

International marketing cooperation «Swiss Convention Centres» goes IMEX

The nine Swiss Convention Centres joined their forces and promote themselves as «swissconventioncentres.com». The main objective of the alliance is a stronger promotion and a higher awareness of Switzerland as a host for large congresses.

Swiss Convention Centre's common debut was during the EiBTM trade show (2nd-4th December 2008) in Barcelona where the nine partners presented their venues at the Switzerland Convention & Incentive Bureau (SCIB) exhibition premises.

The launch of «Swiss Convention Centres» was a great success and found the industry's approval. Congress and event organisers experience the diverging characteristics of the nine venues and benefit from a better orientation for individual event preferences.

The golden chocolate coin which was distributed during the EiBTM exhibition was a popular souvenir. The gold coin emphasises the Swissness of the nine Convention Centres and reflects the claim of the «Swiss Convention Centres»: «Your quality partners».

Another highlight was the competition „Win a trip to one of our top events“. Two winners could choose their preferred journey to: Art Basel, Béjart Ballet, Fêtes de Genève, Lucerne Festival, Lugano Blues to Bop Festival, Montreux Jazz Festival, Sommerball Interlaken, Street Parade Zürich or Swiss Alpine Marathon Davos.

The next appearance of the «Swiss Convention Centres» will be at the IMEX, from the 26th to the 28th May 2009, in Frankfurt. The nine venues welcome interested parties at booth E130.

«Swiss Convention Centres» are:

Beaulieu Lausanne, Casino Kursaal Interlaken, Montreux Music & Convention Centre, CICG Geneva, Congress Center Basel, Davos Congress, KKL Luzern, Kongresshaus Zürich and Palazzo dei congressi Lugano

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Information: www.swissconventioncentres.com, IMEX booth: **E130**