

Milano Design Week 2024  
**Swiss Collective Space @Fuorisalone**  
**YOUR OFFER**



**Target Country:**  
Italy

**S-GE Contact**

Beat Kuster  
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**Offered Service(s)**

Marketing/Event Support abroad

# 1. Current Situation and Objective



**15 – 21 April 2024** (72<sup>nd</sup> Edition)

## THE CONTEXT

### Milano Design Week

The 72<sup>nd</sup> Edition of Salone del Milano will take place in Milano in April 2023. The international reference fair in Design and Furniture (**Salone del Mobile**) is the starting point for the **Milano Design Week**.

**Fuorisalone** are all activities which take place outside the trade fair throughout the whole city of Milano. This complementary format has the same relevance as the show itself and sees even more participation in terms of visitors, events and exhibitions.

### Swiss collective space (commercial collective)

Switzerland Global Enterprise will offer spaces dedicated to Swiss companies or partners with commercial products and services, allowing a collective commercial platform with **individual exhibition spaces**.

The spaces are situated in the trendy **Via Tortona** which is especially crowded and focusses on the **B2C segment**. **The location had some 80'000 visitors in 7 days.**

S-GE and Swiss Business Hub are experienced in running collective platforms and have successfully performed similar formats in Milano since 2018.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consolato generale di Svizzera a Milano

Swiss Business Hub Italy

## CONCEPT / AREAS OF FUORISALONE

## Via Tortona

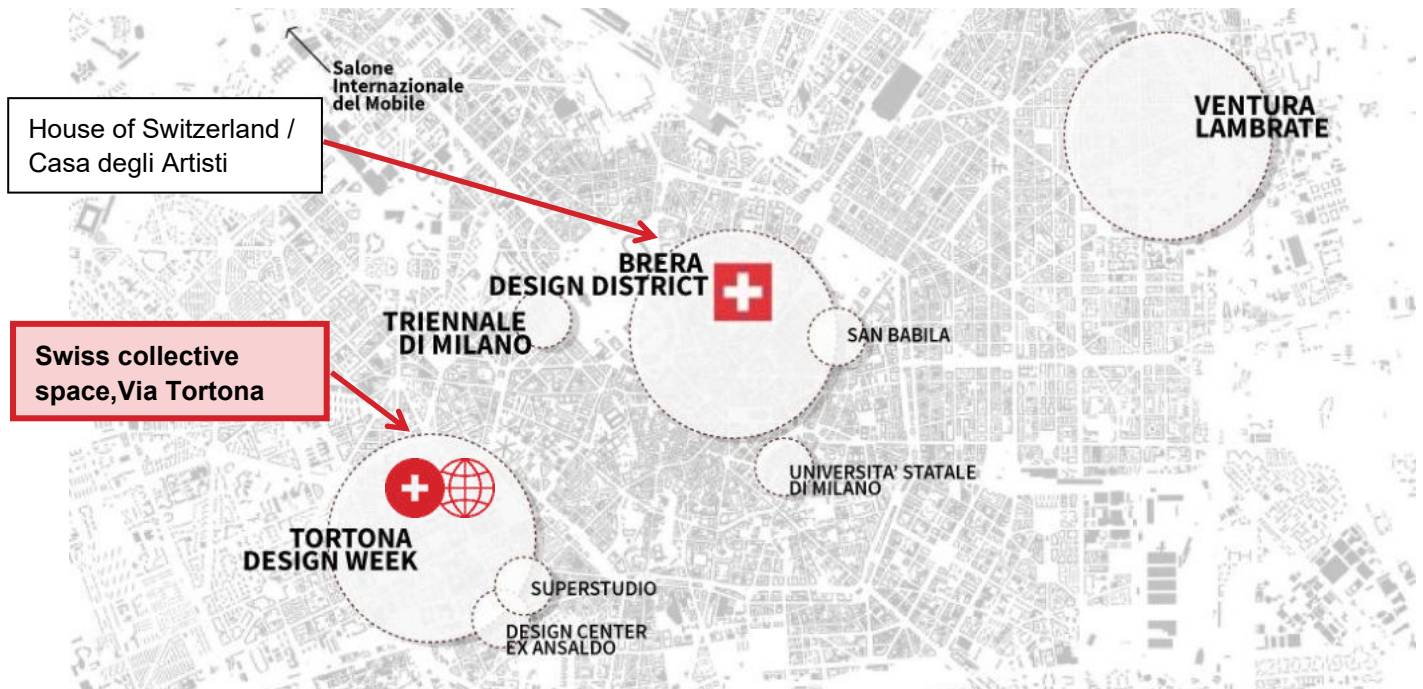
The collective space organized by Switzerland Global Enterprise and Swiss Business Hub Italy is open to every Swiss company and offer suggestive exhibition spaces for commercial purposes. The platform is operated by S-GE, whereas the focus lies on the promotion of the single brands. The surface is modular and includes indoor spaces. The spaces allow **individual projects entirely managed by the exhibitor**. A minimal overall branding will be applied. The location is highly visible and directly located on Via Tortona with an internal courtyard.

