

SWITZERLAND GLOBAL ENTERPRISE
STAMPFENBACHSTRASSE 85 - CH-8006 ZURICH

Your contact

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**Next SWISS Pavilion:
Please register until
Dec 21. 2021**

Zurich, 26.10.2021

Offer

Target Country Spain (with international companies)

Services Swiss Pavilion @ World Mobile Congress 2022, Barcelona

In Co-Operation with:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

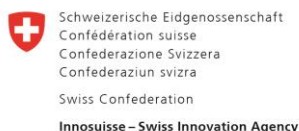
Innosuisse – Swiss Innovation Agency



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Co-Organizers:



1. Introduction

<http://www.mobileworldcongress.com/>



The next Mobile World Congress (28. February – March 3rd 2022) is the mobile technology premier event worldwide. Once again, the 2013 edition was hosted in the Mobile World Capital: Barcelona. MWC Capital Barcelona is an initiative aimed at turning the city into the permanent global center of mobile technologies, where people, companies and institutions work together to exploit the potential of mobile technologies as an element to transform daily life and create new business opportunities.

During last MWC at 2021 during the pandemic situation, **about 30,000 physical and 100'000 virtual attendees from 165 countries (Pre-Covid: 130'000 physical visitors/220 nations)** did visit the MWC in a reduced format in 3 of 9 halls; product showcases and announcements; inspiration and innovation. **About 1'500 companies (pre-Covid: 2'400)** presented their organizations through exhibition stands and hospitality space across eight halls and outdoor spaces at Fira Gran Via.

The 2022 edition will go back to the old post-Covid time and a drastic increase of international physical visitors in 7 is estimated and will stimulate the frequency in a positive way.



MWC2022 organized by GSMA will innovate the next year congress with following [themes](#):

CloudNet: cloud is seen as key enabler of large-scale transformation

5G Connect: The cornerstone for innovation with increasingly fluid, flexible and tailored to the users need as for healthcare, automotive, aviation and manufacturing industries.

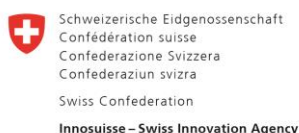
Internet of Everything: Fast growing with over 40 billion connected devices. Homes, offices, cities, factories and public space is changing and gets stronger and better.

FinTech: operators have entered the financial service space and building fintech services as digital currencies, NFTs and blockchain.

Tech Horizon: high growth verticals as healthcare, automotive and drones, mobile technology is more integrated into our lives. New tech horizons aim to inspire the next generation of disruptions and innovations, as we re-invent and re-imagine our world post-Covid.

Advancing AI: The key driver of the fourth industrial revolution and innovation. New industries are growing as quantum computing and robotics and we are still in the beginning.

Co-Organizers:



In 2021, Swiss Business Hub Spain and Switzerland Global Enterprise organized with its partners **InnosuisseStartup** www.innosuisse.ch and Venture Lab. 11 Startup's from Switzerland did participate as co-exhibitors in our SWISS Pavilions under strong sanitary conditions because Covid. The Swiss Networking Night @ Royal Yacht Club (The Swiss Ambassador did Invite) took also place and was one of the highlights.



Impressions from SWISS Pavilion @ MWC2021 and Swiss Networking Night @ Royal Yacht Club

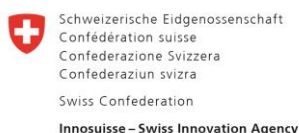
2. Objective

Switzerland Global Enterprise, in collaboration with Swiss Business Hub Spain and Innosuisse will organize at best location a SWISS Pavilion at the Mobile World Congress 2022 in Barcelona (28. February – March 3rd 2022).

The MWC organization is reorganize the whole Congress and Exhibition from 2021 to 2022 and goes back to the pre-Covid concept. Our SWISS Pavilion 5C41 as a corner booth with 3 open sites to the corridors finds a few steps away from the congress square resp. the in between the Keynote Stage (Hall 4) and the 2 Auditoriums (Hall 5) where we expect the highest visitor frequencies.

