

**DEADLINE FOR
REGISTRATION**
31 August 2017



SIMTOS 2018

The 18th Seoul International Manufacturing Technology Show
KINTEX Seoul, 3-7 April 2018

Invitation to participate in the **SWISS** Pavilion

OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



98,587

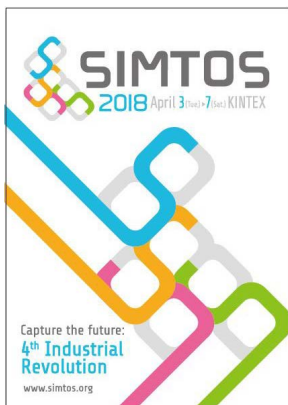
visitors

1,130

exhibitors

102,981

sqm



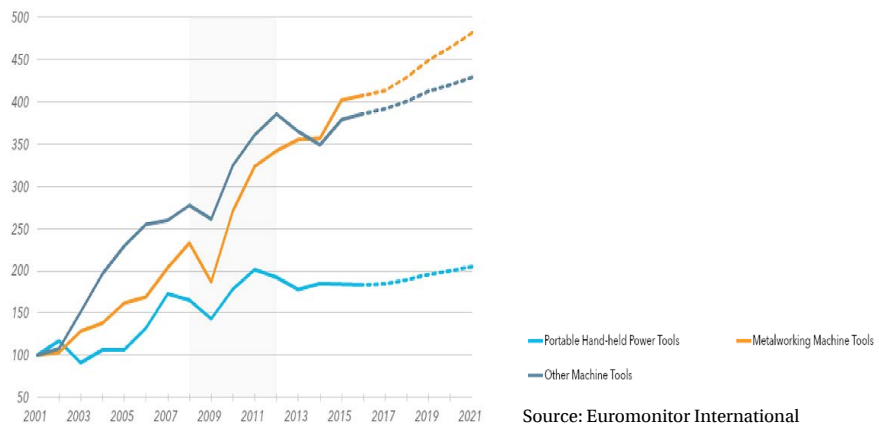
MARKET TRENDS

The South Korean machine tools market reached a total value South Korean won (KRW) 12,6 trillion, having grown by 2,8 % in 2016. Growth was supported by a booming residential construction sector, rising production volumes of electronic components, and a well-established aircraft and spacecraft industry.

In South Korea, imported machined tools accounted for around a third of total market value in 2016, or KRW 3,9 trillion. During the year, imports value remained relatively stable, however, growing by a mere 0,5 %. Most machine tools entering the country came from Japan, USA and the Netherlands.

In line with the positive trend observed in 2016, South Korea's machine tools industry is forecast to see a CAGR of 3 % over 2016–2021 to reach turnover of KRW 16,0 trillion in the latter year. The anticipated recovery of the automotive industry is set to be the main growth engine.

SOUTH KOREAN MACHINE TOOLS: GROWTH INDICES 2001–2021



THE TRADE FAIR – THE RIGHT FRAMEWORK FOR YOUR COMPANY

The upcoming SIMTOS 2018 will be held at Ilsan KINTEX Exhibition Center with a theme of “Capture the Future: 4th Industrial Revolution”. SIMTOS has organized the largest exhibition every year, which shows it has become the best exhibition held in Korea. The number of exhibitors at SIMTOS is increasing every year from 2002 to 2016. It started with 273 exhibitors and 1,737 booths in 2002, and it has grown to host 1,130 exhibitors and 6,135 booths last year.

In an opening statement at the briefing session, Dong-ho Moon, a general manager of the exhibition, said, “SIMTOS as a pioneer in the exhibition industry has marked noticeable footprints through various endeavors. It is still paving a new road not taken previously, and SIMTOS 2018 will be another great success and development.”

FACTS & FIGURES

- 1,130 exhibitors with a size of 102,981 sqm
- 71 % foreign exhibitors
- More than 90 % of total visitors of Manufacturing Industry
- 80 % of visitors plan to visit 10 months before SIMTOS

SECTORS

- Parts Materials & Motion Controls
- Manufacturing Automation
- CAD/CAM
- Measuring Systems & Robotics
- Metal Cutting & Forming
- Die Mold Working
- Cutting Tools and Related Equipment
- Metal Cutting-off
- Welding

ORGANIZER

Korean Machine Tool Manufacturers Ass. (KOMMA), www.simtos.org

THE VENUE

SIMTOS 2018 will be held at the venue KINTEX Korean International Exhibition Center, Goyang/Seoul, Korea

EYE-CATCHING

attractive Swiss design

PROFESSIONAL

service, reduces your effort

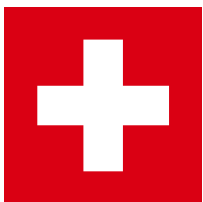
STRONG

presence in prime location

**FINAL DEADLINE FOR
REGISTRATION BY 31 AUGUST 2017**

“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)



Switzerland.

