



Switzerland.
meeting excellence.

Meetings.

Switzerland Convention & Incentive Bureau.

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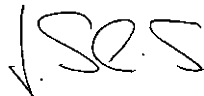


Welcome to the land of meetings.

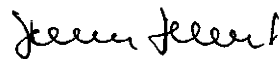
Here in Switzerland, we have a long tradition of bringing people together to negotiate agreements, share know-how, celebrate achievements, develop strategies and dream up new ideas.

Today we can offer you some of the world's finest meeting venues: state-of-the-art facilities promising professional expertise in all areas. You'll enjoy an inspiring setting for your gathering, along with all the benefits of a country famous for its reliability and exacting standards.

We have a dedicated team of experts who know every aspect of the meetings industry: let us help you make your event a resounding success!



Jürg Schmid
CEO Switzerland Tourism



Barbra Steuri-Albrecht
Head of Convention Bureau

Online Meeting Planner

The Online Meeting Planner on MySwitzerland.com helps organisers of business meetings to create professional proposals for their next event. The optimum venue, matching social programme and the outward journey of all participants including price indications is found easily and fast with this new online tool.



Why Switzerland.



Small country, big ideas.

The meeting of minds: education, innovation and the exchange of ideas are the secret of Switzerland's success.

With few natural resources, Switzerland owes its prosperity to investment in people. A highly skilled, multilingual workforce, world-class research institutions, an emphasis on innovation and international collaboration, the rapid transfer of expertise into business products: this is fertile ground for new ideas. Switzerland provides an ideal location at the heart of Europe for making contacts, finding project partners, acquiring and exchanging know-how, doing business and gaining access to new markets.

The power of innovation:

- No other country invests so much per capita in pure research and new technology
- Switzerland has produced more Nobel Prizewinners than any country, relative to population
- Ideas breed success: Switzerland ranks first in the Global Competitiveness Index (weforum.org)

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Centres of excellence.

International organisations.

Switzerland's tradition of open-mindedness and neutrality has led hundreds of international organisations from the UN to world sports bodies and NGOs to make their base here: ideal territory for exploring innovative solutions to challenges and promoting global cooperation.

Global forum:

- World's most active centre for multilateral diplomacy
- The Red Cross movement originated and is based here
- Visit the Olympic Museum in Lausanne, home of the IOC



Commodity trading.

Located at the meeting point of many historic trading routes, Switzerland is a major hub for trade in metals, oil and gas, coffee, sugar and cereals. Today it is home to some of the biggest players on the global market – as well as giants such as Nestlé, the world's largest food company.

Cleantech.

Pioneering policies in environmental protection have made Switzerland a leading location for the development and marketing of clean-technology products and services worldwide. Strict norms governing the Swiss market ensure an excellent chance of securing entry into export markets.

Eco-friendly Switzerland:

- Tops Yale's Environmental Performance Index (epi.yale.edu)
- Home to Solar Impulse, the most ambitious solar airplane ever
- Explore the spectacular Grimselwelt hydropower complex

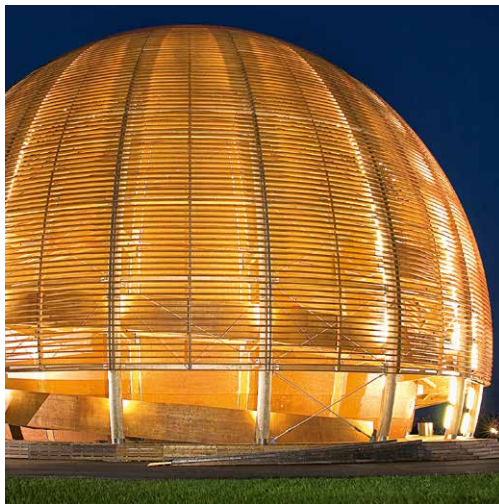


Pharmaceuticals, biotechnology & medtech.

Newly developed technologies and inventions are better protected in Switzerland than in any other country: hence the global strength of the Swiss pharmaceutical industry. Rapid and efficient transfer of know-how, meanwhile, is behind the success of the fast-growing medical technology sector, founded on precision engineering skills that originated in the watchmaking industry. Medtech meets biotechnology at western Switzerland's "Health Valley", one of Europe's top three centres of research.