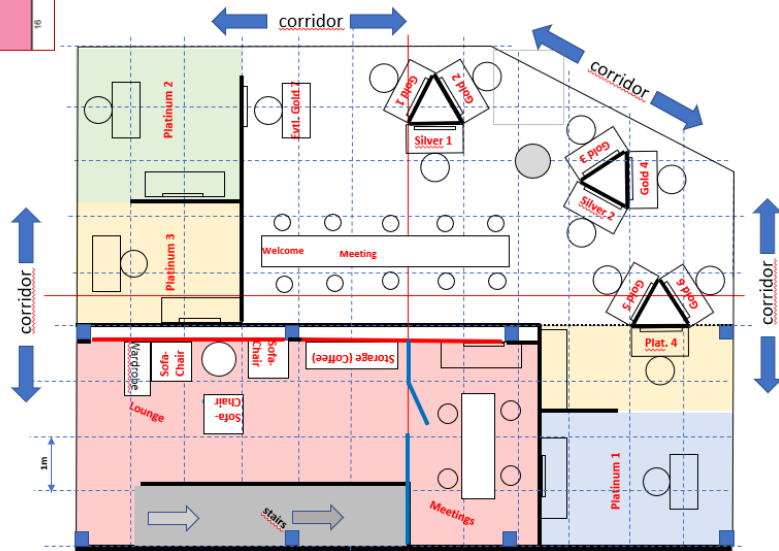
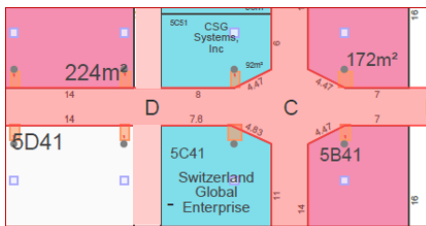
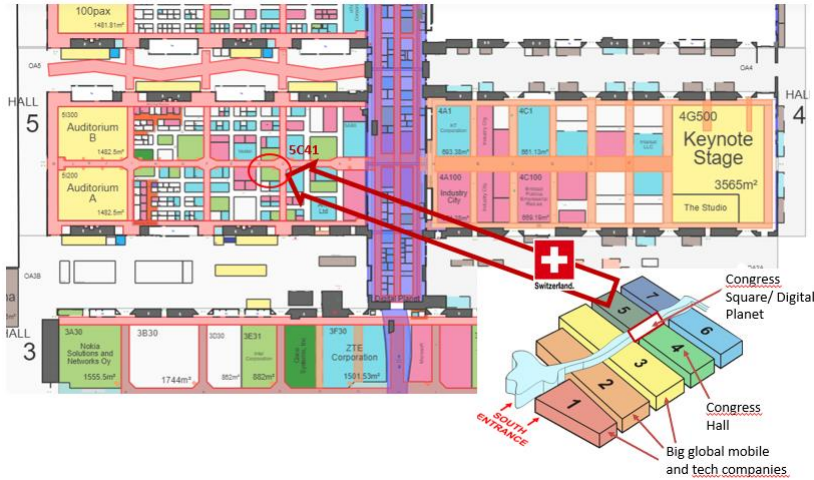
This area will serve as the meeting point for Swiss companies present at MWC and will offer a better marketing platform for their products and solutions. Given the global scope of this event, it is necessary to offer greater visibility to Swiss companies active in mobile technology. In such a dynamic industry, visibility can also allow Swiss companies to establish new ways of collaboration with similar companies from around the world, a key factor to remaining competitive.

Co-Organizers:



SWISS Pavilion at Hall 5, Booth 5C41

Location of SWISS Pavilion at MWC2022




Our SWISS Pavilion offering our Swiss companies different options with a variety of sizes and adaptations with following options:

Gold and Silver: 'plug & play' setups, all included

Platinum: more space with flexibility to for individualization, all basics included

Co-Organizers:

-  Schweizerische Eidgenossenschaft
- Confédération suisse
- Confederazione Svizzera
- Confederaziun svizra
- Swiss Confederation
- Innosuisse – Swiss Innovation Agency

OFFER: SWISS Pavilion

Included common services for all co-exhibitors:

- ☛ SWISS Pavilion hanging structure for long distance visibility to attract visitors
- ☛ open design invite visitors on our boot
- ☛ permanent staffed **Bar/Meeting zone** & welcome desk
- ☛ **refreshments** in the catering zone (water, coffee, snacks)
- ☛ SWISS Pavilion exhibitor brochure with individual company portraits and/or digital version www.swissmwc.com
- ☛ company registration in the official exhibitor online catalogue
- ☛ official visit from the Swiss delegation (Ambassador, ...)
- ☛ **SwissNight**: 1 networking party at Barcelona Royal Yacht Club
We have approx. 150 participants incl. investors and you get the possibilities to pitch/present your solution.

