

SWITZERLAND GLOBAL ENTERPRISE  
STAMPFENBACHSTRASSE 85 - CH-8006 ZURICH

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**Next SWISS Pavilion:  
Please Register until  
May 24th 2020**

Zurich, 07.04.2020

## Offer

**Target Country** Spain (with international companies)

**Services** Swiss Pavilion @ Smart City Expo 2020 Barcelona

In Co-Operation with:

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## 1. Introduction

[www.smartcityexpo.com](http://www.smartcityexpo.com)



**Smart City Expo World Congress (SCEWC) 2020 (November 17-19)** is a global reaching event at the forefront of urban innovation.

The 2019 edition of the SCEWC shattered previous records in every dimension with 24'400 (+14%) visitors, 1'010 (80% international, +17%) exhibitors and 400 speakers from more

than 700 cities and 146 countries. Attendees shared the latest thinking on current and future issues related to urban growth and development. They all met and networked in a 45'000 sqm venue divided into two distinct areas:

- The **exhibition area**, which was the global marketplace for all stakeholders involved in the development of smart cities.
- The **congress area**, where leading experts discussed how to make cities more efficient, manageable, sustainable and above all livable.

Of the 700 cities attending SCEWC 2019. New York, San Diego, Moscow, Tel Aviv, Kobe, Berlin, Dubai, London, Amsterdam, Vienna, Stockholm, Brussels, Prague and Munich are just some of the cities that showcased their innovations in the implementation of smart solutions for metropolitan growth. With the presence of cities from five continents, SCEWC has consolidated itself as an essential meeting point and a crucial bridge for sharing *smart* experiences and exemplary practices among the cities and territories of the world.

As well as the cities taking part, SCEWC hosted some of the leading companies in the sectors of mobility, communications and technology, such as Cisco, Microsoft, Huawei, SAP, Fiware, MasterCard, Siemens, Suez, Alstom, Cellnex, Telefónica, FCC, Ferrovial, Seat, NEC and Deloitte amongst others. The involvement of these companies made the event a key meeting place for cities looking to meet their future development needs and firms whose *smart* products and solutions have the capacity to respond to the challenges posed by urban transformation.

Smart City Expo World Congress is committed to leveraging the implementation and follow-up of all global agendas at local and national level. The event aims to be the place to collectivize urban power, to increase the strenght of cities to identify business opportunities, to establish partnerships and contribute to enacting common policies. A place to share research, best practices and potential common solutions, achieved through effective collaboration.



**Switzerland Global Enterprise, in collaboration with Swiss Business Hub Spain, will be present for the third time at this groundbreaking event with a Mini Swiss Pavilion.** The goal is to allow companies to present Swiss state-of-the-art smart solutions and technologies that can help cities around the world to redefine their future. At the same time, the Mini Swiss Pavilion will serve as a meeting point for Swiss companies, industry associations and local, regional or federal authorities present at SCEWC, either as attendees or speakers.

### Topics for SCEWC20:

- Digital Transformation
- Urban Environment
- Mobility
- Governance & Finance
- Inclusive & Sharing Cities

➔ for more information please click on <http://www.smartcityexpo.com/en/topics>

## 2. Objective



**Switzerland Global Enterprise, in collaboration with Swiss Business Hub Spain, will organize a Mini SWISS Pavilion at Smart City Expo World Congress in Barcelona (November 17-19, 2020).**

The SWISS Pavilion will consist of a 70 sqm area hosting Swiss companies with the aim of using it as a marketing platform for their products and solutions. Urban innovation is a disruptive and dynamic field of activity, and SCEWC 2020 offers a unique platform to establish new ways of collaboration with similar companies and institutions from around the world, a key factor to remaining competitive.

### Concept

We initialize this SWISS Pavilion in relatively short term because demand from a few Swiss companies. Some public institutions/government organizations are also interested. Please note that this is a first call that we understand better your individual needs and we would like to integrate as much of your needs into a common final booth design. At least we need approx. 13 participating companies.

- ➔ **As earlier we know your needs as better we can adapt our offer. Please contact [bkuster@s-ge.com](mailto:bkuster@s-ge.com) to discuss the details**

The Swiss Pavilion offers Swiss companies, industry clusters and public institutions the chance to participate as Co-Exhibitors.