SWISS PAVILION – GET SET FOR SUCCESS

The SWISS Pavilion is characterized by the following advantages:

- prominent location, ensuring a high degree of attention
- ideal platform to showcase your products under the umbrella brand Switzerland.
- clear identification by its Swiss design
- eye-catching and attractive booth design creating an inviting atmosphere
- ready to use stand
- efficient infrastructure, facilitating the individual care of customers and buyers
- professional service of the project team – before, during and after the exhibition

YOUR PARTICIPATION

Unlimited – you choose your size (min. 16 sqm) CHF 1,125.-/sqm

2 tables, 8 chairs, 2 showcases or lockable sideboards, service package

Business – medium booth (9–15 sqm) CHF 1,175.-/sqm

1 table, 4 chairs, 2 showcases or lockable sideboards, service package

Welcome – small booth (6–8 sqm) CHF 1,225.-/sqm

1 table, 3 chairs, 3 shelves (3 × 1m) or 1 showcase/lockable sideboard, service package

Be part of it – mini booth (3–4 sqm) CHF 5,550.-

1 standing table, 1 bar stool, brochure rack, service package

REGISTRATION FEE

Gold-members of S-GE: CHF 650.-, Silver-members of S-GE/Members Swissmem/Swissmechanic CHF 800.-, Non-members: CHF 950.-

THIS IS WHAT WE DO FOR YOU – OUR SERVICE PACKAGE

Let the show begin: attractive Swiss design • turn-key booth • hospitality and networking area • snacks, softdrinks and coffee for free • wardrobe and storage facilities (limited) • power supply • name tags • pictures of your participation • booth cleaning • garbage removal

Your company and products deserve attention: entry in the official show catalogue of SIMTOS 2018 • entry in the Swiss exhibitor directory • direct link to all exhibiting companies via the S-GE website

We care about all organizational belongings: project management as well as organizational and administrative preparation and realization • consulting session with all project partners • exhibitor badges • Swiss side event

Consulting session in preparation of the trade show: all registered companies have the opportunity to book a complimentary consulting session with our specialist for South Korea, Mr. Stefan Barny.

THE FINE PRINT – BORING BUT IMPORTANT

Special services such as an individual internet connection, the transport and insurance of your exhibits, an individual stand design and additional furnishings, technical connections and operating costs, travel and accommodation are not included in the participation options. For more information, please consult the S-GE general terms and conditions (items 4.6 and 7.2) at www.s-ge.com/agb.

ORGANIZATION

Switzerland Global Enterprise
Stampfenbachstrasse 85
CH-8006 Zürich
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F +41 44 365 52 21

PROJECT MANAGEMENT

Valentin Diethelm
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vdiethelm@s-ge.com

s-ge.com

IN COOPERATION WITH



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
Swiss Business Hub Korea



REGISTRATION

Fax to +41 44 364 19 57, vdiethelm@s-ge.com

SWISS PAVILION AT SIMTOS 2018, SEOUL, 3-7 APRIL 2018

We hereby register our participation as part of the official **SWISS** Pavilion at SIMTOS 2018 with legally binding effect, and confirm that we have read and accepted the General Terms and Conditions of Switzerland Global Enterprise as published at www.s-ge.com/agb. We are aware that the General Terms and Conditions mentioned above form a permanent element of this contractual relationship. An extract of the General Terms and Conditions of S-GE, covering specific arrangements for participating in trade fairs, is shown on the reverse side of this registration.

Company:	Contact:
Address:	Function:
Phone/Fax:	Zip/City:
E-mail:	Website:

MEMBERSHIP

S-GE: Yes No

Swissmem/Swissmechanic: Yes No

We would like to become member of S-GE. Please send us the documentation.

REGISTRATION FEE

Gold-members of S-GE CHF 650.-, Silver-members of S-GE/Members Swissmem/Swissmechanic CHF 800.-, Non-members CHF 950.-

DESIRED PARTICIPATION

- | | |
|--|-----------------|
| <input type="checkbox"/> Unlimited - you choose your size (min. 16 sqm) _____ sqm | CHF 1,125.-/sqm |
| <input type="checkbox"/> Business - medium booth (9-15 sqm) _____ sqm | CHF 1,175.-/sqm |
| <input type="checkbox"/> Welcome - small booth (6-8 sqm) _____ sqm | CHF 1,225.-/sqm |
| <input type="checkbox"/> Be part of it - mini booth (3-4 sqm) | CHF 5,550.-/sqm |

EXHIBITS/PRODUCTS

MAIN REASON(S) FOR PARTICIPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Find a partner/distributor | <input type="checkbox"/> Acquire new (end) clients | <input type="checkbox"/> Present new products |
| <input type="checkbox"/> Keep in touch with existing clients | <input type="checkbox"/> Launch the company in the market | <input type="checkbox"/> Gain market overview |

FURTHER S-GE SERVICES

- I would like to be contacted by your S-GE consultant in order to arrange a free consulting session for Korea.

