

Strategic partners:



**autocluster**  
automobil netzwerk schweiz



« The associations of the Czech and Swiss automotive industries are taking on the patronage of the Automotive Supplier Days 2010.

The Swiss exhibitors are meeting the purchasing departments of the leading automotive manufacturers in the Czech Republic. »



The Osec special fund is supporting Automotive Supplier Days as part of the stabilisation programme passed by the Swiss Confederation.

## Seminar / Supplier Days

# SwissCEE Automotive Supplier Days for Swiss automotive suppliers during the Czech joint trade fair AUTOTEC and AUTOSALON BRNO 2010

Swiss automotive suppliers are presenting their range of goods and services to the international audience at the Czech trade fairs AUTOTEC and AUTOSALON BRNO. Several hundred visitors are expected at the Automotive Supplier Days for new contacts and business opportunities. One-to-one meetings organised by SwissCEE effectively increase trade fair success.

### The aim of Automotive Supplier Days

The aim of Automotive Supplier Days is to bring Swiss exhibitors in direct contact with Czech automotive suppliers and manufacturers. The Supplier Days, organised by SwissCEE in the form of B2B trade fair tables, is the best and most efficient way for visitors to get a specific overview. For the Swiss exhibitors and the visitors it opens up the opportunity to initiate business relations with little outlay in either cost or time. The one-to-one meetings, organised by SwissCEE, enable individual, confidential exchange of information and increase success at the trade fair enable the individual.

### Good reasons why you should take part in the Supplier Days

- Unique price/performance ratio thanks to the Osec special fund
- Supplier Days are part of the joint trade fair AUTOTEC and AUTOSALON
- Several hundred visitors are coming to the Automotive Supplier Days
- Purchasing delegations from automotive manufacturers will be present at the Supplier Days
- Organised one-to-one meetings between exhibitors and visitors
- Register your interest at the cooperation platform [www.swisscee.eu](http://www.swisscee.eu)
- Advance communication between exhibitors and visitors possible
- Basic entry of Swiss exhibitors in the trade fair catalogue included
- Detailed entry in the Supplier Days programme and website-linking
- Linking of the company logo to the exhibitor's own website
- Setting-up and expanding the Swiss-Czech network
- Opportunity to exchange experiences and industry information
- Two overnight stays and meals included in the price
- Exhibitors assisted by SwissCEE on arrival, during the fair and on departure

# PROGRAMME

**Arrival:** **07.06.10, Monday**  
**Afternoon** Swiss exhibitors arrive in Vienna independently from Zurich or Geneva. If you are on the recommended flight there is an organised bus transfer from Vienna to Brno. Check-in at Hotel Zebetinsky dvur ([www.zebetinsky-dvur.cz](http://www.zebetinsky-dvur.cz)) and set up trade fair stand. Evening free.

**1st day of the fair:** **08.06.10, Tuesday**  
**Morning** Whole day B2B table top trade fair (opening times 9.00 am to 6.00 pm) with one-to-one meetings at the joint trade fair AUTOTEC and AUTOSALON BRNO. Company presentation by the Swiss exhibitors to the purchasing delegations of the Czech automotive manufacturers.

**Evening** Welcome by the Swiss Embassy to the Czech Republic. Czech cultural evening in a relaxed ambience with music, beer and Moravian wine-tasting.

**2nd day of the fair:** **09.06.10, Wednesday**  
**Morning** Whole day Tag B2B table top trade fair (opening times 9.00 am to 6.00 pm) with one-to-one meetings at the joint trade fair AUTOTEC and AUTOSALON BRNO. Company presentation by the Swiss exhibitors to the purchasing delegations of the Czech automotive manufacturers.

**Afternoon/evening** Departure individually of the Swiss exhibitors. If you are on the recommended flight, there is an organised bus transfer from Brno to Vienna.

