

SCIB Projects

SCIB Planning 2027

SCIB Planning 2027 – BELGIUM/LUXEMBOURG

01/10/2027 –
22/10/2027

Annual Networking Events in Brussels

Organization of our traditional Networking Events for our clients and new potential clients. First evening dedicated to corporate & association meeting planners, second to the incentives houses & PCO's. Number of participants expected: 80
Dates in October to be confirmed. Theme tbc

Comments: Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner.
- Number of local partners: max one local per destination

Contribution ST

Coordination and organization of the 2 events: special venues, invite the clients, communication before and after the events.

Costs in CHF

3500

Open to sub partner
Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner.
Maximum one local partner per destination. Price not including travel cost, nor accommodation, nor VAT.

11/01/2027 – 29/01/2027	Association workshop at ESAE New Year's reception SCIB will host an association workshop in Brussels and invite associations to join. An external guest speaker will have a key-note presentation. Association partners from Switzerland are invited to network with the attendees. The idea is to organise a workshop before the ESAE New Year's reception and co-host/sponsorise their annual cocktail. Whether this event takes place will depend on the interest and number of partners. The decision will have to be made fairly quickly, before the end of September. Comments: We take the opportunity that a lot of Brussels-based associations will attend the EASE New Year 's reception. They are quite solicited. Associations interested in Switzerland could participate in a workshop before the cocktail reception. Additional networking possibility during the cocktail. Date and price to be confirmed Only for SCIB association partners. This event will not replace the annual networking evening.	Contribution ST Coordination and organisation of the event. Communication before and after the event	Costs in CHF 4000 Only for SCIB association partners. This event will not replace the annual networking evenings. Price depending on the total number of partners. Price not including travel cost, nor accommodation, nor VAT.
20/04/2027 – 17/06/2027	Business Dinner in Luxembourg SCIB Belux will invite corporate clients for dinner in Luxembourg City. Swiss Partners will have the possibility to join. Event will take place at a special venue or in a famous restaurant and if possible in the presence of the Swiss ambassador in Luxembourg. Dates tbc: Between mid of April and mid of June Comments: A short presentation during the aperitif will be followed by a 3 courses menu with a Swiss touch. We expect 20-25 corporate clients mainly from Switzerland or companies with affinity for Switzerland. Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Max 5 partners. Priority to the destinations. First come first served.	Contribution ST Communication, invite, coordination and organization of the event	Costs in CHF 1950 Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Maximum 5 partners. Priority to the destinations. Price not including travel cost, nor accommodation nor VAT.

01/01/2027 – 31/12/2027	Communication package: Focus on Associations with Boardroom Magazine	Contribution ST	Costs in CHF
	Continued media coverage in the Belgian magazines with integration of the partners where possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business. Media Package with focus on associations: •Advertorial 2 pages (you will pay for 1) in Boardroom Magazine (printed edition, May or November) •circulation 8'000 ex •Insert in the e- Zine of Boardroom sent to 16'000 contacts Comments: Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.	Communication/Media planning and coordination of the presence of the Swiss partners. Complete reporting at the end of the year	Communication package: Focus on Associations with Boardroom Magazine 4000 Content delivered by the partner. Price not including VAT.
01/01/2027 – 31/12/2027	Communication package: Focus on associations with HQ Magazine/Meeting Media Company	Contribution ST	Costs in CHF
	Continued media coverage in the Belgian magazines with integration of the partners where possible. Among others, Meeting Media Company, the association MICE media Ccompany: publisher of Headquarters Magazine and HQ Passport. We suggests several packages with HQ Magazine/ Meeting Media Company: including • 1 page advertorial print • story included in HQ newsletter or • 1 e-directmailing of the story to HQ database Comments: Option 1 - 1-page-advertorial print / Customised story telling content for destination - Story to be included in HQ newsletter Total: 3,890 euros Option 2: - 1-page-advertorial print / Customised story telling content for destination - 1 EDM of the story to HQ database Coordination and reporting at the end of the year Total: 4,890 euros	Coordination and reporting at the end of the year	3600 There are several packages starting from 3'600 to 4'500 CHF See description Content delivered by the partners. Price not including VAT

01/01/2027 – 31/12/2027	Digital package: focus associations with Meeting Media Company/HQ Magazine SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business. Digital Media Package with focus on associations with HQ Magazine • 1 customised story-telling article online (2 weeks visit: 1500) • Story to be included in HQ newsletter targeting 17'000 contacts worldwide (11'000 in Europe) Comments: • 1 customised story-telling article online (2 weeks visit: 1500) • Story to be included in HQ newsletter targeting 17'000 contacts worldwide (11'000 in Europe)	Contribution ST Communication planning and coordination of the presence of the Swiss partners on online platforms. Reporting at the end of the year	Costs in CHF 3250 Content delivered by the partner. Price not including VAT.
01/01/2027 – 31/12/2027	Digital package: focus on corporate/agencies meetings and incentives with MICE Magazine SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or incentive business. • Publireportage on the website of Mice-magazine.com : 800 visitors/day. Shared on Facebook, Twitter, Instagram • Insert in their eNewsletter sent to 45'000 contacts and link to online content on the website • Insert in the Corporateplanner.be e-news sent to 4'500 contacts and online content on the website Comments: - Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.	Contribution ST Communication planning and coordination of the presence of the Swiss partners on online platforms. Reporting at the end of the year.	Costs in CHF 3000 Content delivered by the partner. Price not including VAT.
01/01/2027 – 31/12/2027	eNewsletter 6 eNewsletters are planned through the year. Short and attractive new ideas sent to 1500 clients of our database. eNewsletters will be sent out in January, March, May, September, October and December. Comments: News and original ideas from the Swiss partners are always welcome! Content is king!	Contribution ST Redaction, coordination of the eNews with relevant content.	Costs in CHF 0 News and original ideas from the Swiss partners are always welcome! Content is king!

29/04/2027 – 29/04/2027	European Association Summit (EAS) by ESAE The European Society of Association Executives (ESAE) is the leading organisation in Europe for bringing together Association professionals. SCIB Brussels is partner of ESAE. The European Association Summit (EAS) is the annual education and networking forum held in Brussels for associations, organised in the past by VisitBrussels and since 2024 by ESAE. EAS includes the ESAE's Association Awards Ceremony. Dates to be confirmed. Comments: SCIB as ESAE partner has the possibility to participate with a maximum of 2 partners. There are different sponsorship packages, but priority will be given to sponsors from previous years. Important: it's not a sales platform but an event for associations, ESAE expects to welcome a total of 250 participants (associations, speakers, sponsors...), with a ratio of 80% associations and 20% suppliers. Only for "association" partners attending the annual SCIB events.	Contribution ST Registration via SCIB, special rates	Costs in CHF 4000 Possibility to attend the event. Price and visibility depending on sponsorship packages but no table, no roll up. Price not including travel cost, nor accommodation, nor VAT. Priority given to partners from previous editions and only for partners attending SCIB events. Price between 4'000 and 8'000 €
01/01/2027 – 31/12/2027	Key Media Management - eNewsletters sent to dedicated media recipients (special interest media, daily press, trade media..) - Integration of "Meetings" related articles in the regular media mailing of ST - Integration of a media representative on study trips in order to get best editorial coverage. The main "meetings" magazines are : • Headquarters Magazine : 8500 copies /6x year + online • Boardroom Magazine: Magazine specialized in association management & events 8000 copies/2x year + online Online : • Associationplanner.eu : dedicated newsletter annex portal site targeting over 1995 associations executives headquartered in Brussels .10 times a year. • Corporateplanner.be:dedicated newsletter annex portal site targeting over 4'000 meetings planners.10 times a year. • Meeting Media Company : E-Zine, bi-monthly e-news sent to 17'000 association and corporate planners worldwide; 11'000 in Europe; Average number of webvisitors: 15'000 per month. • Boardoom eNewsletter sent to 10'000 contacts. •MICE Magazine: Mice magazine is a service of Venues Online and Eventonline.Venues Online (www.venuesonline.be) is the most complete online venue locator in Belgium. It groups together 'the best of' all meeting, conference and event venues. Exclusively for B2B, compactly designed, but with a surprising amount of information. Eventonline (www.eventonline.be) has been the online event guide for the organization of corporate and private events for 10 years. Published in Dutch and English	Contribution ST	Costs in CHF 0 Please send us your news. Content is king.

01/01/2027 – 31/12/2027	Networking events at existing platforms Third-party events and networking platforms gain in importance, especially to reach out to new potential clients. The Contact Factory organises 2 events in 2026 and probably again in 2027. The visitors are meeting organizers from associations, corporate companies or agencies based in Belgium and organize all kind of gatherings, congresses, meetings, incentives in Belgium and in Europe. 50% are European Associations, the other 50% are corporate companies, PCO's, AMC's, meeting & incentive agencies, based in Belgium. 80 visiting buyers expected. Cost 1'995€ We regularly check the event calendar and suggest on an ad hoc basis to participate. The cost depends on the price requested by the organiser. Dates not available yet and will be up-dated as soon as available.	Contribution ST SCIB Brussels will regularly check the event calendar and third-party events will be suggested on an ad hoc basis Open to local partners	Costs in CHF Networking events at existing platforms 2000 Price not including travel cost, nor accommodation, nor VAT.
01/01/2027 – 31/12/2027	Partnership with ESAE: the European Society of Association Executives The European Society of Association Executives (ESAE) is the voice of association leaders in Europe and a platform for senior-level association managers in Europe. SCIB has the possibility to be integrated in their eNewsletter, to post on social medias and to post up to 2 articles on case studies by Associations having held their events in Switzerland on ESAE's Knowledge Library connected with above social media post, to attend their events, one with Switzerland-related banner and other material and to make a short presentation to the attendees. Comments: For SCIB association partners: feel free to send us interesting content related to association congresses in Switzerland.	Contribution ST Coordination between ESAE and Swiss partners.	Costs in CHF 0 Only for SCIB association partners: feel free to send us interesting content related to association congresses in Switzerland. Possibility to be integrated in the ESAE newsletter, ESAE social media posts or article on case studies by associations having held their events in Switzerland on ESAE's Knowledge Library
01/01/2027 – 31/12/2027	Stand alone-eNewsletter to SCIB database Special Edition of eNewsletter in SCIB Belgium format about your destination. Content provided by partner and edited by SCIB. Goes out to approximately 1500 buyers. Comments: Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served.	Contribution ST Content provided by partner and edited by SCIB.	Costs in CHF 900 Max 2 partners/year. First come, first served. Price not including VAT. Content is king!

17/09/2027 – 24/10/2027	“Thematic” study trip The idea is to organise a study trip on a specific theme: could be the Swiss cities, sustainability, corporate volunteering... depending on the destinations interested in hosting Belgian meeting planners. Let's discuss a specific programme either for agencies or for corporates in collaboration with an agency. Participation of 8-10 meeting planners. Duration: 3 days/2 nights. Comments: It's important to present new hotels, venues, original activities and offer an attractive programme. Best in Autumn, but open to other periods if special event/exhibition.	Contribution ST Coordination of the trip, invitations and follow-up. Flights & Swiss Travel Passes paid by SCIB and STS If possible, invitation of a MICE journalist	Costs in CHF Study Trip: “Thematic” study trip 0 Partners to cover the costs for the land arrangement. Total 8-10 people, 2-3 nights depending on program and destinations
21/01/2027 – 31/03/2027	“Winter” study trip Organization of a study trips for Belgian PCO's and incentive houses. Participation of 8-10 meeting planners from PCO's and incentive houses in a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city. Ideally, staying in a winter sports destination that is easily accessible from an airport, and in a new or recently renovated hotel, in order to offer an attractive programme. Comments: It's important to present new hotels, venues, original activities and offer an attractive programme.	Contribution ST Coordination of the trip, invitations and follow-up. Flights & Swiss Travel Passes paid by SCIB and STS If possible, invitation of a MICE journalist	Costs in CHF “Winter” study trip 0 Partners to cover the costs for the land arrangement. Total 8-10 people, 2-3 nights. If possible, combination of 2 destinations: city+ winter destination. Ideally, staying in a winter sports destination that is easily accessible from an airport, and in a new or recently renovated hotel, in order to offer an attractive programme.

SCIB Planning 2027 – CHINA

01/01/2027 – 31/12/2027	IBTM Barcelona Pre or Post Convention tour with a Chinese delegation	Contribution ST	Costs in CHF
	To better promote Switzerland as a MICE destination, we will meet buyers from the Chinese market at our booth. Meanwhile, we will collaborate with hotel groups to organize pre- or post-FAM trip across Switzerland. Through this tripartite cooperation model, we aim to forge closer partnerships and frameworks, driving the development and marketing of Switzerland's MICE industry.	Selection of the buyers in collaboration with a hosted buyer group (hotel chain most probaly) and coordination of the program and flights and transport within Switzerland including follow-up.	0 Organisation of the program and coverage of the arrangements in the destination together with the local suppliers.
07/05/2027 – 16/05/2027	IMEX Frankfurt Pre or Post Convention tour with a Chinese delegation	Contribution ST	Costs in CHF
	To better promote Switzerland as a MICE destination, we will meet buyers from the Chinese market at our booth. Meanwhile, we will collaborate with hotel groups to organize pre- or post-FAM trip across Switzerland. Through this tripartite cooperation model, we aim to forge closer partnerships and frameworks, driving the development and marketing of Switzerland's MICE industry.	Selection of the buyers in collaboration with a hosted buyer group (hotel chain most probaly) and coordination of the program and flights and transport within Switzerland including follow-up.	0 Organisation of the program and coverage of the arrangements in the destination together with the local suppliers.

18/10/2027 – 30/11/2027	MICE DMC Exchange Event	Contribution ST	Costs in CHF
	In China, the operation teams of DMC have increasingly shifted to localization in China rather than being located in Europe. The market changes very quickly now, we arrange this event at the end of the year to understand market dynamics, booking trends and share market updates. - Invited ca. 10 - 15 MICE focused and future interests to MICE business DMCs for luncheon meeting. - Exchange for the market updates after pandemic and future promoting targets. - Integrated “Swisstainable” and “Bleisure” concepts. - Collected and renewed the market demands. - Location: Beijing and Shanghai. - Format: online or offline participation. - After the event, all participant name list will be shared. Comments: Welcome to the on-site event. Due to the time difference, it can also be played in the form of advance recording. If you, main products such as hotels or attractions, are considering launching marketing products or promotional plans for the following year, this is an excellent opportunity to share with them in advance. 4 slots only, each slot, ca. 15 - 20 mins for presentation.	Participation fee: online or offline, same rate as 500CHF per partner per city, if offline, the luncheon fee will be included for 2026. Presentation: 15 - 20 mins. Time slots: open to 4 partners / sub-partner only.	Beijing 600 Shanghai 600
19/04/2027 – 27/04/2027	Roadshow and Sales Calls in China.	Contribution ST	Costs in CHF
	Roadshow China incl sales activities in Beijing, Shanghai and Macau from 19 - 25 April 2027. Within one trip, you can cover the Greater China region. The efficiency of business trips has been significantly improved, and there are also more opportunities to meet with target clients. We integrate the fair MITE in Macau and influence the buyers mainly targeted south China market. Combinations of: - Indoors visits to agencies, exchange with KAs in the market and renew the market situation and trend; - Internal trainings of agencies for renewing the knowledge; - One Seminar in Beijing and Shanghai, invite key MICE agencies in town, interactive activities are planned. - 2.5 Days MITE(Macao International Travel Expo) fair, good combinations of Leisure & MICE (3:7), mainly covered the buyers from south China. Also incl. international buyers from other asian market. Sunday will be opened mainly for B2C. 30 B2B appointments during the fair is guaranteed. - Optional extended visit: Extended sales calls in Taipei. The event cost will be included as well.	SCIB China Exculsive Roadshow & Sales Call Tours for partners & open to subpartners. Registration: Please register with Jingyi (Sisi) LV. After registration, partner will receive a confirmation by email. Price include all seminars and transporation to the event venue/sales visit. Roadshow & Sales calls: Beijing, Shanghai and Macau. Extended sales call tour: Taipei. Price exclude all flight cost and hotel accommodation in all main cities.	Roadshow in China 6800 Extended Roadshow in Taipei 1000

01/01/2027 – 31/12/2027	Targeted Remote Selling package	Contribution ST	Costs in CHF
	We leverage digital and online remote technologies to connect partners unable to attend offline marketing events with local MICE agencies across Chinese mainland. This initiative includes live 20-minute interactive online training sessions, each with a minimum attendance of 100 participants. after the training, we will share the attendee list and recorded playback files. The training time can be tailor-made. The MICE-focused mini-program built on WeChat will host the latest training materials for registered partners, allowing MICE agencies to download resources and conduct follow-up promotions for a one-year validity period. The MICE news on our official WeChat account (ca. 200'000 followers) for China will feature a dedicated coverage of the registered partners once. The package is opened to partners and subpartners.	Invitation for training of travel agencies, review of the training PPT and possible translation work involved, sharing of the training participant name list. Upload the training materials to the WeChat mini-program. Content publishing on WeChat official account, etc.	Registration fee 900 Add-on Sub-partner 600 The training can be pre-recorded, highly recommend some partners can register with sub-partners, because each training session can include max. 3 partners, therefore, in total, 60 mins per session.

SCIB Planning 2027 – FRANCE

01/01/2027 – 09/12/2027	Advertorial VoyagesdAffaires.com Nous vous proposons de profiter de la puissance digital du media Voyagesdaffaires.com pour publier votre brand content, un advertorial sous forme d'article que vous aurez rédigé ou fait rédiger. Promotion d'une semaine de l'article sur les réseaux sociaux et la newsletter de l'éditeur, puis il reste à vie sur le site Article en tête d'affiche sur la home page et sur la droite sur les autres pages Entre 15 000 et 20 000 visiteurs par semaine, moyenne de 500 consultations de l'article durant la semaine de promotion Newsletter de 22 000 abonnés et 12 000 abonnés sur les réseaux sociaux	Contribution ST Nous faisons le lien avec le site que nous connaissons bien, car nous communiquons également de temps en temps dessus.	Costs in CHF 2900 Votre article doit comporter : - Un texte compris entre 3 000 et 6 000 caractères (espaces compris) - Un titre (entre 50 et 80 caractères espace compris) - Un chapô (entre 160 et 260 caractères) - 1 à 3 visuels de 700 px de large minimum (hauteur minimum 450-500 px) - 3 liens vers votre site (au maximum) Possibilité de vidéo et de diaporama : nous consulter + Balises à fournir pour le référencement (SEO) : Title : entre 30 et 65 caractères espaces compris Méta-description : entre 130 et 150 caractères espaces compris Le media peut rédiger vos advertorials (sur la base de différents éléments fournis - avec petit supplément)
06/12/2027 – 16/12/2027	Atelier de l'hiver Partance Partance est détenteur d'un carnet d'adresses de clients Mice et propose différents événements pour les rencontrer. Ils proposent plusieurs dates pendant l'année, soit réservées aux agences Mice, soit aux corpos. Nous vous proposons une participation à l'Atelier de l'hiver, traditionnellement réservé aux clients agences. Ce rendez-vous annuel est bien connu des agences. Accueil entre 18h00 et 22h00. 50-60 clients sont attendus. Entre 20 et 30 exposants En tant qu'exposant il faut apporter un cadeau pour les clients ...	Contribution ST Coordination avec Partance. Inscription	Costs in CHF Une table 2800 Workshop avec une table. Networking pendant la soirée avec les invités Open to Subpartner Une bonne solution si on veut toucher le marché français des agences événementielles une première fois

01/01/2027 – 31/12/2027	Content Marketing - Blog Dans une stratégie de Inbound Marketing, nous publions du contenu intéressant francophone pour un public MICE sur notre page “marque” www.news.suisse-conventionbureau.com. Contenu est relayé à travers nos canaux de réseaux sociaux pro (Linkedin,) y compris ambassadeurs But: développement de notre image professionnelle , génération de contacts + de leads	Contribution ST Organisation de l'interview par notre rédacteur. Transcription de l'interview, mise en page de l'interview sous forme d'article et publication sur le blog Diffusion active sur nos réseaux sociaux pro (LinkedIn)	Costs in CHF 0 Si vous avez connaissance d'un séminaire, convention, incentive, learning trip (...) d'un client français ou belge francophone dans votre destination / hôtel et que celui-ci est d'accord de faire un témoignage de son expérience, mettez-nous en relation afin que nous coordonnions la rédaction et publication d'un article sur notre blog. Vous pouvez nous contacter toute l'année
01/01/2027 – 31/12/2027	e-mail news dédiée destination Edition spéciale d'e-news dédiée à une destination, envoyée à environ 2300 contacts de notre DB. 4-5 sujets traité par newsletter.	Contribution ST Mise à disposition d'adresses mail qualifiées de notre DB (environ 2200). Nous nous occupons de la mise en page du mailing, du routage. Reporting (taux d'ouverture, taux de clics ...)	Costs in CHF 900 Vous fournissez le contenu (texte et image) brut. Il nous faut entre 4 et 6 items avec des liens sortants pertinents pour nos organisateurs
01/01/2027 – 31/12/2027	Eductours/Studytrips Voyages d'étude mettant en avant une thématique, nouveauté etc. • soit en collaboration avec une agence qui invite des clients. Dans ce cas la destination sera choisie en accord avec l'agence (potentiel clients) • soit avec des agences de notre database • intégration d'un journaliste si souhaité Nous prévoyons 2-3 voyages. Nous souhaitons pouvoir intégrer une approche thématique de la destination pour un meilleur ROI	Contribution ST Sélection et invitation des clients, co-construction du programme avec nos input marché. Accompagnement & suivi Prise en charge de la partie voyage vers la destination	Costs in CHF 0 “Landarrangement” doit être pris en charge par la destination. Vous pouvez nous solliciter pour accueillir un groupe Pour un bon résultat et ROI, il est bien de présenter des nouveautés ou de prévoir un programme sur une thématique. Les formule qui marche en France :2-3 jours sur un week-end ou seulement 1 jour en AR TGV

01/12/2027 – 07/12/2027	Events Day Mice Village Paris by Meet&Com Events Day Mice Village est une plate-forme organisé par Meet&Com. Une journée dont le programme évolue encore un peu d'année en année, mais qui comporte à chaque fois une conférence thématique intéressante et surtout des rendez-vous B2B sur la journée, avec également des walk-ins. Une pause pour un cocktail déjeunatoire permet du networking. Puis une soirée avec dîner assis et des awards pour visiteurs premium et hosted buyers qui viennent de Province et de pays limitrophes. En 2026 l'événement s'est tenu pour la première fois ensemble avec 4 autres "villages" liés à l'organisation d'événements : Event Tech, IA, Ticketing & Impact (RSE) 90 exposants et 70 Top Hosted Buyers sont annoncés	Contribution ST Coordination pour de meilleurs tarifs si plusieurs prestataires suisses participent, Inscription	Costs in CHF Une table seule 2500 Une table partagée 1900 Participation avec une table ou une table partagée pour les rendez-vous Open to Subpartner : Inscription hôtels ou autres prestataires sans la destination sont également possible. Tarifs réduits (20%) dès 2 partenaires ou subpartners inscrits
04/10/2027 – 18/10/2027	Networking Event pour agences + court workshop agences/corpo Nous prévoyons de re-proposer notre soirée Networking pour agence qui a fait ses preuves dans le passé: le Suisse Cocktail-Mix Challenge. Les agences "MICE" constituent une équipe de 4-6 personnes. Maximum 10 équipes admises. 1-2 équipes par destination suisse 1er prix: un voyage en Suisse à gagner. La compétition ludique est précédée d'un workshop ouvert à tous (agences & corpo)	Contribution ST Recherche du lieu de la soirée, invitation clients, coordination globale de l'événement, suivi	Costs in CHF 2100 Présentation de votre destination d'une manière originale. Possibilité de networking avec 30-40 clients agence dans une ambiance détendue. Opportunité supplémentaire de rencontrer d'autres clients (corpos et agences) lors d'un court workshop avant la partie Cocktail-Mix Challenge Présentation de votre destination en plénière à tous les participants, attribution 1-2 équipes agences pendant la compétition; Une destination peut se faire représenter par un hôtel Tarif + VAT. Nous cherchons aussi un barman d'un hôtel suisse pour l'initiation à la mixologie (intervention en français). Nous contacter pour modalités de participation

13/09/2027 – 30/09/2027	Pure Meetings : Workshop & Soirée Networking, Paris Le rendez-vous de la rentrée pour les organisateurs d'événements à l'étranger. Ce deuxième événement de l'année que Pure Meetings propose, est sur un format workshop + soirée dès 16h. Rdv pré-programmé ou ad-hoc jusqu'à 20h30-21h, puis soirée Networking. 350 Organisateurs de Paris & RP rencontrent max 100 exposants de France & international Participation de destinations et hôtels possible	Contribution ST Coordination de l'inscription pour obtention des meilleurs tarifs pour nos tables. Commentaires: Tarif 2800 CHF ou en table partagée 2100 CHF Système de rdv, mais aussi des visiteurs libres.	Costs in CHF Table seule 2800 Table partagée 2100 1 table ou table partagée pendant toute la durée pour accueillir clients en rdv ou ad-hoc. Accès au profil de tous les acheteurs pour prise de rdv. Open to Subpartner : Inscription hôtels ou autres prestataires sans la destination possible. Pour les groupes d'hôtels (Manotel par exemple), Pure applique un supplément groupe de 325 CHF Tarif table seul 2800 CHF + TVA ou en table partagée 2100 CHF + TVA
11/03/2027 – 11/03/2027	Pure Meetings & Events International, Paris Plate-forme BtoB sur 1 journée, destinée aux organisateurs de séminaires Français cherchant des destinations étrangères et des prestataires (OT, DMC, hôtels, lieux événementiels). Initiateur: Georges Freiha; rendez-vous pré-programmé et surtout ad-hoc 1 exposant pour 4 visiteurs. Environ 500 visiteurs (Paris & Province) attendus pour 100 exposants. L'organisateur cherche à renouveler les destinations exposantes et les acheteurs à chaque édition	Contribution ST Coordination de l'inscription pour obtention des meilleurs tarifs pour nos tables.	Costs in CHF Table seule 2900 Table partagée 2100 1 table ou 1 table partagée pendant toute la journée (9h) pour accueillir clients en rdv. Accès au profil de tous les acheteurs pour prise de rdv. Open to Subpartner : Inscription hôtels ou autres prestataires sans la destination possible. Pour les groupes d'hôtels (Manotel par exemple), Pure applique un supplément groupe de 325 CHF

04/02/2027 – 05/02/2027	Salon SBE à Lyon Nous participons à ce salon annuel destiné à l'organisation de séminaire, établi à Lyon depuis de nombreuses années. Les visiteurs sont des clients de Lyon et région (corpos, agences, Venue Finders) Nous avons à nouveau (4è année) réservé un stand avec un emplacement privilégié à l'entree du salon afin de nous assurer une visibilité maximum. Comments: Tarif 2500 CHF Système de rdv pour des top acheteurs; sinon surtout des visiteurs libres.Participation limitée à 3 partenaires (destinations ou hôtels). Nous partagerons à 4 un stand de 8 m2 qui se situe à l'entrée du salon	Contribution ST Réservation d'un stand avec une surface commune. Coordination de l'inscription et aménagement du stand "Destination Suisse".	Costs in CHF 2700 Participation limitée à 3 partenaires (destinations en priorité ou éventuellement hôtels). Nous partagerons à 4 un stand de 9 m2 qui se situe à l'entrée du salon
01/01/2027 – 31/12/2027	Webinaires Mice Nous continuons d'organiser des webinaires 4-5 fois par an. Séquences de 20-25 minutes pendant lesquelles nous présenterons soit une destination, soit un nouvel hôtel, soit une thématique ou problématique d'un organisateur d'événement. Les présentations sont accessibles par la suite sur le compte slideshare du Convention Bureau. Planning et follow-up également communiqué sur le site internet et via réseaux sociaux.	Contribution ST Invitation à environ 2000 personnes qualifiées de notre base clients, mise en place de la plate-forme technique (zoom), suivi client Génération de 20-60 leads, intéressés par la destination ou la thématique. Visibilité avant et après sur les réseaux sociaux (linkedin, Slideshare.net) et sur MySwitzerland.com/webinaire	Costs in CHF 1000 Présentation de l'offre de votre destination sous un angle thématique pendant 15 -20 minutes à des clients connectés à distance. Intégrer des nouveautés est toujours une bonne idée et appréciée par les clients français.

SCIB Planning 2027 – GERMANY

01/01/2027 – 31/12/2027	Annual-Meeting Jahres-Event von SCIB DE/ AT in Deutschland. Format wird noch entwickelt.	Contribution ST Organisation des gesamten Veranstaltung, Einladungsmanagement sowie Rechnungsstellung.	Costs in CHF 2800 Buchung der An- und Abreise sowie der Hotelübernachtung auf Empfehlung seitens SCIB. Der Preis beinhaltet keine Reisekosten, Unterkunftskosten oder Mehrwertsteuer. Offen für Unterpartner.
01/01/2027 – 31/12/2027	Assistants World Die „Assistants’ World“ bietet ein spannendes Programm mit Keynotes, praxisorientierten Lösungsworkshops, innovativen Ausstellern und mitreißenden Live-Auftritten. Wie jedes Jahr bietet die Veranstaltung eine einzigartige Mischung aus fachlichen Einblicken, interessanten Ausstellern und zahlreichen Networking-Möglichkeiten. Diese Veranstaltung richtet sich an engagierte Assistenten und Bürofachkräfte – mit über 600 Teilnehmern, mehr als 70 ausstellenden Unternehmen und 10 inspirierenden Referenten, die ihr Fachwissen weitergeben möchten. Dies Assistants World ist die grösste Business-Veranstaltung für Assitenzkräfte und Office-Professionals. Veranstaltungsort: Kap Europa, Frankfurt	Contribution ST Organisation und Rechnungsstellung	Costs in CHF 2890 Buchung der An- und Abreise sowie der Hotelübernachtung auf Empfehlung seitens SCIB. Der Preis beinhaltet keine Reisekosten, Unterkunftskosten oder Mehrwertsteuer. Offen für Unterpartner.

01/01/2027 – 31/12/2027	Association-Event Wien Organisation einer Live-Veranstaltung in Wien speziell für Verbände und PCO's. Als Hauptstadt und bedeutendes wirtschaftliches, kulturelles und politisches Zentrum Österreichs ist Wien ein Hotspot für zahlreiche Organisationen. Wien ist zudem Sitz zahlreicher UN-Einrichtungen und Nichtregierungsorganisationen. Der genau Inhalt sowie Datum und Zeitrahmen wird noch bestimmt und mit allen Beteiligten besprochen.	Contribution ST Organisation der Veranstaltungslocation inklusive Catering und Workshops sowie aller anderen Inhalte der Veranstaltung.	Costs in CHF 2500 Buchung der An- und Abreise sowie der Hotelübernachtung auf Empfehlung seitens SCIB. Der Preis beinhaltet keine Reisekosten, Unterkunftskosten oder Mehrwertsteuer. Offen für Unterpartner.
01/01/2027 – 31/12/2027	KMM digital Aufstellung potentieller digitaler Medien im Bereich MICE für den Markt Deutschland / Österreich.	Contribution ST	Costs in CHF 0
01/01/2027 – 31/12/2027	KMM print Aufstellung potentieller Printmedien im Bereich MICE für den Markt Deutschland / Österreich.	Contribution ST	Costs in CHF 0

01/01/2027 – 31/12/2027	Loop „MICE“ Lobster Experience organisiert die „Loop MICE“ – ein exklusives Networking-Format, das internationale Anbieter hochwertiger und luxuriöser Tourismusprodukte mit ausgewählten MICE-Einkäufern aus dem deutschsprachigen Raum zusammenbringt. Die Veranstaltung bietet eine ideale Plattform, um neue Geschäftspotenziale zu erschließen, wertvolle Kontakte zu knüpfen und langfristige Partnerschaften aufzubauen. Im Mittelpunkt stehen 34 vorab vereinbarte One-to-One-Termine à 15 Minuten, die einen effizienten und zielgerichteten Austausch mit relevanten Entscheidungsträgern ermöglichen. Abgerundet wird das Programm durch sorgfältig ausgewählte Networking-Aktivitäten und gemeinsame Erlebnisse außerhalb des Veranstaltungsortes, die den persönlichen Austausch fördern und Raum für vertiefende Gespräche schaffen. Loop MICE steht für qualifizierte Geschäftsanbahnungen, inspirierende Begegnungen und nachhaltige Verbindungen auf höchstem Niveau.	Contribution ST Organisation und Rechnungsstellung.	Costs in CHF 7900 Buchung der An- und Abreise sowie der Hotelübernachtung (auf Empfehlung und mit Sonderkonditionen von Lobster Experience) auf eigene Kosten. Kosten pro Veranstaltung. Der Preis beinhaltet keine Reisekosten, Unterkunft oder Mehrwertsteuer. Offen für Subpartner.
01/01/2027 – 31/12/2027	Meet & Greet Organisation und Durchführung von kleineren Live-Veranstaltungen in Form von Sales Calls bei Agenturen und Unternehmen in ausgewählten Städten/Regionen, kombiniert mit Brunch- oder Abendveranstaltungen. Maximal 2 Städte/Regionen pro Termin und Teilnahme von maximal 3 Partnern. Geschäftssessen und Kundengespräche werden von einer externen Agentur organisiert - Ziel: Neukundengewinnung.	Contribution ST Organisation der Veranstaltung gemeinsam mit der zuständigen Agentur sowie Rechnungsstellung.	Costs in CHF 3600 Der Preis gilt pro Termin/Veranstaltung. Der Preis beinhaltet nicht die Kosten für die An- und Abreise nach bzw. aus Deutschland, die Unterkunft sowie die Mehrwertsteuer.
24/04/2027 – 27/04/2027	MICE Connect Retreat Zürich Kein Networking-Event.□ Keine Sales-Verkaufsveranstaltung.□ Bewusst klein und ausgewählt.□ Hier wird Community real: im 1:1 Austausch, in ehrlichen Gesprächen, in Momenten, die bleiben. Hier entstehen langfristige Partnerschaften – und Empfehlungen. Veranstaltungsort: B2 Hotel Zürich	Contribution ST Organisation und Rechnungsstellung	Costs in CHF 3900 Buchung der An- und Abreise zur Veranstaltung. Hotelübernachtung im Preis inklusive.

01/01/2027 – 31/12/2027	NEO-Summit Der NEO Summit ist Deutschlands führende KI-Konferenz für Event-Profis und befasst sich damit, wie künstliche Intelligenz die Live-Kommunikation, den MICE-Bereich (Meetings, Incentives, Conferences, Exhibitions) und das Eventmanagement verändert.	Contribution ST	Costs in CHF 0
01/01/2027 – 31/12/2027	Rotonda Business-Club Gemeinsames Event mit dem Rotonda Business-Club und exklusiver Zugang zum Club-Netzwerk. Details müssen noch mit Rotonda Business-Club besprochen werden.	Contribution ST Organsiation und Rechnungstellung.	Costs in CHF 0 Buchung der An- und Abreise sowie der Hotelübernachtung auf Empfehlung seitens SCIB. Der Preis beinhaltet keine Reisekosten, Unterkunftskosten oder Mehrwertsteuer. Offen für Unterpartner.
01/01/2027 – 31/12/2027	Stand Alone Newsletter Destination-Newsletter im SCIB-Deutschland-Format. Die Inhalte werden vom Partner bereitgestellt und von SCIB redaktionell bearbeitet. Versand an ca. 1.500 Einkäufer und ca. 2.000 Empfänger. Inhalte werden vom Partner bereitgestellt und von SCIB redaktionell bearbeitet.	Contribution ST Erstellung und Versand.	Costs in CHF 500 Inhalte werden mit Hilfe einer Vorlage (seitens SCIB erstellt) vom Partner bereitgestellt und seitens SCIB überabreitet. Maximal 2–3 Destination-Partner pro Jahr. Wer zuerst kommt, mahlt zuerst. Der Preis versteht sich ohne Mehrwertsteuer.

01/01/2027 – 30/04/2027	Studienreisen / FamTrips	Contribution ST	Costs in CHF
	Studienreise / Famtrips in verschiedene Destination 2027. Teilnahme von 10–15 Veranstaltungsplanern. Dauer: 4 Tage/3 Nächte.	Einladungsmanagement. Organisation von Zugfahrkarten, Flügen und Transfers.	500 Die Partner übernehmen die Kosten für die Landarrangements. An- und Abreise aus Deutschland mit dem Zug oder Flugzeug sowie der Swiss Travel Pass werden von SCIB organisiert.

SCIB Planning 2027 – INDIA

01/06/2027 – 10/08/2027	14th Annual MICE India & Luxury Travel Congress (MILT)	Contribution ST	Costs in CHF
	By invitation only Congress, bringing together corporate buyers, agencies, incentive houses, destination wedding planners and bollywood location managers from across India who are actively sourcing new destinations to host their upcoming events. The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions. In each city, 10 fixed pre scheduled 1:1 matching appointments are arranged with the most influential buyers in India. The appointments can go upto 15 too. The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.		3500 IMP: Overseas flights, intercity flights and hotel overnights are on your own budget. Possible to combine this activity with Sales call package. Then airport /hotel / airport transfers within city are included in the cost.
	Comments: Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner - Single table in one city with individual branding, and individual meetings/ appointments: CHF 6'000. If the Swiss partner wishes an additional person (extra representative) on his/her table the cost is CHF 995 - Clubbed special offer: Own table at MILT Congress (single table) plus Sales call package in 3 cities (pre & post MILT) CHF 10'000 - Clubbed special offer: Sharing table at MILT Congress (sharing table) plus Sales call package in 3 cities (pre & post MILT) CHF 7'500 IMP: Overseas flights, intercity flights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.		
01/02/2027 – 31/12/2027	Advertorials / Media Content / Press Releases for Business Events in Switzerland	Contribution ST	Costs in CHF
	Increase visibility through well written advertorials and high-quality media content. Advertorials in relevant travel trade publications in India. Integrate interesting and relevant content in trade magazines. An excellent opportunity to showcase an offer via advertisements, interviews or etc.,	Identify the right publications for the partner, depending on the brief. Analyses of the media profile and final reporting to the partner	2500 Partner has to provide content along with high resolutions pictures.

01/03/2027 – 15/12/2027	Corporate Educational Trip SCIB India will work in partnership with a leading MICE agency or SWISS, we propose to conduct an exclusive educational trip to Switzerland for select corporate decision-makers. An unique opportunity for the Corporates to experience the destination firsthand, enabling participants to better evaluate Switzerland as a preferred choice for future incentive and reward travel programs. Select group of 8–10 top corporate clients from across India will be invited, focusing on organizations with significant incentive travel potential and influence their decision-making.	Contribution ST SCIB will identify the right corporate clients. SCIB will handle all the coordination between the partner and the Corporate SCIB will issue the Swiss Travel Passes	Costs in CHF Single-Destination Participation 5000 Two-Destination Participation 2500 For two partner regions it will be CHF 2'500 each Partner to plan the program & Swiss Partner to take care of: Hotel overnights in Switzerland Meals and hosted dining experiences. Sightseeing and destination experiences. Venue inspections and MICE-related showcases. Local logistics.
15/01/2027 – 30/11/2027	Individual Sales Activity plan for partners SCIB India will plan and execute a dedicated 5-day sales mission, providing direct access to qualified MICE and corporate buyers across key source markets. The program can include a combination of: Sales calls product presentations, Networking events and One-to-one meetings. The program will cover 3 cities and can be fully tailored to meet the objectives, target audience, and business priorities of the participating Swiss partner (s). To maximize efficiency and return on investment, the sales activity may be combined with: 1. Pre or Post MTM Optimice activities 2. Pre or Post MILT participation 3. Existing business trips undertaken by Switzerland Tourism India for leisure focused activities 4. Other relevant trade events and industry engagements taking place during the same period	Contribution ST SCIB will take care of all the planning and execution of this activity.	Costs in CHF 4500 Open to Swiss partners and sub-partners. Main partner CHF4'500 Participating sub partner CHF 1'500 The cost does not include the following: 1. Flight from Switzerland to India and back. 2. Domestic flights in India 3. Hotels in India 4. Airport - Hotel - Airport transfer

01/01/2027 – 30/11/2027	Intergration of MICE clients in the STE India	Contribution ST	Costs in CHF
	A week-long Leisure Sales Promotional Roadshow will be organized across selected key Indian cities that demonstrate strong potential for Switzerland as a leisure travel destination. Key buyers from across India will be hosted at premium hotels, venues, creating an engaging environment for networking and business development SCIB India will have a dedicated table for STE and will represent SCIB partners, ensuring destination visibility and engagement with the attending buyers. IMPORTANT: Interested Swiss partners participating in STE can combine their involvement with a Pre- or Post STE MICE sales activity, thereby maximizing their time in the market and increasing buyer engagement opportunities.		3000 Option to combine it with Sales call package. Post STE - sales activity cost is CHF 3'000. SCIB will plan 3 day sales activity (workshop/sales call/ presentation) for Swiss partners. Flexible to make a tailor-made program according to the wish list of the Swiss partner.
08/01/2027 – 31/01/2027	MICE Travel Mart /Optimice Event in Delhi	Contribution ST	Costs in CHF
	This event is a highly focused B2B networking event with face-to-face meetings in a unique Reverse Marketplace setting. Unlike traditional trade show formats, corporate buyers remain seated at dedicated tables while exhibitors rotate from table to table, meeting a series of targeted corporate buyers over a fixed period. The Corporate Travel planners and Travel decision-makers from various Corporate houses, pan India are pre-identified and are invited as hosted buyers Structure of the meetings: Session 1: 2-hour Reverse Marketplace with 30 pre-qualified corporate buyers from across India. Session 2: 2-hour Reverse Marketplace with a different group of 30 pre-qualified corporate buyers from the host city. Comments: Recommended exclusively for Swiss partners participating in the Pre- or Post-Sales Activity program, as it complements the broader sales activity and maximizes market exposure. A local representative based in India may participate and represent at the event.		MICE Travel Mart /Optimice Event in Delhi 1500 Partner sharing table CHF 1'500 Passive participation CHF 1'200

15/04/2027 – 31/05/2027	MICE Travel Mart /Optimice Event in Mumbai	Contribution ST	Costs in CHF
	This event is a highly focused B2B networking event with face-to-face meetings in a unique Reverse Marketplace setting.		1500
	Unlike traditional B2B show formats, corporate buyers remain seated at dedicated tables while exhibitors rotate from table to table, meeting a series of targeted corporate buyers.		Partner sharing table CHF 1'500 Passive participation CHF 1'200
	The Corporate Travel planners and Travel decision-makers from various Corporate houses, pan India are pre-identified and are invited as hosted buyers.		
	Structure of the meetings:		
	Session 1: 2-hour Reverse Marketplace with 30 pre-qualified corporate buyers from across India. Session 2: 2-hour Reverse Marketplace with a different group of 30 pre-qualified corporate buyers from the host city.		
	Comments: Recommended exclusively for Swiss partners participating in the Pre- or Post-Sales Activity program, as it complements the broader sales activity and maximizes market exposure.		
	A local representative based in India may participate and represent at the event.		
01/11/2027 – 10/12/2027	Pre or Post IBTM World Barcelona	Contribution ST	Costs in CHF
	International trade show with participation of worldwide meeting planners in Barcelona. SCIB India will participate at the SCIB booth.	SCIB will identify the right IBTM hosted buyer and invite him /her for the study trip	Pre or Post IBTM World Barcelona 0
	SCIB India will try to organize a Pre-IBTM or Post-IBTM study trip to Switzerland for selected hosted buyers attending IBTM in Barcelona.	SCIB will handle all the coordination between the partner and the hosted buyer.	Open to Swiss partners and sub-partners interested in engaging with the Indian MICE market and showcasing their destinations, products, and services
	Focus will be on MICE planners, approx. 5 to 8 clients.	SCIB will issue the Swiss Travel Passes.	
	If possible will try to work jointly with a hotel chain having a GSO in India and who have hotels in Switzerland. - In such case, the hotel overnights will be hosted by the hotel chain		
	Comments: Swiss partners & sub partners to organise overnights, land arrangements, meals & Sight seeing, in their region.		Partner to plan the program & Swiss Partner to take care of: Hotel overnights in Switzerland Meals and hosted dining experiences. Sightseeing and destination experiences. Venue inspections and MICE-related showcases. Local logistics.

01/04/2027 – 31/05/2027	Pre or Post IMEX tour to Switzerland SCIB India will organize an exclusive Pre-IMEX or Post-IMEX study Trip to Switzerland for selected hosted buyers attending IMEX Frankfurt. Focus will be on MICE planners and a few Corporate clients. Approx. 8 to 10 clients. If possible will try to work jointly with a hotel chain having a GSO in India and who have hotels in Switzerland. - In such case, the hotel overnights will be hosted by the hotel chain Open to subpartners too.	Contribution ST SCIB will identify the right IMEX hosted buyer and invite him /her for the study trip SCIB will handle all the coordination between the partner and the hosted buyer. SCIB will issue the Swiss Travel Passes.	Costs in CHF 0 Open to Swiss partners and sub-partners interested in engaging with the Indian MICE market and showcasing their destinations, products, and services Partners (region) has to pay for the train ticket from Switzerland to Frankfurt Partner to plan the program & Swiss Partner to take care of: Hotel overnights in Switzerland Meals and hosted dining experiences. Sightseeing and destination experiences. Venue inspections and MICE-related showcases. Local logistics.
01/09/2027 – 15/12/2027	Swisstainable Corporate Fam Trip SCIB India along with the interested Swiss partners will curate an exclusive sustainability focused educational journey to Switzerland, designed to inspire corporate leaders to adopt sustainable travel practices for employee engagement, incentive programs, leadership retreats, and offsite meetings. The program will provide participants with firsthand exposure to Switzerland's world-class sustainable tourism infrastructure, responsible hospitality practices, efficient transportation systems, and innovative event solutions. An exclusive group of 6–8 senior corporate decision-makers from across India, including: HR and Employee Engagement Leaders, Rewards & Recognition Heads, Corporate Decision-Makers, Senior Business Leaders responsible for incentive and offsite programs	Contribution ST SCIB will identify the right corporate client and invite him /her for the study trip SCIB will handle all the coordination between the partner and the hosted buyer. SCIB will issue the Swiss Travel Passes.	Costs in CHF 5000 For two partner regions it will be CHF 2500 each. Open to Swiss partners and sub-partners interested in engaging with the Indian MICE market and showcasing their destinations, products, and services Partner to plan the program & Swiss Partner to take care of: Hotel overnights in Switzerland Meals and hosted dining experiences. Sightseeing and destination experiences. Venue inspections and MICE-related showcases. Local logistics.

01/01/2027 – 31/08/2027	Travel MICE & Corporate Show - Tier 2 City	Contribution ST	Costs in CHF
	The Travel MICE & Corporate Show is an invite-only B2B event in a Tier 2 city of India. It connects leading Corporate buyers and event planners through one-on-one prescheduled meetings. The prescheduled meetings are held over two days and is hosted buyer event. Target Audience: Corporate travel heads, HR managers, Marketing Managers and MICE (Meetings, Incentives, Conferences, and Exhibitions) planners Comments: Recommended exclusively for Swiss partners participating in the Pre- or Post-Sales Activity program, as it complements the broader sales activity and maximizes market exposure. A local representative based in India may participate and represent at the event.		Partner sharing table 1500 Passive participation 1200 Partner sharing table CHF 1'500 Passive participation CHF 1'200

SCIB Planning 2027 – MULTIPLE MARKETS & SWITZERLAND

01/01/2027 –
31/12/2027

3rd Party Events throughout the year 2027

Different 3rd party events will take place in 2027. SCIB is in direct contact with the organizers and negotiates discounted rates and coordinates the Swiss participants.

Examples of 3rd party events are:

- inVoyage
- Break the Ice Forum
- M&I
- Europe Congress
- Rendez Vous
- Suppliers eXchange Buyers
- INTERaction
- BCD M&E Supplier Event

The main reason of all the mentioned events is to bring suppliers and buyers together to do business. And of course also to meet new potential buyers.

Buyers can be agencies, corporates and associations

Comments: All of the above third-party events can be booked via SCIB at special prices. Please note the deadlines, as certain events sell out very quickly.

Contribution ST

Negotiation of price and coordination of the Swiss participation.

Costs in CHF

Prices TBC depending on event
0

The prices of the events, the destinations and dates will be communicated as soon as available.

01/01/2027 –
31/12/2027

Acquisition of Sports Events: A day behind-the-scenes

Sport events offer great potential, particularly for boosting occupancy during the off-season and enhancing the appeal of destinations. That is why we want to increasingly attract interesting sporting events that are also suitable for smaller destinations.

- Focus on World and European Championships in niche sports
- Out of scope are elite categories, but focus on juniors, amateurs and veterans

To show interested sports federations what it takes to host an international event in Switzerland, we are planning a behind-the-scenes tour of an existing event in 2027. Sports officials from Swiss federations will be invited so they can gain hands-on experience and exchange ideas with International Olympic Committee officials. At the same time, we'll introduce the services offered by SCIB and the local CVBs to highlight where we can support them with biddings.

Contribution ST

Organisation of the program, transportation and F&B. Selection of the relevant persons within Swiss sport federations.

Costs in CHF

0

Would you like to put your destination in the spotlight as a potential host location? If an international sporting event is being held in your destination in 2027—ideally one in which you are involved—we would attend it together with the selected sports officials. These events could also be Junior European Championships or niche sports. The local organizing committee would need to be willing to share their experiences with us during the event. Please get in touch if you have a suitable event scheduled for 2027.

27/05/2027 – 30/05/2027	Amsterdam by inVoyage 2027 Venue: Hotel Okura Amsterdam inVoyage is a luxury forum for high-end buyers and destinations. The event offers one-to-one meetings, networking activities, dinners and content sessions. Usually around 100 buyers and 75 suppliers attending. Buyer source markets: 40% US & Americas / 50% UK & Europe / 10% MEA & APAC	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 10500 In the rate the following services are included: 3 nights' accommodation, F&B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.
25/11/2027 – 05/12/2027	Asia Trophy 2027 Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB. Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas. Destination partners have the opportunity to join the entire trophy and be part of Teams to maximize the networking opportunity with the participants. This operational format replaced the Partner's Workshop which traditionally took place on Day 1 of the Trophy. This marketing opportunity offers 3-day networking with Asia MICE agents, and offer maximum exposure for your destination identity. Bidding still open and hosting route to be confirmed end of September 2026.	Contribution ST Selection and qualification of Asian MICE Buyers Long haul flight between Asia - Switzerland Switzerland Travel Passes Overall planning and follow-up.	Costs in CHF 4500 Destination Partners with Asia package has the opportunity to join Asia Trophy 2027 as a trophy participant for 3-day programme On a daily basis, we will rotate you with different teams (in other words different markets) to maximise networking opportunity during the event. We will collect your market priority to ensure your market needs & strategy can be fulfilled with Asia Trophy participant. Participant fee is CHF4500 +VAT for the entire duration, excluding travel and hotels. Hotel rate will be offered at special rates

23/04/2027 – 26/04/2027	Bangkok by inVoyage 2027 Venue: Four Seasons Hotel Bangkok inVoyage is a luxury forum for high-end buyers and destinations. The event offers one-to-one meetings, networking activities, dinners and content sessions. Usually around 100 buyers and 75 suppliers attending. Buyer source marktes: 40% US & Americas / 40% UK & Europe / 20% MEA & APAC	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 9900 In the rate the following services are included: 3 nights' accommodation, F&B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.
31/03/2027 – 02/04/2027	Destination Wedding: B2B Round Table Event in Spring 2027 Destination Weddings Round Table Event targets on luxury wedding planners based in Switzerland who have records of incoming weddings. This event aims to offer a 2-day networking environment to connect wedding venues with planners, and to elevate the Swiss wedding industry for a global wedding promotion strategy. In 2027, we aim to host a total of 80 pax at this event (a guarantee attendance of wedding planners = 30 pax). Event participation is opened to - Priority participation for Hotel Partners with Destination Wedding Package Tier 3 (discounted rate at CHF2'500) - Hotel Partners with Destination Wedding Package Tier 2 - SCIB destination partners & convention bureau Past Event in Villars, 2026 - Day 1: welcome reception and dinner - Day 2: networking, group discussion, and lunch - Total attendance 105 (35 wedding planners) - Education session with guest speakers https://www.myswitzerland.com/en-ch/experiences/wedding/wedding-blog/destination-weddings-round-table-event-villars/	Contribution ST ST & SCIB is responsible for event hosting and planning Selection and qualification of planners Overall event concept and design, and appoint local vendors	Costs in CHF Event participation fee 3000 Special price for Destination Wedding Package Tier 3 Hotel Partners 2500 Event participation is opened to - Priority participation for Hotel Partners with Destination Wedding Package Tier 3 (discounted rate at CHF2'500) - Hotel Partners with Destination Wedding Package Tier 2 (participation fee at CHF3'000 for one attendee, excluding hotel and transport) - SCIB destination partners & convention bureau (participation fee at CHF3'000 for one attendee, excluding hotel and transport)

01/01/2027 – 31/12/2027	Destination Weddings Package Tier 1 - Destination Weddings Package Tier 1 is offered to Hotels with an interest in increasing visibility in wedding & social event segment domestically and internationally - Objective to gain digital visibility on Switzerland.com/weddings (link) with text, photos, film clips, address and contact info - Venue finder & listing (link), as well as special category (eg. exclusive hire, outdoor ceremony, venue with no music limit) - Total web sessions on Switzerland.com/weddings (link) is 167K in 2025 = 35% Swiss Market, followed by India, GCC, USA	Contribution ST ST and SCIB team responsible for website, content management and venue listing on Switzerland.com/weddings	Costs in CHF for hotel partner and wedding venue 1900 Hotel and Venue Partners will be given a login to upload wedding images and key facts
01/01/2027 – 31/12/2027	Destination Weddings Package Tier 2 - Tier 2 Package is strategically designed for hotels with a strong interest in growing wedding & social event segment internationally, and a deep willingness in adjusting the event offer to fulfill destination wedding needs - Registration criteria: Hotels 4* superior and above, unless it's an unique property with specific wedding offers (eg. Villa Emden Brissago Island). Minimum one indoor venue for 40 guests or more in a banquet seating. Outdoor space or hotel garden a pre-dinner cocktail or wedding ceremony - Tier 2 Service: Tier 1 service inclusion plus and Social media, Wedding Blog Postings - Tier 1 service inclusion (Digitalisation on S.com/weddings) - Blog creation on Switzerland.com/weddings and content translation in 4 languages (EN, DE, FR, IT) – Blog Example - Instagram @switzerlandweddings; 3 x Feed Posts in carousel format to > 8000 B2B followers (29% USA, 27% Swiss) - Digital communications via eNewsletter, to 1'350 B2B wedding database	Contribution ST ST and SCIB team responsible for website, content management, venue listing on Switzerland.com/weddings Social media content planning is managed by SCIB, on instagram @switzerlandweddings	Costs in CHF per hotel / wedding venue 3900 Hotel Partners and wedding venues partners will be given a login to upload wedding images and key facts Partners to provide appropriate content for blog, real wedding images, styled shoot content for social media posts. SCIB team will also reach out to wedding photographers and wedding planners for additional content

01/01/2027 –
31/12/2027

Destination Weddings Package Tier 3

- Tier 3 package is strategically designed for hotels and venues with a proactive approach, in growing destination wedding internationally, in particularly in USA and luxury market
- Registration criteria: Hotels 5* with multiple venues for luxury weddings and social celebrations. Exclusive hire or partial privatisation offer is a plus

Tier 3 Package: Tier 1 and Tier 2 service inclusion plus additional Sales & Marketing Support

(1) Digitalization & Social Media Postings (Tier 1 and Tier 2 service inclusion)

(2) Sales support & Key Account Management

- Round Table Event: a guaranteed participation at annual flagship wedding event, with an event fee at CHF2'500 (discounted from CHF 3'000). More details on slide 13
- Part of Wedding Sales presentation at B2B wedding fairs and sales calls
- RFP enquiry generation for destination weddings & social events enquiries
- Get introduced to Swiss & international planners and vendors (eg. Individual planner's invitation for hotel site inspection)
- Fam trip hosting opportunity (Lake Geneva and Gstaad in March 2026)
- Assistance in selection & qualification of planners for hotel's specific event (eg. Montreux Jazz Festival VIP Night invitation)

(3) Key Media Management and Content Pitching

- Online Editorial feature on international wedding platforms such as WedLuxe, The Lane, Wedded Wonderland
- Offline Editorial Feature & hotel listicles on wedding magazines
- Content pitching to international media when appropriate
- Content pitching to local media when appropriate (

Contribution ST

ST and SCIB team responsible for website, content management, venue listing on Switzerland.com/weddings

Social media content planning is managed by SCIB, on instagram @switzerlandweddings

Sales and marketing support will be handled by Regina Lai (part of SCIB team) and each hotel and venue partner will receive a 60-min consultation prior to the start of the strategic project

Costs in CHF

for each hotel / wedding venue
6900

Registration criteria: Hotels 5* with multiple venues for luxury weddings and social celebrations. Exclusive hire or partial privatisation offer is a plus

Hotel Partners and wedding venues partners will be given a login to upload wedding images and key facts

Partners to provide appropriate content for blog, real wedding images, styled shoot content for social media posts. SCIB team will also reach out to wedding photographers and wedding planners for additional content

01/01/2027 –
31/12/2027

Digital Campaign "Swiss Ecosystems"

Through engaging video storytelling, the campaign highlights Switzerland destinations as hubs where research, innovation, business, and academia come together to drive progress in selected key sectors.

Each video explores a specific ecosystem in the destination, featuring expert insights, successful collaborations, and real-world examples that demonstrate the value of bringing meetings and congresses to Swiss destination.

The content directs viewers to a dedicated ecosystem page, where they can discover the strengths, stakeholders, and opportunities within each ecosystem.

Focus markets: Europe, North America

Contribution ST

Production:
Promotional video, 60-70 sec length adopted for social media

Distribution:
LinkedIn (paid and organic), and organic promotion within selected target markets as well publishing on YouTube.

Costs in CHF

9500

Campaign participation is available to destinations that are enrolled in Association package.

01/01/2027 – 31/12/2027	E-Newsletter 4 E-Newsletters per year to Corporate and Agency clients in Switzerland (Business Persona Alex) linked to Switzerland/meetings.	Contribution ST Database management, selection of content, distribution of E-News, evaluation and reporting to partners.	Costs in CHF 0 Provide relevant content to the project manager in order to be featured within the topics infrastructure, social programs, team activities, examples of business events that took place, etc. of interest for planners of meetings, seminars and events for assistants and executives within corporate companies based in Switzerland.
07/03/2027 – 09/03/2027	Events Club Associations Forum 2027 This event takes place in Innsbruck, Austria. Venue: Messe Congress Innsbruck. Europe Congress (EC) specializes in organizing top quality MICE business forums facilitating suppliers and buyers from the worldwide meeting and event industry to meet face-to-face. More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified 60 international event planners specifically from associations and PCO's - Every supplier has 20 guaranteed, pre-scheduled face-to-face meetings - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. This event can only be booked in combination with an MCE event or Events Club Forum (full or shared table package)! MCE Europe Congress usually advises to book Events Club Forum, as it brings the most similar participants, as it is a larger event and offers the highest rate of competitiveness.	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Shared table 4900 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT. Travel and hotel accommodation need to be paid extra. Note: Please note that Events Club Associations Forum and Events Club Life Sciences Forum can only be booked in combination with any other event offered by Europe Congress. When booking both Events Club Associations Forum and Events Club Life Sciences Forum, only one other event booking is required.

01/09/2027 –
03/09/2027

Events Club Forum 2027

This event takes place in Prag, Czech Republic
Venue: Prag Congress Centre

Europe Congress (EC) specializes in organizing top quality MICE business forums facilitating suppliers and buyers from the worldwide meeting and event industry to meet face-to-face.

More information: www.europecongress.com

Summary: B2B Meetings Package

- 2.5 days event with pre-scheduled appointments
- top qualified 150 international event planners
- Every supplier has 24 guaranteed, pre-scheduled face-to-face meetings
- On top of the formal business meetings there is a fully-hosted social programme including coffee breaks, lunches, welcome reception, dinners and an after-dinner party.

Buyers from:

Germany, Austria, Switzerland: 15%
The United Kingdom & Ireland: 20%
France, Benelux: 15%
Scandinavia, Finland and The Baltics: 10%
Italy, Spain & Portugal: 10%
Central & Eastern Europe: 15%
The Balkan Region Countries: 5%
Turkiye, Middle East & Asia: 5%
The Americas: 5%

Representing: 70% Agencies, 20% Corporates, 10% Associations

Contribution ST

Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.

Costs in CHF

Exhibition package
4100

B2B package
3800

Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT.

Shared Exhibition package: CHF 2900 plus VAT
Shared B2B package: CHF 2700.00 plus VAT

Travel and hotel accommodation need to be paid extra.

13/06/2027 – 15/06/2027	Events Club Life Sciences Forum 2027	Contribution ST	Costs in CHF
	This event takes place in Riga, Latvia. Venue: Radisson Blu Latvija Conference & Spa Hotel	Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Single table 6850 Shared table 4250
	Meet in person with leading international event planners from the life sciences industry, all of whom are pre-screened, qualified, and reference-checked for their interest and business volumes.		
	More information: www.europecongress.com		Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT.
	Summary: - 2.5 days event with pre-scheduled appointments - top qualified 60-80 buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 28 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.		Travel and hotel accommodation need to be paid extra.
			Note: Please note that Events Club Associations Forum and Events Club Life Sciences Forum can only be booked in combination with any other event offered by Europe Congress. When booking both Events Club Associations Forum and Events Club Life Sciences Forum, only one other event booking is required.

16/11/2027 –
18/11/2027

IBTM World Barcelona 2027

International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.

Hosted buyers program, buyer driven appointment system, networking and educational opportunities.

Activities planned:

- Dinner with the Swiss partners on Tuesday night
- Switzerland Breakfast on one or two days
- Partner activities upon request

Contribution ST

Negotiation of price and coordination of the Swiss participation.
Organisation of the booth and promotion of the Switzerland presence at the show.
Invitation to potential buyers for the client event/breakfast at the booth.

Costs in CHF

Main partner
9700

Subpartner
9100

Open to Subpartners (prices to be confirmed in autumn 2026).

Non-SCIB DMCs partners operating al over Switzerland must purchase the SCIB Basic Package and one additional market package to participate.

Cost for participation plus VAT (1 staff only)
- CHF 9'700 for the first person of a SCIB-partner
- CHF 9'100 per person for Subpartner

Additional staff (for any additional person of that partner (same company):
1 day = 1700
2 days = 3000
3 days = 4100

11/05/2027 –
13/05/2027

IMEX Frankfurt 2027

International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentives and events from corporations, associations, agencies and industry media.

Hosted buyer program, buyer driven appointment system, networking and educational opportunities.

- Participation at the Switzerland stand with company logo.

- Integration in the digital exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.

Switzerland's presence at IMEX will be thoroughly reviewed and optimised after the 2026 event. Therefore, all information regarding services and prices is subject to change.

Contribution ST

Organisation of the booth and promotion of the Switzerland presence at the show. To attract potential customers to our stand, invitation to potential buyers for the client event/breakfast at the booth.

Costs in CHF

Main Partner
9700

Sub-partner
9100

Open to Subpartners
(prices to be confirmed in autumn 2026).

Non-SCIB DMCs partners operating all over Switzerland must purchase the SCIB Basic Package and one additional market package to participate.

Cost for participation plus VAT (1 staff only)
- CHF 9'700 for the first person of a SCIB-partner
- CHF 9'100 per person for Subpartner
Additional staff (for any additional person of the same company):
1 day = 1700
2 days = 3000
3 days = 4100

22/02/2027 – 25/02/2027	INTERaction EMEA Geneva, 2027 INTERaction EMEA takes place in Geneva. It is the employee Meeting & Supplier Showcase from American Express Meetings & Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings & Events. Network with up to 250 Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout. -Table (for group appointments) with two chairs for both days. -ca. 29 x 15-minute group appointments. -All social events and meals including breakfast, lunch and dinner for entire event. -Company logo visible on signage. -Maximum of 2 suppliers per table. -Value added: content distributed through the Meetings Source (=global online supplier management) As the event is taking place in Switzerland it would be great to welcome a nice amount of Swiss Partners to join. NOTE: Airlines, Hotels and DMC's are required to be in the AMEX Preferred Business Partner Program prior to contracting for INTERaction Geneva, regardless if you are attending with SCIB. More information on request. Attendees; Expected are 300 Amex GBT and CWT employees from across Europe and 300 trusted Amex partners (hotels, DMCs, convention bureaux, AV companies, airlines, etc..)	Contribution ST Negotiation of price and coordination of the Swiss participation.	Costs in CHF Early bird registration (till 01 September) sharing table 4750 Registration (02.09.-08.12.2026) sharing table 6000 Together with Geneva Convention Bureau, SCIB is co-host of the INTERaction EMEA event in Geneva in 2027. Special packages as networking breaks, leadership dinner, registration bags, event app, celebration dinner etc... on request. Travel and hotel accommodation need to be paid extra. NOTE: Airlines, Hotels and DMC's are required to be in the AMEX Preferred Business Partner Program prior to contracting for INTERaction Geneva, regardless if you are attending with SCIB. More information on request.
05/04/2027 – 07/04/2027	M&I Expo Abu Dhabi This event takes place in Abu Dhabi. A global exhibition for the elite of the MICE industry coming to Abu Dhabi. Exclusively designed for the "MICE 1,000" - a curated group of the most senior, influential decision-makers in the global MICE industry - M&I Expo prioritises quality over quantity. 35 meetings with 350 UK & European (60%), Middle East & Asia (25%) and Americas buyers (10%). Event agencies, corporate planners, independent planners & association planners are attending. -300 Suppliers are Tourism boards, CVBs, hotel brands, independent hotels, DMCs, conference centres & technology suppliers. More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8800 Shared table 5600 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra.

30/08/2027 – 02/09/2027	M&I flagship Dallas, Texas, USA This event takes place in Dallas, Texas, USA. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 40 meetings during 3 days 130 American buyers (Event agencies, incentive houses and Corporates) 120 Suppliers (Hotels, CVB's, DMC's and Congress Centres). More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8550 Shared table 5500 Note: European Suppliers are on waiting list, priority to American Suppliers. If you are interested to join, let us know asap, so that we can place the interest and that you can be considered more quickly on the waiting list. Special: The M&I flagship Dallas takes place at the same time as M&I Healthcare Dallas. Meetings will not be the same, but all networking slots (for example in the evening) will be at the same location and you get the chance to meet more buyers.
01/12/2027 – 04/12/2027	M&I flagship Gran Canaria, Spain This event takes place in Gran Canaria, Spain. M&I Forums are trade events where suppliers and \$ buyers in the MICE travel market meet to do business. 40 meetings during 3 days 130 UK Buyers: Event agencies, incentive houses and Corporates 120 Suppliers: Hotels, CVB's, DMC's and Congress Centres. More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8300 Shared table 5350 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra.

07/02/2027 – 10/02/2027	M&I flagship Marrakech, Morocco This event takes place in Marrakech, Morocco. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 40 meetings during 3 days (20 meetings for shared table) -140 European buyers (Event agencies, incentive houses and Corporates) -130 European Suppliers (Hotels, CVB's, DMC's and Congress Centres). More information: http://www.mi-forums.com/.	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8300 Shared table 5350 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra.
16/06/2027 – 19/06/2027	M&I flagship Sibenik, Croatia This event takes place in Sibenik, Croatia. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 40 meetings during 3 days (20 meetings for shared table) -140 European corporates and event agencies -130 European MICE hotels, DMC's, CVB's and Congress Centres More information: http://www.mi-forums.com/.	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8300 Shared table 5350 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra.

27/06/2027 – 30/06/2027	M&I Healthcare Milan, Italy	Contribution ST	Costs in CHF
	The event takes place in Milan, Italy. 35 meetings during 2 days. -140 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 35 pre-scheduled meetings and different educational sessions. 130 suppliers. Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible. Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&I Forums.	Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Single table 8300 Price is per single table plus VAT. Sharing table NOT possible. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. A separate test (Healthcare Certified Test organized by Healthcare Venue is compulsory and the costs need to be paid separately, approx. CHF 750 for hotels and DMC's and approx. CHF 300.00 for CVB's and venues.. Travel and hotel accommodation need to be paid extra. Booking: the earlier the better. If you are interested please let us know asap as the places at this event sell very fast.

30/08/2027 – 02/09/2027	M&I Healthcare, Dallas, Texas, USA This event takes place in Dallas, Texas, USA. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 40 meetings during 3 days 100 American corporates and event agencies 90 American and European Suppliers (Hotels, CVB's, DMC's and Congress Centres). More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table (including training) 8300 Price is per single table plus VAT (NO shared tables available).. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra. Booking: the earlier the better. If you are interested please let us know asap as the places at this event sell very fast. Special: The M&I flagship Dallas takes place at the same time as M&I Healthcare Dallas. Meetings will not be the same, but all networking slots (for example in the evening) will be at the same location and you get the chance to meet more buyers.
11/04/2027 – 14/04/2027	M&I Luxe Americas - West Hollywood This event takes place in West Hollywood, CA, USA. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 30 meetings during 3 days 110 Key American luxury incentive agencies 110 Suppliers: 5* hotels, DMC's CVB's with luxury incentive business More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8800 Price is per single table plus VAT (NO shared tables available).. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra. Booking: the earlier the better. If you are interested please let us know asap as the places at this event sell very fast.

26/04/2027 – 29/04/2027	M&I Luxe Ibiza, Spain This event takes place at Ibiza, Spain. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 30 meetings during 3 days 130 European luxury incentive agencies 120 European 5* hotels, DMC's and CVB's with luxury incentive business More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8800 Price is per single table plus VAT (NO shared tables available).. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra. Booking: the earlier the better. If you are interested please let us know asap as the places at this event sell very fast.
13/10/2027 – 16/10/2027	M&I Private Sicily, Italy This event takes place in Sicily, Italy. M&I Private is usually a smaller event for mostly independent hotels, intimate brands of hotel chains, unusual properties (4 and 5 star hotels) and venues with character. 40 meetings during 3 days -120 UK & European buyers (Senior and Decision-making attendees from corporates and event agencies from Europe / 110 Suppliers More information: http://www.mi-forums.com/.	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8300 Price is per single table plus VAT (NO shared tables available).. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra.

27/02/2027 – 03/03/2027	M&I Transatlantic Stockholm, Sweden This event takes place in Stockholm, Sweden. M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. -40 meetings during 4 days -140 Buyers: Event agencies, corporate planners, independent planners & association planners from The Americas -130 Suppliers: Tourism boards, CVBs, hotel brands, independent hotels, DMCs, conference centres & technology suppliers from Europe More information: http://www.mi-forums.com/	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 8800 Shared table 5600 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 1470.00 plus VAT. Travel and hotel accommodation need to be paid extra. Booking: the earlier the better. If you are interested please let us know asap as the places at this event sell very fast.
14/02/2027 – 16/02/2027	MCE Central & Eastern Europe 2027 This event takes place in Krakow, Poland. Venue: Mercure Krakow Fabryczna City. MCE Central & Eastern Europe is a forum where suppliers and buyers in the MICE travel market meet to do business. More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified 80-100 buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 28 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. Buyers from: - Germany, Austria, Switzerland: 20% - The United Kingdom & Ireland: 20% - France, Benelux & Scandinavia: 25% - Italy, Spain & Portugal: 15% - Central & Eastern Europe: 5% - Middle East & Asia: 5% - North America: 10% Representing: 65% Agencies, 25% Corporates, 10% Associations	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 6200 Shared table 4000 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT. Travel and hotel accommodation need to be paid extra.

18/04/2027 – 20/04/2027	MCE North & West Europe 2027 This event takes place in Hamburg, Germany. MCE North & West is a forum where suppliers and buyers in the MICE travel market meet to do business. More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified 80-100 buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 28 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. Buyers from: Germany, Austria, Switzerland: 20% The United Kingdom & Ireland: 20% France, Benelux & Scandinavia: 20% Italy, Spain & Portugal: 10% Central & Eastern Europe: 10% Middle East: 10% North America: 10% Representing: 65% Agencies, 25% Corporates, 10% Associations	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 6200 Shared table 4000 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT. Travel and hotel accommodation need to be paid extra.
07/11/2027 – 09/11/2027	MCE South Europe 2027 Destination: TBC MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business. More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified 80-100 buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 28 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. Buyers from: Germany, Austria, Switzerland: 25% The United Kingdom & Ireland: 25% France, Benelux & Scandinavia: 20% Italy, Spain & Portugal: 5% Central & Eastern Europe: 10% Middle East & Asia: 5% North America: 10% Representing: 65% Agencies, 25% Corporates, 10% Associations	Contribution ST Negotiation of price and coordination of the Swiss participation. Representation of all partners by SCIB, where SCIB is participating.	Costs in CHF Single table 6200 Shared table 4000 Price is per single or shared table plus VAT. Open to subpartners. A second delegate of the same company CHF 950.00 plus VAT. Travel and hotel accommodation need to be paid extra.

01/12/2027 –
17/12/2027**pi:ks 2027**

The Swiss Innovation Experience Summit for Association Leaders.
Switzerland stands at the forefront of global innovation – from cutting-edge developments in life sciences, AI, robotics, and space to global leadership in cleantech and sustainable solutions. Switzerland offers a thriving ecosystem of expertise and excellence.
SCIB and its partners organize a unique 2-day educational and networking experience, which combines expert-led sessions, hands-on workshops and curated innovation tours to highlight the best of Swiss hospitality and know-how. We will show our clients how Switzerland can elevate their future events and we will connect them with fellow association leaders and top experts.

- Dates and destination 2027 to be confirmed. Beginning of Dec. most probably.
- Topic: Innovation - Switzerland as a country of innovation and inventiveness / Presentation of the Swiss ecosystems
- Target group: Executives and decision-makers of International, European and national associations, PCOs
- Objectives: Strong, sustainable and authentic positioning of Switzerland as a global hub of innovation and a world-class destination for association events / Long-term development of a series of events on the topic of 'Innovation' / Creation of an exclusive setting (small group, high level of support, personal insights)
- Post tours in other Swiss destinations / Bleisure offers

Contribution ST

Organization of event together with the host destination, research potential clients, invitation and registration management, speaker & content, financial support.

Costs in CHF**2200**

- Participation for SCIB association package partners only
- Dates, destination and topic to be discussed and confirmed with all SCIB association package partners
- Not included: travel & accommodation costs
- Price: subject to change

01/01/2027 –
31/12/2027**Social Media Organic**

Increase the visibility of your venue, destination, or service through SCIB's social media channels.

Sharing fresh content such as high-quality photos, videos, reels, and social media posts makes it easier for SCIB to feature your stories across our LinkedIn, Telegram, and Instagram channels. The more timely and engaging the content, the greater the potential reach and visibility among event planners, agencies, and corporate buyers.

Help us tell your story.

Contribution ST

We adopt your message to our social media channels:

- LinkedIn
- Instagram
- Telegram

In addition, SCIB produces dedicated video content for @switzerland YouTube channel, hygiene and hub content such as the Meeting Trophy, case studies, ecosystem videos, and other business event - focused productions.

Costs in CHF**0**

By keeping the SCIB HQ team informed about your latest news, openings, achievements, events, and developments, you create opportunities for additional exposure to our international meetings and incentives audience.

Information we expect from you:

- high quality photo/video
- short text (300-400 characters)
- link to information source

10/10/2027 – 12/10/2027	STM 2027: PreTour Business Events Welcoming the buyers with potential for business events on a PreTour in Switzerland. Approximately 10 buyers + 1 SCIB representative will attend the PreTour. Focus mainly ST markets with no SCIB representative (e.g. Brazil, GCC, Spain, Poland, Australia) but also, in some cases, customers from existing SCIB markets who are responsible for both Leisure and Business Events. The Pre-STM tours will start on Sunday, 10.10. until Tuesday, 12.10. noon (arrival in Zürich HB).	Contribution ST Providing SWISS flights and Swiss Travel Pass Selection of potential clients for business events.	Costs in CHF 0 Partner will provide landarrangement like accommodation, F&B, guides and transportation not included in the Swiss Travel Pass for 11 participants (10 buyers + 1 SCIB-guide). Open for all SCIB partners who will participate at the special track business events. Ultimately, we can only hold one PreTour Business Events.
12/10/2027 – 13/10/2027	STM Zürich: Special Track Business Events The Special Track BE is held on the first Workshop Day. The idea is to take the buyers who also organise business events out of the big workshop day and to do a one-to-one meetings- and experience-day in a smaller group. During this day you get the chance to meet the buyers and get to know them better. At the same day, you have the chance to meet them in an experience environment and create long-lasting relationship. The Special Track BE is open to all SCIB partners and not depending on a package. For example, also non-Asia-Package holders can book a table. Target group: Primarily buyers from non-SCIB markets. These participants serve both, business events and leisure customers. At the last edition in 2023 in Geneva, 35 buyers took part in the special track BE. Open for partners and subpartners - the number of places is limited.	Contribution ST SCIB and ST invite dedicated clients who also organise business events (corporate meetings, incentives and conferences). SCIB will be responsible for organising the one-to-one meetings in the morning and the social program in the afternoon.	Costs in CHF 2200 The registration fee entitles partners to attend the official opening on Tuesday evening and to take part in the Special Track BE on Wednesday.

01/01/2027 – 31/12/2027	Switzerland Meeting Trophy 2027 Destinations and dates TBC Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market. Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.	Contribution ST Invitation of clients, organising route with flights, train, busses, Europcar cars and baggage transfers, Trophy, follow up mailing and activities. Financial support of SCIB.	Costs in CHF SCIB partner 4250 Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner. For SCIB partner only (possible to send a sub-partner as a representative if the SCIB partner can not participate). Hotel overnights need to be paid separately if applicable. Price plus VAT. NOTE: If any of the host destinations is participating during the whole event the costs of CHF 4250.00 are still to be paid.
01/01/2027 – 31/12/2027	“Switzerland’s Best Kept Meeting Secrets” This campaign shines a spotlight on Switzerland's lesser-known meeting destinations and hidden gems beyond the major congress hubs. Through short-form video and photography, SCIB showcases unique meeting venues in combination with authentic local experiences, regional gastronomy, and the distinctive character that makes each destination memorable for meetings, incentives, and retreats. The campaign aims to inspire planners looking for fresh alternatives and more intimate settings for their events. Content can be produced during SCIB study trips and highlights the destination experience from meeting infrastructure to activities and culinary offerings.	Contribution ST Target markets: Switzerland (for basic package members) or one European market defined by partner (if Europe package member) Distribution: LinkedIn and organic SCIB channels (Newsletters, Instagram, Youtube) Assets produced: Short video (up to 60s) and professional photography (20-30 photos)	Costs in CHF 5000 The partner hosts the production crew for one shooting day and co-creates the destination story by showcasing: - Accommodation and meeting venues - Local food and dining experiences - Memorable group activities

01/01/2027 – 31/12/2027	Switzerland.com/meetings Digital integration and communication to the Business Persona Alex in the market Switzerland as part of the SCIB Basic Package. Open to all SCIB-Partners such as Regions, Destinations, Service Providers. The following services are included: Listing of the entire offer of a region, destination including local suppliers such as hotels, meeting facilities, locations, activities such as social programs, technical visits, team building and themed evenings – including text, pictures, clips, addresses and contact information in the different languages. Special offers, listing in venue finder and favorites feature. Generative Engine Optimization (GEO) with the respective key words.	Contribution ST Development of Switzerland.com 3.0 with Information for Business Personas, Finder/Filter/List functions. Regular up-date of content (Hotels with meetings infrastructure, locations, Congress Centers, social programs and activities, technical visits, sample itineraries and events (Automotive, Destination Weddings, Sustainable, etc..	Costs in CHF 0 Regular up-date of content (Regions-/Destination Pages, Hotels with rooms and meeting facilities, locations for meetings and themed evenings, social programs and activities, industry cluster information with technical visits and speakers, etc.) to be integrated in the distribution of the content and searched in the meeting planner tool (finder/filter).
01/01/2027 – 31/12/2027	Trophy Community Reconnect The Trophy Community is a network of qualified and loyal meeting professionals who have participated in the Meeting and Asia Trophy events. Through ongoing online communication on Whatsapp and exclusive annual experiences - such as behind-the-scenes access to iconic events or new hotel openings - the Trophy Community creates a unique sense of belonging and keeps Switzerland top of mind as a leading meetings destination.	Contribution ST SCIB invites a group of 10–15 former Trophy participants, along with their spouses. Each participant receives the STP	Costs in CHF 0 The 3-day / 2-night program one destination should include: - Admission to the featured top event or local tradition, or hotel or special attraction opening in Switzerland - Accommodation in DBL rooms - 2 dinners - 1 half day activity for the group

SCIB Planning 2027 – NETHERLANDS

01/01/2027 – 31/12/2027	Annual Networking Event Organization of our annual networking event for our clients and new potential clients. Goal would be 20-25 persons. Theme: tbc Location: tbc. Date: beginning October.	Contribution ST Organization of a Switzerland inspired networking event for clients and new potential clients. Goal would be 20-25 persons.	Costs in CHF SCIB partner 1300 Sub partner 1300 1300 CHF for participating. Most likely we will have a raffle for 1-3 lucky people where i am happy to receive prices from the partners.
01/01/2027 – 31/12/2027	E-newsletter 3-4 eNewsletters are planned through the year. Short and attractive new ideas sent to 400 clients of our database.	Contribution ST ST will collect content and make sure the crm system is up to date with addresses.	Costs in CHF 0 Provide relevant content to the project manager in order to be featured within the topics infrastructure, social programs, team activities, examples of business events that took place, etc. of interest for planners of meetings, seminars and events.
01/01/2027 – 31/12/2027	Study trips Please let us know if you are interested to welcome a study trip from the Netherlands. Study trips winter and summer: Organization of a study trip (either summer or winter) for 8 Meetingplanners, a media representative and SCIB. Total 10 persons. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.	Contribution ST Contribution ST: Providing SWISS flights and Swiss Travel Pass Selection of potential clients for business events.	Costs in CHF 0 Landarrangements like accommodation, F&B, guides and transportation not included in the Swiss Travel Pass for 10 participants (9 buyers + 1 SCIB-guide).

01/03/2027 – 31/03/2027	Workshop	Contribution ST	Costs in CHF
	Organization of a switzerland inspired workshop for clients and new potential clients. Goal would be 20-25 persons. Theme: tbc Location: tbc. Date: March Enough networking possibilities but also inspiration for MICE projects in Switzerland.	Organization of a switzerland inspired workshop for clients and new potential clients. Goal would be 20-25 persons. Theme: tbc Location: tbc. Date: March Enough networking possibilities but also inspiration for MICE projects in Switzerland.	SCIB partner 1300 Sub partner 1300 1300 CHF for particiapting. Most likely we will have a raffle for 1-3 lucky people where i am happy to receive prices from the partners.

SCIB Planning 2027 – NORDICS

11/10/2027 – 11/10/2027	Citiscapes Switzerland Event An exclusive Switzerland event for meetingplanners, executive assistants and C level executives, highlighting the botique towns of Switzerland. City CVBs and subpartners are welcome. Taking place in Stockholm. 40-100 pax	Contribution ST	Costs in CHF Participation (destination/subpartner) 2000 Exclusive event (One destination) 3000
11/03/2027 – 11/03/2027	Fair/Workshop Optimeet Copenhagen The event has been focused on exchange between local suppliers and buyers but it has developed during a couple of years now and grown quite a lot with more international suppliers. It is still mostly local suppliers from the region Denmark/Sweden and no prebooked appointments so an active and outgoing effort is needed. The visitors how ever, are numerous and interesting : 45% were Administrative roles (PA, Administrative Secretary, Event and Course Coordinator) 25% were Project Managers (Project Manager, Event Manager) 20% were Specialists (HR, Communications Consultant, Marketing Manager) 10% were Leadership roles (Managing Directors, C-level executives, Directors) Comments: Price preliminary	Contribution ST	Costs in CHF 1500
01/01/2027 – 31/12/2027	Famtrip Citiscapes A famtrip to showcase how compact, convenient and diverse Switzerland is. We will pass through Geneva, Basel, Bern, Luzern and Zurich and possibly stops on the way. 5-8 Meeting planners from the Nordics	Contribution ST	Costs in CHF 0
01/01/2027 – 31/12/2027	Meet Switzerland Dinner in Helsinki We'll invite the most "Switzerland loyal" agencies in for a networking dinner and short inspirational presentations.	Contribution ST	Costs in CHF 2000

01/01/2027 – 31/12/2027	Stand Alone Newsletter - Swiss Destinations By SCIB Nordic MICE agencies are always looking for new interesting places for their clients. “Swiss Destinations by SCIB” is a stand alone newsletter about a destination or “destination within the destination”. The aim is to give our agencies new ideas. Content needs to be concrete and catchy to get attention. A special offer or competition is appreciated. The “Swiss Destinations by SCIB” are distributed evenly throughout the year to approx. 1300 recipients and our database is continuously being updated. The results with statistics will be presented in the yearly partner report from SCIB.	Contribution ST	Costs in CHF 800
01/01/2027 – 31/12/2027	Swiss Breakfast SCIB Nordics invite local agencies for a catch up on Switzerland featuring a specific destination with or without subpartners. Can be made hybrid with only SCIB Nordic present and Swiss partners on screen or with the destination/partner representative present as well.	Contribution ST organisation, venue finding and hosting and presentation	Costs in CHF 1500 Participation either on screen or physically in which case travel and accommodation is needed.
01/01/2027 – 31/12/2027	Train Day Stockholm • Date: April / May 2027 • A full day in the Museum of Transportation in Stockholm, exclusively for ST/SCIB and partner. • Trade workshop with gamification. Every partner to present its DNA. Further event with Media, Influencers, trade and train fans (B2C – museums data base) • Contacts: 200 The Swiss Express / Travel Better Campaign consists of 4 main parts: • Swiss Express – Train Day at a Trainmuseum in Stockholm. We celebrate travelling by train in Switzerland and visit all important destinations. B2B Workshop and B2C event. • Swiss Express – Special 16page advertorial at Svenska Dagbladet. Focus on Train, Summer, Autumn and Outdoor experiences. • Swiss Express – Huge OOH posters for 1 week in 14 Metro Stations in the inner city in Stockholm. • Swiss Express – An additional Social Media campaign using Travel Better content to amplify the first 3 parts.	Contribution ST	Costs in CHF package 3000

