



**23 - 26 March 2015, APLIC\* 2015 in Bali**

**\* Asia Pacific Life Insurance Congress**

**Meet over 5'000 finance professionals  
from ASEAN countries and discover Indonesia's  
tremendous opportunities for financial institutions**

**Join the Swiss Village  
for four days of extensive networking**

*«Stimulating  
and truly  
inspirational»*

# Open new doors in Asia...



**O**n the eve of the establishment of a financial community within the ASEAN countries in December 2015 aiming at a well-integrated and smoothly functioning single regional common market, attending the APLIC is a unique opportunity to take the pulse of one of the most dynamic and flourishing sectors in Southeast Asia and to establish close bonds with key financial players in the area.

For Swiss financial players willing to seize this opportunity and to raise their profile among the delegates, BANCO's Swiss Village (see below) offers a smooth gateway to the region and to Indonesia – the host of the APLIC this year and a fabulous market of 250 million people.

## The “Swiss Village” Concept

**V**enturing into Asia is usually not an easy task for the Western visitor. In addition to cultural and language barriers, the main challenge lies in the sheer weight of numbers: how to get visible and appealing in such crowds as the one encountered in Asia? The Swiss Village offers an efficient way to overcome the challenge. It allows participants to appear under a collective booth, marked with a strong and distinctive identity.

Far from rubbing out their specific profile, the concept of the Swiss Village is there to enhance the visibility of each exhibitor: each one of them is entitled to their own space (6 m<sup>2</sup>) within its perimeter.

Capitalizing on the excellent image of Switzerland in Indonesia, the “Swiss

Village” booth will attract the attention of Asian visitors, for example by offering them “exotic” – though typically Swiss – delicacies, but also by introducing them (beyond the realm of finance) to the natural and cultural heritage of the country.

This concept provides another very practical advantage, especially during an exploratory phase in new markets: it significantly reduces the organizational issues and equipment to carry, and of course, the associated costs.

Everything is thus taken care of by BANCO at a reasonable flat rate, except for the printing of specific marketing material, which may however be entrusted to our local branch and official organizer of the Swiss Village.



Established in Indonesia in 2013, our representative office also has all the necessary contacts to perform other administrative and promotional steps on request. Feel free to send us your specific requirements, we will be glad to offer the most appropriate solution, on the basis of an agreed estimate.

Join us next March in Bali for a hassle-free, stimulating and truly inspirational business trip: all you need to do is pack your bags!

Currently the 16<sup>th</sup> largest economy in the world, Indonesia is predicted to hit the 7<sup>th</sup> position by 2030. Growth is expected to remain in a 5-6% range, in line with its 5.5% average from 2000 to 2013.

Indonesia offers a massive pool of potential customers, be it only with its middle class, which makes up about 30% of Indonesia's 248 million inhabitants. The household consumption represents a healthy 56% of its GDP, which accounts for a higher resilience in the face of global economic turmoil.



# DISCOVER

## Amazing Indonesia

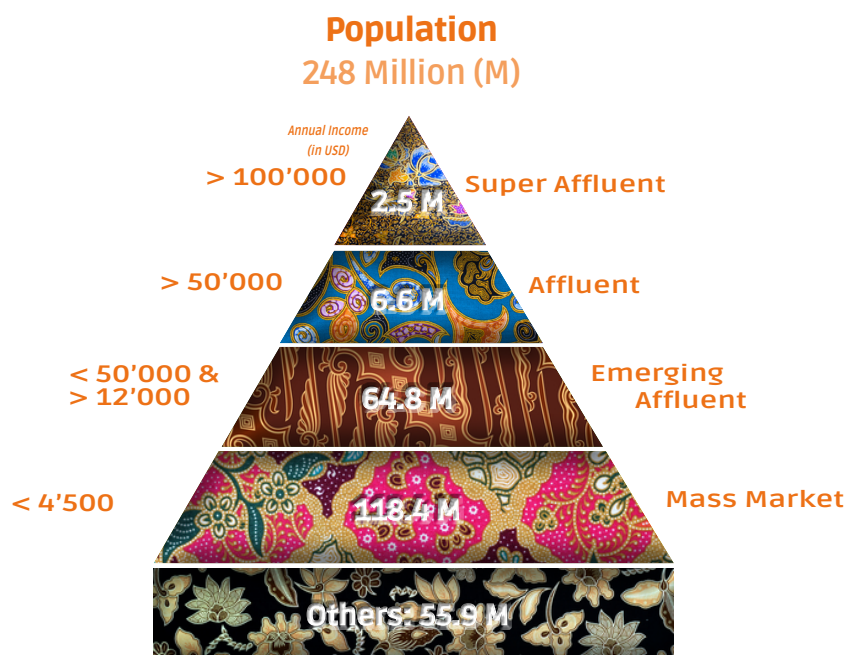


### About the APLIC

The APLIC (Asia Pacific Life Insurance Congress) is the largest International Financial Services Congress in the Asia Pacific. Bringing together top professionals from the financial services industry, the APLIC attracts the largest congregation of life insurance and financial services practitioners from the Asia-Pacific region.

Since its debut in 1991, the APLIC Congress has served as an effective springboard for the industry's experts to network with their peers from the region. Each Congress has successfully drawn over 5000 delegates from Australia, Brunei, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, New Zealand, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, etc.

An exclusive platform with the financial services industry in mind, the 15<sup>th</sup> edition of the APLIC will be held for the first time in Indonesia (Bali, Nusa Dua) and organized by the FPAI (Financial Planners Association Indonesia), one of the largest associations of financial intermediaries in Indonesia.



Source: Indonesia Central Bank, BPS (Indonesia Statistical Bureau); Citibank Indonesia Analysis

# Swiss Village Participants' Program

<b>Saturday, March 21</b>	Departure from Switzerland to Bali
<b>Sunday, March 22</b>	Arrival at the airport in Denpasar (Bali) / Transfer to a 5 stars hotel
<b>Monday, March 23</b>	Morning: Congress registration, handover of your booth at the Swiss Village. Afternoon: free. Evening: BANCO casual welcome dinner
<b>Tuesday, March 24</b>	Opening of the Congress and of the Swiss Village / CEO forum. Evening: APLIC Gala dinner
<b>Wednesday, March 25</b>	Day: Congress & conferences. Evening: BANCO cocktail party
<b>Thursday, March 26</b>	Morning: Congress until 1 pm. Afternoon and evening: discovery tour and surprise dinner organized by BANCO
<b>Friday, March 27</b>	Departure from Bali to Switzerland
<b>Saturday, March 28</b>	Arrival in Switzerland

## The package is for one person and includes:

- Transfer from the airport to the hotel and back to the airport
- 5 nights in a single room in a 5-star hotel
- All the meals and soft drinks from March 23 to 26 (including the APLIC Gala dinner on March 24)
- A fully-equipped 6 m2 space in the Swiss Village (including a banner displaying the logo of your company)
- A VIP pass giving privileged access to all APLIC Congress and conference events
- Assistance of a bilingual local staff (Indonesian-English) dedicated to the Swiss Village
- Shuttle from your hotel to the Congress venue and back to your hotel
- Transportation during the tours organized by BANCO
- One mobile phone with a pre-paid SIM-card (credit meant for local phone calls during your stay)

## The package does not include:

- Round-trip flight from Switzerland to Bali
- Private travels and meals
- Alcoholic beverages
- Visa on Arrival\*: USD 35 to be paid at the airport \* minimum validity of Swiss passport: 6 months from the date of entry into Indonesia (other than Swiss: please check [here](#))
- Airport Tax: IDR 200'000 (~CHF 15) to be paid upon departure at the Ngurah Rai airport (Denpasar, Bali)
- Printing of special marketing litterature or display material carried out in Indonesia by BANCO (price estimate on request)
- Additional fee for one accompanying person: CHF 4'950 (registration required by December 31 at the latest)

Price: CHF 23'900

Terms of payment: 50% to be paid upon order and balance to be paid by December 30, 2014

3% discount on full payment upon order

Deadline for registrations: October 30, 2014

## Contacts @ Forward Group

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*Feel free to call us and ask for more details.  
We are looking forward to assisting you  
in establishing relationships with new  
potential clients in Asia!*