**Arrival Switzerland** If you are on the recommended flight, arrival in Zurich or Geneva is at 9.45 pm

## Joint trade fair AUTOTEC and AUTOSALON BRNO 2010

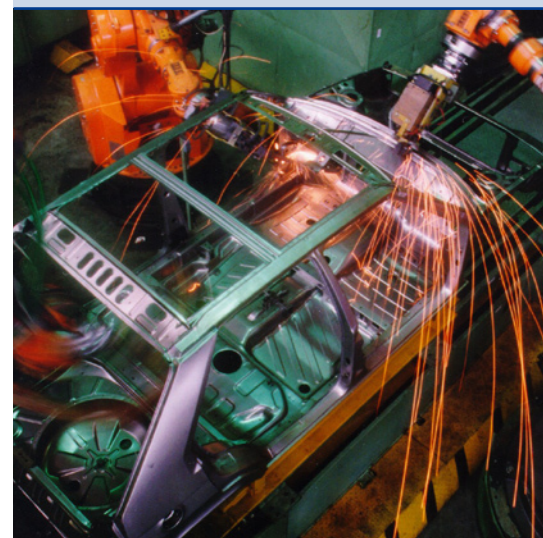
The international automotive exhibition for utility vehicles and cars, vehicle parts, components, service technology and workshop technology is taking place from 5 to 10 June 2010 in Brno, Czech Republic. The joint trade fair AUTOTEC and AUTOSALON BRNO has been the leading trade fair in Central Europe for years, and AUTOTEC is in the Top 3 worldwide. Over 130,000 trade visitors are expected at this year's trade fair, and several hundred international journalists have already been accredited. Exhibitors at AUTOTEC 2008 achieved their goals at the fair: company presentation, image (89.2%), presentation of new products (87.7%) and acquisition of new customers (86.2%). For further information go to [www.autotec.cz](http://www.autotec.cz) and [www.autosalonbrno.cz](http://www.autosalonbrno.cz).

## Representative gallery in Pavilion G1 is our location

The Automotive Supplier Days are taking place in the new representative halls of Pavilion G1. The gallery has a total area of 5,890 square metres and is highly visible and easy for visitors to find. Several commercials have already been made on the premises, and plays have been staged here. For more information on the location or for the layout map go to [www.swisscee.eu/Success stories](http://www.swisscee.eu/Success%20stories) from where you can download information direct.

« Discover new business opportunities in the automotive industry with product groups such as:

- brakes
  - body (exterior)
  - sealing technology
  - electrics and electronics
  - chassis
  - oils and lubricants
  - HVAC technology
  - interiors
  - bodywork structure
  - light systems technology engine and assembly
  - door and locking systems technology
  - airbags and safety
- and much more. »



## Automotive Supplier Days in the Slovak Republic:



« The Automotive Supplier Days in the Slovakian Republic are taking place in autumn 2010, with the Slovak Automotive Industry Association as strategic partner.

With panel discussion on the subject of “Tasks and challenges in the automotive industry” »

### Automotive Supplier Days in the Slovak Republic in autumn 2010

The Automotive Supplier Days in the Slovak Republic are taking place in autumn 2010. The Slovak Automotive Industry Association has taken on the patronage as a strategic partner. In addition to the proven B2B table top trade fairs with the opportunity for organised one-to-one meetings, we are planning a factory tour at a large Slovak automotive manufacturer. The Slovak Automotive Supplier Days will be rounded off with a panel discussion on the subject of “Tasks and challenges in the automotive industry”. The participation costs are the same as those for the Czech Automotive Supplier Days. SwissCEE is happy to accept reservations or registrations.

#### Organisation and procedure of one-to-one meetings

The detailed exhibitor profile of the Swiss companies can be studied at [www.swisscee.eu](http://www.swisscee.eu) by visitors to the Automotive Supplier Days ahead of the B2B table top trade fair. For additional information, the logo of the Swiss exhibitor is linked with their website. SwissCEE organises the one-to-one meetings (lasting about 30 minutes) and informs participants when they will take place in plenty of time. Clarifying everything beforehand will make the one-to-one meetings relaxed, which promises to make the fair a great success.

