



**MONTREUX
MUSIC &
CONVENTION
CENTRE**

“Swiss Convention Centres” establishes a new international Marketing partnership

Nine Swiss *Convention* Centres are working together to strengthen Switzerland’s position on the international market of large events.

As host of large events, Switzerland wishes to become stronger by reinforcing each destination individually in order to meet congress organisers’ high expectations.

In such a market, the set up of a partnership is proved to be an efficient way to promote the destination through strong and common marketing tools. This alliance will enhance the flow of information between partners and improve significantly the industry knowledge.

With a wide range of products, this one entity of nine venues offers many possibilities to the event organisers. Indeed, if one partner does not meet the clients’ needs and expectations in terms of quality, the other one will in reasonable distances.

This partnership is only focusing on foreign markets and its customers and does not have a central sales office. Clients’ requests can be addressed to the Switzerland Convention & Incentive Bureau (SCIB) or directly to each member. Events organisers of more than 500 delegates will mostly be targeted.

In the upcoming months, this new partnership will become active in the international MICE markets. It will be introduced in specific media magazines, on trade shows as well as via electronic media (www.swissconventioncentres.ch). The corporate budget will finance a new brochure. Swiss Convention Centres will be launched at the EIBTM show which will take place in Barcelona on December 2 – 4, 2008.

Swiss Convention Centres are:

Beaulieu Lausanne, Casino Kursaal Interlaken, Montreux Music & Convention Centre (2m2c), CIGG Geneva, Congress Center Basel, Davos Congress, KKL Luzern, Kongresshaus Zürich and Palazzo dei congressi Lugano

Swiss Convention Centres combine **18’000** seats and **60’000** m2 of event space.
Together they generate a turnover of **CHF 100 Mio.** per year.

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Information: www.swissconventioncentres.com

Visit us on booth H 340 at EIBTM 2-4 December 2008