

Abu Dhabi, April 05 - 07, 2021




ABU DHABI SUSTAINABILITY WEEK

World Future Energy Summit (WFES)
WFES Energy
WFES Water
WFES EcoWASTE
WFES Solar
WFES Smart Cities

Partners:

Cleantech | Western
ALPS | Switzerland
Cleantech
Cluster

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Embassy of Switzerland, Abu Dhabi

Swiss Business Hub Middle East

Federal Office for the Environment FOEN

Swiss Federal Office of Energy SFOE

 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business

 **SWISS
CLEANTECH**

 Schweizerischer Verband für
UNNELT TECHNIK

 energie-cluster.ch

*According to the Global Innovation Index,
Switzerland for the 10th time in a row, is the
most innovative Country.*

Abu Dhabi

Middle East and especially the **GCC** are one of the fastest growing and most lucrative markets in the world today.

Much of this **growth is led by public sector** to improve government services, health care, transportation and developing a **smart economy**.

UAE aims to increase clean energy contribution towards the total energy mix to 24% by 2021 and 50% by 2050.



Abu Dhabi Sustainability Week 2020 – Facts and Figures

- 840 exhibiting companies
- 45'000 attendees
- 170 visitor countries
- 3'000 C-Level attendees
- Around 10 international pavilions
- One powerful exhibition

Energy: Wind • Biofuel • Geothermal • Hydropower Energy Efficiency Smart Grid • Hydro and Fuel Cell

Water: Desalination • Water re-use and Resource • Water Treatment and Management • Water for agriculture

EcoWASTE: Waste Management • Recycling • Waste to Energy • Research • Technology Transfer

Solar: Consumer Products • Consulting Services • Maintenance • Power Plants • Stand Alone Systems • Photovoltaic Cells • Modules & Thin Film • Smart Grids • Smart Grid Technologies • Grid Management, Infrastructure, Optimisation • Inverters

Smart Cities: Green Buildings • Smart Homes • Mobility



Exhibitor Benefits

The Abu Dhabi Sustainability week is **the largest sustainability gathering in the Middle East**, which addresses the interconnected challenges of sustainable development and clean energy.

Taking an exhibition space will give your company a competitive advantage, as it **brings together the most influential international buyers under one roof.**

- Access to the **online Business Connect platform** to pre-arrange meetings
- **Listing on the Abu Dhabi Sustainability Week's website** Exhibitors' Directory
- The opportunity to post your press releases and product photos on the event website
- Be where the mind shaping **Future Sustainability Summit Conference and the WFES Forums** take place
- E-invitations for you to distribute to your clients to attend the exhibition

Business Connect Platform & Hosted Buyer Program

The Business Connect program is a **tailored networking platform** designed to **bring buyers and sellers together** to do business.

During ADSW 2020 and its co-located events, **8,600 meetings were organized** through the online digital platform between exhibitors and **1,735 registered buyers**, enabling new business opportunities with strong representation of key government ministries and authorities from across the MENA region.

Special events like the **Meet & Greet Switzerland** (picture) were organized.



«If you want to go quickly, go alone. If you want to go far, go together»

African bushmen proverbial

SWISS Pavilion – achieve more together

Present Switzerland as the innovation leader it actually is!

- In the latest Global Innovation Index, Switzerland is on first place – for the 9th time
- Create awareness, that these innovations are part of our exhibitor's technologies

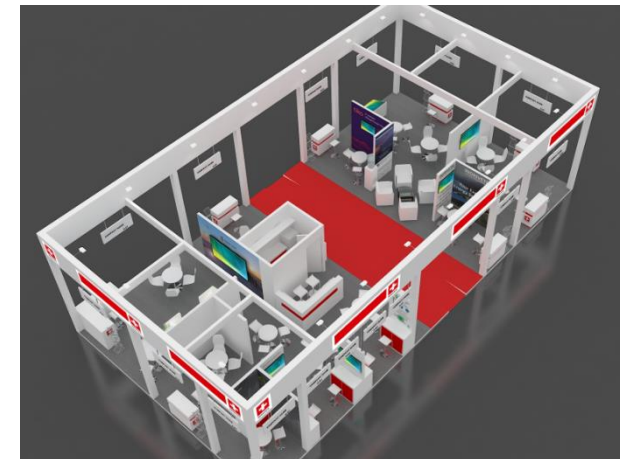
Present top showcases on the SWISS Pavilion to attract visitors

