



COP28
UAE

«SWISS Pavilion Start-Up Package»

Dubai, November 30 – December 12, 2023

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

Introduction – What is the COP?

- The COP is the United Nations Climate Change “Conference of Parties”
- 197 countries, as well as the EU, are party to the United Nations Framework Convention on Climate Change
- The 28th session of the COP (COP28) will be held in Dubai, from the 30th November 2023 – 12th December 2023
- The COP is the world’s highest decision-making body on climate issues and meets annually to tackle climate action
- The 2-week global mega-event brings together heads of state, climate experts, political leaders, young people and civil society to collaborate on the crucial challenge of climate change
- COP28 in Dubai will be the 28th session
- Previous COPs have been responsible for landmark action on climate change. Notably, the Paris Agreement, achieved at COP21 in Paris, 2015
- COPs are key platforms for both government and non-government entities to facilitate deals, develop policies and build their networks

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

Blue and Green Zone overview

BLUE ZONE

UNITED NATIONS NEGOTIATIONS AREA

The Blue Zone is a UNFCCC managed site, open to accredited party and observer delegates. It hosts the formal negotiations across the two weeks of the event, the World Climate Action Summit, the country pavilions, presidency events as well as hundreds of side events including panel discussions, round tables, and cultural events.

Attended by:

- Parties (country negotiators)
- Observers (NGOs, IGOs, UN Agencies)
- Media
- World Leaders

GREEN ZONE

PRESIDENCY AREA

The Green Zone is a space managed and delivered by the COP28 Presidency, offering a platform for nonaccredited delegates – general public, youth groups, civil society, academia, artists, and businesses. Non-accredited delegates can have their voices heard

through events, showcases, workshops and talks that promote dialogue, awareness, education and commitments to climate action. The aim is for this to be stakeholder-led whilst showcasing UAE key campaigns and themes.

The key zonal themes displayed will include:

Private Sector, Culture, Family, Civil Society, Inclusion, Art & Crafts, Protestors, Food and Refreshment

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East




Switzerland.


Draft Thematic Program

Date	Theme/Focus
Nov 30	Opening
Dec 1	World Climate Action Summit
Dec 2	World Climate Action Summit
Dec 3	Health / Relief, Recovery and Peace
Dec 4	Nature, Land Use, and Oceans
Dec 5	Food and Water Systems
Dec 6	Just Energy Transition / Industry / Trade
Dec 7	Rest
Dec 8	Youth, Education and Skills
Dec 9	Finance / Gender Equality
Dec 10	Cities, Regions, and Urbanization / Transport
Dec 11	No theme day
Dec 12	No theme day


Cross-cutting themes




Technology and innovation



Inclusion
(including but not limited to Indigenous Peoples and local communities, youth empowerment, and gender equality)




Frontline communities



Finance

Co-Organizer

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra


Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East

 المجلس الاعمال السويسري
SWISS BUSINESS COUNCIL
United Arab Emirates




Technology & Innovation Start-Up Village packages

Rotations	Green Zone benefits	T-LINK benefits
Set 1: 5 x Start-Ups Hosted 1 – 6 Dec	10 x showcase space / kiosk 1 x Community kiosk hosted by T-LINK	Community kiosk with CH Specialties
Set 2: 5x Start-Ups Hosted 8-12 Dec	Dual branding on kiosk (Design will follow soon) Outside: Company branding, COP28, Enabler and Sponsor Inside: Company branding, individual Setup (screens, graphics etc.)	
	Invitation to Start-Up area programming	Side events in cooperation with PRS and Embassy Switzerland



