

20th

anniversary

1999  2019
YEARS

You are cordially invited

To celebrate with us our **20th anniversary** of the
**Chamber of Commerce Switzerland-Central Europe (SEC) &
Launch Event - CEE Day** - Future Outlook & Success Stories

12th September 2019

Zunfthaus zur Schmiden in Zurich | 08:30 – 14:00



speakers



Monika Rühl
Chairwoman
economiesuisse



Ambassador Ruth Huber
Vice Director
SDC



Beat Merkli
Country Manager Switzerland
Western Union Business Solutions



Paul Eberle
Head Marketing Intl. Sales
Bauwerk Parkett AG



Anja Graf
Founder & CEO
VISIONAPARTMENTS



Cees Van Dijk
COO
Spearhead AG



Danail Kroumov
Managing Director
Soft2Run



Barbara Artmann
Owner & CEO
Künzli SwissSchuh AG

08:30 – 09:00 Registration & Welcome Coffee

09:00 – 09:10 Opening Remarks

Dr. Richard Friedl, Vize-President

Chamber of Commerce Switzerland – Central Europe (SEC)

Thomas Först, Head of Global Network, Member of the Executive Committee Switzerland Global Enterprise (S-GE)

09:10 – 10:30 Economical & Political Outlook between Switzerland and CEE

- Monika Rühl, Chairwoman of the Executive Board economiesuisse
'Challenges for Europe and for Switzerland'
- Ambassador Ruth Huber, Vice-Director of the Swiss Agency for Development and Cooperation (SDC)
'Swiss contribution to prosperity and security in Europe'
- Beat Merkli, Country Manager Switzerland
Western Union Business Solutions 'Market Outlook'

10:30 – 11:15 Coffee break & Networking



YOUR GATEWAY TO CEE

11:15 – 12:35 Success stories: Swiss companies doing business in CEE

- Paul Eberle, Head Marketing International Sales Bauwerk Parkett AG
'One strong brand - Different market strategies. Lesson learned Poland and Romania'
- Anja Graf, Founder & CEO VISIONAPARTMENTS
'Milestone CEE: Challenges and Opportunities while expanding globally'
- Cees Van Dijk, COO Spearhead AG & Danail Kroumov, Managing Director Soft2Run
'What working with an innovative IT partner from Bulgaria looks like for a Swiss company'
- Barbara Artmann, Owner & CEO Künzli SwissSchuh AG
'Outsourcing and own production in CEE/Balkan countries – instructive experiences'

12:35 – 12:55 Closing Statements & Questions and Answers

Dr. Richard Friedl, Vize-President

Chamber of Commerce Switzerland – Central Europe (SEC)

Thomas Först, Head of Global Network, Member of the Executive Committee Switzerland Global Enterprise (S-GE)

12:55 – 14:00 Flying lunch & Networking

we welcome your participation!



Felicitas Y. Gawenat

Managing Director
Chamber of Commerce
Switzerland - Central Europe



Thomas Först

Member of the Executive Committee
Switzerland Global Enterprise (S-GE)
Advisor to SEC

Registration open until latest 6th September 2019.

Online: visit our event site www.handelskammer.info or via email to:
20@cee.swiss

Felicitas will gladly answer any questions on **+41 44 291 94 01**

Handelskammer Schweiz - Mitteleuropa (SEC)
Kasernenstrasse 11 | 8004 Zurich

Participation fee per person:

Members and their guests: 80 CHF
Embassies and Chambers of Commerce: 80 CHF
Partner organisations: 100 CHF
Non-members: 120 CHF

Location:

Zunfthaus zur Schmiden
Marktgasse 20 | 8001 Zurich



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