Show customer oriented solutions, not single products

- Buyers are looking for ready to use solutions
- Swiss companies shall be motivated to jointly present a solution among the supply chain

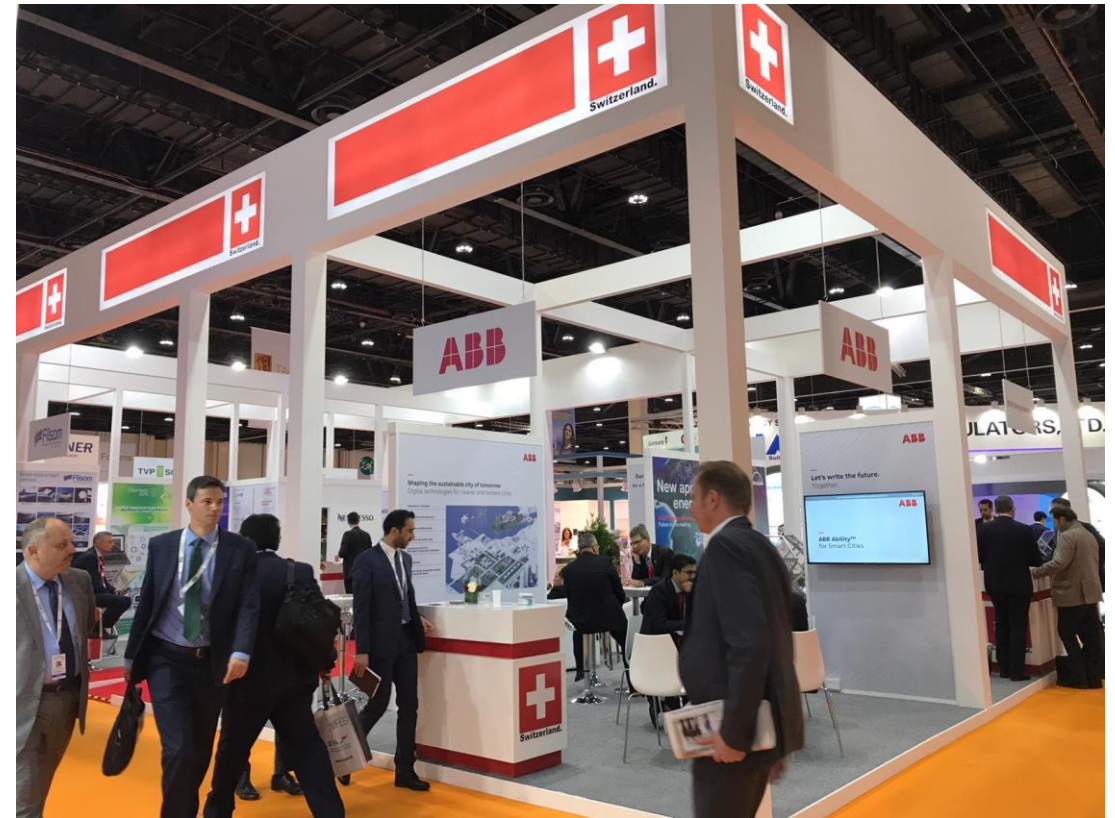
SWISS Innovation Point – stage to present your solutions

Well organized country pavilion – easy to attend



SWISS Pavilion – Benefits

- Platform for established companies, start-ups and organizations
- Prominent networking and market place
- Strong visibility and location / Swissness
- Your first steps into new markets / market test
- Popular side events: SWISS Evening, Pitching Sessions on “stage”
- High-level delegation visits



SWISS Pavilion – A Convincing Fair Package

Well organised

Multilingual, experienced T-LINK show-team
Pre-show and on-site organization and coaching
Assistance in online data entering /
company profile for year-round online presence

