

SWITZERLAND GLOBAL ENTERPRISE  
STAMPFENBACHSTRASSE 85 - CH-8006 ZURICH

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**Your contact**

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Zurich, 11.07.2017

**Please Register until  
August 31, 2017**

## Offer

**Target Country** Italy / Handelsvertreter, Commercial Agents

**Services** Exhibitor @ Forum Agenti 2017 Milano



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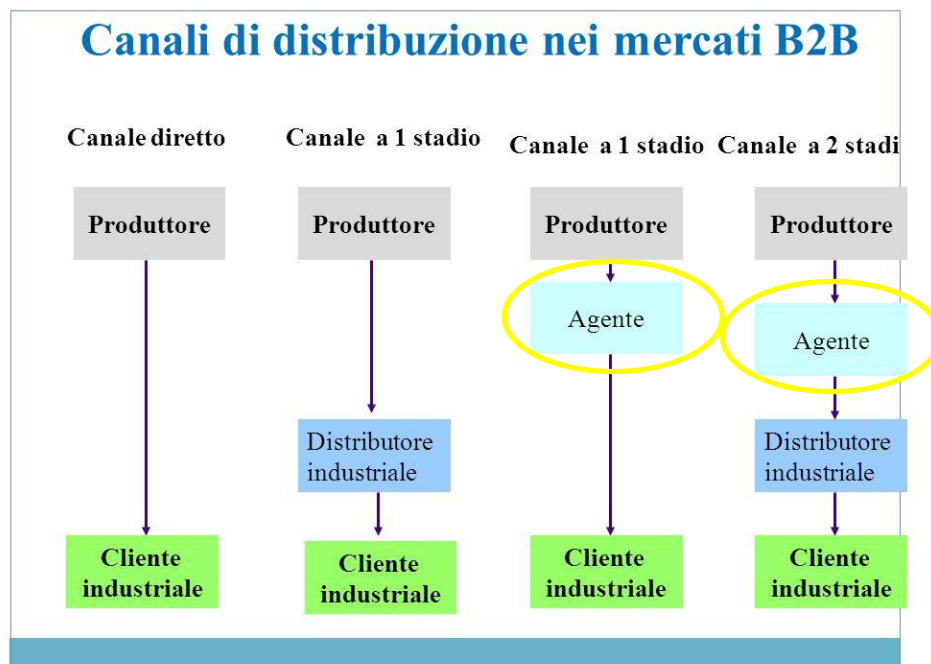
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## 1. Introduction



[www.forumagenti.it](http://www.forumagenti.it)

The distribution channel of commercial agents / Agenti di commercio (Handelsvertreter) is quite relevant in Italy especially in the B2B sector and a broad variety of products is distributed through this channel. On one hand because the Italian market is very fragmented, on the other hand the distribution system cannot be compared to northern european structures.



It is estimated that around 290'000 commercial agents/agenti di commercio work in Italy and deal mainly within the secondary and tertiary sector. The most relevant sectors and product groups are:

- Food
- HoReCa (Hotel, Restaurants, Caterings)
- Non-Food
- Services
- Cosmetics, chemicals, pharmaceuticals
- Automation, Industry

Different platforms exist where commercial agents can meet their potential new partners for a direct business matching. One of the most relevant is the forum / fair event organized by International Bureau of Commercial Agents, Agent 321 srl.

## 2. Objective

Switzerland Global Enterprise in collaboration with Swiss Business Hub Italy facilitates for the 2<sup>nd</sup> time the presence of swiss companies during both events in 2017:

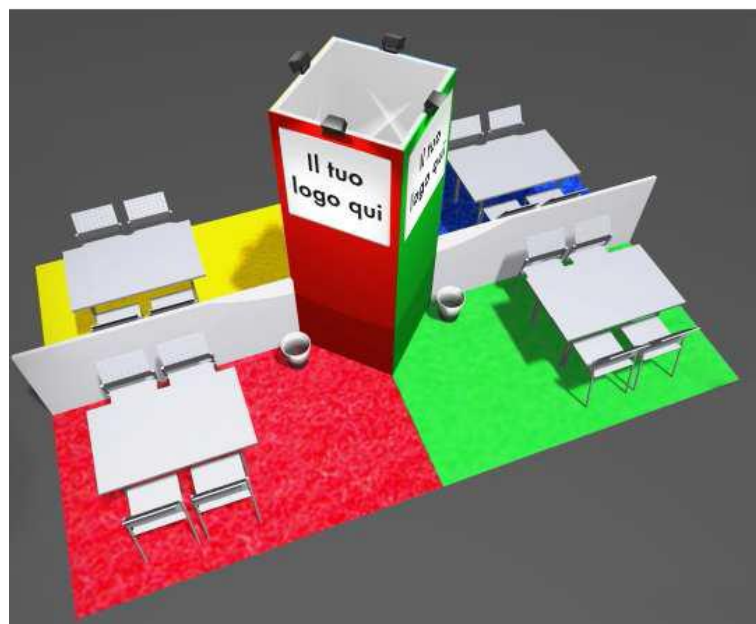
- Rome, 25-27 May 2017
- **Milan, 23-25 November 2017**

Special rates are agreed with the organisational office and at the same time, support and coordination work is locally done by the Swiss Business Hub Team.

### How does it work:

- Presence of the CH company at the dedicated booth of 6m<sup>2</sup> for direct talks / business matchings with potential new agents. The booth is decorated with the logo 90x90cm and the infrastructure of table/chairs is already organized (no logistics by the participants)
- Publication of your company profile/landing page before the event in the online catalogue for agents. This allows the agents to coordinate their stand visits up-front.
- Presence of your company in newsletter to 290'000 commercial agents
- Opportunity for networking and fact finding in the italian market

## Modalità "Stand 3x2"



# SWITZERLAND GLOBAL ENTERPRISE

**Switzerland Global Enterprise in collaboration with Swiss Business Hub Italy will organize the presence of swiss companies.**

All booths have an identical set-up which is coordinated by the organizer. However, each stand will be branded with the company logo with good visibility.

The “Exhibitors” package includes:

- Individual booth (2x3sqm) with logo and infrastructure consisting of 1 table, 4 chairs and display for print material
- Access to back area facilities which includes Food&Beverage
- Other services included: insurance, lighting, electrical supply, cleaning services.
- 2 exhibitor passes
- 1 congress area/visitor free pass
- Company Profile and Landing page online ([forumagenti.it](http://forumagenti.it))
- Newsletter to entire database of commercial agents Italy
- Full support of Swiss Business Hub Italy before and throughout the event



**JOIN THE FORUM AND FIND YOUR PARTNERS IN ITALY!**



**3. Offer**

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

Italy	Price CHF (excl. VAT)	Delivery Time (weeks)
<b>Marketing/Event Support</b>		
<ul style="list-style-type: none"> <li>■ <b>Exhibitor Package</b> Incl. Stand-Fee (1668.00 €), Branding, Communication and SBH Support</li> </ul>	*2'618.00	individual

\*Member discount for S-GE Gold member 150 CHF

*The offered prices are containing services in EUR. The exchange rate is based on the offer date with 1.09 (EUR/CHF). Should the exchange rate change with +/- 5% at the date of invoicing we will adjust the difference with the final invoice.*

#### 4. Payment Terms

<b>Payment</b>	50% after order within 30 days, 50% after the event within 30 days
<b>Cancellation</b>	non refundable
<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 receipt of down payment.
<b>Validity</b>	<b>Deadline of inscription is August 31, 2017</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.

#### 5. Project Organization

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

<b>Project Management</b>	Switzerland Global Enterprise, Zurich Beat Kuster
<b>Network Partner</b>	Swiss Business Hub Italy Stefan Zwicky, Mariano Spagnoli

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.

**Please Register until  
August 31, 2017**

## 8. Order

☛ **Deadline for registration is of August 31, 2017**

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

We accept the offer and hereby engage Switzerland Global Enterprise to execute the following project:

Italy	Price CHF (excl. VAT)	Delivery Time (weeks)
<b>Marketing/Event Support</b>		
■ <b>Exhibitor Package</b> Incl. Stand-Fee (1668.00 €), Branding, Communication and SBH Support	*2'618.00	individual

\*Member discount for S-GE Gold member 150 CHF

*The offered prices are containing services in EUR. The exchange rate is based on the offer date with 1.09 (EUR/CHF). Should the exchange rate change with +/- 5% at the date of invoicing we will adjust the difference with the final invoice.*

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@switzerland-ge.com](mailto:contact@switzerland-ge.com)