Co-Organizer

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra


Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland

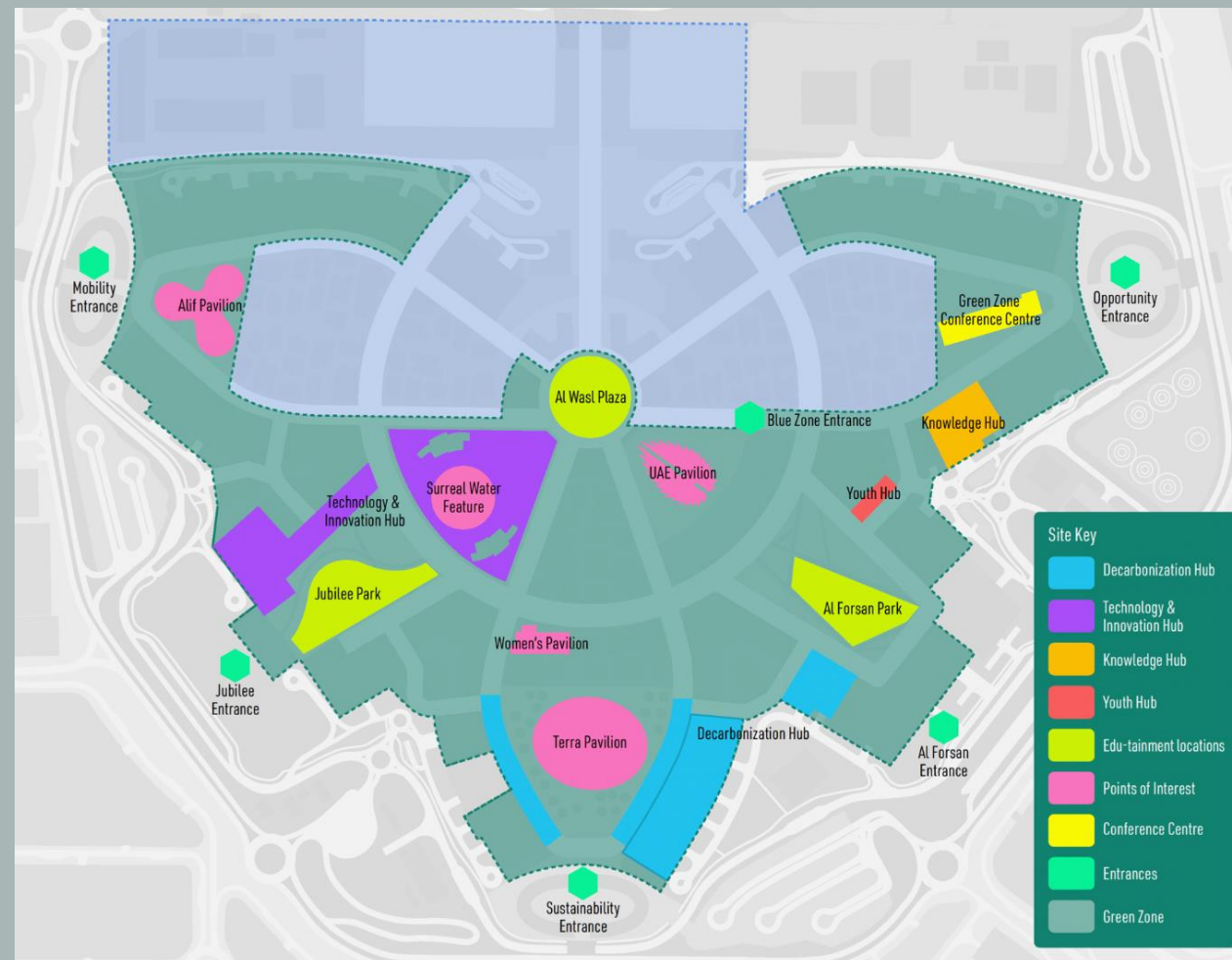
Swiss Business Hub Middle East


مجلس الأعمال السويسري
SWISS BUSINESS COUNCIL
United Arab Emirates



The Green Zone

- For COP28 Start-Ups will be situated in the Surreal Water Feature Area



Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

Start-Ups Kiosk Package Includes

- 12m² of “Kiosk”
- Printed graphic to personalise your Kiosk
- Tickets for SWISS Evening for you and your key customers
- Snacks / drinks at SWISS Community Kiosk
- Further receptions on-site, incl. pitch session
- Immediate access to picture material for your social media work
- Various PR/communication activities, such as articles about your innovations and news on swisstrade.com (1-2 foc articles)
- Swiss exhibitor flyer
- Central internet / WLAN
- Daily booth cleaning / garbage removal
- Multilingual, experienced T-LINK show-team to support you in the preparation of your set-up and during COP28

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

COP28 UAE - Registration form

Payment conditions: 100% with your registration. All prices are based on exchange rates of June 2023. [HERE](#) you can find the general terms and conditions for official Swiss participations in international trade fairs. They are an integral part of this contract. Application deadline: asap, 2023 (only 10 spaces available). Registration to: T-LINK MANAGEMENT AG, Lea Sonderegger, Schwerzistrasse 6, CH-8807 Freienbach, l.sonderegger@t-link.ch, 043 288 18 77

Company: _____

Contact & position: _____

Address, ZIP & place: _____

Phone: _____

E-Mail: _____

Place, date: _____

Signature & stamp: _____

- 12sqm kiosk for Start-Up approx. CHF 12'500.- ***
Including graphic Printouts, based on your artwork
Screen 50'/60'/75' available CHF 900 - 1'700.-
*Negotiation with organizer COP28 and sponsors still in progress

Preferred time of presence:

- Set 1: 1 – 6 December 2023
- Set 2: 8 – 12 December 2023

Further individual costs

Hotel/ accommodation: [Booking Link](#)