**Included common installations & services for all packages:**

- 230 V electrical connection
- 2 exhibitor passes
- 3 exhibition area free "visitor" passes.
- 1 congress area free pass
- incl. 32" screen installed at wall incl. HDMI cable and USB connection
  
- ☛ permanent staffed welcome/catering zone with coffee/water and snacks
- ☛ common meeting zone for individual meetings and catering
- ☛ use of the common meeting zone for individual pitches (you invite your network)
- ☛ SWISS Apéro at our booth for networking: you can also invite your guests
- ☛ SWISS Pavilion exhibitor brochure
- ☛ online registration at the official exhibitor online catalogue
- ☛ we can individualize your booth slot according your needs

Exclusive for Smart City Alliance members: additional member branding  at your booth

**Packages:**

**□ A 1, 2 (total 2 slots)**

- surface ca. 10m<sup>2</sup> (corner booth)
- individual counter desk 1x0.5m, 1m height
- 1 stool
- 1 meeting table with 4 chairs
- 1 sideboard ca.1.2x0.5m, 0.9m height
- company logo

**□ B 1, 2, 3 (total 3 slots)**

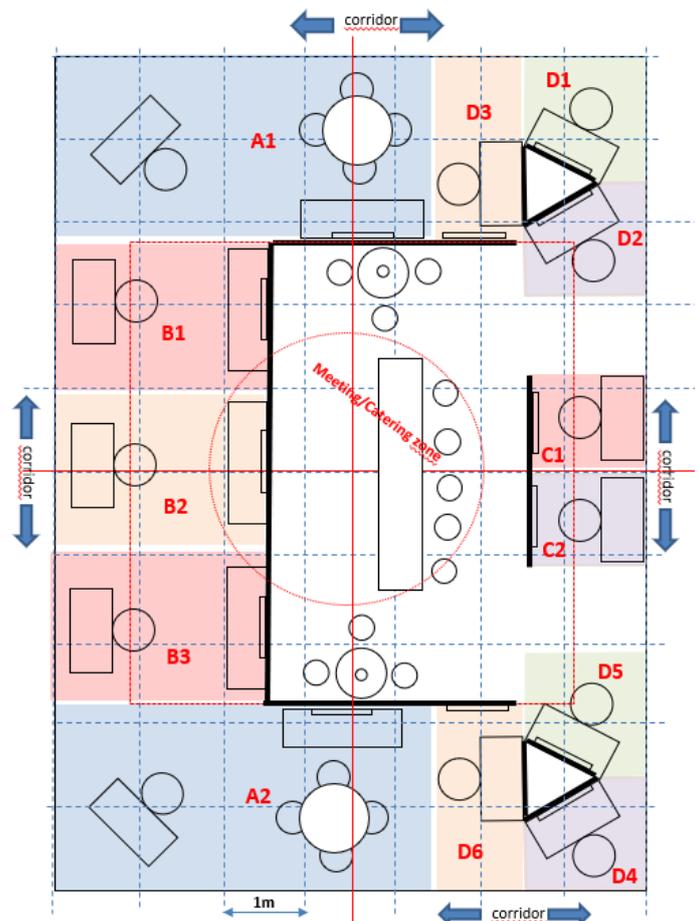
- surface ca. 5m<sup>2</sup>
- individual counter desk 1x0.5m, 1m height
- 1 stool
- 1 sideboard ca.1.2x0.5m, 0.9m height
- company logo

**□ C 1, 2 (total 2 slots)**

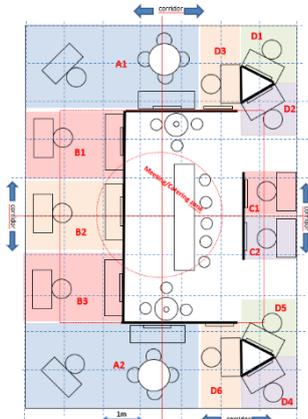
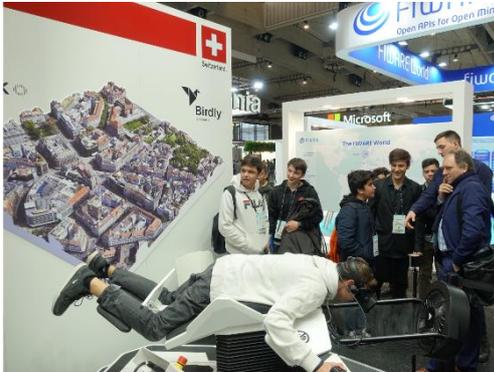
- surface ca. 2m<sup>2</sup>
- individual counter desk 1x0.5m, 1m height
- 1 stool
- company logo

