

Comunicato stampa - Press Release - Presse Mitteilung - Communiqué de presse

St. Catherine, Jamaica "Most Beautiful Stand" 2008

The Swiss International Holiday Exhibition announce the winner of the 6th edition

The Swiss International Holiday Exhibition is honoured to announce **St. Catherine Municipality the winning of the "Most Beautiful" of the 6th edition 2008.**

After having observed all the stands present at the event, the great public has prized the St Catherine stand. "The Municipality coming from Jamaica is at its first participation in our Fair" comments Alessandro Strazzanti, President of the event.

(in the picture the delegation of St. Catherine with the President of the Fair Alessandro Strazzanti and Ms. Bettina Stark, Responsible of the Head of Public Relations City of Lugano).



"The precious presence of St. Catherine has surely gave a surge of freshness and infectious gaiety inside the fair all 4 days along, offering to our entire Organization Board and to all our curious public a unique opportunity to understand and to discover a country more and more desired and dreamed from growth and young".

As the past editions, this award has to meet the criteria of having an impactful stand, good use of eye-catching features to capture cultural characteristics and encourage visitors to the stand.

The Municipality of St. Catherine has spent few words mentioning its positive experience during the event. "It was our first participation at the Swiss International Holiday Exhibition and we are really satisfied. Both the reception and the organization were very good and the relations with the visitors were excellent. Besides, we appreciated so much the day dedicated to the appointments program with professional operators. We are thus thinking to confirm our participation for the next edition 2009." Has said Patricia Lewis – one of the Representative of the Municipality.

8th January 2009
Press Office – Swiss International Holiday Exhibition