

Invitation

SWISS Pavilion



seamless
MIDDLE EAST

14 - 15 May 2024
DUBAI WORLD TRADE CENTRE

Seamless 2024

The Future of Digital Commerce

14-15 May 2024, Dubai World Trade Centre

Overview of UAE



The United Arab Emirates (UAE) has rapidly emerged as a thriving hub for fintech in the Middle East. With a strategic focus on innovation, the UAE offers a conducive regulatory environment, a tech-savvy population, and government support for fintech startups. Key financial centers like Dubai and Abu Dhabi are home to numerous fintech companies, including those specializing in digital payments, blockchain, and insurtech. The UAE's commitment to financial technology is evident through initiatives such as the Dubai International Financial Centre's Fintech Hive and regulatory sandboxes that promote fintech growth, making it a leading destination for fintech innovation in the region.

Seamless 2024 at a Glance

Seamless is the number 1 show for the digital commerce industry in the MENA region which is held under the Patronage of His Highness Lieutenant-General Sheikh Saif bin Zayed Al Nahyan Deputy Prime Minister, Minister of Interior, and run in partnership with League of Arab States and Arab Vision for Digital Economy. In tandem to the exhibition, a two-day conference with more than 500 global speakers will cover the latest trends, market disruptions and technologies shaping the payments, fintech, retail and e-commerce world.

Core Topics

- Payments
- Fintech
- Identity
- Retail
- E-Commerce
- Home Delivery
- Digital Marketing

Why exhibit at Seamless

- The largest event covering the changing landscape of digital commerce
- Generate high quality leads through face-to-face interaction with a large, targeted audience
- The value of the UAE e-commerce market is expected to reach \$9.2 billion in 2026
- The UAE fintech market is estimated at USD 39.3 billion
- Market expansion into the MENA region
- Exclusive trade programmes to aid in uncovering business potentials and establish new partnerships

Key Figures



Registration Form

SWISS Pavilion at Seamless 14-15 May 2024

You will find our General Terms and Conditions on the back side of this registration form. They are an integral part of this contract.

Exhibitor/Company	Contact
Address	Position
ZIP/Place	E-Mail
Phone/Fax	Website

MEMBERSHIP

- ☐ Digitalswitzerland ☐ Switzerland Global Enterprise

EXHIBITION PARTICIPATION FORMULAS

PRICE IN CHF

<input type="checkbox"/> Basic Booth Cost 1 lockable counter, 1 brochure rack, 1 table with 3 chairs, lighting, carpet, electrical connection, cleaning of booth, utilisation of community zone Booth Size _____ m2 at CHF 1'280.-/m2 (min. 6 m2, based on availability) <input type="checkbox"/> Corner Booth at CHF 700.- (upon availability) Registration Fee The regular registration fee is CHF 1'500.-. Holders of an above mentioned membership benefit from a reduction of CHF 300.- Application Total	<div>2'800.-</div> <div></div> <div></div> <div></div> <div></div>
<input type="checkbox"/> Lounge+ 1 lockable counter, 1 brochure rack, lighting, cleaning, utilisation of the community zone Registration Fee The regular registration fee is CHF 1'500.-. Holders of an above mentioned membership benefit from a reduction of CHF 300.- Application Total	<div>6'950.-</div> <div></div> <div></div>
<input type="checkbox"/> SWISS Pavilion Venture Lounge Usage of the Infrastructure, Presence with a Logo and presence in the flyer. Members CHF 1'650.- and non-members CHF 1'950.-	<div></div>

Place/Date	Signature/Stamp
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EXCLUDED SERVICES - PAYMENT CONDITIONS - APPLICATION DEADLINE

Excluded services: individual booth design, additional poster spaces, addition for a corner booth, insurances, transport, individual support by Swiss Embassy and Swiss Business Hub

Payment conditions: 70% with your registration, 100% until 12th January 2024, Lounge plus 100% with your registration

T-LINK General Terms and Conditions, attached shall be deemed to constitute an integral part of the contract.

Registration to T-LINK MANAGEMENT AG, Carl Ziegler, Schwerzistrasse 6, CH- 8807 Freienbach, fairspace@t-link.ch

Application Deadline 12th January 2024

Upcoming Exhibitions with SWISS Pavilion

tick the appropriate to receive the documentation and further details

☐ **GITEX 2024** (October, Dubai)

☐ **Hannover Messe 2024** (22-26 April, Hannover)



General Terms and Conditions

T-LINK MANAGEMENT AG / LTD

for official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad

1. Field of application

T-LINK MANAGEMENT AG (T-LINK) organizes Swiss participation on international exhibitions, other associate activities of the Swiss economy as well as international Swiss tradeshows.

2. Tender and execution of contract

Registration for participation in an event/trade fair must be received by T-LINK in writing within the time limit for registration specified in the participation documents.