**□ D 1, 2, 3, 4, 5, 6 (total 6 slots)**

- surface ca. 2 m<sup>2</sup>
- individual counter desk 1x0.5m, 1m height
- 1 stool
- company logo



### 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)	Delivery Time (weeks)
<b>Marketing Support</b> ♥ please mark <input type="checkbox"/> the relevant box		
<b>■ Event Support</b>		
<input type="checkbox"/> A1 (corner) _____	14'550.00	
<input type="checkbox"/> A2 (corner) _____	14'550.00	
<input type="checkbox"/> B1 _____	7'550.00	
<input type="checkbox"/> B2 _____	7'550.00	
<input type="checkbox"/> B3 _____	7'550.00	
<input type="checkbox"/> C1 _____	3'450.00	
<input type="checkbox"/> C2 _____	3'450.00	
<input type="checkbox"/> D1 (corner) _____	3'950.00	
<input type="checkbox"/> D2 _____	3'350.00	
<input type="checkbox"/> D3 _____	3'450.00	
<input type="checkbox"/> D4 (corner) _____	3'950.00	
<input type="checkbox"/> D5 _____	3'350.00	
<input type="checkbox"/> D6 _____	3'450.00	
<b>PLUS:</b> Co-exhibitor inscription fee per company (mandatory)	400.00	

#### Kick-Off Meeting for SWISS Pavilion exhibitors

After the registration deadline we will organize a meeting at approx. August in Zürich or Bern to define all details with you. We will contact you later.

#### 4. Payment Terms

<b>Payment</b>	100% after order 3 months before event date, according <a href="#">T&amp;C</a>
<b>Cancellation</b>	100% of the total amount In case of less co-exhibitors S-GE is taking the right to cancel the event and pay back the payed amount In case of cancellation because COVID19 you will get the fully payed amount back as long S-GE hadn't financial pre-investments (this is until approx. 3 months before event date)
<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 for registration is of May 24th, 2020</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 F-CH (Renens): <a href="#">Benedikt Schwartz</a> I-CH (Lugano): <a href="#">Monica Zurfluh</a>
<b>Network Partner</b>	Swiss Business Hub Spain Isabelle Mateos

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.

**Next SWISS Pavilion:  
Please Register until  
May 24<sup>th</sup> 2020**

**+ SWITZERLAND  
GLOBAL  
ENTERPRISE**

## 8. Order

☛ **Deadline for registration is of May 24th, 2020**

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

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

Spain	*Price CHF (excl. VAT)	Delivery Time (weeks)
<b>Marketing Support</b> ☛ please mark <input checked="" type="checkbox"/> the relevant box		
<b>■ Event Support</b>		
<input type="checkbox"/> A1 (corner) _____	14'550.00	
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<input type="checkbox"/> B3 _____	7'550.00	
<input type="checkbox"/> C1 _____	3'450.00	
<input type="checkbox"/> C2 _____	3'450.00	
<input type="checkbox"/> D1 (corner) _____	3'950.00	
<input type="checkbox"/> D2 _____	3'350.00	
<input type="checkbox"/> D3 _____	3'450.00	
<input type="checkbox"/> D4 (corner) _____	3'950.00	
<input type="checkbox"/> D5 _____	3'350.00	
<input type="checkbox"/> D6 _____	3'450.00	
<b>PLUS:</b> Co-exhibitor inscription fee per company	400.00	

For Smart City Alliance members: -200CHF (subventioned by the alliance) on booth prices above

**\*Pricing/Exchange rate:**

Please note that the price is a first estimation/proposal based of this current design. We can adapt your individual surface and equipment belong as earlier we know your preferences. As soon we know your individual wishes we can calculate individually. The exchange rate is based on the offer date with 1.06 (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 a meeting at approx. August in Zürich or Bern to define all details with you. We will contact you later.

Place / Date: \_\_\_\_\_ Authorised signatory(ies): \_\_\_\_\_

Please sign the enclosed scan and return it to: [bkuster@s-ge.com](mailto:bkuster@s-ge.com)