

SWITZERLAND GLOBAL ENTERPRISE
STAMPFENBACHSTRASSE 85 - CH-8006 ZÜRICH

Your contact

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Zurich, 14.03.2022

Please register
until
May 31, 2022

Offer

Target Country Spain (with international companies)

Services Swiss Pavilion @ Smart City Expo 2022 Barcelona

In Co-Operation with:

swisstech.





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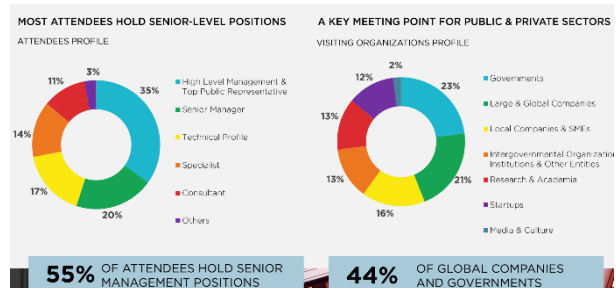
1. Introduction



www.smartcityexpo.com

Smart City Expo World Congress (SCEWC) 2022 (November 15-17) is a global reaching event at the forefront of urban innovation.

The 2021 edition of the SCEWC figures:



Forecast for 2022:

24'000 physically/20'000 virtually attendees
1'000 Exhibitors
140+ countries
400 speakers

Structure

- The **exhibition area in Hall 2**, which was the global marketplace for all stakeholders involved in the development of smart cities.
- The **congress area in Hall 1**, where leading experts discussed how to make cities more efficient, manageable, sustainable and above all livable.

"This event brings public, private and civil society together. If you're looking for a smart city event, this is the one you should make the time for"

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 strength 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.

