

**Largest and most
efficient platform
for Middle East
and North Africa!**

ARABIAN *Souk*

Volkshaus Zurich

Tuesday, 17th March 2026

Lausanne

Wednesday, 18th March 2026

EXHIBITOR.ARABIANSOUK.CH

Deadline: 16.01.2026
**REGISTER
NOW!**

ARABIAN Souk

DEAR VALUED PARTNERS

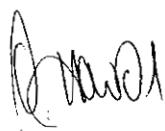
We are happy that the Arabian Souk is accepted by all the marketplayers and is established as the largest and very successful B2B platform for the Arab region on the Swiss market.

Every year, more than 250 representatives of the best Swiss travel agencies take part at the Arabian Souk as well as the Roadshow to improve their knowledge and their expertise. It's a matter of fact that a participation at the Arabian Souk will give the travel agents better skills to sell the destinations in the Middle East and North Africa.

In recent years, many of these destinations have experienced a significant increase in visitors from the Swiss market. It is well known that Swiss travelers not only tend to spend more per day at their destinations compared to visitors from other countries, but also stay longer, allowing these destinations to benefit even further from their visits. Additionally, we can confirm that the purchasing power of Swiss travelers has increased in comparison to other European countries.

We are convinced that the Arabian Souk is an optimal and goal orientated marketing tool for you in order to present yourself successfully and at an attractive price in the Swiss market.

**We are looking forward to your participation
and a successful Arabian Souk 2026.**



Sincerely yours, Oliver Howald

Chairman Arabian Souk Committee

ARABIAN SOUK SWITZERLAND THE COMMITTEE

The Committee of the Arabian Souk consists of branch-specific professionals from different fields of expertise. The explicit intention is that the interests of all groups are represented.



**Oliver
Howald**

Chairman Arabian Souk
Committee



**Claudia
Monterosa Pino**

Emirates Airline, Vice-Chairwoman
Arabian Souk Committee



**Reto
Amin**

Amin Travel



**Marcel
Gehring**

Let's go Tours



**Uwe
Schwaderer**

Dubai Tourism



**Corinna
Volante**

Jumeirah Group



**Sarah
Wettstein**

DERTOUR Suisse AG



**Heinz
Zimmermann**

Top Line Group

THE ORGANIZATION

Top Line Group, a company which has extensive experience in communication, PR and event management, is responsible for the organization.

Rosa Giordano & Viviane Ratter, Project Management
Top Line Group, Heinrichstrasse 239, 8005 Zurich, Switzerland
Phone: +41 (0)44 749 25 25, Email: info@arabiansouk.ch



WHY IS THE SWISS MARKET WORTH YOUR TIME & MONEY?



The Middle East and North Africa are one of the most popular vacation destinations of the Swiss.



Positive economic development in the Swiss market

Thanks to a currently **low unemployment rate of only 2.8 %**, and Europe's highest per capita income. **Lowest rate of inflation in Europe: Switzerland 0.2 %**, inflation rate in Europe: 2 %*

* As of August 2025



Willingness to travel

According to studies, the **Swiss take a vacation 2.6 times** per year – unique in Europe!



Profitable market

People living in Switzerland enjoy one of the world's highest per capita incomes. A strong Swiss Franc combined with **high incomes provide for a high purchasing power.**



Less price sensitive market

Travellers **willing to pay for quality & service.**



YOUR BENEFITS AT A GLANCE

- **250 – 300 attendees** from around the country
- **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/training
- Visit and **attention of each participant** guaranteed
- **The short presentation** at your stand gives you the opportunity to inform the visitors about your product / destination on a **very personal level**
- **Qualitative interviews** with the travel agents
- **Stands are fully equipped** and standardized
- **Workshop presentations** will be uploaded on www.arabiansouk.ch for later use in clients counselling and for educational purpose
- **F&B** for 2 people per stand is included

CONCEPT & MARKETPLACE

Not only exhibitors from the Middle East but also from the entire Arab region, including North Africa, are represented at the Arabian Souk.

In order to give you the opportunity to use your time efficiently for personal talks and networking with the travel agency representatives, the event will last one full day.

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TOP!

ADDED VALUE FOR YOU AS EXHIBITOR

We offer you an additional added value without any extra cost. Having the aim to offer you, as a valued partner, an attractive package with top price / performance ratio, the concept was adapted – to your advantage: All participants will be divided into small groups of about 8 people, **visiting your stand and listening to you with great interest for 5 minutes** before moving on. Thanks to this rotation system, we can **guarantee** that all travel agents learn about your product / your destination and its benefits!

YOUR STAND

As an exhibitor, you'll have the opportunity to book a stand on the Marketplace. Your exhibition stand will be decorated with Arabian elements and signed with your company name. All you have to do is bring your brochures, roll-ups etc.



HOW TO PARTICIPATE

Register now directly through our homepage for one of the following services:

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Standard stand **CHF 3'000**

- 5 minutes presentation including the mentioned benefits.

Double stand **CHF 5'500**

- 5 minutes presentation including the mentioned benefits, for one exhibitor only.
- In addition you profit from comfortable lounge chairs.

