

SWITZERLAND GLOBAL ENTERPRISE  
STAMPFENBACHSTRASSE 85 - CH-8006 ZURICH

---

**Your contact**  
Beat Kuster  
[bkuster@s-ge.com](mailto:bkuster@s-ge.com)  
Direct +41 44 365 54 45

**Next SWISS Pavilion:  
Please register until  
latest December 15. 2023**

Zurich, 06.9.2023

## Offer

**Target Country** Spain (with international companies)

**Services** Swiss Pavilion @ World Mobile Congress 2024, Barcelona

In Co-Operation with:

---



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

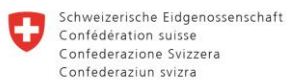
**Innosuisse – Swiss Innovation Agency**



## 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:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

## 1. Introduction

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



**The next Mobile World Congress (26<sup>th</sup> February – February 29<sup>th</sup> 2024)** is the mobile technology premier event worldwide. MWCapital 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.

At the most recent MWC held in February/March 2023, about **88,500 participants from 202 different countries** converged to experience a multitude of product showcases and announcements, and sources of inspiration and innovation. **Over 2,400 companies** showcased their organizations through exhibition booths and hospitality areas spread across eight halls and outdoor venues at Fira Gran Via. It is estimated that 2024 will have increased figures compared to 2023. **4YFN** (for young Startups) is a side exhibition in one Hall of MWC. MWC is focussing on SMEs and Scaleup Startups.



MWC2024 organized by GSMA will innovate the next year congress with following **themes**:

**Connecting everything:** By 2030, there will be 6.3 billion unique mobile subscribers and five billion global 5G connections. To accommodate the growing number of connected IoT devices, a collaborative effort involving various network stakeholders is essential to develop adaptable, automated, and cost-efficient networks for businesses and consumers.

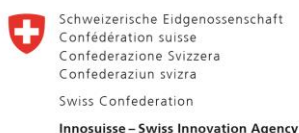
**5G and beyond:** The evolution of 5G and the emergence of 6G are driving intelligence at the network edge, enabling fast learning, self-orchestration, and innovative interaction possibilities with devices.

However, as mobile generations roll out more quickly, the longer-term return on investment challenges patience in an industry that's rapidly advancing with new features and opportunities.

**Humanising AI:** Generative AI's impact is significant, with applications ranging from optimizing network and cloud processes to enhancing natural interactions and personalized customer experiences. The evolving landscape, centered on data and data management, promises disruptive yet exciting changes, with much more innovation to come.

**Manufacturing DX:** Manufacturers are heavily investing in digital strategies, and 5G holds promise for the manufacturing sector, where private wireless networks and data-driven solutions can significantly enhance efficiency and reduce costs in smart factories and warehouses. The broader adoption of technologies like AI and robotics, supported by initiatives from organizations like the European Commission, is paving the way for realizing the full potential of Industry 4.0.

Co-Organizers:



# + SWITZERLAND GLOBAL ENTERPRISE

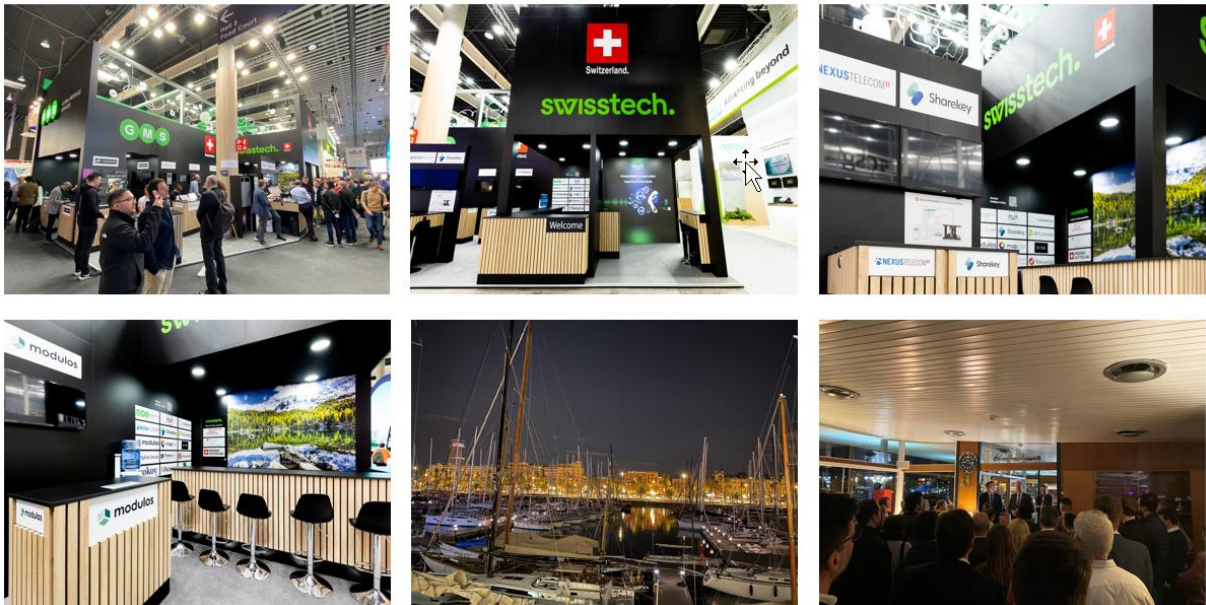
## Game changers:

The technological landscape for 2024 is marked by shifts from big data to personalized experiences through AI, the significant investment in quantum computing promising exponential speed gains, and the blurring of boundaries between digital and physical worlds with extended reality. As use cases and ecosystems evolve, the future of technology, including the potential dominance of AR/VR headsets or ambient assistants in smartphones, is taking shape today.

## Our digital DNA:

Sustainability, diversity, and talent acquisition have become central strategic priorities within the telecom sector, surpassing mere corporate social responsibility. However, the industry faces challenges in terms of declining women in tech leadership roles and falling short of UN sustainability targets as it evolves toward a digital future that necessitates making societal change an integral part of its digital DNA.

In 2023, Swiss Business Hub Spain and Switzerland Global Enterprise organized with its partners **InnosuisseStartup** [www.innosuisse.ch](http://www.innosuisse.ch) and Swisstech a SwissPavilion. A total of 15 companies participated at our SWISS Pavilion and showcase their innovation at our very eye-catching booth. Additionally, the **SwissTech** Networking Night, hosted at the Royal Yacht Club and featuring an invitation from the Swiss Ambassador, was a standout event.



Impressions from SWISS Pavilion @MWC2023 and SwissTech Networking Night @Royal Yacht Club

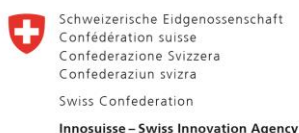
## 2. Objective

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 2024 in Barcelona (26<sup>th</sup> February – February 29<sup>th</sup> 2024).

**Our SwissTech Pavilion in Hall 5 is an island booth of 185m2 ground space with an upper deck of ca. 50m2. One main part including the upper deck is used exclusively for one co-exhibitor. The has four open sites to the corridors finds on the best location a few steps away from the congress square resp. next to the Keynote Stage (Hall 4) where the highest visitor frequencies are guaranteed. Thanks to the island booth with a second floor all visitors will easily see from the hall entrance where Switzerland is located.**

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,

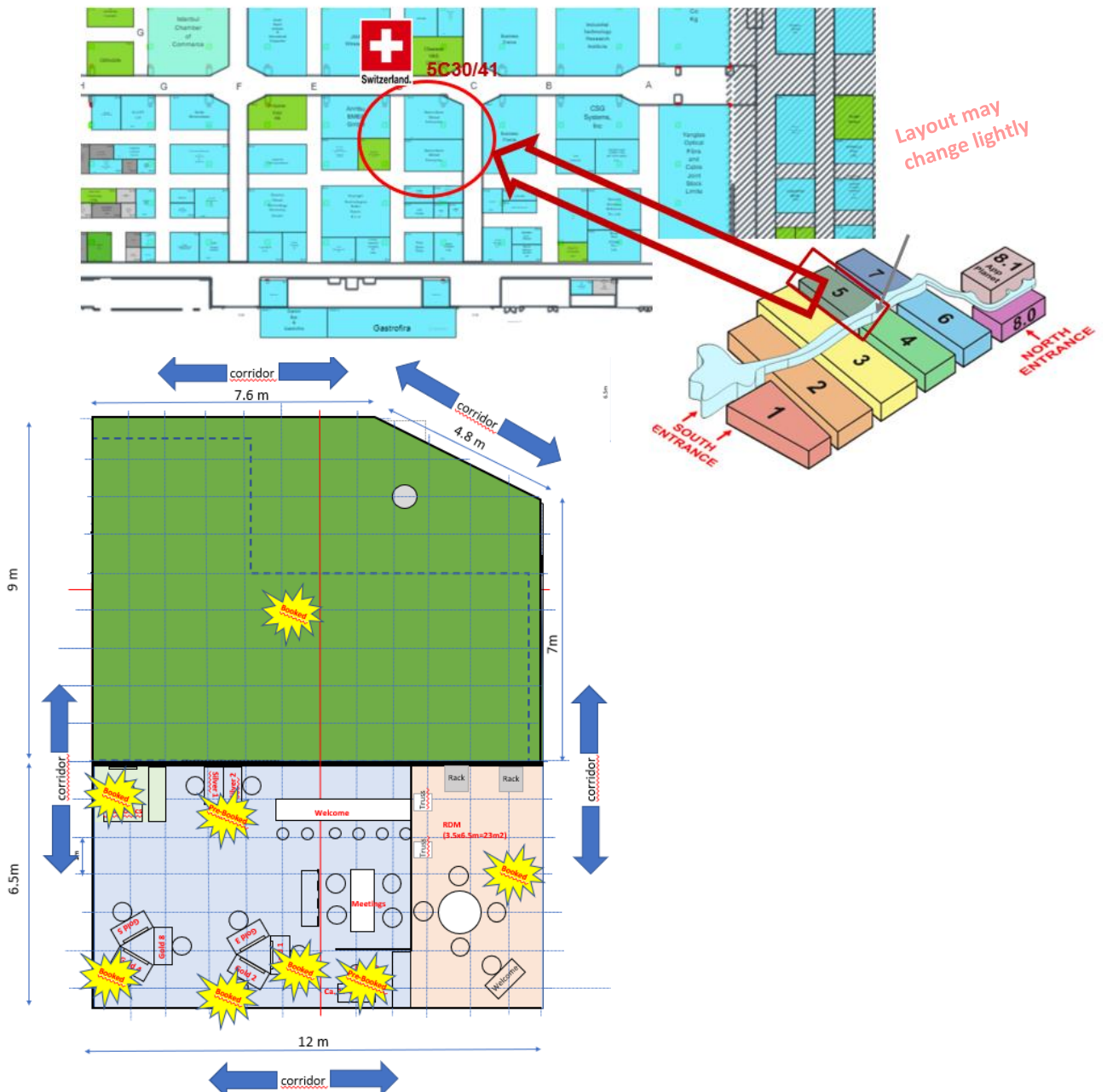
Co-Organizers:



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.

## SWISS Pavilion at Hall 5, Booth 5C30/41

Location of SWISS Pavilion at MWC2024



Our SwissTech Pavilion offering our Swiss company's different options with a variety of sizes and adaptations with following options:

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

Co-Organizers:

-  Schweizerische Eidgenossenschaft
- Confédération suisse
- Confederazione Svizzera
- Confederaziun svizra
- Swiss Confederation
- Innosuisse – Swiss Innovation Agency

**OFFER: SWISS Pavilion**

**Included common services for all co-exhibitors:**

- ☛ SWISS Pavilion hanging structure for long distance visibility to attract visitors
  - ☛ open design invite visitors to our eye-catching double-deck booth at best location
  - ☛ permanent staffed **Bar/Meeting zone** & welcome desk
  - ☛ **refreshments** in the catering zone (water, coffee, snacks)
  - ☛ SWISS Pavilion exhibitor brochure with individual company portraits and/or digital version [www.swissmwc.com](http://www.swissmwc.com)
  - ☛ company registration in the official exhibitor online catalogue
  - ☛ official visit from the Swiss delegation (Ambassador, ...)
  - ☛ **SwissTech Night**: One networking party
- We have approx. 150 participants incl. investors and you get the possibilities to pitch/present your solution.

**Options at additional cost for all co-exhibitors:**

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

**Packages:**

**□ Gold 1-7 (total 7 slots)**

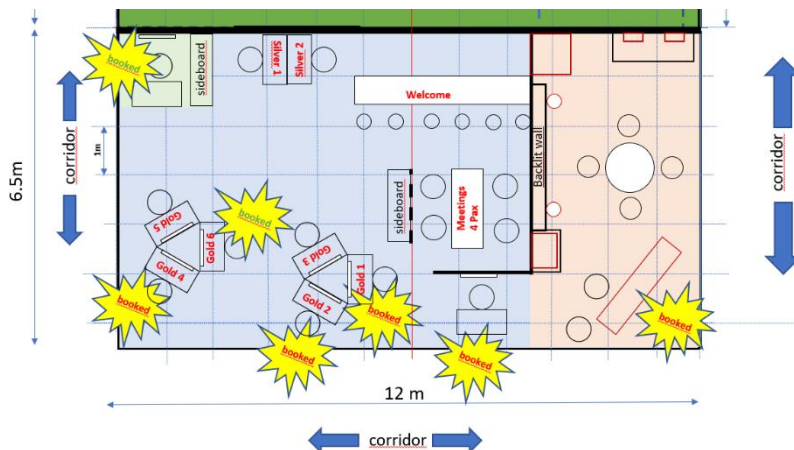
**Price: 9'000 CHF**

- individual counter desk 1x0.5m
- 1 stool
- company logo
- wall for company presentation
- 230 V electrical connection
- **7 entry tickets** (discovery 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: 4'800 CHF**

