



# Why Switzerland?

[MySwitzerland.com/meetings](http://MySwitzerland.com/meetings)

We are here to help.

## Switzerland. Where the world meets.

This is not only our slogan, but it also speaks truth. Switzerland is one of the leading conference & incentive destinations across Europe and its popularity is only increasing.

## 6 Reasons why choosing Switzerland.

### 1. Easy access!

Daily direct flights from all major North American airports.

### 2. Variety in abundance!

Mountains or cities, glaciers or palm trees, traditional or modern.

### 3. Just sheer quality!

Think Switzerland, breathtaking scenery, incomparable facilities, exceptional wine & gastronomy.

### 4. Switzerland has it all!

A wealth of year-round activities, from relaxation to adrenaline, from shopping to culture, from summer to winter.

### 5. Travel made simple!

An integrated transport network from any Swiss airport to any destination in Switzerland. And don't forget traveling through Switzerland is a real sightseeing experience.

### 6. It's cheaper than you think!

Go ahead and book.

The Switzerland Convention & Incentive Bureau (SCIB) is a national non-profit making organisation. SCIB offers assistance in the planning and organising of any kind of event. We would be delighted to provide you with an initial proof of our expertise. Needless to say, there is no obligation on your part.

The following services are offered, **free of charge**:

- Researching appropriate destinations & venues and advising best solutions
- Submitting contacts, information & quotes
- Arranging site inspections

**So don't waste time, talk to us and let us save you time!**

We would be delighted to work with you on future proposals, if you would like to discuss anything or would like to meet, please do not hesitate to contact us on [scib.usa@switzerland.com](mailto:scib.usa@switzerland.com)



**Caroline Pidroni**  
Director of Sales and Marketing  
North America  
Phone: +1 212 757 5944 ext. 236  
[caroline.pidroni@switzerland.com](mailto:caroline.pidroni@switzerland.com)



**Lila Rousta**  
Account Manager Meetings  
Phone: +1 212 757 5944 ext. 237  
[lila.rousta@switzerland.com](mailto:lila.rousta@switzerland.com)