

Dear Partners,

We hope you had a great start to the year. We are excited to share that India outbound has resumed back to its normal course and the overall mood of travellers seem buoyant.

The three city annual Scandinavian Seminar dates are: **20th -24th November 2023**

SCHEDULE SCANDINAVIAN SEMINAR – INDIA 2023

20th November, Monday: Partners' arrival

20th November: India Overview & Partner Briefing

Time: 1700 hours

21st November, Tuesday: Delhi Event

Time: 0900 - 1600 hours

21st November, Tuesday late evening: Delhi to Mumbai flight

22nd November, Wednesday: Mumbai Event

Time: 0900 - 1600 hours

23rd November, Thursday afternoon: Mumbai to Chennai flight

24th November, Friday: Chennai Event

Time: 0900 - 1400 hours

24th / 25th November: Partners Departure

Participation & Sign Up Cost:

Early registration offer **US\$ 3200** [For sign up before 1st April 2023]

Registration post 1st April **US\$ 4400**

Registration fee includes a maximum of 2 delegates per company

3rd delegate participation fee: US\$ 500

India participation includes:

1. The Scandinavian partners will have an interaction in Delhi, Mumbai and Chennai with Travel Trade on one to one basis. Format and timings will be advised soon.

The buyers will be ushered in and introduced to the partners for individual meetings. For those who have signed up and maybe are unable to participate can send us a brief presentation | promotion material for distribution.

2. The Trade work shop in each city i.e. Tuesday 21st November Delhi, Wednesday 22nd November Mumbai and Friday 24th November Chennai will be followed by lunch and networking interaction with the Indian travel trade. You will be provided with a meeting table where you can place your marketing material.

For aesthetic reasons you are requested **not to bring or set up any individual banners or standees**. However your logo will be placed on each individual table, besides it will be on a continuous loop on the projector along with destination pictures.

3. Scandinavian partner Booklet

An e partner booklet will be shared to the travel trade attending the seminar.

Please send us the below information for the partners booklet by 15th June 2023:

Company brief with your contact details

Your passport-size profile photo

Company | Product Logo | Logos in high resolution

1 to 2 photos of the destination and products

Each partner will have 1 A4 size page for their destination / services

Once you sign up as a partner, you will start being a part of various activities our India office is engaged in through out the year. Here are some of the benefits and an overview of India activities:

- Sales visits in target markets Delhi, Mumbai, Bangalore and Chennai
- Destination training highlighting the partner destination & products in target markets
- Contact details | logo included in DMC list for regular dissemination to the travel trade on request
- Servicing calls from travel trade for itinerary planning / activity suggestions
- Servicing calls from both consumer, online and travel trade media
- One product seminar |workshop for tour operators in Delhi, Chennai and Mumbai including Networking lunch - Scandinavian partners and India Travel Trade Partners
- Partner briefing and India overview for Scandinavian Partners
- Development and distribution of quarterly Innovation Norway, Visit Sweden and VisitDenmark e-newsletters for travel trade with partner logo and web links.
- Social media, E Flyers and promotions for partners prior to seminar
- One minute partner video for social media promotions prior to the seminar
- Development and distribution of quarterly Innovation Norway, Visit Sweden and VisitDenmark e-newsletters for Scandinavian Partners
- E Partner booklet with brief 1 page description, partner picture and contact details

ACCOMMODATIONS & VENUE

We are in the process of finalising hotels and venues. We will inform you well in advance the rooms tariffs at the hotels for the seminar.

BROCHURES

You may either carry your material yourself or have it couriered to the below address in Delhi being the first seminar venue.

COMPASS CONNEXIONS

C/O Mohit Batra

Block III, Villa 11, FF. Eros Garden, Near Suraj Kund Road, NCR Delhi, Faridabad 121009, Haryana, India

Mob: +91 9560213336

Landline numbers: +91 129 4113459 / +91 129 4117702

Promotion material Courier / IEC code details:

Please mention the IEC number (Import Export Code) for smooth clearing of the consignment. The IEC code is **0510047149** under the name of **COMPASS CONNEXIONS**. This is to ensure a prompt release of the consignment from the customs. All custom duty, charges etc on actual basis are to be borne by each individual / company sending the material.

Please do not mark the courier in the name of Scandinavian Tourist Board as our license is under Compass Connexions.

It is normally advisable to send goods in small quantities, as they are likely to go through without getting held for detailed inspections.

The goods will be handed over to you at the first venue of the Event in Delhi and henceforth be your responsibility to carry it along as checked luggage, please bear in mind the excess baggage cost as domestic economy flights in India allow 15kgs per passenger .

We would like you to send all the brochures/materials at the latest by 01st September 2023 in order for us to have sufficient time to clear them from customs in case required.

FLIGHT TICKETS & AIRPORT TRANSFERS within India:

Total Cost: INR 60000 including all taxes / Approx. US\$ 725

Includes:

Domestic flight tickets

Return airport transfers in Delhi | Mumbai | Chennai

Visa Invitation Letter

Please send us a copy of your passport scan and we will send you a formal invitation letter.

Please do apply for your Visa one month in advance

International Flight tickets: to be booked directly by participants.

It is ideal to book international flight arriving into Delhi and departing out of Chennai.

Partners that may arrive early or depart late can request for sightseeing options as per their interest in Delhi - Agra - Chennai.

Please send us a confirmation of your participation at the earliest.

Email: anita@stb-asia.org

KEY CONTACTS

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