Sub-exhibitor **CHF 2'000**

- Two exhibitors may share one stand upon payment of a supplement (in addition to stand costs). **Condition:** only bookable when the exhibitors share the 5 minutes presentation at the stand.
- We ensure that each exhibitor will be individually signposted at the stand and mentioned separately ahead of the event. But if, for example, two hotel brands appear under the same parent brand, then no supplement will be charged.

Important

- Only one sublease allowed per stand
- The sublessee must be registered with another exhibitor
- Own promotion material may be placed at the stands only

Details can be discussed with the organization.

Rosa Giordano

Project Manager, Top Line Group

Phone: + 41 (0) 44 749 25 25

Email: info@arabiansouk.ch

exhibitor.arabiansouk.ch

WORKSHOP PRESENTATION

Deadline: 16.01.2026
**REGISTER
NOW!**

Introduce your destination or your product to all visitors in one presentation. With large impressive pictures projected onto a big screen impressions can be conveyed in addition to information.

Quality is of the utmost importance

The workshop presentations, together with the Marketplace are the most important elements of the function and aim to bring all visitors up to date. In order to ensure the quality and guarantee a flawless technical operation, **the main rehearsal – which is obligatory for the participants – will take place on Monday, March 16, 2026.**

Costs **CHF 2'500**

- 15 minutes presentation in plenary.
- You will be holding your presentation once on the main stage with everybody's full attention.
- Effective appearance guaranteed.

Important

- **Workshop presentations can only be booked in combination with a stand.**
- At the registration of a presentation, the following prioritizing will take place:
 1. Tourism boards (possible in conjunction with Home Carrier)
 2. Tour operator
 3. Hotels / Airlines
- Tourism boards may present in conjunction with the Home Carrier. It is compulsory for both companies to be registered.
- The presentations must be sent to the organizers before the event
- The Committee undertakes to check substantial parts of the content of the presentations

exhibitor.arabiansouk.ch





BE THE CENTER OF ATTENTION! HOST COUNTRY

Your stand in the limelight of the Arabian Souk!
Each year a destination has the opportunity to present itself as host country for the Arabian Souk. Not only do you get the most attention at the event, you also win the favour of the travel agents.

Host Country Package

as single destination CHF 12'000
together with a 2nd partner CHF 15'000

Value of the «Host Country Package»:
approx. USD 25'000

- **All marketing measures** (invitations, adds etc.) incl. images and logo of the host country
- **Your appearance:** Large and striking stand on the main stage. In addition: comfortable lounge chairs for an exclusive presentation
- **Presentation:** Only the featured destination will be given an exclusive 30-minute presentation time on the main stage to showcase the destination, products and partners.
- **Lunch:** At lunchtime a great buffet with culinary delicacies from your destination is waiting for the Arabian Souk participants. We organize your lunch as well as the adequate decoration. In addition: service staff can wear your company T-shirts
- **Web Advertisement:** An exclusive column reserved on www.arabiansouk.ch for the host country the whole year (portrait, travel tips, contact) including photos and logo.
- **Partners:** Possibility to include up to 2 further regional partners, on condition that the partner has not yet participated at the Arabian Souk. Details can be discussed with the organisation.
- **Media:** A press / media conference may be organized upon request

Please contact us to discuss further details!

The Committee is open to various suggestions from the host country. Be creative and make your performance an unforgettable experience for the visitors.

Rosa Giordano or Viviane Ratter, Project Management, Top Line Group
Email: info@arabiansouk.ch

ROADSHOW ARABIAN SOUK

LAUSANNE: WEDNESDAY, 18.03.2026

**Don't miss this opportunity and take part in the Arabian Souk Lausanne!
Because only with a thorough knowledge of the destinations you can
gain the trust of your customers! The participation is limited.**

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**REGISTER
NOW!**

Register now for the
Arabian Souk Zurich &
Roadshow 2026

**AND SAVE
CHF 200.-***

PROGRAM

Lausanne, Wednesday, 18.03.2026:

approx. 09.00 – 12.30 h* incl. breakfast buffet

The program consists of workshops at tables in small groups allowing a close contact. You share a table with another partner and have the opportunity to give the visitors the most important news and information in 15 minutes.

Condition: presentation / material either in French or English.

* subject to change.

COSTS

Participation:

CHF 2'000

Distribution of brochures

CHF 500

In case participation is not possible



YOUR BENEFITS AT ONE GLANCE

- The day(s) after Arabian Souk Zurich
- 15-minutes presentation in front of small groups
- Increase of the awareness level in the French part of Switzerland
- Personal contact with top travel experts
- Know-how increase of participants = increasing sales

MEDIA FEEDBACK

«The Arabian Souk is the perfect mix of presentations and marketplace – the most popular platform for the Arabian and North African region!»

«The concept – an interactive mix of prestigious workshops, the marketplace, good networking, a very interesting host country, excellent culinary highlights and a prize raffle which concludes the event – has a very good response at the desks of the professional experts.»

ARABIAN
Souk

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DO YOU HAVE ANY QUESTIONS?

CONTACT THE ORGANIZATION

Top Line Group

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