The science of life:

- The greatest density of biotech companies in the world
- Swiss firsts: organ transplants, cortisone, antihistamines, LSD
- Visit Novartis Campus, Basel (research, production, world HQ)



Information & communication technology.

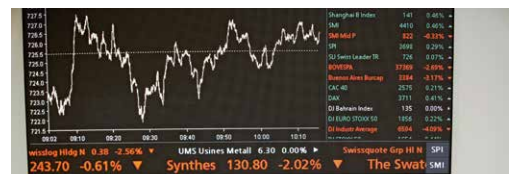
A high level of technical skills has made Switzerland a world leader in IT: Siemens, Microsoft, HP, Orange, Dell, eBay, T-Systems and Reuters have all made major investments. Switzerland is also a pioneer in nanotechnology – the manipulation of matter at the molecular scale.

Shaping the future:

- European HQ of Google, "IBM Research – Zurich" facility
- Modern computer mice developed here: Logitech, 1980s
- Visit CERN – where the World Wide Web was invented

Financial and insurance.

Economic, political and monetary stability twinned with an innovative approach to developing new products has made Switzerland a groundbreaking global financial and insurance centre. Zurich, Geneva, Basel and Lugano are the hubs, based in different language regions and serving the whole world.





Route to success.



The ultimate event location.

Switzerland has a long and successful history of bringing people together: the meetings industry plays an important role in the economy.

Swiss quality and perfectionism, professional expertise in all areas, state-of-the-art facilities in inspiring settings and an innovative approach throughout – all foster creative thinking.

Switzerland Tourism has a specialised department with meetings and incentive experts working worldwide: multilingual, well-travelled, and familiar with needs of guests from a wide variety of cultures.

Land of meetings:

- One in five of all hotel overnights in Switzerland is generated by a meeting
- World's first national convention bureau, providing meeting excellence for 50 years
- A presence near you, with specialists worldwide within Switzerland Tourism offices

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You can count on us.

At the Switzerland Convention & Incentive Bureau (SCIB), we'll show you how Switzerland's economic stability, environmentally friendly image, spirit of innovation and exacting standards all work to your advantage. Short transfer times and Swiss punctuality and reliability optimise your time; tremendous scenic and cultural variety in a compact area promises an unrivalled diversity of experiences.

We'll help you free of charge with:

- Analysis of conference requirements, advice on choosing a suitable destination and venue
- Coordination of requests for quotations, arranging site visits, making contact with appropriate partners for booking of conference premises, reservation and management of hotel allocations, organisation of social programmes
- Assistance with presenting a conference application and drawing up a candidature dossier



1 contact –
1,000 options.

With decades of experience, we have all the contacts to get you the best value and results. As a national, non-profit organisation, we can provide you with free, expert, unbiased advice without obligation. We know Switzerland inside-out, we understand your needs, we speak your language: come and talk to us. We'll take care of you and your project from beginning to end, and make sure it's a success.

Your specialist SCIB contacts worldwide

Belgium & Luxembourg	Brussels	Phone +32 (0)2 345 83 57	scib.belux@switzerland.com
France	Paris	Phone +33 (0)1 4451 6540	scib.fr@switzerland.com
Germany	Frankfurt a. M.	Phone +49 (0)69 2560 0143	scib.de@switzerland.com
Netherlands	Amsterdam	Phone +31 (0)20 620 92 29	scib.nl@switzerland.com
Nordic countries	Zurich	Phone +41 (0)44 288 14 13	scib.scan@switzerland.com
United Kingdom & Ireland	London	Phone +44 (0)20 7845 7686	scib.uk@switzerland.com
USA & Canada	New York	Phone +1 212 757 5944 ext. 236	scib.usa@switzerland.com
China	Beijing	Phone +86 10 6512 54 27	scib.cn@switzerland.com
India	Mumbai	Phone +91 226 128 25 00	scib.in@switzerland.com
Russia	Moscow	Phone +7 (495) 937 77 98	scib.ru@switzerland.com
Southeast Asia	Singapore	Phone +65 (0) 6462 5891	scib.sea@switzerland.com
Brazil	São Paulo	Phone +55 11 3149 3333	scib.br@switzerland.com
Switzerland & all other countries	Zurich	Phone +41 (0)44 288 13 70	scib@switzerland.com

A wealth of innovative venues.

Switzerland invests billions of francs every year in facilities for meetings, where you can look forward to full professional backup, specialist expertise and excellent value for money. The choice is vast: we'll help you find the venue that suits your event perfectly.

Congress centres: state-of-the-art style.

Both in city centres and in the mountains, cutting-edge conference centres provide flexible use of space to suit all kinds of events. The futuristic SwissTech Convention Center on the prestigious EPFL campus in Lausanne, for example, offers an inspiring platform for encounter at the heart of a key research hub.



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Hotel chains: cosmopolitan spirit.

All the well-known chains are present in Switzerland, tuned to the needs of international visitors. The new InterContinental Davos is a popular option for guests at the World Economic Forum: an eye-catching, high-tech, environmentally friendly hotel with a cosy chalet feel and an atmosphere of elegance and privacy.

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Period charm: a sense of history.

Switzerland's grand hotels recall the pioneering days of alpine travel, a time of new ideas, grand schemes and infinite optimism. Expect refined elegance, immaculate service and all modern comforts – as at the Gstaad Palace in Gstaad, the Badrutt's Palace in St. Moritz and the Victoria-Jungfrau in Interlaken.



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Summit meetings: fresh perspectives.

On a mountain, you see the world around you in a new way. Venues range from wooden cabins and villages of igloos with whirlpool baths to a subterranean fort and pinnacle hotels – such as the Pilatus-Kulm at an altitude of 2,132 metres, with its ultra-modern new business centre and spectacular views.

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Museums: exclusive and original settings.

Switzerland is home to an unparalleled concentration of world-class museums; many are available for private hire. At the Swiss Museum of Transport, you can hold meetings or host dinners surrounded by vintage cars, steam locomotives or spacecraft; the conference centre reveals fine lake-and-mountain views.

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Farm fun: country creativity.

Swiss farms provide stimulating surroundings for creative get-togethers. The Jucker Farms in the Zurich region offer entertaining team-building activities including baking workshops, making scarecrows, ice carving, building sand sculptures, and the popular “Farm Olympics”.

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Skill centres: meet and learn.

Develop new skills at meeting venues within production sites or museums. Centro Dannemann, a beautifully restored cigar factory on subtropical Lake Maggiore, offers workshops on subjects from fine fragrances and chocolate-making to mixology and cookery.

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More than just meetings.

Great scenic and cultural variety in a compact area and short transfers maximise your event's impact. A snowy mountaintop in the morning, lunch on a palm-lined lakeshore, an afternoon city visit and an international festival in the evening: anything is possible.



Culture: world-class attractions.

Globally renowned museums and art collections, dazzling modern architecture, music festivals everywhere from concert halls to lakeshores and a Roman arena, international stars, top trade shows, food fairs and wine festivals: you can easily incorporate visits, guided tours and performances into any event.

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Team-building: authentic adventure.

Switzerland's spectacular natural landscapes lend themselves to a vast choice of activities under expert guidance. From white-water rafting to GPS treasure hunts, from making cheese on an alpine farm to building an igloo (and even sleeping in it), all offer a chance to test personal boundaries and build team spirit.

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Behind the scenes: expert insights.

Let specialists show you the view from inside... Discover top negotiation strategies on a visit to a UN agency, explore the world of tomorrow at a leading research centre, see the inner workings of a high-tech production facility – or test your own skills as you assemble a precision watch or make your own Swiss Army Knife.

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A taste of variety.

A creative approach to social gatherings will ensure your event is talked about for a long time. Our experts will show you how to make best use of the country's spectacular scenery, rich historical heritage and pioneering means of transport for unique meals and nights out.



Swiss charm: from chalets to castles.

The best fondue? One you have made yourself in a mountain cabin, reached on snowshoes by torchlight – followed by a thrilling toboggan ride down. Or how about a candlelit banquet in a castle – the 13th-century lakeside Château de Chillon, perhaps – complete with soldiers in armour, jugglers and minstrels?

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Meals on the move: the sky's the limit.

Make use of a transfer by hosting a gourmet meal en route – in a historic railway dining car, for example. You could banquet on the deck of a 100-year-old paddle steamer, provide a buffet on a vintage tram during a city tour, or serve dinner on an ultra-modern cable car as it glides up a mountain: the choice is vast.

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Rent a village: the perfect backdrop.

Gandria on the palm-lined shores of Lake Lugano, the glacier village of Engelberg with its ornate monastery, the fortified medieval town of Gruyères with its fairy-tale castle... Fill the alleys, streets and squares with musicians and dancers and serve the finest local delicacies for an evening no one will forget!

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Transport.





Perfectly connected.

Superb international links and the world's densest public transportation network: welcome to the Swiss style of travel.

Ultramodern airports, high-speed international rail services, perfectly-maintained roads and motorways and a comprehensive network of rail and bus routes make travel to and through Switzerland comfortable, quick and easy. Short travel times and the famously reliable public transport system save you time and money. Spectacularly scenic drives or rail journeys are easy to integrate into any itinerary.

Smooth as clockwork:

- Vast choice of vehicles for hire through Europcar, attractive range of transfer services
- Swiss Travel System: great-value, flexible passes for travel on all trains, buses and boats
- Official Carrier Agreement with SWISS: discounted fares for all participants; dedicated booking-link

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The Swiss Travel System: we love to entert(r)ain you.

The Swiss Travel System represents Switzerland's unique public transport network. Trains, buses and boats criss-cross the country to carefully coordinated timetables, ensuring that travellers reach their conference destination in comfort and on time. And best of all – the charter trains and railcars of the Swiss Federal Railways (SBB) provide the finest facilities for meetings on the move.

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Did you know?

- The Swiss Travel System comprises 26,000 kilometres of rail, road and waterway routes – the densest public transport network in the world.
- With a Swiss Travel System ticket, guests from abroad can travel on our entire public transport network nationwide – with virtually no restrictions.
- The new Gotthard Base Tunnel is opening in mid-2016. It connects the north portal of Erstfeld with the south portal of Bodio and measures 57 kilometres.

Swiss Travel System.



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www.SwissTravelSystem.com/meetings

 **SBB CFF FFS**

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Tel. +41 (0)51 222 11 22
charter@sbb.ch
www.sbb.ch/en/charter

Swiss Transfer Ticket: fast and flexible.

Swiss Travel System tickets are ideal for travel to meetings and conferences. A particularly popular option is the Swiss Transfer Ticket, covering the return journey from any arrival airport or border railway station to your chosen venue anywhere in Switzerland.



The red double-arrow “Churchill”: the rolling legend on rails.

The object of prestige of the SBB was presented at the Swiss National Exhibition in 1939. The train is suitable for individual parties or mobility solutions, which leave a lasting mark thanks to the train’s distinctive atmosphere. See sbb.ch/en/charter.

The seating coach: for all who want to travel together.

Exclusively reserved seating coaches allow you to travel safely and comfortably with up to 1,200 guests while working peacefully, having a discussion or simply relaxing. Seating coaches can be attached to regular trains or be arranged as additional ones.



Forget your baggage: no more lugging suitcases.

Enjoy your visit to Switzerland from the very first minute – without bothering about baggage. The SBB will ensure that your baggage reaches your destination, intact and on time. Simply hand in baggage at the departure airport in your country; and collect it at your arrival railway station in Switzerland. When returning home, check in baggage at your Swiss station and collect it again at the arrival airport in your own country. Within Switzerland, baggage can also be transported from station to station.



SWISS: your official carrier.

Whether you are planning a conference, meeting or incentive trip, choose SWISS as your expert partner for your event in Switzerland. Our extensive global route network offers excellent connections, and our multi-award-winning service promises a supremely relaxing journey.

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Did you know?

- With SWISS as your official carrier, you and your participants benefit from discounted fares
- Book your official carrier preferential fares at [swiss.com](https://www.swiss.com): it's easy, secure and convenient
- With SWISS, transport of ski and snowboard equipment is free of charge

**SWISS**
Your airline to Switzerland

Swiss International Air Lines Ltd.
congress@swiss.com, [SWISS.COM](https://www.swiss.com)

Meetings. Swiss International Air Lines.

SWISS: typically Swiss.

Our Swiss background means we are committed to providing services and facilities to the highest international standards. Enjoy traditional Swiss hospitality and personal attention with us – and fall in love with Switzerland before you even arrive.



Global network: Europe and overseas.

Operating from its Zurich hub and the national airports of Geneva and Basel, SWISS serves more than 100 destinations in some 50 countries in Europe and overseas. As part of the Lufthansa Group and as a member of Star Alliance, we offer you a network that covers the globe.

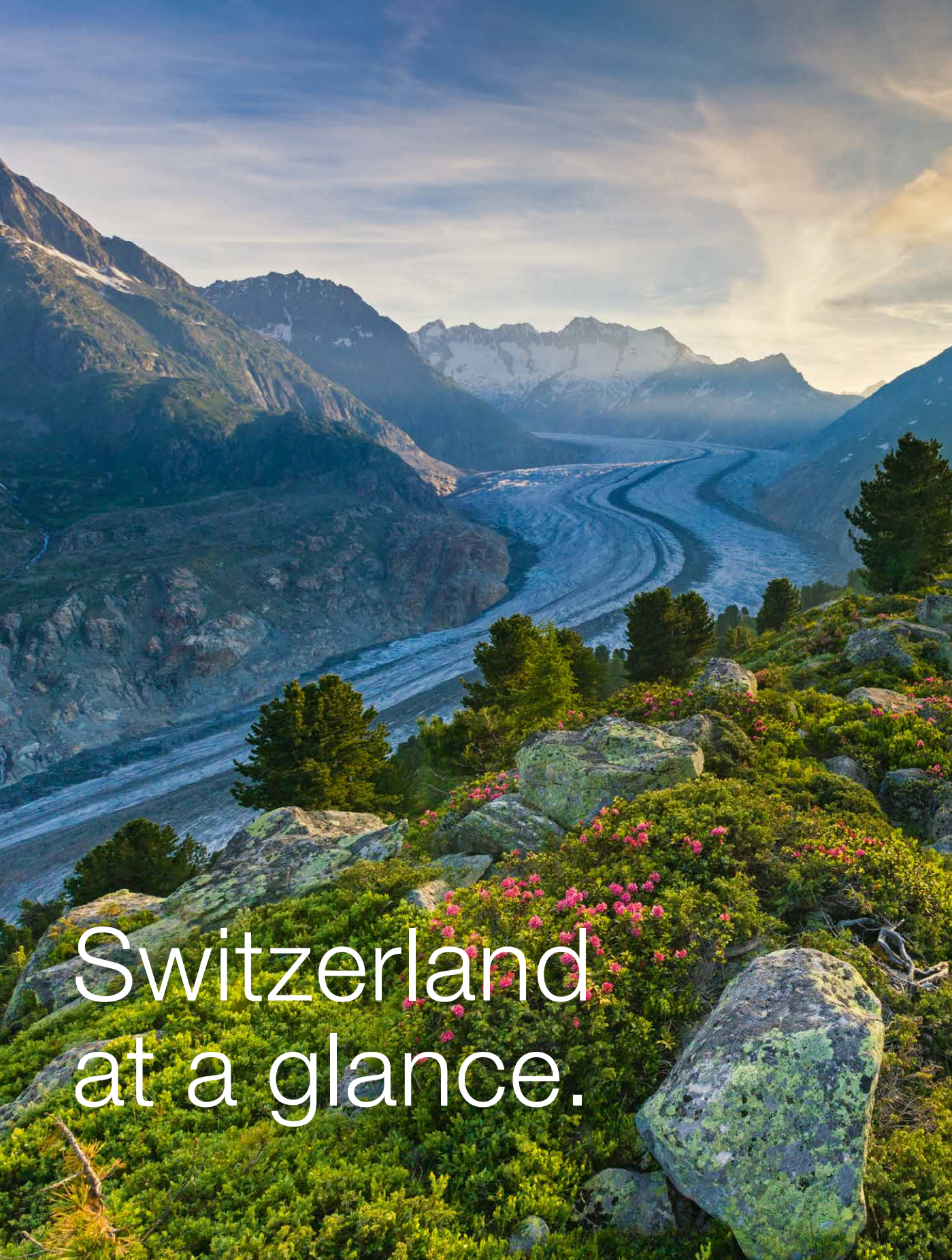
Your choice: we'll surpass your expectations.

Whether you choose First, Business or Economy class, we pamper you with personal, attentive service. From the moment you book your ticket to your arrival at your destination, we focus on meeting your needs.

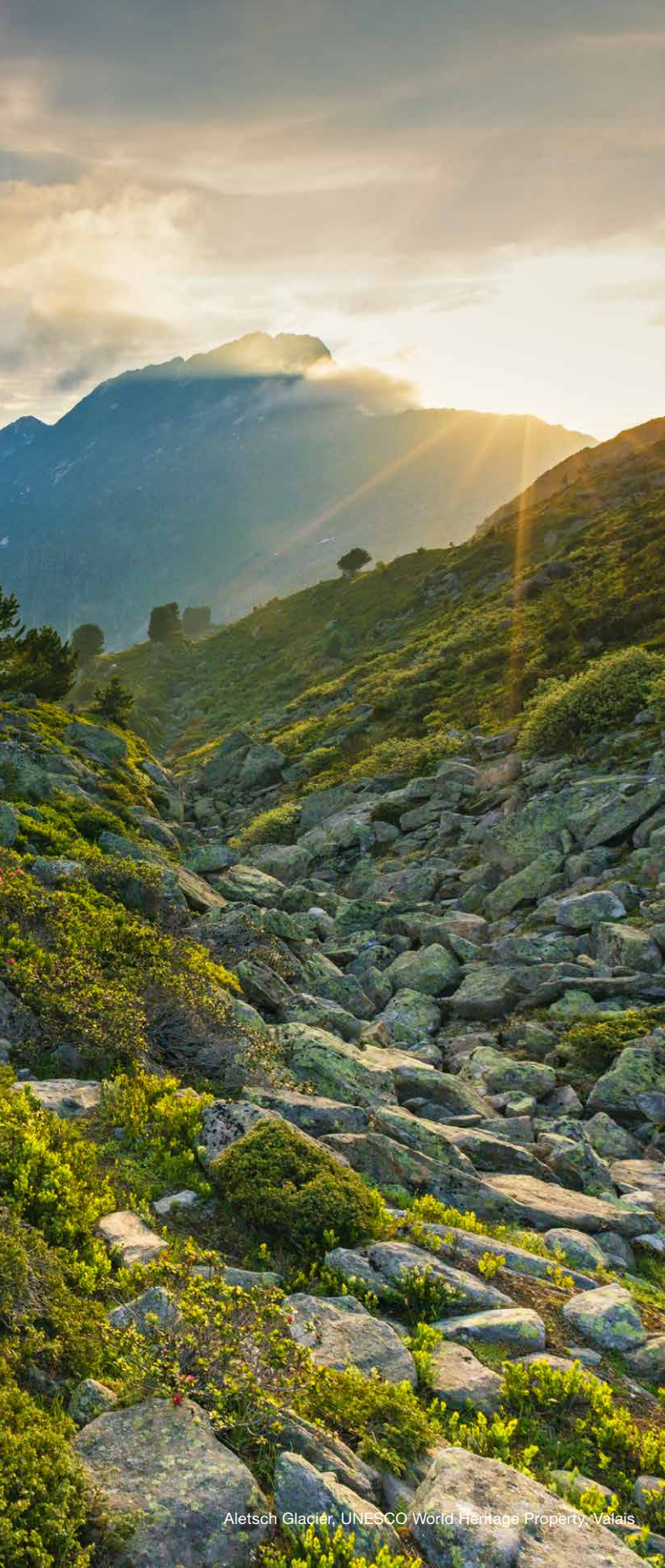


SWISS Business: your bed above the clouds.

Aboard the long-haul Airbus A330-300 and A340 fleet, you enjoy generous space and privacy. In the Business Class cabin, the comfortable fully lie-flat seats have an innovative, individually adjustable air-cushion system.



Switzerland
at a glance.



Your natural choice.

High quality of life, pristine landscapes, a long tradition of hospitality:

travel in Switzerland is straightforward and supremely enjoyable.

Switzerland is proud to set high standards. Its landscapes, from glittering glaciers to alpine pastures and palm-fringed islands, enjoy unparalleled levels of protection. Even the water in rivers and lakes is usually clean enough to drink. Equally impressive are the accommodation and leisure facilities – and the warm welcome extended to guests in this cosmopolitan and charming country.

Precious heritage:

- Three main geographical areas: the Jura mountains, the Alps and the Swiss Plateau in between
- 14 % of Swiss territory is protected in the form of national or natural parks
- 12 UNESCO World Heritage Properties/ biosphere reserves of “outstanding universal value”

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Climate.

Conditions vary greatly depending on altitude and local topography. The climate on the Montreux Riviera or in Ticino, for example, is virtually Mediterranean, while the country's highest peaks – including 48 mountains above 4,000 metres – are capped with snow and ice year-round. We can advise on suitable clothing for different itineraries and activities. For winter visits, note that even historic hotels and other buildings are well insulated and cosy.