Historically Via Tortona is where the whole “FuoriSalone” concept was conceived and is by far the largest visited area during the Design Week. Visitors include primarily a generic consumer public in the afternoon hours and a specialized public in the morning. This variety allows to cover any range of potential new customers and partners

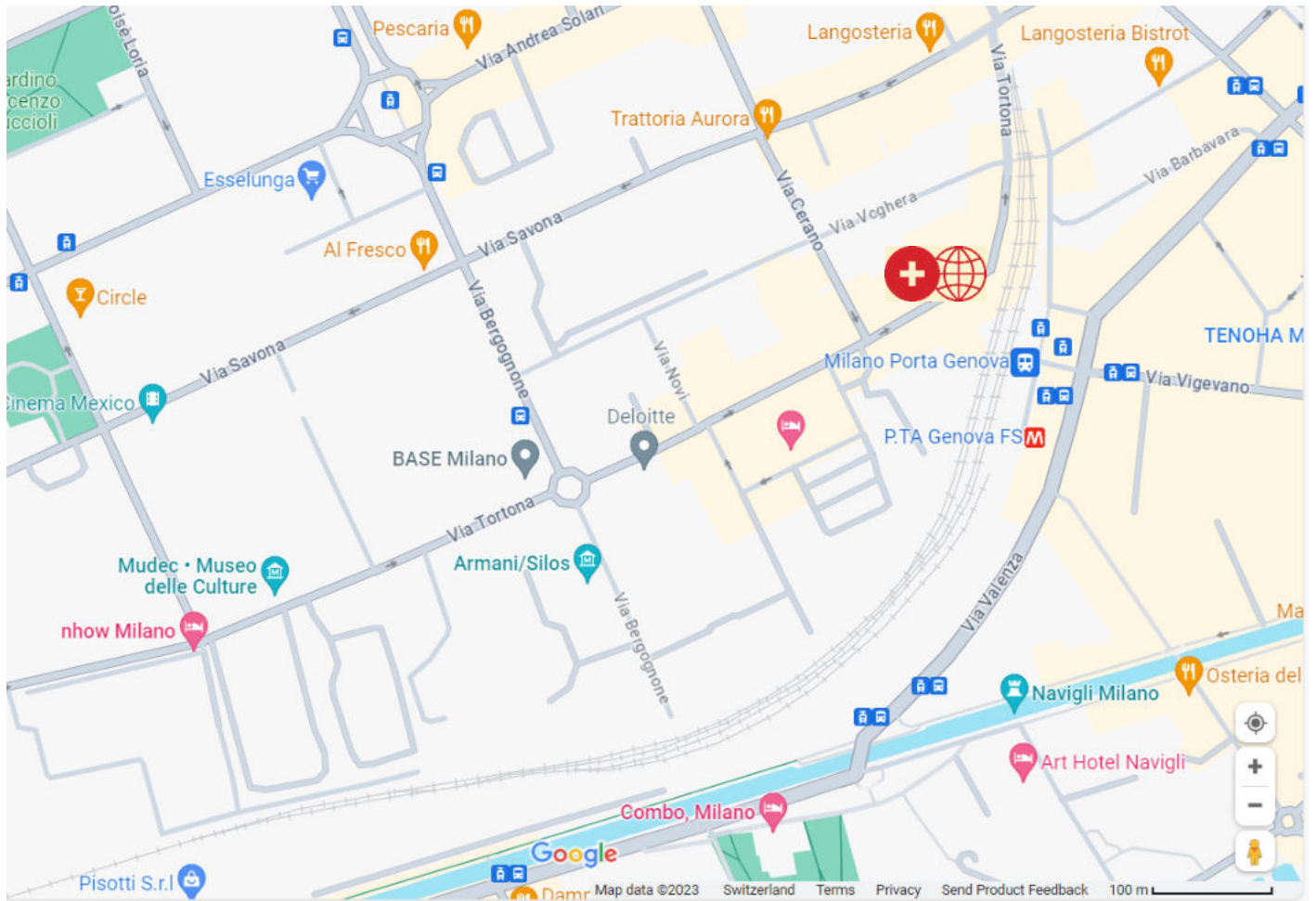
## Casa degli Artisti

Represents the official House of Switzerland and is operated by Pro Helvetia and Presence Switzerland (PRS). The platforms has a curated exhibition and promotes Switzerland / Design Switzerland through various presence of design talents, Institution/Schools and selected brands.

The House hosts central activities such as the Opening Event / Swiss night, network activities.



## LOCATION SWISS COLLECTIVE SPACE



**The location is in Via Tortona 14 with windows and entry directly on the street.**

**In the previous edition of Milano Design Week, the location had some 80'000 visitors in 7 days.**

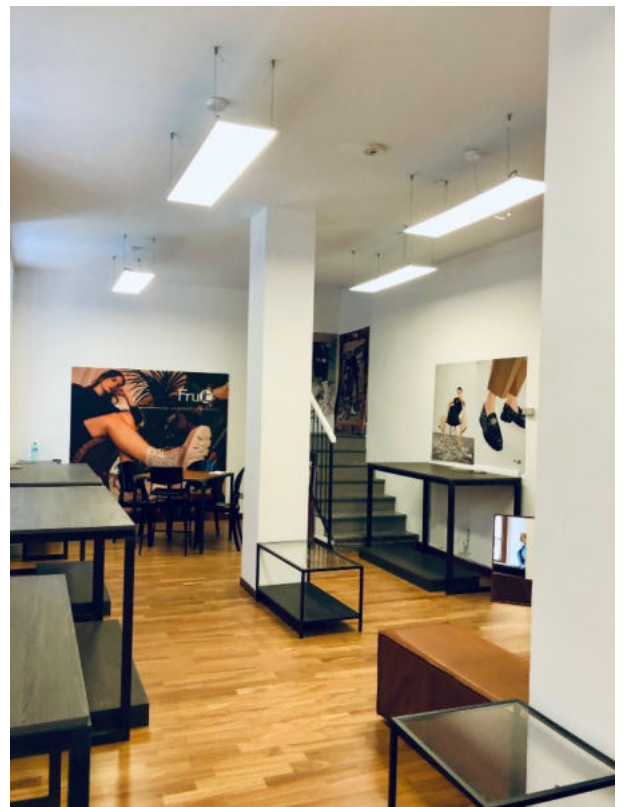
## FLOORPLAN SWISS COLLECTIVE SPACE















## 2. Offered Service(s)

### MARKETING - & EVENT SUPPORT

**Swiss Collective Space at Fuorisalone, Milano Design Week 2024**

### PROJECT SCHEDULE

#### Project schedule

31.10.2023	Deadline of subscriptions
January 2024	Submission of individual exhibition project
February 2024	Exhibitor meeting in Milano
11.04.2024	Start of set-up works Milano
15.-21.04.2024	Performance of Milano Design Week
22.04.2024	Removal and cleaning works

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### PACKAGES

#### SINGLE SPACE IN COLLECTIVE

- Individual exhibition space in shared exhibition (mixed exhibitors, no jury or selection)
- Basic infrastructure available (electricity, branding entrance area)
- Participation at Networking Event 'Design Switzerland' @Casa degli Artisti, Brera
- Support through local staff of Swiss Business Hub Italy
- Inclusion in 'Swiss Design Map' communication activity coordinated by PRS/SDA

## 3. Team

### SWITZERLAND GLOBAL ENTERPRISE

As a non-profit organization granted a mandate by the Swiss Confederation (State Secretariat for Economic Affairs, SECO), we accompany your entry into new export markets and connect you with suitable business partners. Every year, our consultants implement around 800 customer projects and hold more than 2,000 consultation sessions. Our 27 locations (Swiss Business Hubs and Trade Points) around the world are located in Swiss Embassies or Swiss Consulates-General and, due to their official status, have an excellent network of contacts in the target market.