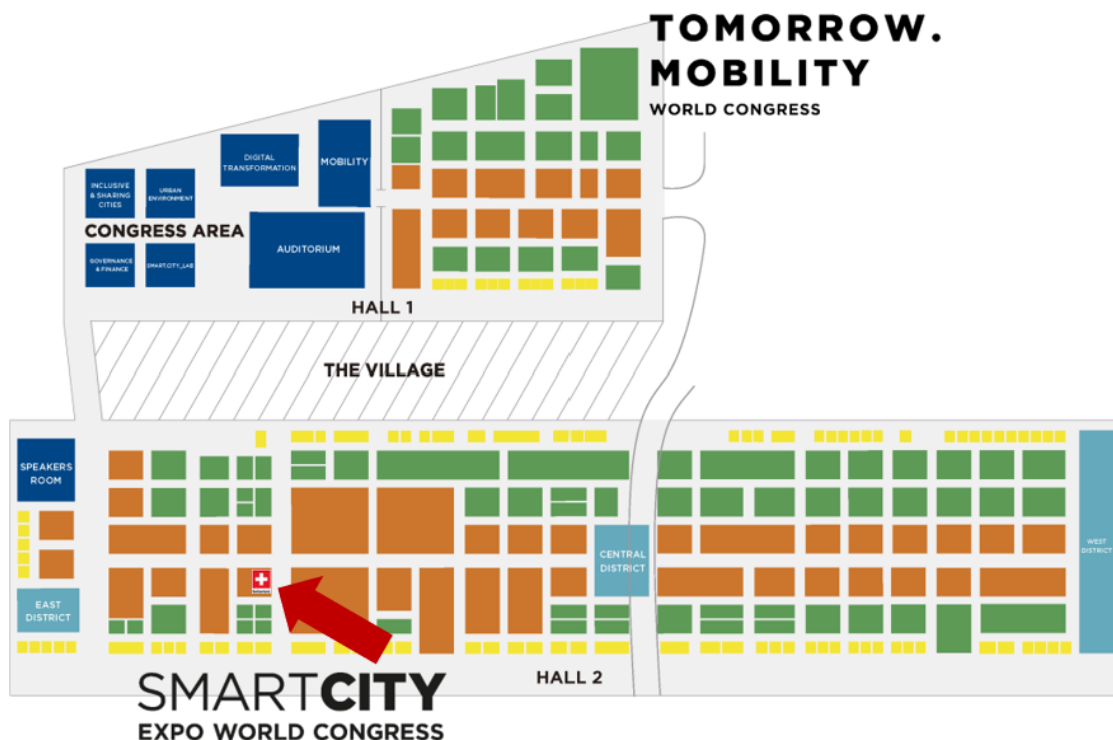
Topics for SCEWC22

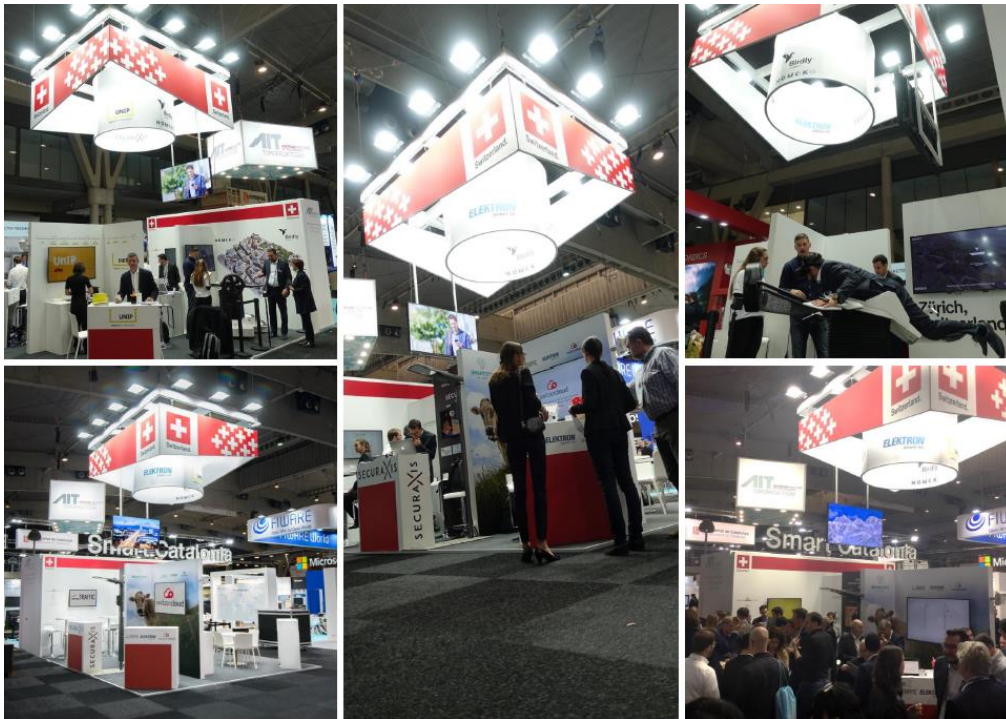
After having a hybrid event in 2021 because COVID-19 SCEWC22 is coming back with two formats to a main physical exhibition with digital parts in Barcelona. Together with [Tomorrow.mobility World Congress](#) with its sustainable and intelligent urban mobility the venue becomes a new dimension.

- Enabling Technologies:** IoT • AI • 5G&WIFI6 • Cloud Computing • VR/AR & Digital Twins • Big Data
- Energy & Environment:** New Energy Modules • Food & Agriculture • Climate Emergency • CleanTech • Waste & Water Management • Green Spaces
- Governance** Multi-stakeholder • PPP • Cross-sector Governance • Citizen Engagement • Alliances • Co-creation
- Living & Inclusion:** Social Inclusion • Future of Education & Work • Health • Cities for all • Housing
- Safety & Security:** Cybersecurity • City Ethics & Privacy • Urban Safety • Data Security • Digital Rights • Emergency Response
- Tomorrow.Mobility Congress:** Micro Mobility • Public Transport • Automotive • Mobility Service Providers • Last Mile & E-Delivery • Smart Infrastructures
- Infrastructure & Buildings:** Smart Buildings • Sustainable Construction • Innovative Materials • Critical Infrastructures • Digital Twins • Urban Planning
- Economy:** Financing Schemes • Economic Models • International Projection • Talent Attraction • Innovation Ecosystems • City-to-City Cooperation

2. Objective

Location: Our SWISS Pavilion is located in the main Hall 2 nearby the speaker room with access to the two main corridors and next the large Microsoft Pavilion and other country pavilions. This will increase your visibility and generate visitors.