Options at additional cost for all co-exhibitors:

- ☛ **additional entry tickets** at ½ price (approx. 400 € per visitor pass)

Covid-Situation

According latest information (update from Oct 26, 2021) have all visitors/exhibitors to wear an FFP2 protection mask. All further details (how to travel to Spain from Switzerland, Covid-Restrictions during the exhibition,...) will follow by S-GE before MWC2022 is taking place.

Packages:

□ Gold 1, 2, 3, 4, 5, 6, 7 (total 7 slots)

Price: 9'100 CHF

- individual counter desk 1x0.5m
- 1 stool
- company logo
- wall for company presentation
- 230 V electrical connection
- **5 entry tickets** (discovery pass*); additional at extra cost with 50% discount
- incl. 32" screen incl. HDMI cable and USB connection (bigger screen at extra cost)

□ Silver 1, 2 (total 2 slots)

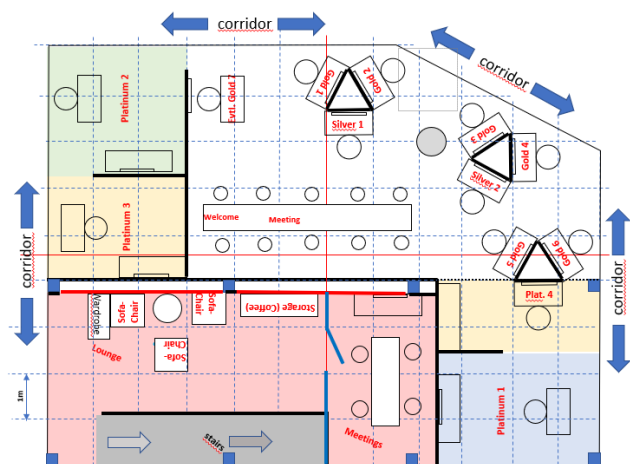
Price: 7'500 CHF

- individual counter desk 1x0.5m
- 1 stool
- company logo
- 32" screen at back wall incl. HDMI cable and USB connection
- 230 V electrical connection
- **5 entry tickets** (discovery pass*); additional at extra cost with 50% discount
- incl. 32" screen (bigger screen at extra cost)

□ Platinum 1, 2, 3, 4

Price: 11'500-13'900 CHF (see next page)

- surface ca. 5.5-8 m2 (depending package)
- furniture in your booth incl. counter desk 1x0.5m, 1 storage possibility (sideboard)
- 32" screen at back wall incl. HDMI cable and USB connection
- individual design, additional furniture at self-cost
- 230V Electrical connection
- **10 entry tickets** (discovery pass*); additional at extra cost with 50% discount



*Discovery Pass: all exhibitors need also a discovery pass plus the visitors (value: ca. 860 CHF per pass)

☛ **Please note:** the space of the SWISS Pavilion is limited to a certain number of Swiss and Liechtenstein companies. We will serve the companies according to their registration entry.

Co-Organizers:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation


Innosuisse – Swiss Innovation Agency

Timing/Outlook:

- | | | |
|-------------------------|---|--------------|
| 1. Nov 30. 2021: | Deadline for registration/order | Co-Exhibitor |
| 2. Dec 17. 2021: | Order-Confirmation to all companies | S-GE |
| 3. Dec 21. 2021 | 15.00-17.00 online kick-off meeting with all co-exhibitors, <u>pls save the date</u> | all |
| 4. Jan 2022 | Administrative work with co-exhibitors: hotel, tickets etc. | all |
| 5. Feb 2022 | follow-up meeting for latest update | all |

