

enabling new business

+ SWITZERLAND
GLOBAL
ENTERPRISE

OCT 19 (TUE) – 22 (FRI) 2021, BUSAN, SOUTH KOREA

SWISS PAVILION @ KORMARINE 2021





OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.





WHY TAKE PART?

Why KOREA?

-  Korea is the global leader in Marine technology
-  **45%** of new orders went to Korean shipyards in 2019

Why KORMARINE?


-  Samsung Heavy Industries (SHI), Daewoo Shipping Marine Engineering (DSME), Hyundai Heavy Industries (HHI) and others operate the **largest shipyards** in the world
-  Keyfacts about the **KORMARINE in 2019**; 982 companies from 45 countries, 38'034 sqm and 36'450 visitors from 76 countries

KORMARINE 2021

 **KORMARINE 2021 – International Marine, Shipbuilding, Offshore, Oil & Gas Exhibition**

Kormarine is a bi-annual fair taking place in the southern city of Busan, close to the marine cluster around Ulsan. Together with SMM Hamburg, Kormarine is the leading global industry show in the sector.

 [Reed K. Fair Exhibitions, Busan, South Korea](#)

 19 – 22 October 2021

 <http://www.kormarine.com/eng/>

 [Show report](#)

SWISS PAVILION – THE BOOTH

FACTS AND FIGURES



Country Pavilion for Swiss and Liechtenstein companies



Around 162 sqm size



Own exhibition space for each company



Various packages available



A minimum of six Swiss companies is required to realize the **SWISS Pavilion**

BENEFITS



Concentrate on the development and care of your customer relations – we organize your participation



Clear identification by the Swiss design – the Swiss identity is widely recognized as a symbol of high-quality standard and innovation



Attractive stand design creating an inviting atmosphere



Joint hospitality area for your meetings



Ready to use stand

PARTICIPATION PACKAGES

Included in all options:

Space rental with carpet, walls, illumination, 1 power socket, 1 company logo, service package

9 sqm booth	CHF 7,500.-
2sqm graphic (print from delivered data) • 1 high table, 2 bar chairs • to choose: 1 lockable sideboard or showcase	Larger graphic or change of furniture → separate costs
18 sqm booth	CHF 14,600.-
2sqm graphic (print from delivered data) • 1 high table, 2 bar chairs • 1 table, 4 chairs • to choose: 1 lockable sideboard or showcase	graphics or change of furniture → separate costs
27 sqm booth	CHF 21,600.-
2sqm graphic (print from delivered data) • 1 high table, 2 bar chairs • 2 table, 8 chairs • to choose: 1 lockable sideboard or showcase	graphics or change of furniture → separate costs
36 sqm booth	CHF 28,440.-
2sqm graphic (print from delivered data) • 1 high table, 2 bar chairs • 2 table, 8 chairs • 1 high table, 2 bar chairs • to choose: 1 lockable sideboard or showcase	Larger graphic or change of furniture → separate costs

SPECIAL PACKAGES

Start-ups (companies founded within the past 5 years)	FREE
Screen to showcase your products Digital match-making >talk to potential customers online from Switzerland	
Friends of Switzerland: Poster or Roll-up & Digital Presence	CHF 1,500.-
Poster 1m*2.5m / Roll-up Have a poster at our booth to leverage the Swissness factor and support the SWISS Pavilion; offer available also if you are already exhibiting with your local partner Additionally, you will have the option to showcase your company / products digitally via a screen	Larger graphic upon request → separate costs



Participation at the Networking Event is included for all packages. You will also have the option to invite your partners / customers to the event. The maximum number of participants per company is 10 pax.

COST OVERVIEW

	9sqm	18sqm	27sqm	36sqm
Package	CHF 7,500	CHF 14,600	CHF 21,600	CHF 28,440
S-GE registration fee	CHF 650 S-GE gold member / CHF 800 S-GE silver member / CHF 950 non-member			
Additional booth requests as graphics, etc.	individual			

	Start-Up	Friends of Switzerland
Package	FREE	CHF 1,500
S-GE registration fee	FREE	
Additional booth requests as graphics, etc.	individual	

THIS IS WHAT WE DO FOR YOU – OUR SERVICE PACKAGE

S-GE service package & Benefits

We care about all organizational belongings:

Project management as well as organizational and administrative preparation and realization

Let the show begin:

Info bar • hosted hospitality area • snacks, coffee, non-alcoholic drinks for free • internet access • non-exclusive translator (available to all customers) • cleaning & garbage removal • storage (limited space) • exhibitor badges

Your company and products deserve attention:

Entry in the official show catalogue • [Swiss online exhibitor directory](#)

Other services: [Free initial consulting session](#), [first port of call for export-related issues](#), [GoGlobal Cockpit](#) (free analysis platform), benefit from the worldwide network of our [Swiss Business Hubs](#)

Not included

- Transport and insurance of your exhibits
 - Individual stand design and additional furnishings
 - Technical connections and operating costs
 - Travel and accommodation
- For more information, please consult the [S-GE general terms and conditions](#)



Please note that we need to be flexible in 2021 regarding the implementation of the **SWISS** Pavilion. We must strictly follow the organizer's guidelines regarding hygiene and safety, which can have an influence on booth sizes, realization of the hospitality area, catering and technical buildings.

6 REASONS TO ATTEND THE SWISS PAVILION



Consulting session in preparation for the trade show – all registered companies have the opportunity to book a complimentary consulting session with our Korea specialist



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Clear identification by the Swiss design – the Swiss identity has long been widely recognized to be a symbol of high-quality standard and innovations



Attractive booth design creating an inviting atmosphere



Use of the common area for your customer meetings



Networking Event

GET THE MOST OUT OF YOUR PARTICIPATION

Optional Services:

- **Exclusive translator (English - Korean) for 3 days**
- **Graphics or / and screens at both walls**
- **Arrangement of business meetings**
 - Arrangement of 2 - 3 appointments (on best effort basis)
 - Organization of meeting time and location
- **Business partner check-up**

Did you meet a company and would you like to have more background information?

 - Verification of 1 company (registration in local trade registry)
- **Market spot**

Answers to 3-4 of your questions concerning market

Above listed services are available upon personal request. Information on rates and on detailed service package available via your S-GE consultant.

REGISTRATION AND CONTACT DETAILS

Registration Deadline: Friday, 30 April 2021

Project Management **SWISS** Pavilion:



Min-Seo Kang
min-seo.kang@eda.admin.ch
+41 58 481 86 05



Jacqueline Tschumi
jtschumi@s-ge.com
+41 44 365 54 83



S-GE consultant in your region:



Office Lugano:
Monica Zurfluh
+41 91 601 86 85
mzurfluh@s-ge.com



Office Renens:
Alain Graf
+41 21 545 94 97
agraf@s-ge.com

Partners:



OFFICIAL PROGRAM



SWISS PAVILION IMPRESSIONS KORMARINE 2019