CLEARANCE

T-LINK and cooperation partners are authorized to mention your name in communication regarding the SWISS Pavilion / Presence

- Yes No

Please note, participation limited to max. 10 Start-Up companies, COP28 Start-Up criteria must be fulfilled

Co-Organizer

 <p>Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Swiss Confederation</p>	<p>Federal Department of Foreign Affairs FDFA General Secretariat GF-FDFA Presence Switzerland Embassy of Switzerland, Abu Dhabi</p>
---	--



Partners:

 <p>Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Swiss Confederation</p>	<p>Consulate General of Switzerland Swiss Business Hub Middle East</p>
--	---



COP28 Start-Up Hub Criteria

Eligible companies must be market-ready and have unique strong climate credentials to achieve net zero commitments by 2050. All companies should meet the following criteria:

Established:

- Proven viability and market-ready, pending further investment and/or support to scale
- Valuation in excess of USD \$10m (*exceptions possible), ARR not larger than \$100m – Lower valuations acceptable (subject to the review of committee)
- Product or service at advanced stage of development (not prototype or MVP stage)

Impact:

- Market validated company, with some funding already secured and potential to scale significantly
- Potential for real climate impact, economic impact, and technological innovation
- Credible short and long-term action plan to achieve tangible goals (e.g. Science Based Targets)

Committed:

- Organization is committed to positive action in the climate space
- Registered company operating for over 2 years (or equivalent credentials), no longer than 9 years
- Team of at least 6 members, with a proven track record, no more than 300
- Not a spin-off or subsidiary of an existing company

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

Alternative Options for an Individual Participation

- Individual participation based on the official prices and options
- Please note high guidelines demands based on ESG confirmation of participants

Package x quantity	Category	Package description	Hub	Pricing	Blue Zone benefits	Green Zone benefits
B2B	Showcase Participant	Brands or entities with successful green transformations seeking to gain visibility and spread awareness at COP28 through a strategic proximity to leading sponsors.	Decarbonisation Hub	AED 2,000,000		25 sqm showcase space
						Speaking opportunities at a Green Zone stage
B2C	Showcase Participant	Brands that successfully transition to greener practices benefit from great visibility and an influx of daily attendance in the Green Zone.	Technology & Innovation Hub	AED 1,500,000		25 sqm showcase space
						Speaking opportunities at a Green Zone Stage
Community Engagement	Showcase Participant	An opportunity for up-and-coming brands to express their dedication to sustainability and make a lasting impression.	Technology & Innovation Hub	AED 1,000,000		20 sqm showcase space
Start-ups - Individual start-up - Accelerators/VC/ Investors	Showcase participant	A curation of the best hi-growth companies with technological advancements addressing climate change and environmental challenges.	Technology & Innovation Hub	AED 25,000 / per start up		13 sqm showcase space
				AED 1,000,000 + # of start-ups		Accelerators, VCs and investors who are onboarding start-ups to be provided with a 15 sqm space to facilitate meetings in addition to a showcase space per start-up

Co-Organizer

Partners:

Sponsoring

Sponsors

There are few sponsorship opportunities, allowing you be present as part of the SWISS Start-Up presence in the green sector of COP28.

Start-Up Sponsor

If you want to sponsor a specific Swiss start-up at COP28 you can do so. The organiser is allowing a «dual branding» of the Kiosks. Please note, this option is only available if you are not invested in or participating at the specific start-up you are sponsoring.

Please contact Lea Sonderegger, l.sonderegger@t-link.ch if you want to become a sponsor and learn more about these opportunities.

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland
Swiss Business Hub Middle East



Switzerland.

Contact Organizer and Cooperation Partners, Embassy Abu Dhabi and Presence Switzerland

Start-Up Kiosk registration:

T-LINK MANAGEMENT AG

Lea Sonderegger

Project Manager

T. +41 43 288 18 77

l.Sonderegger@t-link.ch

Local request and individual participation:

Swiss Business Council UAE

Samuel Tabarelli

Head of Environmental Group SBC

Email: samuel@bewtr.com

Phone: +971 52 603 1202

Embassy of Switzerland in the United Arab Emirates

Hanna Capeder

Regional Head of Sustainable Development and International Cooperation

T. +971 2 627 46 36 (ext. 635635)

Hanna.capeder@eda.admin.ch

Swiss Business Hub

Riad Bestani

Infrastructure & Cleantech Senior Advisor

Email: riad.bestani@eda.admin.ch

Phone: +971 52 526 3297

Co-Organizer



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Foreign Affairs FDFA
General Secretariat GF-FDFA
Presence Switzerland

Embassy of Switzerland, Abu Dhabi



Partners:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Consulate General of Switzerland

Swiss Business Hub Middle East



Switzerland.