### YOUR TEAM



**Beat Kuster**

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Switzerland Global Enterprise

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**Mariano Spagnoli**

Trade Officer  
Swiss Business Hub Italy, Milano

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+41 58 480 06 09

### YOUR LOCAL EXPERT FOR THIS PROJECT

Swiss Business Hub Italy  
<https://www.s-ge.com/italy>

## 4. Order

### SERVICE(S)

(Please mark relevant boxes)

### PRICE CHF

(excl. VAT)

Participation in collective with following individual space		375.00 / m2
<input type="checkbox"/>	10 m <sup>2</sup> /	3,750.00
<input type="checkbox"/>	15 m <sup>2</sup> /	5,625.00
<input type="checkbox"/>	20 m <sup>2</sup> /	7,500.00

### IMPORTANT:

**Minimum spaces:** 10 m<sup>2</sup> / all spaces are indoor

**Branding:** individual stand set-up and scenography required -  
only a minimal overall branding (entrance) will be applied through organizer

**Curation:** your individual exhibition project has to be submitted until January 2024

**Promotion:** no overall promotion / you may promote your presence in your media  
(mind the location is in a premium spot with an intensive visitor flow)

**Events & Hospitality:** Network event of Presence Switzerland and Consulate general

**Support:** Assistance through local staff of Swiss Business Hub Milano

**Direct Sales:** accepting orders is possible whereas a sales-transaction requires fiscal compliance

**Not included:** set-up of individual exhibition space, transport, staffing and accommodation

☐ I/we accept the Terms and Conditions under Attachment I (mandatory field).



☐ My/our billing address differs from the address shown on the front page and is as follows:

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☐ Please refer to the following internal reference number:

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We gladly accept this offer from Switzerland Global Enterprise.

**Place / Date**

**Signature**

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Company Name

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Signature

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First name, Last name

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Position

Please return the signed order by email to [BKuster@s-ge.com](mailto:BKuster@s-ge.com) or [exporthelp@s-ge.com](mailto:exporthelp@s-ge.com). Alternatively by mail to: Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zürich, Switzerland.

# Attachment I: Terms and Conditions

## PAYMENT TERMS

<b>Payment</b>	80 % down payment due immediately upon receipt of order confirmation 20 % balance 30 days net from the final invoice date
<b>Delivery</b>	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 we have received the down payment. A minimum of participants for the project realization is needed. Otherwise the project will not be realized.
<b>Validity</b>	<b>31/10/2023</b>
<b>Expenses</b>	If the client commissions S-GE to perform a service which entails expenses (such as for hotels, transportation, restaurants, etc.) and S-GE finances these in advance, these costs will be billed to the client along with a 2% administration surcharge. Expenses are not eligible for discounts.
<b>Exchange rate</b>	Exchange rate: In the case of foreign currencies, the exchange rate can be reviewed at the settlement date and adjusted to the related services from a difference of +/- 2% of the eligible costs in the final invoice. The exact daily exchange rate at the settlement date is decisive for invoicing.
<b>Work exceeding scope</b>	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.

## CONFIDENTIALITY

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

## GENERAL TERMS AND CONDITIONS

By signing the order attached to this offer, the undersigned company confirms that it commissions Switzerland Global Enterprise subject to the terms set out 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 at [www.s-ge.com/terms](http://www.s-ge.com/terms). The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

## DISCLAIMER

Switzerland Global Enterprise performs this project using sound procedures and in cooperation with certified partners. We guarantee the suitability of the methodological procedure and professional implementation together with the participating internal and external bodies. No guarantee is provided for the effective success of the project. This depends on a variety of factors and circumstances that cannot be influenced or shaped by Switzerland Global Enterprise (market resonance, market yield, attractiveness of the offer, negotiating interest, etc.). Example: It cannot be guaranteed that a suitable business partner will be successfully identified or a business partnership successfully concluded as part of a given project. All market information is based on sources that are reviewed by Switzerland Global Enterprise and its partners and evaluated and interpreted in good faith as sufficiently reliable and meaningful. Switzerland Global Enterprise and its partners may not be held liable for any data that may be incomplete, inaccurate, or out of date, including information obtained from websites or other sources over which Switzerland Global Enterprise or its network partners have no control. Information has no legal or juridical character unless expressly designated as legally/juridically binding.