

For Swiss Companies
Design Sector
Zurich, Mai 05, 2020

YOUR OFFER

Fuorisalone Digital

A new platform for Design Week 2020

Live Online: 15-21 June 2020



RADO
Switzerland

Company Swiss Companies
Design Sector

S-GE Main Contact

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Target Country ITALY

Offered Service(s)

Marketing Support

1. Current Situation and Objective

Starting Point

The international reference fair Salone del Mobile and Milano Design Week/Fuorisalone have been postponed to 2021 due to the worldwide health emergency.

Fuorisalone.it launched a **Digital Exhibition** featuring a rich panel of contents for a worldwide access. The official live period is from the **15th to 21st June**, but the **online presence** will stretch **as far as September** to allow a greater visibility to participating companies and a broad B2B and B2C public.



The objective of this project

Swiss Business Hub Italy collaborates with the official Fuorisalone and joins this digital initiative keeping the same collective format “**Swiss Design District**” but in a digital way. The format allows to involve **a maximum of 6 Swiss companies**.

The online activities are structured in several modules as

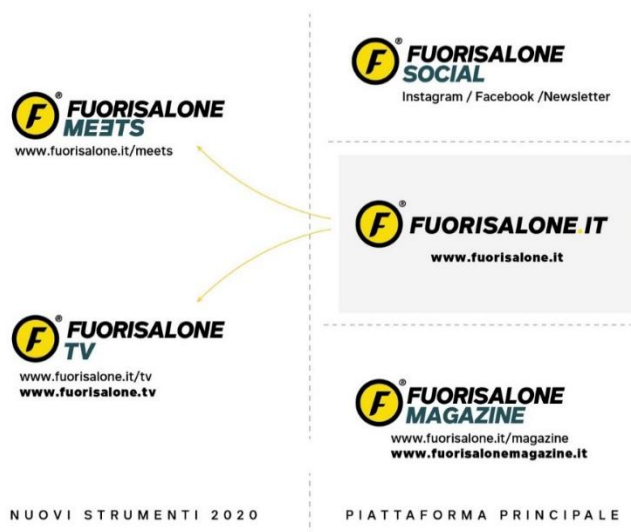
- Social-Media presence
- Newsletter
- Online Magazine or Video-Clips
- Webinars

to get in touch with the international audience.

The aim of the project is to give you international visibility under the SWITZERLAND brand and to enhance your direct connections through your webinar.

You will enjoy the **Fuorisalone.it** extensive network which will also promote our online presence all through their contacts.

Overall project information at this link: <https://fuorisalone.it/welcome/en/>



2. Offered Service(s)

PARTNER SEARCH AND MARKETING SUPPORT

Swiss Design District @Fuorisalone Digital 15 – 21 June 2020

A collective with 6 Swiss companies showcasing their Design-Products. Promoting Swiss leadership in Design& Innovation.

Media Key of Fuorisalone.it

Homepage www.fuorisalone.it

Social-Media
Newsletter

2,4 Mio Visitors (2019) /
1285 registered Designers
6 Mio impressions / 77'000 Followers Instagram, Facebook
14.196 Subscribers

Package of Services



Individual Webinar / Fuorisalone Meets

Product-Presentation or Showroom-visit according to company needs (max 60 Minutes), invitation through fuorisalone.it
> Target; potential partners, media, consumers, trend-setters/designers

o



Part of Swiss-Design-District showcase with individual links/company reference **in Social-Media** (Fuorisalone, Brera-Design District
> Target; Increase your SoMe Followers



Part of Swiss-Design-District showcase with individual links/company reference in **online magazine**

> Target; increase awareness



Your **content remains** available until September 2020 available to all virtual visitors of Fuorisalone.

> Target; awareness, new leads

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



Switzerland Global Enterprise

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4. Order

SERVICE(S) (Please mark relevant boxes)	BASIS	QTY	PRICE CHF (excl. VAT)
<input type="checkbox"/> Special Participation Package Exhibitor of SWISS DESIGN DISTRICT @DIGITAL Milano Design Week 2020 Services according Point 3)	Fixed Amount	1	450.00
Total Services			450.00
<i>Total for you as a S-GE Gold Member (15% discount)</i>			382.50

NOT INCLUDED

Production of individual company content, graphics, speakers etc.

DEADLINE SUBSCRIPTIONS/ CANCELLATIONS

Subscriptions until 07.06.2020 (external Provider, no extension)

A minimum participation of 5 companies is needed. We take the right to cancel the project if we will not reach this number.

- 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:

- Please refer to the following internal reference number:

We gladly accept this offer from Switzerland Global Enterprise.

Place / Date

Signature

Signature

First name, Last name

Position

Please return the signed order by email to bkuster@s-ge.com or exporthelp@s-ge.com.
Alternatively by mail to: Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zurich, Switzerland.

Attachment I: Terms and Conditions

PAYMENT TERMS

Payment	100 % down payment due immediately upon receipt of order confirmation
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 we have received the down payment.
Validity	June 7th, 2020
Expenses	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.
Exchange rate	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.
Work exceeding scope	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. 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.