A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space.

The contract is deemed executed only upon written confirmation of registration by T-LINK.

3. Payment terms

3.1 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

3.2 In the event that the exhibitor becomes delinquent in a due payment and T-LINK rescinds the contract effective immediately, the registration fees and agreed participation price shall be payable in penalty.

3.3 T-LINK will invoice the costs of Special Services after the close of the event; such charges shall likewise be payable within 10 days.

4. Delivery/changes/delinquency/cancellation

4.1 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section shall remain due along with compensation for expenses already incurred by T-LINK for special services.

4.2 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax). Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:

- if received at least six months before the exhibition: 30% reduction;
- if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable.

If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by T-LINK remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

4.3 T-LINK may undertake a reduction in the registered booth space or a change of location at any time. In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby.

If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 4.3.

4.4 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

5. Special terms for participation in events/trade fairs T-LINK services

5.1 Basic Services: On assuming organizational responsibility, T-LINK undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement.

T-LINK is the sole principal for the Basic Services vis-à-vis third parties.

T-LINK assigns locations and booth space in cooperation with the trade fair management. T-LINK will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. T-LINK reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on T-LINK's part in undertaking such measures.

5.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and tele-communications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

6. Exhibitor's obligations

6.1 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible T-LINK project manager or his or her deputy retain domiciliary rights. T-LINK or third parties appointed by T-LINK represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

6.2 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of T-LINK or the trade fair management in this respect. T-LINK's guidelines and instructions apply on a subsidiary basis for the design and operation of booths.

6.3 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

6.4 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by T-LINK. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, T-LINK reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

6.5 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through T-LINK at the exhibitor's request and expense.

7. Transport, insurance and security measures

7.1 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.2 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor. Even if T-LINK prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. T-LINK's role in such cases is solely that of an intermediary. If T-LINK provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold T-LINK harmless.

8. Assignment/involvement of third parties

8.1 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of T-LINK and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to T-LINK for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor.

Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of T-LINK.

9. Warranty and liability

9.1 T-LINK is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

9.2 T-LINK refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. T-LINK is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by T-LINK or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of T-LINK is excluded.

9.3 T-LINK bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

9.4 T-LINK is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

10. Applicable law

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

11. Jurisdiction

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich. Freienbach / Stand: January 2006

SWISS Pavilion Exhibition Participation Models

Exhibitors on the SWISS Pavilion benefit from an uncomplicated preparation and an ideal networking platform to access the local market or to extend present business relations. T-LINK provides a SWISS Pavilion with central hospitality infrastructure. The SWISS Pavilion is strongly supported by the official Swiss Network in the GCC Region, as well as further partners.

Benefit from strong and highly accepted brand "Made in Switzerland". Bring your guest to the inviting hospitality area to hold your meetings or just get into contact with the various delegations, visiting the SWISS Pavilion.

Individual Booth Space on SWISS Pavilion

- + Fully equipped, ready to use booth
- + Top location of the SWISS Pavilion
- + Individual booth sizes and core positions available
- + Individual booth design, e.g. walls fully printable, based on your artwork
- + Use of the joint infrastructure of the SWISS Pavilion
- + T-LINK will professionally support you before, during and after the exhibition
- + One Stop Shopping: We also offer the shipping of your trade fair goods up to your booth
- + Various networking and matchmaking activities
- + SWISS Evening: Invite your key contacts!



from CHF 15'520.-*

9 m²



12 m²

from CHF 19'360.-*

Lounge+ - Workstations as Part of the Joint Area

- + Your effective Start-Up formula into the new market
- + Fully equipped workstation, including lockable counter and power socket
- + Backwall to use as poster space or to mount a screen to present your products.
- + High visibility due to positioning in the "heart" of the SWISS Pavilion
- + Use of the joint cafeteria infrastructure for meetings
- + Registered like a booth exhibitor in the official exhibition directory
- + SWISS Evening: invite a key contact!



from CHF 8'150.-*

SWISS Pavilion Venture Lounge - Just for Visitors

- + Participation at the exhibition "like an exhibitor" grants you an easier access to other exhibitors
- + Use the SWISS Pavilion infrastructure and the SWISS Pavilion Venture Lounge for your meetings with customers
- + Logo presence in the SWISS Pavilion Flyer
- + Invitation to the Swiss Evening



CHF 1'650.-*

*Including the 300.- reduction for DigitalSwitzerland or Switzerland Global Enterprise members

Supported by



Organizer

T-LINK MANAGEMENT AG
Schwerzistrasse 6
CH-8807 Freienbach

+41 43 288 18 77
www.t-link.ch
www.swiss-pavilion.ch

Project Management

Niels van Heerden
n.vanheerden@t-link.ch
+41 43 288 18 93