kick-Off Meeting for SWISS Pavilion exhibitors

After the registration deadline we will organize a meeting at May in Zürich or Bern or by Videoconference to define all details with you. We will contact you later.

Co-Organizers:



4. Payment Terms

Payment

only, when event date is confirmed by MWC organization
100% at the latest by end of May 2021 at S-GE bank account
50% at the latest by 14. of May 2021 at S-GE bank account

Cancellation

by client:

100% payment of the booking after final confirmation from S-GE

In case of less co-exhibitors S-GE is taking the right to cancel the event and pay back the paid amount.

In case of cancellation because COVID19 you will get the fully paid amount back as long S-GE hadn't financial pre-investments (this is until approx. 2-3 months before event date)

Delivery

You will be notified of the delivery date for your project when we receive your order confirmation. This date will depend on local factors and any external suppliers involved. The delivery period does not begin until receipt of down payment.

Validity

Deadline of inscription is 31. of March 2021 (first-come, first served)

Should work exceed the framework set out in this offer, Switzerland Global Enterprise will ask for the written agreement of the ordering party before proceeding.

5. Project Organization

In carrying out this project, Switzerland Global Enterprise will work with the following parties:

Project Management

Switzerland Global Enterprise, Zurich
Beat Kuster

F-CH (Renens): [Benedikt Schwartz](#)

I-CH (Lugano): [Monica Zurfluh](#)

Network Partner

Swiss Business Hub Spain
Guillem Vals-Garcia, Martina David

In fulfilling its project, Switzerland Global Enterprise may, under certain circumstances, need to call on services from third parties.

6. Confidentiality

Switzerland Global Enterprise guarantees that it will handle in strict confidence all documents and information received from its clients for the purpose of executing its project.

7. General Terms and Conditions

By signing the order attached to this offer, the undersigned company confirms that it commissions Switzerland Global Enterprise on the terms described in this offer. The undersigned company confirms that it has read and accepted the General Terms and Conditions of Switzerland Global Enterprise, which are published and can be viewed on www.switzerland-ge.com/terms

The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

Co-Organizers:

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**+ SWITZERLAND
GLOBAL
ENTERPRISE**

8. Order ➤ **Deadline for registration is March 31, 2021 (first-come, first served)**

Company name _____
 Contact person(s) _____
 Address _____
 ZIP / City _____
 Phone _____ E-Mail _____

We accept the offer and hereby engage S-GE to execute the following project:

Spain ➤ please mark <input checked="" type="checkbox"/> with a cross the relevant box	Price CHF (excl. VAT)
■ Event Support: Co-Exhibitor at MWC2021 SWISS Pavilion	
<input type="checkbox"/> Platinum 1 _____	6'300.00
<input type="checkbox"/> Platinum 2 _____	7'400.00
<input type="checkbox"/> Platinum 3 _____	8'800.00
<input type="checkbox"/> Platinum 4 _____	12'900.00
<input type="checkbox"/> Platinum 5 _____	11'900.00
<input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 _____	5'700.00
<input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 _____	5'700.00
<input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2 _____	4'100.00
☞ Screen: upgrade from 32" to	
<input type="checkbox"/> 40" individual screen for your booth (incl. HDMI cable and USB slot)	ca. +150 €
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Exchange rate: The exchange rate is based on the offer date with 1.08 (EUR/CHF). Should the exchange rate change with +/- 5% at the date of invoicing we will adjust the difference.

I am:

in the Innosuisse Startup program

Timing/Outlook:

- | | | |
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| 4. May '21: | Kick-off meeting with all co-exhibitors at Innosuisse in Bern | all |

Place / Date:

Authorised signatory(ies):

Please sign the enclosed copy and return it to:

Switzerland Global Enterprise

ExportHelp

Stampfenbachstrasse 85

CH-8006 Zurich

T 0844 811 812

F 0844 811 813

contact@s-ge.com

Co-Organizers:

