

# **SINGAPORE FINTECH FESTIVAL X SWITCH DECEMBER 7<sup>TH</sup>-11<sup>TH</sup> 2020**



**In Cooperation:**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Swiss Business Hub ASEAN**

**with Support:**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Finance FDF  
**State Secretariat for International Financial Matters SIF**

## **SFF x SWITCH 2020**

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Join us and be part of the “Swiss Contingent” this December, to participate at the newly revamped Singapore Fintech Festival x SWITCH 2020.

The world have been severely affected by the global pandemic, but it should not be treated as all defining, and that all business activities should discontinue.

Take this opportunity to experience the “new” normalcy, continue to grow your network, find synergies or partnerships with like-minded participants, and still be able to work on business development opportunities to grow your business.

The exhibition convened over 60,000 participants and attendees from all around the world last year, and we should expect same, if not more for this year’s hybrid event.

Furthermore, this year’s technology push, catalyzed by the pandemic, means that there is definitely, no better time or place for a company in tech to showcase its excellence.

### **HOW WILL THE EVENT WORK OUT?**

- Conference on 7<sup>th</sup> December in Zurich that is co-organized by Switzerland Global Enterprise and SIF.
- Digital Swiss Pavilion and exciting conferences from 7<sup>th</sup> to 11<sup>th</sup> December. All these will take place on the SFFxSWITCH Platform put up by MAS, ESG and SingEx.

**WHO IS PART OF THE DIGITAL SWISS PAVILION?**

- The virtual SWISS Pavilion will be co-organized by Switzerland Global Enterprise (S-GE) and Swiss Business Hub ASEAN.
- Swiss companies with solutions and services in Fintech, Big Data & Analytics, Cybersecurity, Deep Tech and related sectors are strongly encouraged to join the pavilion.

**PACKAGES AVAILABLE AT THE DIGITAL SWISS PAVILION**

<b>Packages Types</b>	<b>Basic</b>	<b>Enhance</b>
<b>Rate</b>	<b>CHF 3'500.-</b>	<b>CHF 6'000.-</b>
<b>Entitlements</b>	<p><b>Basic Information Upload:</b></p> <ul style="list-style-type: none"> <li>• Company Name</li> <li>• Company Logo</li> <li>• Company Description (130 Words)</li> <li>• Company Website</li> <li>• Tagging of Social Handles for Direct Outlink</li> </ul> <p><b>Passes Availed:</b></p> <ul style="list-style-type: none"> <li>• 1 x Showcase Staffer Pass                             <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Designation</li> <li>○ Location</li> <li>○ Business Matching</li> <li>○ 1-on-1 Consultation</li> </ul> </li> <li>• 1 x Digital Premium Pass                             <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Designation</li> <li>○ Location</li> <li>○ Business Matching</li> <li>○ Ability to participate in Livestream Content</li> <li>○ On-Demand playback of content</li> <li>○ Participate in Online Exhibition</li> <li>○ Workshops and Demos</li> </ul> </li> </ul> <p><b>Media Content Upload:</b></p> <ul style="list-style-type: none"> <li>• 1 x Uploadable Content</li> </ul> <p><b>Lead Generation – Generic Marketing Program:</b></p> <ul style="list-style-type: none"> <li>• S-GE led Marketing Campaigns (LinkedIn, Twitter, News Release &amp; Etc.)</li> </ul> <p><b>Open Call Work Shop:</b></p> <ul style="list-style-type: none"> <li>• 1 x 5 minute pitch (Pre-Recording)</li> </ul>	<p><b>Basic Information Upload:</b></p> <ul style="list-style-type: none"> <li>• Company Name</li> <li>• Company Logo</li> <li>• Company Description (130 Words)</li> <li>• Company Website</li> <li>• Tagging of Social Handles for Direct Outlink</li> </ul> <p><b>Passes Availed:</b></p> <ul style="list-style-type: none"> <li>• 1 x Showcase Staffer Pass                             <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Designation</li> <li>○ Location</li> <li>○ Business Matching</li> <li>○ 1-on-1 Consultation</li> </ul> </li> <li>• 1 x Digital Premium Pass                             <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Designation</li> <li>○ Location</li> <li>○ Business Matching</li> <li>○ Ability to participate in Livestream Content</li> <li>○ On-Demand playback of content</li> <li>○ Participate in Online Exhibition</li> <li>○ Workshops and Demos</li> </ul> </li> </ul> <p><b>Media Content Upload:</b></p> <ul style="list-style-type: none"> <li>• 1 x Uploadable Content</li> </ul> <p><b>Lead Generation – Generic Marketing Program:</b></p> <ul style="list-style-type: none"> <li>• S-GE led Marketing Campaigns (LinkedIn, Twitter, News Release &amp; Etc.)</li> <li>• Priority Recommendation Branding on Event's Digital Platform</li> </ul> <p><b>Open Call Work Shop:</b></p> <ul style="list-style-type: none"> <li>• 1 x 10 minute pitch (Pre-Recording)</li> </ul>
<b>Negotiable Add-Ons</b>	<p><b>Additional Passes Available:</b> CHF 115 / Add. Pass</p> <p><b>1-1 Consultation Clinics:</b> CHF 375 / Add. Plug In</p> <p><b>Additional Media Content Upload:</b> CHF 185 / Content</p> <p><b>Targeted Business Matching:</b> CHF 7'500</p> <p><b>Solutions Spotlight:</b> CHF 3'750 / 20 min session</p>	<p><b>Precision Lead Generation:</b></p> <ul style="list-style-type: none"> <li>• CHF 3'750 for Priority Market</li> <li>• CHF 4'850 for Priority Industry</li> <li>• CHF 6'500 for Priority Profile</li> </ul> <p><b>Open Call Workshop:</b> CHF 3'750 / 45 min session</p>

**Description of various add-ons to be availed:**

**1-1 Consultation Clinics:** Live Chat Platform as a Digital Showcase plugin that will allow you to profile and filter all submitted enquiries, before assigning a representative to address that enquiry. Video and screen sharing capabilities that will aid your conversations.

**Solution Spotlight:** 20 minutes platform to allow you to showcase latest innovations/solutions to demonstrate how it is leading industry transformation. Program and content will be listed under the open stage agenda

**Open Call Workshop:** 45 minutes platform to conduct interactive workshops. Workshop will be listed on free-to-attend activities that will be accessible by all event attendees

**Targeted Business Matching:** Business matching specialists will curate 10 guaranteed meetings based on identified industry before the event

**Precision Lead Generation (Post Event):** Intelligence reports that allow you to size up your target audience for improved sales conversion rates. Business consultant will curate participation (basis selection of Priority Market, Industry or Profile) for a 1.5 hour live broadcast web engagement session

**REGISTRATION AND PAYMENT**

**Closing date for registration: 30<sup>th</sup> October 2020 & Payment due date: 10<sup>th</sup> November 2020**

**CANCELLATION**

**Cancellation Policy:**

**100% payment for the slot (or the self-cost for S-GE to find a new co-exhibitor if possible)**

**The Client may not offset counter-claims against the claims of Switzerland Global Enterprise.**

**CONFIDENTIALITY**

Switzerland Global Enterprise guarantees that it will handle in strict confidence all documents and information received from its clients for the purpose of executing its project.

**GENERAL TERMS AND CONDITIONS**

By signing the order attached to this offer, the undersigned company confirms that it commissions Switzerland Global Enterprise on the terms described in this offer. The undersigned company confirms that it has read and accepted the General Terms and Conditions of Switzerland Global Enterprise, which are published and can be viewed on <http://www.s-ge.com/en/blog/general-terms-conditions>.

The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

## Registration for SWISS Pavilion at SFF x SWITCH 2020 7 - 11 December 2020

I /We will participate in Singapore Fintech Festival 2020 under the <b>SWISS Pavilion</b>	<b>Price CHF (excl. VAT)</b>
<input type="checkbox"/> <b>Start-Up Package</b>	<b>CHF 3'500.-</b>
<input type="checkbox"/> <b>Intermediate Package</b>	<b>CHF 6'000.-</b>
<input type="checkbox"/> <b>Add-Ons</b>	

Company: \_\_\_\_\_

Last Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Position: \_\_\_\_\_

Street: \_\_\_\_\_

PO Box: \_\_\_\_\_

Post Code, Town: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Place / Date:

Authorised signatory(ies):

Please sign the enclosed copy and return it to:  
Switzerland Global Enterprise ExportHelp  
Stampfenbachstrasse 85  
CH-8006 Zurich

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