01/11/2027 – 30/11/2027	Travel News Market Stockholm	Contribution ST	Costs in CHF
	One of the most established MICE-scenes in the Nordics. Takes place in November. Mostly swedish buyers. MICE, trade and media. 10-15 pre-booked appointments at the Swiss stand. Also a lot of walk ins. We usually have a very good exposure (depending on the amount of participating partners). Optional after party and networking. Date beginnig of november		1500
14/01/2027 – 15/01/2027	Workshop Travelmatch Norway	Contribution ST	Costs in CHF
	TravelMatch Norway will be held in Oslo for the 15th time and is by far the largest and most important event focusing on traveling abroad from Norway. A large range of participants gather on both the buyer and seller side, and a significant number of meetings are held, most of them based on pre-booked agreements. 10-12 meetings. OBS! Package include VIP client breakfast 15th jan, hosted by SCIB Nordics with approx 10-15 guests.		full table 1300 shared table 1000 Travel to Oslo 13th - 15h jan Two nights hotel in Oslo

SCIB Planning 2027 – NORTH AMERICA

07/03/2027 – 09/03/2027	22th Successful Meetings University (SMU) International - NYC	Contribution ST	Costs in CHF
	This is a Northstar Meeting Group event. This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their meeting preferences prior to the event on a ranking platform, which will set up automatically their appointments schedule and then gets to meet approx. 20 planners (one-to-one meetings). Educational sessions as well as networking events are included in the event. Each partner receives full planners profile including past/future programs. Registering via SCIB NA benefits in a more cost effective participation.		0 Prices are tbc with the organizer and will be communicated in September 2026. Please specify if you prefer to share a table with SCIB, another partner or to have your own.
01/01/2027 – 31/12/2027	Global Incentive Summit (GIS) - date and place tbc	Contribution ST	Costs in CHF
	This is a Northstar Meeting Group event. This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their meeting preferences prior to the event on a ranking platform, which will set up automatically their appointments schedule and then gets to meet approx. 20 planners (one-to-one meetings). Educational sessions as well as networking events and off-site activities are included in the event. Each partner receives full planners profile including past/future programs. Registering via SCIB NA benefits in a more cost effective participation. The date and destination will be announced at the GIS 2026 event.		0 Prices are tbc with the organizer and will be communicated in September 2026. Please specify if you prefer to share a table with SCIB, another partner or to have your own.

28/09/2027 – 30/09/2027	IMEX America in Las Vegas, NV IMEX America is the MICE industry's largest show in NA and brings together thousands of exhibitors and quality buyers for a 3-day fair. Hosted buyer program, buyer driven appointment system, networking and educational opportunities. The 14th edition of IMEX America, held October 7 - 9, 2025 was the largest show ever and drew more than 6,100 buyers to the Mandalay Bay Convention Center in Las Vegas. In total, over 17,600 participants participated in the show.	Contribution ST	Costs in CHF Partner 10700 Sub-partner 7400 Approximate prices/final prices tbc: CHF 10'700 per SCIB partner CHF 5'100 per additional person of the same SCIB partner CHF 7'400 per local partner at the same booth CHF 11'100 per local partner (for example, a hotel representing a destination) Non-SCIB Global DMCs operating in Switzerland must purchase the SCIB Basic Package and one market package to participate on SCIB's platform at trade shows.
10/01/2027 – 13/01/2027	PCMA Convening Leaders - Miami The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together different stakeholders. This is mainly an educational event.	Contribution ST	Costs in CHF 0 Partner registration via organizer directly.
01/01/2027 – 31/12/2027	SwissRead edition (eNews) Three SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB featured anything newsworthy at the time of deployment. This SwissRead will be sent to roughly 4,500 North American corporate, agency planners and press. Wedding planners received a specific eNews from HQ targeting that segment.	Contribution ST	Costs in CHF 0 SCIB NA will contact the partners at the end of 2026 to share the SwissRead content overview, inform them of the edition in which they will be featured, and provide the planned deployment dates.

16/03/2027 – 20/03/2027	The Meetings Space Spring - location tbc The Meetings Space forums have led the way in bringing MICE business to the table for many years. Since 2025, they are offering events where North American buyers meet European suppliers during an exclusive 2.5-day networking program, including 21+ pre-selected one-to-one meetings. In 2027, a Spring and Summer edition will take place. This intimate forum is focusing on luxury high-end events and incentives in Europe. Dates: - Option 1: March 16 to 18: location tbc - Option 2: March 18 to 20: location tbc Price includes: - 2 nights accommodation, transfers, F&B - 21+ 1-to-1 meetings - contact list of all buyers Please note that participation is only possible for luxury destinations and hotel partners. The number of registrations are limited. Registering via SCIB North America benefits in a more cost effective participation.	Contribution ST	Costs in CHF 0 Prices are tbc with the organizer and will be communicated in September 2026. Please specify if you prefer to share a table with SCIB, another partner or to have your own.
12/07/2027 – 16/07/2027	The Meetings Space Summer - location tbc The Meetings Space forums have led the way in bringing MICE business to the table for many years. Since 2025, they are offering events where North American buyers meet European suppliers during an exclusive 2.5-day networking program, including 21+ pre-selected one-to-one meetings. In 2027, a Spring and Summer edition will take place. This intimate forum is focusing on luxury high-end events and incentives in Europe. DATES - Option 1: July 12 to 14: location tbc - Option 2: July 14 to 16: location tbc PRICE INCLUDES - 2 nights accommodation, transfers, F&B - 35+ 1-to-1 meetings - contact list of all buyers Please note that participation is only possible for luxury destinations and hotel partners. The number of registrations are limited. Registering via SCIB North America benefits in a more cost effective participation.	Contribution ST	Costs in CHF 0 Prices are tbc with the organizer and will be communicated in September 2026. Please specify if you prefer to share a table with SCIB, another partner or to have your own.

13/12/2027 – 16/12/2027	XSLI North American Buyers - Dubai	Contribution ST	Costs in CHF
	XS Luxury Incentives (XSLI) is a new boutique format bringing 30 North American buyers in the high-end Meetings & Incentive industry; curated in bespoke, immersive and shared live experiences. The destination gateway experience consists of showcasing Switzerland through a series of 5x 2-hour gateway experiences over 2 days. Small and intimate groups of buyers per session will experience Switzerland. We will get to meet all 30 buyers through our gateway experience. The gateway will consist of 5x Swiss partners and 1x SCIB representative. The collection gateway package includes 30 one-to-one meetings with buyers. Price includes: - 3 nights accommodation, transfers, F&B - 5x 2-hours Gateway sessions (incl. costs of our activation) or - 30 1-to-1 meetings - Contact details of all buyers PS: If we do not get 5 Swiss partner together to attend this event, there is another option to participate within the “Collection Gateway” as a single or shared place.		0 Prices are tbc with the organizer and will be communicated in September 2026.

SCIB Planning 2027 – SOUTH EAST ASIA

01/01/2027 – 31/12/2027	BANGKOK MICE PLANNERS ANNUAL LUNCHEON	Contribution ST	Costs in CHF
	Organization of our annual networking event for our clients and new potential clients. Goal would be 15-20 persons. Theme: tbc Location: tbc. Sharing about business meetings/incentive travel outlook, and business opportunities in Switzerland for 2027 onwards Potential dates: March, late June or November 2027. if possible in the presence of the Swiss ambassador in Thailand. Comments: A short intro presentation during the aperitif will be followed by a 3 courses menu with a Swiss touch.	SCIB TH year plan	1000
			If SCIB Asia partners happen to be in the region on the date, you're welcomed to join, F&B included in the participation fee. Accommodation and personal expenses to be covered by interested partner.
01/01/2027 – 31/12/2027	Corporate Fam Trip	Contribution ST	Costs in CHF
	Study trip for MICE/corporate travel agents & incentive planners in SEA to focus on Swisustainable or green incentives to create awareness and explore Swisustainable in deeper level concepts in order to implement and adapt to their trip planning. Market: Thailand, Singapore, Malaysia, Indonesia, Philippines Participants: 10 people, 01 LX, and 01 SCIB SEA	Contribution SCIB: Round trip flight on LX and Swiss travel pass	0 Partner Participation: Open to partners and sub-partners. Land arrangements to be hosted by partners / sub-partners.

01/01/2027 – 31/12/2027	Exclusive Sales/Product Updates to Corporates/Planners in Thailand Organization of 1:1 Sales Visits/Product updates through 1 week in Thailand to Corporate/Incentive travel agents and Corporates directly (In-house presentation for large agencies), to open business channel and expand business conversion as SEA key source market. Possible with breakfast meetings or business lunches. Both 1st tier and 2nd tier cities to be considered based on market situation. Goal is to meet 20-25 persons. Aim together to get 6 confirmed RFPs within end of 2028 from all visits	Contribution ST SCIB TH plans and organizes all the visits/appointments and provides a list of contact after. SCIB TH supports partners presentation in Thai translation where required. Transportations and logistics within Thailand by SCIB.	Costs in CHF SCIB ASIA Partner fee, excl. VAT 3650 Sub-partner additional fee, excl. VAT 1750 Open to SCIB Asia package partners and sub-partners can register together. Sub-partner additional fee is at CHF 1,750. Participation partners will be followed up via email to discuss and agree on schedules. Flights and hotel accommodation are paid extra by partners. Option: Networking/Theme event can be organized by SCIB TH in combination at partners' expenses/budget. Maximum 3 partners.
01/01/2027 – 31/12/2027	Pre- Post study trip IMEX and or IBTM Collaboration with global Hotel Chains (GSO) with properties in Switzerland for a Pre or Post tour to Switzerland before or after imex Frankfurt or ibtm Barcelona and joint selection of potential buyers. IMEX Frankfurt: Dates May, 11-13 2027 Participation of Dominique to the tradeshow IBTM Barcelona: Dates November 1-3, 12027 Participation of Dominique to the tradeshow Open to Asia Package Partners and their Subpartners.	Contribution ST SCIB Contribution: Swiss Travel Pass, selection of buyers and coordination of program.	Costs in CHF IMEX 0 IBTM 0 Partners Participation: Open to partners and sub-partners. Land arrangements to be hosted by partners / sub-partners

01/01/2027 –
31/12/2027**SCIB SEA: Meet Switzerland SEA Roadshow 2027****Contribution ST****Costs in CHF**

SCIB SEA Roadshow

- Combination of purely business events in the markets with MICE agencies and associations.
- SCIB will plan a roadshow in all main or mixture of 2nd tier SEA countries to present Switzerland as a MICE destination.

(Indonesia, Singapore, Malaysia, Thailand, Philippines, Vietnam (HCMC or Hanoi)

* A rotation of 3 countries will be selected and finalized at later stage based on economy situation

- 4-5 events during the week in 4 countries + Sales Visits if permitted.

Contribution SCIB: Organize by SCIB SEA

Partner Participation Fee
9500

Sub-Partner Participation Fee
4000

Partner Participation:

Strictly for SCIB Asia package partners, open for subpartners.

Participation Registration Fee:

Please register with Dominique Oi as main registration hub for SEA.

After registration, partner will be contacted by mail to select and finalize cities and further details.

Price include all events and transportation to the event venue/ as well as sales visits.

SEA cities: Singapore, Kuala Lumpur, Jakarta, Bangkok
SEA 2nd tier cities:
Philippines, Vietnam (Hanoi or HCMC)

Open for discussion to choose 3 cities i.e. 2 main cities with 1 2nd tier city or 4 cities i.e. 3 main cities with 1 2nd tier city.

Open to subpartners:
CHF 4'000 for sharing table, if partner brings another partner/supplier from the same region.

If sub partners wish to have own (non sharing) table CHF 7'500.

Price exclude flights and hotel accommodation cost at all cities.

01/01/2027 – 31/12/2027	SCIB TH: Reunion Asia Trophy Community	Contribution ST	Costs in CHF
	Gathering event with social activity element is to be organized in Bangkok to host a reunion of past Asia Trophy participates. Potential event taken place either in early May, late August, November 2027.	Planning and organizing by SCIB TH.	500 Open to SCIB Asia partners / destinations who hosted past Asia Trophies who happen to be in the region on the date, you're welcomed to join. F&B is included in partner participation fee. Accommodation & personal expenses to be paid by partner him/herself.

SCIB Planning 2027 – UK/IRELAND

08/02/2027 – 09/02/2027	C&IT: Agency Forum, London Date tbc, 8 - 9 Feb or 3 - 4 March This event is targeted at MICE agencies and will be held at Olympia with a guaranteed of min 18 pre-arranged meetings. Overall attendance: 54 UK buyers / 30 suppliers	Contribution ST Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	Costs in CHF Full table, 1 Delegate 9500 Sharing table, 2 Delegates 4800 Approx. pricing: Max 5 tables for the Swiss contingency, on a first-come, first-served basis. £ 8,900 per table for 2 attendees (£ 4,450 per partner) Includes full-board accommodation and full attendee contacts. Please mention if you'd like to share and if so, if you bring your sharing partner with you. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate.
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11/01/2027 – 12/01/2027	C&IT: Corporate Forum, London	Contribution ST	Costs in CHF
	This event is targeted at by In-house MICE buyers and will be held at The Carlton Tower Jumeriah with a guaranteed of min 12 pre-arranged meetings. Overall attendance: 40 UK buyers / 20 suppliers	Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	Full table, 1 Delegate 9500 Sharing table, 2 Delegates 4800 Approx. pricing: Max 5 tables for the Swiss contingency, on a first-come, first-served basis. £ 8,900 per table for 2 attendees (£ 4,450 per partner) Includes full-board accommodation and full attendee contacts. Please mention if you'd like to share and if so, if you bring your sharing partner with you. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate.

06/12/2027 –
08/12/2027

C&IT: Incentive Retreat, date (Dec) & location tbc

Date & location: tbc

This event is targeted at buyers who have a high day delegate rate and bijj luxury, high end meetings, incentives and events and will take place in xxx with a guaranteed of min 15 pre-arranged meetings.

Overall attendance:
40 UK buyers / 20 suppliers

Contribution ST

Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.

Costs in CHF

Full table, 1 Delegate
9500

Sharing table, 2 Delegates
4800

Approx. pricing:
Max 5 tables for the Swiss contingency, on a first-come, first-served basis.

£ 8,900 per table for 2 attendees (£ 4,450 per partner)

Includes full-board accommodation and full attendee contacts.

Please mention if you'd like to share and if so, if you bring your sharing partner with you.

Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.