Money.

Currency is the Swiss franc (CHF), one of the most stable in the world; as you would expect from one of the world's leading financial centres, money transactions are smooth and straightforward. ATMs accept cards from around the world, but it is advisable to check with the card issuer before travel. Money can be changed widely, credit cards are accepted virtually everywhere. A service charge is normally included in restaurant and hotel bills and in taxi fares. Tips are not expected, but appreciated.



Passport / visa regulations.

For information on visas, work permits and other business matters, please contact your nearest Swiss embassy or consulate, or visit www.bfm.admin.ch



Value added tax.

The Swiss government is known for its business-friendly approach; for example, VAT rates are the lowest in Europe at 8%. Usually, foreign companies can reclaim all VAT paid in Switzerland direct from the Swiss Federal Tax Administration (FTA), quickly and easily. We'll show you how.

Facts and figures

Capital	Bern
Cantons (states)	26
Languages	German (66 %), French (23 %), Italian (8 %), Romansh (1 %), others (2 %)
Religions	Roman Catholic (39 %), Protestant (28 %), others or none (33 %)
Area	41,285 km ² (15,936 square miles)
Boundaries	Total 1,852 km, Austria 164 km, France 573 km, Germany 334 km, Italy 740 km, Liechtenstein 41 km
Distance north to south	220 km
Distance east to west	346 km
Highest point	Dufour Peak, in the Monte Rosa mountain range, 4,634 m (15,203 feet)
Lowest point	Lake Maggiore (Ticino), 193 m (633 feet)
Lakes	1,484
Glaciers	140
Telephone code	+41 plus the number (without 0)
Voltage	220 volts, AC, 50 cycles
Population entire country	8 million



Shopping.

Typical Swiss ingenuity, precision and quality are evident in a wide range of local products, from high-tech outdoor leisure equipment to luxurious embroidery from St.Gallen – not to mention practical Swiss Army Knives, fine jewellery and a vast choice of watches in all price ranges. Visits to production facilities usually include the opportunity to buy on-site – anything from organic mountain produce such as alpine cheese to exquisite chocolates.

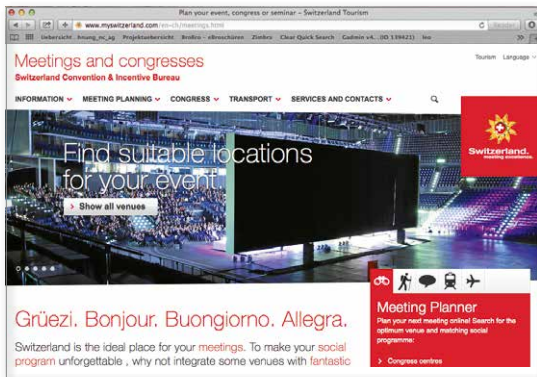
Security, health, insurance.

Switzerland is famously clean and safe; medical care is among the best in the world. If by any chance you need treatment here, you are in the best hands. We strongly recommend that all visitors have personal travel insurance, including coverage for personal accident, sickness, loss or damage to luggage and personal effects, and cancellation.



Switzerland at a glance. **Meetings.**

Information.



Our online services on MySwitzerland.com/meetings.

Meeting Planner: seek the perfect meeting venue and social programme on our website

The Online Meeting Planner offers an overview of more than 700 Swiss conference centres, seminar hotels and event locations, and more than 1,000 Social programme ideas, all described in words and pictures. This makes the Meeting Planner the biggest and most complete Swiss search engine in this segment.

MySwitzerland.com/meetingplanner

Special offers

Are you looking for an attractive offer for your next meeting in Switzerland? Check out our website with more than 50 special offers. The offers are updated daily.

MySwitzerland.com/specialoffers

News and testimonials

Find out about new facilities and event locations as well as venues that are reopening, and read inspiring reports of successfully staged meetings, conferences and other gatherings.

MySwitzerland.com/information

Is it any surprise that a country obsessed with time can make it fly?

When you fly SWISS Business, anything is possible. You'll enjoy Swiss cuisine, great entertainment and then a fully flat bed. For further information and bookings contact your travel agent or visit swiss.com

Award winning:
SWISS Business with
fully flat bed