After the receipt of the registration, 1/3 of the total price of the participation will be invoiced to each exhibitor. The first invoice will serve as confirmation of participation in the **SWISS** Pavilion. The remaining 2/3 of the total price of participation will be invoiced approx. 90 days prior to the fair opening. Additional services offered to participants during the course of the fair will be billed within 30 days after participation. Furthermore, please read carefully the extract of General Terms and Conditions for Participation in Trade Fairs on the reverse side.

Place/Date:	Stamp/Signature:
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To be submitted by 31 August 2017 to:
vdiethelm@s-ge.com or by fax to +41 44 364 19 57

Switzerland Global Enterprise
Valentin Diethelm
Stampfenbachstrasse 85
CH-8006 Zürich

EXTRACT OF GENERAL TERMS AND CONDITIONS

For official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad

2. TENDER AND EXECUTION OF CONTRACT

2.2 Registration for participation in an event/trade fair must be received by Switzerland Global Enterprise in writing within the time limit for registration specified in the participation documents. A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space (section 7.1). The contract is deemed executed only upon written confirmation of registration by Switzerland Global Enterprise.

4. PAYMENT TERMS

4.4 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

4.5 In the event that the exhibitor becomes delinquent in a due payment and Switzerland Global Enterprise rescinds the contract effective immediately (section 4.3), the registration fees and agreed participation price shall be payable in penalty.

4.6 Switzerland Global Enterprise will invoice the costs of Special Services (section 7.2) after the close of the event; such charges shall likewise be payable within 30 days.

6. DELIVERY/CHANGES/DELINQUENCY/CANCELLATION

6.5 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 6.6, shall remain due along with compensation for expenses already incurred by Switzerland Global Enterprise for Special Services (section 7.2).

6.6 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax). Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:
- if received at least six months before the exhibition: 30% reduction;
- if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable. If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by Switzerland Global Enterprise remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

6.7 Switzerland Global Enterprise may undertake a reduction in the registered booth space or a change of location at any time (section 7.1). In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 6.6.

6.8 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

7. SPECIAL TERMS FOR PARTICIPATION IN EVENTS/TRADE FAIRS

7.1 Basic Services: On assuming organizational responsibility, Switzerland Global Enterprise undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement. Switzerland Global Enterprise is the sole principal for the Basic Services vis-à-vis third parties. Switzerland Global Enterprise assigns locations and booth space in cooperation with the trade fair management. Switzerland Global Enterprise will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. Switzerland Global Enterprise reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on the part of Switzerland Global Enterprise in undertaking such measures.

7.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

Exhibitor's obligations

7.3 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible project manager of Switzerland Global Enterprise or his or her deputy retain domiciliary rights. Switzerland Global Enterprise or third parties appointed by Switzerland Global Enterprise represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

7.4 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of Switzerland Global Enterprise or the trade fair management in this respect. The guidelines of Switzerland Global Enterprise and instructions apply on a subsidiary basis for the design and operation of booths.

7.5 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

7.6 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by Switzerland Global Enterprise. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, Switzerland Global Enterprise reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

7.7 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through Switzerland Global Enterprise at the exhibitor's request and expense. Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

Transport, insurance and security measures

7.8 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.9 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor. Even if Switzerland Global Enterprise prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. The role of Switzerland Global Enterprise in such cases is solely that of an intermediary. If Switzerland Global Enterprise provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold Switzerland Global Enterprise harmless.

12. ASSIGNMENT/INVOLVEMENT OF THIRD PARTIES

12.2 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of Switzerland Global Enterprise and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to Switzerland Global Enterprise for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor. Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of Switzerland Global Enterprise.

13. WARRANTY AND LIABILITY

13.4 Switzerland Global Enterprise is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

13.5 Switzerland Global Enterprise refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. Switzerland Global Enterprise is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by Switzerland Global Enterprise or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of Switzerland Global Enterprise is excluded.

13.6 Switzerland Global Enterprise bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

13.7 Switzerland Global Enterprise is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

14. APPLICABLE LAW

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

15. JURISDICTION

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.

Zürich, October 2007

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business