01/01/2027 – 31/12/2027	C&IT: A List Partnership	Contribution ST	Costs in CHF
	This is a new partnership collaboration SCIB started in 2026 and if successful it may be repeated in 2027. (tbc) This annual event is targeting the future of tomorrow, i.e. 35 leaders under the age of 35 which then forms the A List. Each year the A List is open to one Headline Partner. For 2026 we are looking at Switzerland. All entries are judged independently against strict criteria meaning only the very top planners make it onto the prestigious list. The event usually launches in October and the A-list unveils in Dec.	SCIB will be the main coordinator between C&IT and the destinations.	10000 The package combines a mixture of branding, editorial coverage and live events. It include access to the exclusive A List shortlist is guaranteed. Finally, the presence at the party, organized by C&IT in London, where the winners will be announced which will provide networking opportunities. To top it all, SCIB can then invite a selection of winners to max 2 fam trips in the follwoing year. Max 4 partners, 2 cities, 2 mountains and/or 1 DMC.

05/07/2027 – 08/07/2027	C&IT: Festival of Forums, location tbc Date & location: tbc This event is targeted at Agency, in-house corporate and incentive buyers and will take place in xxx with a guaranteed of min 20 pre-arranged meetings. Overall attendance: 60 UK buyers / 30 suppliers	Contribution ST Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	Costs in CHF Full table, 1 Delegate 9500 Sharing table, 2 Delegates 4800 Approx. pricing: Max 5 tables for the Swiss contingency, on a first-come, first-served basis. £ 8,900 per table for 2 attendees (£ 4,450 per partner) Includes full-board accommodation and full attendee contacts. Please mention if you'd like to share and if so, if you bring your sharing partner with you. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.
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12/04/2027 – 14/04/2027	C&IT: International Forum, Paris This event is their flagship event targeted at MICE agencies who specifically book international events and will take place in Paris with a guaranteed of min 15 pre-arranged meetings. Overall attendance: 40 UK buyers / 20 suppliers	Contribution ST Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	Costs in CHF Full table, 1 Delegate 9500 Sharing table, 2 Delegates 4800 Approx. pricing: Max 5 tables for the Swiss contingency, on a first-come, first-served basis. £ 8,900 per table for 2 attendees (£ 4,450 per partner) Includes full-board accommodation and full attendee contacts. Please mention if you'd like to share and if so, if you bring your sharing partner with you. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.
01/06/2027 – 30/06/2027	Destination Alliance: Events, dates & locations tbc The Destinations Alliance is a network of convention bureaux from city, regional and national tourist boards from a variety of different countries worldwide, all with a specific focus on the UK outbound MICE market. SCIB UK/Ireland is member of this Alliance. In 2027, it is not sure how many events and who they will be targeting. More to follow.	Contribution ST A maximum of x SCIB partners can join each event, on a first-come, first-served basis.	Costs in CHF 1500 TBC

SCIB Planning 2027 – UK/IRELAND

01/01/2027 – 31/12/2027	E-Newsletters Quarterly (tbc) SCIB UK E-Newsletters are scheduled to approximately 2,500 buyers. Content is curated by SCIB UK. Destination Wedding planners receive a dedicated E-Newsletter from HQ targeting that specific segment. Association Planners may also get a targetted E-Newsletter curated by HQ. (tbc)	Contribution ST	Costs in CHF 0 Partners are encouraged to send updates, offers & anything market specific to SCIB UK to be included.
01/01/2027 – 31/12/2027	MICE MeetUp: Dublin 2027, date & location tbc, Ireland Below tbc - awaiting to hear from organizer if this takes place. Ireland's top Meetings, Incentive, Conference and Exhibitions networking event will bring together top MICE buyers and suppliers from Ireland and around the world. This one-day will comprise of an extended three-hour speed networking session, networking drinks and a seated dinner with an exciting after-dinner speaker. The MICE Meet Up in Dublin is organised by Travel Trade Representation (TTR).	Contribution ST TBC	Costs in CHF 0 TBC

01/11/2027 – 30/11/2027	micebook LUXE	Contribution ST	Costs in CHF
	Date and location in November in the UK TBC. LUXE is micebook’s annual, design-led showcase and gathering for the travel, events and experience industries. This is a meetings free event which focuses purely on relationship building through immersive networking opportunities. Overall attendance: 25 UK agencies & corporates / 10 luxury suppliers offering 5* incentive opportunities	SCIB’s participation tbc	Cost per partner 6500 Approx. pricing: Max xx partners, first come first served £6000 Included: 2-day networking event, a dedicated presentation slot for to present your brand in front of buyers. 1 night accommodation, F&B and evening programme. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.

18/03/2027 – 18/03/2027	micebook Northern Edition, Manchester	Contribution ST	Costs in CHF
	This is a smaller scale 1-day event targeting the northern based MICE agencies and to grow the presence there. It's taken place at the Treehouse in Manchester. 12 guaranteed meetings Overall attendance: 25-30 Northern buyers / 20 suppliers	SCIB UK will attend this event.	Full table, 1 Delegate 4300 Sharing table, 2 Delegates 3300 Approx. pricing: £ 3,900 for a single table, 1 company, 1 diary £ 3,120 to share with a partner, 2 companies, 1 diaries The more partners join, the slightly cheaper it gets. Please advise, if interested in sharing, with whom you would like to share. 12 guaranteed pre scheduled meetings Includes, keynote sessions, coffee breaks, lunch, evening programme . Accommodation not included. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate.

01/12/2027 – 31/12/2027	micebook: Corporate CONNECT, date (Dec) & location tbc Based on the 2026 edition, this will again be a high-touch, invitation-only event bringing together up to 15 of the UK's top corporate event planners with just 10 handpicked suppliers of two days of focused meetings, elevated education and relationship building. 8 guaranteed meetings Overall attendance: 15 UK Top Corporates / 10 Top Suppliers	Contribution ST	Costs in CHF 6400 Approx. pricing: Max xx partners, first come first served £ 5,950 Signature Partner Included: Dedicated presentation slot for to present your brand in front of buyers. 1 night accommodation, F&B and evening programme. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.
01/02/2027 – 02/02/2027	micebook: Expo 2027 EXPO is a 'non-fuss' exhibition style event in a table top format for equal visibility uniting 500+ global event professionals for two days of meetings, networking, and content to kickstart the year. 12 guaranteed meetings out of 20 Overall attendance: 350 global buyers / 150 suppliers	Contribution ST SCIB UK will attend this event for the first time in 2027.	Costs in CHF 1 table, 1 diary 4500 1 shared table, 2 diaries 4300 Pricing: £ 4,250 for a single table, 1 company, 1 diary £ 3,950 for 2 - 3 suppliers with separate meeting agenda The more partners join, the slightly cheaper it gets. Please advise, if interested in sharing, with whom you would like to share. Included: Coffee breaks, lunches and one evening reception

07/10/2027 – 10/10/2027	micebook: X by micebook, Oman	Contribution ST	Costs in CHF
	This is their third edition, targeting key influencers and decision makers with of key leading agencies placing at least £500k in UK & international event business. 20 live and pre-scheduled meetings Overall attendance: 60 UK (50) & European buyers (10) / 40+ suppliers	Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	1 table, 1 diary 8500 1 shared table, 2 diaries 6000 Approx. pricing: £ 7,850 for a single table, 1 company, 1 diary £ 5,600 to share with a partner, 2 companies, 1 diaries Please advise, if interested in sharing, with whom you would like to share. 20 guaranteed pre scheduled meetings Includes 3 night accommodation at host venue, f&b, evening programmes, networking activities, keynote speaker and online platform to access buyers list Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate.

15/04/2027 – 18/04/2027	micebook: X: by micebook The Luxury Edition, location (Europe) tbc Location tbc This is micebook's latest addition. An event that plans to bring together a mix of luxury MICE buyers (agency buyers and corporates) with focus on outbound incentives and high-end groups outside of their home country. 20 guaranteed prescheduled meetings Overall attendance: 40 MICE buyers from UK (50%) & Europe (50%) / 30 -35 luxury MICE supplier	Contribution ST Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.	Costs in CHF 1 table, 1 diary 8600 1 shared table, 2 diaries 5900 Approx. pricing: £ 8,000 for a single table, 1 company, 1 diary £ 5,500 to share with a partner, 2 companies, 1 diaries Please advise, if interested in sharing, with whom you would like to share. 20 guaranteed pre scheduled meetings Includes 3 night accommodation at host venue, f&b, evening programmes, networking activities, keynote speaker and online platform to access buyers list. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.
06/07/2027 – 06/07/2027	Northstar: E-Newsletters (previously stand-alone) In 2027 SCIB UK is replacing the standalone newsletter via this new channel. This is partly to not only reach a new and wider audience but to also to promote Switzerland and its wide offerings in one mailing. It will be circulated to 10,000 buyers (72% Corporates, 14% Agency, 14% Association) with an expected open rate of 21%. It will be deployed on 6th July 2026 This is open for max 4 partners, first come first served. Publication month/date tbc.	Contribution ST SCIB will collect all the information, design the the E-Newsletter and liaise with Northstar on your behalf.	Costs in CHF 900 Partners are responsible for delivering the content for one news item. More details to follow.

01/01/2027 – 31/12/2027	Study trips to Switzerland Organisation of a study trip to discover Switzerland as a MICE destination. Participation of max 8 meeting planners from the UK/Ireland for a duration of 4 days (3 nights). It would be ideal to combine a city and mountain destination. The recruitment of buyers is done by SCIB UK & the partners jointly. Should you host a trip independently, feel free to let SCIB UK know.	Contribution ST Flights and Swiss Travel Passes will be paid and organised by SCIB UK.	Costs in CHF 0 Max of 2 study trips, in addition to the Switzerland Meeting Trophy, will be planned. Partners who have not hosted a fam trip in 2026 will have priority. Partners cover the costs for land arrangements.
01/01/2027 – 31/12/2027	Switzerland Event, date & location tbc This is SCIB's annual event (formerly known as 24-hr Retreat), either in London or with an overnight in the outskirts. The aim is to showcase Swiss hospitality up to approx 25 selected buyers MICE buyers. It will be designed to build key relationships including group activities and one-to-one appointments to develop strong relationships with the UK MICE industry.	Contribution ST	Costs in CHF 3800 Max 10 Swiss partners can join, priority main SCIB partners and then subpartners, ideally a mix.

07/10/2027 –
09/10/2027

The Meetings Space - Autumn, location tbc

The Meetings Space (TMS) is a renowned one-to-one meetings style event with buyers predominantly from the UK and other top European markets. The event consists of 3 days (2 nights) of one-to-one meetings and two evening events. 21 guaranteed pre-selected 1-2-1 meetings.

There are 3 series in 2027 and the events have always been held outside of the UK. See each separate entry.

85+ buyers, approximately 60% are from the important UK market, plus an elite selection from DACH, France, Benelux, Scandinavia and Italy.

Contribution ST

Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.

Costs in CHF

Full table, 1 Delegate
9500

Sharing table, 2 Delegates
6700

Approx. pricing:
Max three double places / six partners per forum available
£ 8,800 for a single table, 1 company, 1 delegate
£ 6,300 to share with a partner, 2 companies, 2 delegates

Please advise, if interested in sharing, with whom you would like to share.

Includes full-board accommodation and full attendee contacts.

Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.

11/02/2027 –
13/02/2027

The Meetings Space - Spring, date & location tbc

Either 11 - 13 Feb or 4 - 6 March 2027, location tbc

The Meetings Space (TMS) is a renowned one-to-one meetings style event with buyers predominantly from the UK and other top European markets. The event consists of 3 days (2 nights) of one-to-one meetings and two evening events. 21 guaranteed pre-selected 1-2-1 meetings.

There are 3 series in 2027 and the events have always been held outside of the UK. See each separate entry.

85+ buyers, approximately 60% are from the important UK market, plus an elite selection from DACH, France, Benelux, Scandinavia and Italy.

Contribution ST

Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.

Costs in CHF

Full table, 1 Delegate
9500

Sharing table, 2 Delegates
6700

Approx. pricing:
Max three double places / six partners per forum available
£ 8,800 for a single table, 1 company, 1 delegate
£ 6,300 to share with a partner, 2 companies, 2 delegates

Please advise, if interested in sharing, with whom you would like to share.

Includes full-board accommodation and full attendee contacts.

Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.

01/07/2027 –
03/07/2027

The Meetings Space - Summer, location tbc

The Meetings Space (TMS) is a renowned one-to-one meetings style event with buyers predominantly from the UK and other top European markets. The event consists of 3 days (2 nights) of one-to-one meetings and two evening events. 21 guaranteed pre-selected 1-2-1 meetings.

There are 3 series in 2027 and the events have always been held outside of the UK. See each separate entry.

85+ buyers, approximately 60% are from the important UK market, plus an elite selection from DACH, France, Benelux, Scandinavia and Italy.

Contribution ST

Please note that SCIB UK will only join a table where necessary to support a partner and only if the table cannot be completed with the registered attendees. Any such participation will be reviewed after all registrations have been finalised.

Costs in CHF

Full table, 1 Delegate
9500

Sharing table, 2 Delegates
6700

Approx. pricing:
Max three double places / six partners per forum available
£ 8,800 for a single table, 1 company, 1 delegate
£ 6,300 to share with a partner, 2 companies, 2 delegates

Please advise, if interested in sharing, with whom you would like to share.

Includes full-board accommodation and full attendee contacts.

Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.

22/02/2027 – 25/02/2027	XSLI: XS Luxury Incentives, Atlantis The Royal Dubai, UAE	Contribution ST	Costs in CHF
	XS Luxury Incentives (XSLI) is a relatively new event (3rd year) bringing together a select group of high-end meeting professionals.. The smaller, more immersive format combines creative networking with one-to-one meetings, ensuring each supplier has the opportunity to meet all 30 hosted buyers in a relaxed atmosphere. While there are two ways to attend the event, as a Destination Getaway (activation vs meetings), SCIB is opting for the Collection Getaway (meetings only) as it has a deeper business connection. Overall attendance: 30 Buyers (70% from the UK and 30% from Europe, mainly Germany, Austria and Switzerland) / 30 Top Suppliers	SCIB UK participated last year and it was a good quality event. The buyers will be new in 2027.	Full table, 1 Delegate 9500 Sharing table, 2 Delegates 7500 Single place: USD 8900 early booking (USD 9350 after) Shared place: USD 7000 each early booking (USD 7350 after) Included: Themed activations, 3 nights' accommodation, airport and internal transfers, all F&B, networking activities, full profiles and contact details of all buyer attendees. VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. Local (UK) VAT will be added to the total invoice if SCIB does not attend in person but acts solely as the facilitator for your registration to secure a preferential rate. If the event takes place in a country where Switzerland Tourism is VAT registered, the applicable local VAT for that country will be added to the invoice in accordance with local tax regulations.