


News

24/10/2020

Suisse Caravan Salon blocked by the Government Council of the Canton of Bern

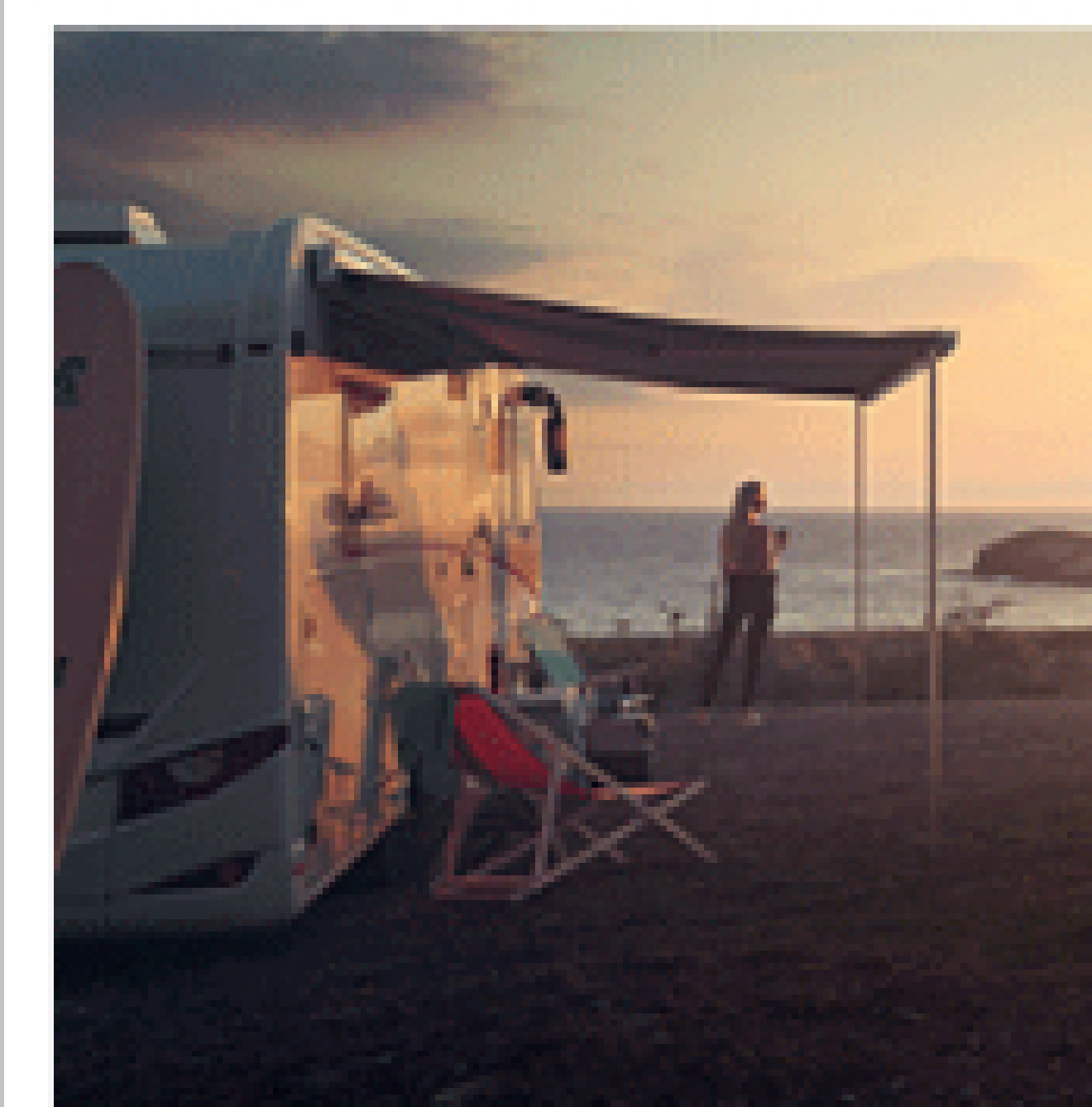
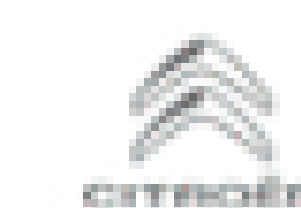
The Suisse Caravan Salon in Bern, Switzerland was supposed to take place until Monday 26 October 2020, but at the end of the second day came the announcement that the event would have been suspended.

The official press release says: "It is absolutely incomprehensible to cancel an ongoing trade fair with an approved event concept, without any prior information after two successful days ... This brings the BERNEXPO and the exhibitors massive losses and, last but not least, also endangers trust in the event location Bern."

We reached Vittorio Simioli, Teleco Group co-founder, who was exhibiting at the show. He confirmed that the first two days of the event were very successful: "It's a shame that the fair was canceled because it was going really good. All the exhibitors were happy and the camper manufacturers were selling more than they expected. There was a lot of euphoria in the first two days. It seems that 85/90% of the tickets have already been sold. Then came the news and there was a lot of disappointment. However, we understand the difficult choice that the Swiss government had to make to protect the health of citizens".

Less indulgent Jennifer Somm, CEO of BERNEXPO that says: "Of course, health security has for us top priority. We have therefore taken all necessary measures in this regard. And that's exactly why the decision is incomprehensible to us. In the first two days of the trade fair we proved that events with a strict protection concept can be carried out safely and successfully. The BERNEXPO, the association, the exhibitors as well as the suppliers and partners have prepared very intensively for a safe trade fair for months. The abrupt decision brings therefore not only massive financial losses, but also means massive loss of confidence in the Bern location. "

Maximum number of visitors were limited to 7,000 per day. People with paid tickets for the remaining days of the show will get the purchase price back.

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