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Meetings.

“Meetings.” in new markets.

Intensive marketing in the meetings sector in the strategic growth markets of Russia, India and Brazil is bearing fruit.

Reliability, quality, accessibility: Switzerland's attractiveness for business travel – seminars, conferences, meetings and incentive trips – is as sound as ever, despite the volatile economic situation. The Switzerland Convention & Incentive Bureau (SCIB) has scored welcome successes in new markets, as well as the field of association congresses.



Four-wheel drive.



Key Account Management

Workshops for the Nordic countries.

Nordic countries SCIB's key activities are identifying new trends in the markets and supporting Swiss service providers as they adapt to changing customer needs. With more than 10 % of overnights generated through Key Account Management, the Nordic countries are especially attractive. SCIB regularly organises workshops here to strengthen personal client contacts.

Facts and figures.

Meetings	2011	2010
Budget	CHF 5.8 m	CHF 5.7 m
Share of total budget	6.2 %	6.8 %
Tourism revenue	CHF 60.3 m	CHF 52 m
Visits to MySwitzerland.com/meetings	177,789	168,432
KAM-generated overnights	172,422	148,767
Number of meetings, events & conferences	664	595
Number of quotation requests processed by SCIB	1,366	1,115



Key Account Management

Amway staff discover Switzerland.

India Amway, one of the world's leading direct selling companies, is sparing neither effort nor expense in offering rewards to its best-performing staff. In May, Amway India rewarded 3,500 of its top salespeople with an incentive trip to Switzerland. ST backed the project, and together with Zürich Tourism supported Amway with the trip organisation. The itinerary included Zürich, Interlaken, Engelberg, a trip up the Jungfraujoch and an ascent of the Titlis, showing that Switzerland is the ideal destination for combining an experience of cities and mountains. The journey met with an enthusiastic response in the Indian trade press: various MICE magazines covered the story, reaching 150,000 decision-makers in the conference and incentive sector. This event was a decisive step in ST's ongoing and intensifying work on the Indian MICE market, one that shows enormous potential.

Swiss-style giveaway: Jürg Schmid, ST CEO (left), and Barbara Albrecht, Head of SCIB, present a personalised cow bell to MCI founder and president Roger Tondeur.

Top meeting planners taken to Montreux.

International MCI, one of the world's top five event agencies for associations and companies, with 47 offices in 23 countries, held its annual staff meeting in Montreux in December. Over the course of three days, 758 professional event organisers experienced the wide diversity of conference and incentive facilities first-hand, on various day-trips and excursions – not only in Montreux but also at the Château de Chillon, in Gruyères, the Lavaux region and up on Glacier 3000 above Les Diablerets. SCIB brought the gathering to Switzerland with the support of Montreux-Vevey Tourism, and as a result expects further events in Montreux and around the country.

Meetropolis congress forum in Brussels.

Belgium Brussels, where many international associations have their European headquarters, was the location for the inaugural Meetropolis, a forum for the positioning of leading conference destinations. SCIB, as main partner, met about 170 event planners and was able to establish important contacts with about a hundred participants. Meetropolis was the ideal platform for Switzerland to demonstrate its assets to conference and meeting organisers.

United to promote Switzerland: (from left) Myriam Winnen-penninckx, SCIB ST Belgium; Barbara Albrecht, SCIB Head; Michel Ferla, ST Executive Vice President; Ivan Breiter, Market Manager ST Belgium.