- individual counter desk 1x0.5m
- 1 stool
- company logo
- 32" screen at back wall incl. HDMI cable and USB connection
- 230V Electrical connection
- **4 entry tickets** (discovery pass\*); additional at cost with 50% discount



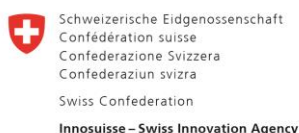
Discovery Pass: all exhibitors need also a discovery pass plus the visitors (value: ca. 860 CHF per pass)

☛ **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 their registration entry.**

**Timing/Outlook:**

- |    |                      |   |              |
|----|----------------------|---|--------------|
| 1. | <b>Dec 15. 2023:</b> | <b>Latest Deadline for registration/order</b>   | Co-Exhibitor |
| 2. | <b>Nov 17. 2023:</b> | <b>Order-Confirmation to all companies</b>  | S-GE         |
| 3. | <b>Nov 30. 2023:</b> | <b>15.00-16.30, kick-off meeting with all co-exhibitors, <u>pls save the date</u></b> | all          |
| 4. | <b>Dez 2023</b>      | <b>Administrative work with co-exhibitors: hotel, tickets etc.</b>                    | all          |
| 5. | <b>Feb 2024</b>      | <b>Follow-up meeting for latest update</b>  | all          |

Co-Organizers:



### 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)
<b>■ Event Support: Co-Exhibitor at MWC2024 SWISS Pavilion</b>	
<input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 <input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 <input type="checkbox"/> Gold 6 <input type="checkbox"/> Gold 7 <input type="checkbox"/> Gold 8	9'000.00
<input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2	4'800.00
<input checked="" type="checkbox"/> <b>Screen: upgrade from 32" to</b> (incl. HDMI cable and USB slot) <input type="checkbox"/> 40" individual screen for Gold or Silver slots <input type="checkbox"/> 55" individual screen for Gold 7 + 8 <input type="checkbox"/> 32" basic cost for Silver slots (not included)	ca. +330 € ca. +650 € ca. 350 €

**Exchange rate:** The exchange rate is based on the offer date with 0.97(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 on November 30, 15.00-16.30 a kick-off Videoconference to define all details with you. Please save this date in your agenda.

#### 4. Payment Terms

**Payment** 100% at the latest by end of December 2023 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.

**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 Dec 15, 2023 (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

**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](http://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:



Layout may  
change lightlyNext SWISS Pavilion:  
Please register until  
latest December 15. 2023

**SWITZERLAND  
GLOBAL  
ENTERPRISE**
**8. Order**  **Deadline for registration is December 15, 2023 (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:

<b>Spain</b>  please mark <input checked="" type="checkbox"/> with a cross the relevant box	<b>Price CHF</b> (excl. VAT)
<b>■ Event Support: Co-Exhibitor at MWC2023 SWISS Pavilion</b>	
<input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 <input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 <input type="checkbox"/> Gold 6 <input type="checkbox"/> Gold 7 <input type="checkbox"/> Gold 8	9'000.00
<input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2	4'800.00
 <b>Screen: upgrade from 32" to</b> (incl. HDMI cable and USB slot)	
<input type="checkbox"/> 40" individual screen for Gold or Silver slots	ca. +330 €
<input type="checkbox"/> 55" individual screen for Gold 7 + 8	ca. +650 €
<input type="checkbox"/> 32" basic cost for Silver slots (not included)	ca. 350 €

**Exchange rate:** The exchange rate is based on the offer date with 1.00 (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:****Timing/Outlook:**

1. <b>Dec 15. 2023:</b>	<b>Latest</b> Deadline for registration/order	Co-Exhibitor
2. <b>Nov 17. 2023:</b>	Order-Confirmation to all companies	S-GE
3. <b>Nov 30. 2023:</b>	<b>15.00-16.30</b> , kick-off meeting with all co-exhibitors, <u>pls save the date</u>	all
4. <b>Dez 2023</b>	<b>Administrative work with co-exhibitors: hotel, tickets etc.</b>	all
5. <b>Feb 2024</b>	<b>Follow-up meeting for latest update</b>	all

Place / Date:

Authorised signatory(ies):

Please sign the enclosed copy and return it to:

Switzerland Global Enterprise

ExportHelp

Stampfenbachstrasse 85

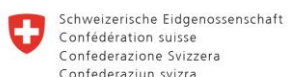
CH-8006 Zurich

T 0844 811 812

F 0844 811 813

[contact@s-ge.com](mailto:contact@s-ge.com)

## Co-Organizers:



Swiss Confederation

Innosuisse – Swiss Innovation Agency