#### Language of communication

The language of communication is English, Czech or German. SwissCEE will ensure that interpreting services (consecutive) are available during both days of the fair and at the organised one-to-one meetings.

#### SwissCEE VIP consumption card

The Swiss currency is francs, the Czech Republic has the koruna and the Slovakian Republic the euro. So that Swiss exhibitors can concentrate fully on the Automotive Supplier Days, the Brno trade fair, the hotel and other payment points will accept the SwissCEE VIP consumption card as a means of payment. The receipts, countersigned by the participant, will be passed on to the Swiss exhibitor all at once by SwissCEE.

#### What is a table top trade fair? Trade fair rules and list of exhibitors

Table top trade fairs are suitable as contact and information platforms for companies from all industries, as they open up new contacts and business opportunities with little outlay of either cost or time. All exhibitors present their products and services on one or more standardised tables. The height of the items exhibited is restricted to 100 cm. SwissCEE undertakes the arrangement of the tables, taking exhibitors' wishes into account if possible. A position by a wall (e.g. for projections, small posters) is possible for a surcharge. The list of exhibitors contains a detailed profile, makes orientation of the fair easier, and serves as a clearly laid-out directory for subsequent contacts and new business relations.

#### Swiss Premium Food



We are bringing the Czech Republic closer to the Swiss exhibitors with our cultural evening. Swiss cheeses can be tasted and purchased. Cheesy gives trade fair visitors the opportunity to enjoy a typical Swiss raclette or a cheese fondue.



### Strategic partners and co-organisers

**AutoCluster, CH-Zug, [www.autocluster.ch](http://www.autocluster.ch):** AutoCluster.ch is the community of interests for all matters concerning automotive suppliers in Switzerland and the Principality of Liechtenstein. It is defined by the automotive industry as the consumer sector, the trading area of Switzerland and Liechtenstein and supplementary skills. AutoCluster.ch promotes the network of Swiss suppliers in the automotive industry and provides its more than 360 members with expert information. AutoCluster.ch actively supports international access to and the transfer of technology.

**AIA, Automotive Industry Association, CZ-Prag, [www.autosap.cz](http://www.autosap.cz):** The AIA was founded in 1989 and represents the Czech automotive industry. The main aims of AIA are: to further develop the Czech automotive industry as an important pillar of the economy, to nurture cooperation with foreign partners and to present the automotive industry as an integral and innovative sector.

**CzechInvest, CZ-Prag, [www.czechinvest.org](http://www.czechinvest.org):** Since it was founded in 1992, CzechInvest, an agency of the Czech Ministry for Trade and Industry, has been contributing to the influx of direct foreign investments and the advancement of Czech companies through its services and investment incentives. CzechInvest's main role is to accompany investment plans with the highest level of skill, information and advice, also in association with the supporting national loan programmes and the EU structural fund.

**AFI, Association for Foreign Investment, CZ-Prag, [www.afi.cz](http://www.afi.cz):** The Association for Foreign Investments represents famous national and international companies which have been active in the Czech Republic for years. The aim of AFI is the growth of the Czech economy, the support of foreign investors and to actively assist CzechInvest.

### SwissCEE – the bridge to success in business in Central and Eastern Europe

SwissCEE (Central Eastern Europe) supports companies in establishing business relations with the economically aspiring countries in Central and Eastern Europe. SwissCEE creates complete and customised solutions in outsourcing, offshoring, market entry, subsidies A-Z and language services.

SwissCEE is independent in terms of finance, business and politics. Slim structures guarantee flexibility and efficiency in project development in engagements in Central and Eastern European countries.

SwissCEE offers a dense partner network in business, politics and administration and runs offices in Prague (for Central Europe) and in Bucharest (for Eastern Europe). Our strong presence in the target countries is, in addition to our long years of experience, one of the vital factors for success in business: not only do theory and commendable concepts lead to success, but also an active presence on site in the business sphere.

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### Co-organisers:



« Thanks details being clarified, the individual and confidential one-to-one meetings are relaxed, which promises to make the fair a great success.» »