All-in

Bistro Suisse with free Swiss specialties and beverages
First class stand construction
Central internet / WLAN
Daily booth cleaning / garbage removal
Office center

Contact management / Media / Communication

Unlimited number of free visitor invitation tickets
Press support
Directory of trade journals and media
Entry in the SWISS Pavilion list of exhibitors and flyer

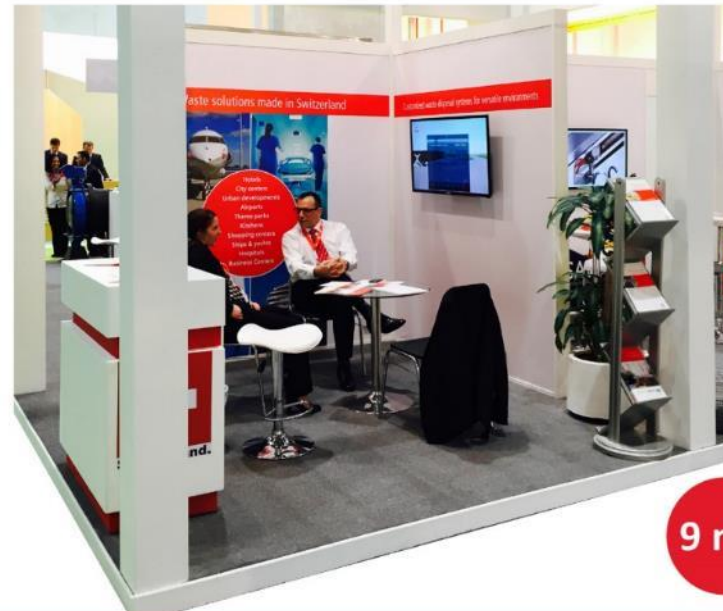
Focus on networking

Networking lunches, evening receptions
Hosted Buyers Program and individual matchmaking
Stage for lectures and presentations
High-ranking delegations from politics and business
Benefit from the strong and highly accepted brand «Made in Switzerland»

Options to Participate 1/2

Individual Booth Space on SWISS Pavilion

- + Fully equipped, ready to use booth
- + Top location of the SWISS Pavilion
- + Individual booth sizes and corner positions available
- + Individual booth design, e.g. walls fully printable, based on your artwork
- + Use of the joint infrastructure of the SWISS Pavilion



9 m2

- + T-LINK will professionally support you before, during and after the exhibition
- + One stop-shopping: We also offer the shipping of your exhibitions good up to your booth
- + Various networking and matchmaking activities
- + SWISS Evening: invite your key contacts!



12 m2

Options to Participate 2/2

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!



Poster Space for Individual Exhibitors

- + Poster space on the SWISS Pavilion
- + Use the SWISS Pavilion infrastructure
- + Logo presence on the SWISS Pavilion
- + Logo presence in the SWISS Pavilion Flyer
- + Invitation to the Swiss Evening



Testimonials

„The SWISS Pavilion at the Abu Dhabi Sustainability Week gave us the chance to explore the market Middle East and test it for our product. The joint booth makes it possible to start with a small booth, but still get enough visibility and a good location within this condensed trade fair.“ Frederic Hemmeler, CEO AgroFly SA

“Sharing a booth was perfect for our company. We were glad to have the catering - even in the middle of the afternoon - and meeting places in the community zone. Additionally, the networking events like the SWISS Evening and the Pitching Sessions helped us to attract potential customers.” Renaud de Watteville, CEO Swiss Fresh Water SA

“We came with little expectations for the first time to this trade fair in Abu Dhabi in 2016 and have been surprised by the professional and competent realization of the presence of the SWISS Pavilion ever since. The support from T-LINK and the organizer of the show to bring the “right” interested visitors to our booth was on highest level.” Stephane Aver, CEO Aaqius

Some Highlights / Showcases of Previous Shows



2018 SWISS Pavilion Opening Ceremony with the Swiss Ambassador, the Director of the Federal Office of Energy and Bertrand Piccard



2020 Ribbon Cutting with the new Swiss Ambassador and the Director of the Federal Office of Energy

Some Highlights / Showcases of Previous Shows



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