SWISS Pavilion 2019

Switzerland Global Enterprise, in collaboration with Swiss Business Hub Spain, will organize a third SWISS Pavilion at Smart City Expo World Congress in Barcelona.

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 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.

The SWISS Pavilion will consist of a 60 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 2022 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

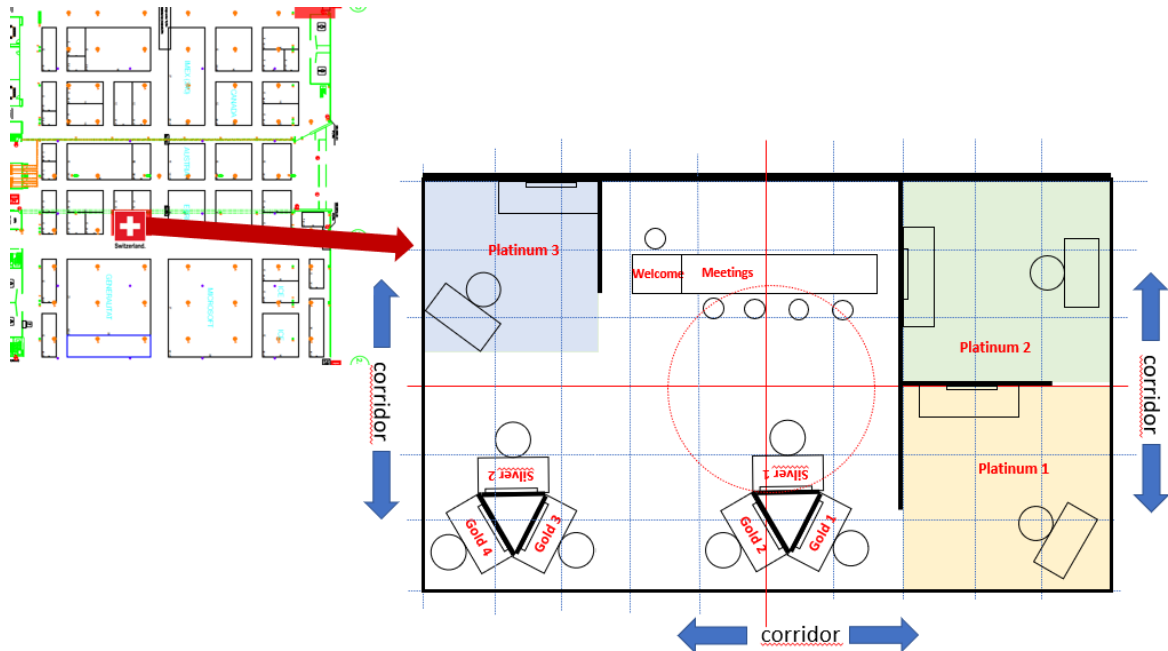
We initialize this SWISS Pavilion in relatively short term because demand from a few Swiss companies. Some public institutions/government organizations are also interested. Please note that this is a first call that we understand better your individual needs and we would like to integrate as much of your needs into a common final booth design. At least we need approx. 9 participating companies.

→ **As earlier we know your needs as better we can adapt our offer. Please contact 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:

- + SWISS Pavilion in the center of Hall 2 for better visibility with co-branding of your company
 - + 230 V electrical connection on sideboard (for Platinum) resp. counter-desk (for Gold)
 - + 2 exhibitor passes incl. access to the congress (value 2'000 €)
 - + 1 congress area free pass for forwarding (value 1'000 €)
 - + 3 exhibition area free "visitor" passes (value 300 €)
 - + **Option:** individual prints of walls at your booth on basis of .eps file: ca. 85 €/m²
- ☛ 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



Packages:

□ Platinum 1, 2, 3

- surfaces:
 - ca. 9m² for Platinum 1, 2
 - ca. 6m² for Platinum 3
- individual counter desk 1x0.5m, 0.9m height
- 1 stool
- 32" screen incl. HDMI Cable and USB
- 1 sideboard ca.1.2x0.5m, 0.9m height
- company logo on counter and backwall
- additional furniture/prints on demand at extra cost

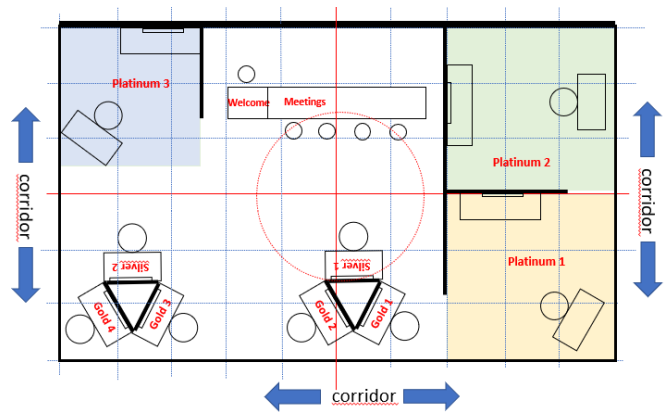
□ Gold 1, 2, 3, 5 and □ Silver 1, 2

- 32" screen incl. HDMI Cable and USB
- individual counter desk 1x0.5m, 1m height
- 1 stool
- company logo on counter and backwall

SwissTech Networking Night

On the evening of November 16, 2022, we will celebrate the SwissTechNight, a networking event with all SWISS Pavilion co-exhibitors and involved specialists from energy efficiency sector of Spain. On this cocktail dinner the co-exhibitors can also invite their clients. The Swiss Ambassador for Spain and Andorra, Mr. Hanspeter Mock, will host the event.

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)
■ Event Support: Smart City Expo World Congress 20212		
<input type="checkbox"/> Platinum 1 (corner) _____	10'900.00	
<input type="checkbox"/> Platinum 2 (backwall) _____	9'100.00	
<input type="checkbox"/> Platinum 3 (backwall) _____	8'300.00	
<input type="checkbox"/> Gold 1 _____	6'900.00	
<input type="checkbox"/> Gold 2 _____	6'900.00	
<input type="checkbox"/> Gold 3 _____	6'900.00	
<input type="checkbox"/> Gold 4 _____	7'400.00	
<input type="checkbox"/> Silver 1 _____	5'300.00	
<input type="checkbox"/> Silver 2 _____	5'900.00	

Kick-Off Meeting for SWISS Pavilion exhibitors

After the registration deadline we will organize an online-meeting at approx. Sept to define all details with you. We will contact you later.

4. Payment Terms

Payment

100% after order 5 months before event date, according [T&C](#)

Cancellation

In case of less co-exhibitors S-GE is taking the right to cancel the event and pay back the paid 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 for registration is May 31. 2022

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, 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.

8. Order

➤ **Deadline for registration is of May 31. 2022, (first-come, first served)**

Please register
until
May 31, 2022

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 ➤ please mark <input checked="" type="checkbox"/> with a cross the relevant box	*Price CHF (excl. VAT)	Delivery Time (weeks)
■ Event Support: Smart City Expo World Congress 2021		
<input type="checkbox"/> Platinum 1 (corner) _____	10'900.00	
<input type="checkbox"/> Platinum 2 (backwall) _____	9'100.00	
<input type="checkbox"/> Platinum 3 (backwall) _____	8'300.00	
<input type="checkbox"/> Gold 1 _____	6'900.00	
<input type="checkbox"/> Gold 2 _____	6'900.00	
<input type="checkbox"/> Gold 3 _____	6'900.00	
<input type="checkbox"/> Gold 4 _____	7'400.00	
<input type="checkbox"/> Silver 1 _____	5'300.00	
<input type="checkbox"/> Silver 2 _____	5'900.00	

Kick-Off Meeting for SWISS Pavilion exhibitors

After the registration deadline we will organize an online-meeting at approx. Sept to define all details with you. We will contact you later.

*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 1.03 (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 an online-meeting at approx. Sept 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