3. Offer

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

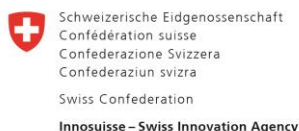
| Spain | | Price CHF (excl. VAT) |
|--|--|--------------------------|
| ■ Event Support: Co-Exhibitor at MWC2022 SWISS Pavilion | | |
| <i>1 Platinum slot available</i> | <input type="checkbox"/> Platinum 1 _____ | 13'900.00 |
| | <input type="checkbox"/> Platinum 2 _____ | 13'900.00 |
| | <input type="checkbox"/> Platinum 3 _____ | 12'900.00 |
| | <input type="checkbox"/> Platinum 4 _____ | 11'500.00 |
| <i>1 Gold slot available</i> | <input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 _____ | 9'100.00 |
| | <input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 <input type="checkbox"/> Gold 6 <input type="checkbox"/> Gold 7__ | 9'100.00 |
| | <input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2 _____ | 7'500.00 |
| <i>1 Silver slot available</i> |  Screen: upgrade from 32" to (incl. HDMI cable and USB slot) | |
| | <input type="checkbox"/> 40" individual screen for Gold or Platinum booth | ca. +290 € |
| | <input type="checkbox"/> 55" individual screen for Platinum booth | ca. +590 € |

Exchange rate: The exchange rate is based on the offer date with 1.08 (EUR/CHF). Should the exchange rate change with +/- 5% at the date of invoicing we will adjust the difference.

Kick-Off Meeting for SWISS Pavilion exhibitors

After the registration deadline we will organize at Dec 21,2021 15.00-17.00 a kick-off Videoconference to define all details with you. Please save this date in your agenda.

Co-Organizers:



4. Payment Terms

Payment

50% at the latest by end of December 2021 at S-GE bank account
50% at the latest by end of January 2022 at S-GE bank account

Cancellation

by client:

100% payment of the booking after final confirmation from S-GE

In case of less co-exhibitors S-GE is taking the right to cancel the event and pay back the payed amount.

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 receipt of down payment.

Validity

Deadline of inscription is Dec 21. 2021 (first-come, first served)

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:

Project Management Switzerland Global Enterprise, Zurich
Beat Kuster

Network Partner Swiss Business Hub Spain
Guillem Vals-Garcia, Martina David

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

The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

Co-Organizers:

**Next SWISS Pavilion:
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Dec 21. 2021**



8. Order ➔ **Deadline for registration is Dec 21, 2021 (first-come, first served)**

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

We accept the offer and hereby engage S-GE to execute the following project:

| Spain ➔ please mark <input checked="" type="checkbox"/> with a cross the relevant box | | Price CHF (excl. VAT) |
|--|---|---------------------------------|
| ■ Event Support: Co-Exhibitor at MWC2022 SWISS Pavilion | | |
| 1 Platinum slot available | <input type="checkbox"/> Platinum 1 _____ | 43'900.00 |
| | <input type="checkbox"/> Platinum 2 _____ | 43'900.00 |
| | <input type="checkbox"/> Platinum 3 _____ | 12'900.00 |
| | <input type="checkbox"/> Platinum 4 _____ | 41'500.00 |
| 1 Gold slot available | <input type="checkbox"/> Gold 1 <input type="checkbox"/> Gold 2 <input type="checkbox"/> Gold 3 _____ | 9'100.00 |
| | <input type="checkbox"/> Gold 4 <input type="checkbox"/> Gold 5 <input type="checkbox"/> Gold 6 <input type="checkbox"/> Gold 7__ | 9'100.00 |
| | <input type="checkbox"/> Silver 1 <input type="checkbox"/> Silver 2 _____ | 7'500.00 |
| 1 Silver slot available | <input checked="" type="checkbox"/> Screen: upgrade from 32" to (incl. HDMI cable and USB slot) | |
| | <input type="checkbox"/> 40" individual screen for Gold or Platinum booth | ca. +290 € |
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I am:

in the Innosuisse Startup program 43'900

Timing/Outlook:

- | | | |
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| 5. Feb 2022 | follow-up meeting for latest update | all |

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@s-ge.com

Co-Organizers:

