Dubai, 16 - 20 February 2020

SWISS PAVILION GULFOOD 2020
Overview Gulfood 2020

“Gulfood - the most important food trade show in the Middle East”

16 - 20 February 2020

Dubai World Trade Center

Gulfood concentrates on 8 industrial sectors:

- World Food
- Dairy
- Beverages
- Meat & Poultry
- Pulses, Grains & Cereals
- Fats & Oils
- Health, Wellness & Free-from
- Power Brands

Facts and Figures:

- Trade visitors 2019: 98,695 from more than 182 countries (60% International)
- Exhibitors 2019: 5,000 from more than 120 countries
- Swiss participation 2019: 19 Companies with over 240 sqm

www.gulfood.com
SWISS PAVILION – LOCATION AND AREA

- Area **SWISS** Pavilion: 204 sqm
- Two locations (World Food & Dairy)
SWISS PAVILION – You are in good hands with us

+ Booth ready for occupation on the day before the show starts
+ Concentrate on the development and care of your customers – we organize your appearance
+ Under the umbrella of Switzerland visitors recognize quality, innovation and tradition
+ Feel at home in the SWISS Pavilion - take time for yourself and your customers in our bistro
+ As a competent team, we ensure a professional service - before, during and after the show
+ Benefit from the synergies of S-GE's worldwide network, including the Swiss Embassy, the Consulates General and the Swiss Business Hub
## SWISS Pavilion – Packages

### Package «Gulfood mini»

<table>
<thead>
<tr>
<th>Showcase on 3 sqm</th>
<th>CHF 5,850.-</th>
</tr>
</thead>
</table>

**Basic kit**
Booth surface with carpet, booth inscription with company logo, illumination, 1 electricity connection (220 V), 1 brochure rack, 1 waste bin

**Included**
- Basic kit
- 1 showcase
- 1 high table and 1 bar stool
- Exhibitor badges for your staff
- Usage of the Swiss hospitality area for your staff and clients
- WiFi connection

**Excluded**
- Registration fee S-GE (between CHF 650.- and CHF 950.-)
- Compulsory Gulfood fees (AED 3,250.-)
- Transportation and insurance of your exhibition goods
- Individual booth design elements and additional furniture
- Travel and accommodation costs
## SWISS Pavilion – Packages

### Package «Gulfood midi»

<table>
<thead>
<tr>
<th>6 – 9 sqm booth</th>
<th>CHF 1,400.- per sqm</th>
</tr>
</thead>
</table>

#### Basic kit
Booth construction with walls, booth surface with carpet, booth inscription with company logo, illumination, 1 electricity connection (220 V), 1 brochure rack, 1 waste bin

#### Included:
- Basic kit
- 1 lockable sideboard or 1 showcase
- 1 table and 3 chairs
- Exhibitor badges for your staff
- Usage of the Swiss hospitality area for your staff and clients
- WiFi connection

#### Excluded
- Registration fee S-GE (between CHF 650.- and CHF 950.-)
- Compulsory Gulfood fees (AED 3,250.-)
- Transportation and insurance of your exhibition goods
- Individual booth design elements and additional furniture
- Travel and accommodation costs
## SWISS Pavilion – Packages

### Package «Gulfood mega»

<table>
<thead>
<tr>
<th>10 – 18 sqm booth</th>
<th>CHF 1,375.- per sqm</th>
</tr>
</thead>
</table>

**Basic kit**
Booth construction with walls, booth surface with carpet, booth inscription with company logo, illumination, 1 electricity connection (220 V), 1 brochure rack, 1 waste bin

**Included**
- Basic kit
- 2 lockable sideboards *or* 2 showcases (or 1 of each)
- 1 table and 4 chairs
- Exhibitor badges for your staff
- Usage of the Swiss hospitality area for your staff and clients
- WiFi connection

**Excluded**
- Registration fee S-GE (between CHF 650.- and CHF 950.-)
- Compulsory Gulfood fees (AED 3,250.-)
- Transportation and insurance of your exhibition goods
- Individual booth design elements and additional furniture
- Travel and accommodation costs
# SWISS Pavilion – Packages

## Package «Gulfood maxi»

<table>
<thead>
<tr>
<th>Minimum 19 sqm booth</th>
<th>CHF 1,350.- per sqm</th>
</tr>
</thead>
</table>

### Basic kit
Booth construction with walls, booth surface with carpet, booth inscription with company logo, illumination, 1 electricity connection (220 V), 1 brochure rack, 1 waste bin

### Included
- Basic kit
- 2 lockable sideboards or 2 showcases (or 1 of each)
- 2 tables and 8 chairs
- Exhibitor badges for your staff
- Usage of the Swiss hospitality area for your staff and clients
- WiFi connection

### Excluded
- Registration fee S-GE (between CHF 650.- and CHF 950.-)
- Compulsory Gulfood fees (AED 3,250.-)
- Transportation and insurance of your exhibition goods
- Individual booth design elements and additional furniture
- Travel and accommodation costs
## SWISS Pavilion – Package overview

<table>
<thead>
<tr>
<th>Package</th>
<th>«Gulfood mini» Showcase</th>
<th>«Gulfood midi»</th>
<th>«Gulfood mega»</th>
<th>«Gulfood maxi»</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>3 sqm</td>
<td>6 – 9 sqm</td>
<td>10 – 18 sqm</td>
<td>min. 19 sqm</td>
</tr>
<tr>
<td>Price</td>
<td>CHF 5,850.-</td>
<td>CHF 1,400.- / sqm</td>
<td>CHF 1,375.- / sqm</td>
<td>CHF 1,350.- / sqm</td>
</tr>
<tr>
<td>S-GE service package*</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>S-GE registration fee</td>
<td></td>
<td></td>
<td>CHF 650.- S-GE gold member</td>
<td>CHF 800.- S-GE silver member</td>
</tr>
<tr>
<td>Gulfood fees</td>
<td></td>
<td></td>
<td>Gulfood Compulsory Internet Listing</td>
<td>Gulfood Compulsory Insurance and Registration fee</td>
</tr>
</tbody>
</table>

*S-GE service package*

- Project management, administrative coordination with the trade fair organization
- Swiss hospitality area with snacks, soft drinks and coffee
- Swiss welcome reception
- Small storage space
- Name tags
- Booth cleaning
- Waste disposal

---

### Not included

- Individual booth design elements and additional furniture
- Additional technical connections
- Transportation and insurance of your exhibition goods
- Travel and accommodation costs

→ More information can be found in our terms and conditions (point 4.6 and 7.2)
www.s-ge.com/agb
Your contact persons & registration

Registration deadline: August 31, 2019

Project Management SWISS Pavilion

Corinne Schmid
+41 44 365 54 59
saggeler@s-ge.com

Franziska Weibel
+41 44 365 52 73
fweibel@s-ge.com

S-GE country consultant in your region

Office Renens
Bastien Bovy
+41 21 545 94 99
bbovy@s-ge.com

Office Lugano
Monica Zurfluh
+41 91 601 86 85
mzurfluh@s-ge.com

Office Zurich
Ruedi Büchi
+41 44 365 53 63
rbuechi@s-ge.com

Partner:

[Logos of various partners]
«Thanks to Switzerland Global Enterprise, we are able to dedicate ourselves entirely to the customer when we attend trade shows, and leave the organization to the professionals.»

ARNOLD FURTWAENGLER
CEO
WANDER AG
SWISS PAVILION IMPRESSIONS

**SWISS** Pavilion, Gulfood 2019, Dubai

**SWISS** Pavilion, FHA 2018, Singapour

**SWISS** Pavilion, ISM 2019, Cologne

**SWISS** Pavilion, Anuga 2017, Cologne