

Invitation to SWISS Pavilion in Singapore  
Network in Asia's fastest growing Fintech hub

# **SINGAPORE FINTECH FESTIVAL 2017 NOVEMBER 14-16, 2017**



In Cooperation:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Business Hub ASEAN



**Swiss Finance +  
Technology Association**

## Invitation to Singapore Fintech Festival 2017

### CONTACT



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Please join us for this fantastic opportunity to participate in Singapore Fintech Festival 2017, to build contacts and work on business development opportunities in the Fintech industry.

Visit one of the world's leading financial markets and learn more about the latest trends and developments in Fintech. The boom in Singapore's Fintech industry is attributed to several factors including the business-friendly environment, excellent government support, light-touch regulation, and access to expertise.

Singapore has seen close to 200 foreign and local fintech companies commence domestic operations from 2014 to 2016 – registering the fastest growth rate in Asia. This is why we would like to invite you to participate in **Singapore Fintech Festival 2017** under the **SWISS Pavilion**.

You will meet and network with potential clients, partners, end-users, and industry representatives. Over 13,000 attendees from around the world will convene in Singapore to ignite discussions, facilitate connections, and showcase the latest Fintech solutions based on current developments affecting the Fintech ecosystem today.

The experience will help you gain a better understanding of what you will need to succeed in Asia's Fintech market. You will also have the opportunity to pitch your company and products to relevant stakeholders within the ecosystem. Last but not least, you will be part of a dynamic group of like-minded Swiss entrepreneurs where you can find partners for collaboration.



## WHY SINGAPORE?

- Singapore is an established global financial services hub - placed third in the Global Financial Centres Index (GFCI) 19 in terms of overall ranking (and first in the APAC region).
- Home to over 200 banks with total assets amounting to \$2 trillion who have based their operational headquarters in the city-state.
- According to KPMG, Singapore has seen close to 200 foreign and local fintech companies commence domestic operations from 2014 to 2016 – registering the fastest growth rate in Asia.
- Online Payments & Mobile wallets dominate ASEAN FinTech industry, followed by financial comparison and retail investment.
- Singapore-based FinTech companies continue to dominate, followed by Thailand & Indonesia.
- The Monetary Authority of Singapore (MAS), Singapore's central bank and financial regulator, has budgeted S\$225 million to develop Fintech projects and applications.
- Singapore has established several Fintech cooperation framework and signed agreements with the Denmark, Japan, U.K., South Korea and Abu Dhabi among others.
- Singapore plans to drive e-commerce and other wings of the digital economy within the region, when it assumes ASEAN chairmanship in 2018.
- Leading banks and financial services firms such as Mastercard, UBS, Wells Fargo and Citigroup have opened up Fintech labs in Singapore to integrate emerging innovations into their businesses.
- The goal of participating in **Singapore Fintech Festival 2017** is to allow Swiss companies to dive into the Asia Pacific market, and explore business opportunities in Fintech, Blockchain and related sectors.

## WHY SWISS Pavilion at Fintech Festival in Singapore?

- **From 14-16 November, 2017**, you can participate as an exhibitor under the **SWISS** Pavilion at **Singapore Fintech Festival 2017**. In addition, there will be opportunities for tailor-made B2B matchmaking on-site at the expo. These meetings will match exhibitors with interested parties to discuss synergies and business opportunities.
- Be part of the **SWISS** identity. Swissness contributes strongly to trustworthiness, quality, and innovation, characteristics that bode well for companies in the Fintech industry.
- There will also be an on-site **Swiss Reception** co-hosted by the State Secretariat for International Financial Matters (SIF)<sup>1</sup>, Embassy of Switzerland, Swiss Finance and Technology Association (SFTA), Switzerland Global Enterprise and Swiss Business Hub ASEAN on Day 1 (Tuesday, 14<sup>th</sup> November). The occasion will provide ample opportunities to network with stakeholders, interlocutors and decision makers.

## WHO IS PART OF THE SWISS PAVILION?

- The SWISS Pavilion is co-organized by Switzerland Global Enterprise and the Swiss Finance and Technology Association (SFTA).
- Swiss companies with solutions and service in Fintech, Big Data & Analytics, Cybersecurity and related sectors are strongly encouraged to join the SWISS Pavilion.

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<sup>1</sup> SIF attendance to be confirmed.

**COSTS**

(EXCL. VAT)

**Package 1: Start-Up Package (estimated working space 1.5 sqm) <sup>2</sup>**

**CHF 3'500.00**

1 company name on fascia board • 1 lockable cabinet • 1 barstool • 1 42" LCD TV • service package (see below)



**Package 2: Established Company Package**

**CHF 10'000.00**

1 header with company name • storage space • 1 42" LCD TV • service package (see below)

**Registration Fee**

**CHF 300.00**

Pass-through cost by show organiser  
Includes online listing on event website and event mobile app

**Conference Fee<sup>3</sup>**

Regular 3-day Conference Pass

**SGD 779.00**

Regular 1-day Conference Pass

**SGD 449.00**

Start-up 3-day Conference Pass

**SGD 159.00**

The service package includes:

**Infrastructure and services:** Standard enhanced design • company name • illumination • power supply • internet access • booth cleaning and garbage removal • waste bin

**Communication and advertising:** Company profile to be listed on the official website and event mobile app • Swiss exhibitor directory

**Organization:** Negotiation and liaison with hotel for more attractive group booking packages • professional project management before, during and after the show • Swiss reception • exhibitor badges • professional photography

**Not** included in the package are special services such as costs for shipment and insurance of exhibits, additional furniture, as well as costs for travel, accommodation, visas, etc.

<sup>2</sup> For visual reference only. Final design may differ from the above.

<sup>3</sup> Conference registration to be done directly via event website. 15% discount is applicable for Swiss exhibitors.

#### **HOTEL<sup>4</sup>**

Swissotel Merchant Court, 20 Merchant Rd, Singapore 058281, T: +65 6337 2288 / S\$250++ per night (single)  
Swissotel The Stamford, 2 Stamford Rd, Singapore 178882, T: +65 6338 8585 / S\$270++ per night (single)

Exhibitors are encouraged to state their accommodation preference to enjoy attractive corporate rates through the Embassy of Switzerland.

#### **REGISTRATION**

Closing date for registration is **13 Oct 2017**

#### **CANCELLATION**

**Payment** 100% upon registration and downpayment / no cancellation.

**Cancellation** by client:

**100% payment for the booth** (or the self-cost for S-GE to find a new co-exhibitor if possible)

**100% payment for additional services as booked**, e.g. Hotel, etc

The Client may not offset counter-claims against the claims of Switzerland Global Enterprise.

#### **CONFIDENTIALITY**

Switzerland Global Enterprise guarantees that it will handle in strict confidence all documents and information received from its clients for the purpose of executing its project.

#### **GENERAL TERMS AND CONDITIONS**

By signing the order attached to this offer, the undersigned company confirms that it commissions Switzerland Global Enterprise on the terms described in this offer. The undersigned company confirms that it has read and accepted the General Terms and Conditions of Switzerland Global Enterprise, which are published and can be viewed on <http://www.s-ge.com/en/blog/general-terms-conditions>.

The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

Please also note that a **minimum of 10 companies** will be required in order to organize the SWISS Pavilion.

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<sup>4</sup> Prices are indicative, and excludes local service charge and taxes.



## Registration for SWISS Pavilion at Singapore Fintech Festival 2017 14 - 16 November 2017

I /We will participate in Singapore Fintech Festival 2017 under the <b>SWISS</b> Pavilion	Price CHF (excl. VAT)
<input type="checkbox"/> <b>Option 1: Start-Up Package (estimated working space 1.5 sqm)</b>	<b>CHF 3'500.00</b>
<input type="checkbox"/> <b>Option 2: Established Company Package</b>	<b>CHF 10'000.00</b>

\* estimated registration fee: CHF 300.- is not included

Company: \_\_\_\_\_

Last Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Position: \_\_\_\_\_

Street: \_\_\_\_\_

PO Box: \_\_\_\_\_

Post Code, Town: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Place / Date:

Authorised signatory(ies):

Please sign the enclosed copy and return it to:  
Switzerland Global Enterprise ExportHelp  
Stampfenbachstrasse 85  
CH-8006 Zurich

T 0844 811 812  
F 0844 811 813  
contact@s-ge.com