

Tuesday, 21.6.2022 | 11:45 - 14:00 | Zunfthaus zur Schminen Zürich

SEC BUSINESS LUNCHEON

co-organized with Swissmem

THE GROWING IMPORTANCE OF THE CEE REGION FOR THE MEM INDUSTRY

Martin Hirzel, President Swissmem

The region of Central and Eastern Europe (CEE) has gained in importance for the Swiss machinery, electrical and metal industry (MEM industry) over the past ten years. In terms of total MEM industry exports, it has now reached the size of China. One of the advantages of this region is its geographical and cultural proximity to Switzerland. Despite the war between Russia and Ukraine, the region is likely to gain in importance in the context of nearshoring from Asia.



Martin Hirzel became President of Swissmem in January 2021, and has worked in Swiss industry for more than 20 years. He is a member of the Board of Directors of Bucher Industries AG, Dätwyler Holding AG and two privately owned SMEs. He is also a member of the Regional Economic Council of the Swiss National Bank, and chairs the Advisory Board of ZHAW School of Management & Law. He was CEO of Autoneum Holding AG for nine years up to the end of 2019.

Swissmem is the leading association for SMEs and large companies in Switzerland's mechanical and electrical engineering industries (MEM industries) and related technology-oriented sectors.

Program

- 11.45-12:15** Apéro offered by SEC and Swissmem
12:15-13:15 Lunch
13:15 Speech and Q&A Martin Hirzel
14:00 End

Date | Location

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Zunfthaus zur Schmiden
Marktgasse 20 | 8001 Zürich

Participation Fee

Members and their guest	60 CHF
Embassies Chambers of Commerce Other partners	60 CHF
Non-members	100 CHF

Registration

Please register online at www.cee.swiss --> **events**
Latest until 17.06.2021

For further information

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YOUR GATEWAY TO CEE

**WE THANK
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Co-Organizer



Event partner



for their support

Presentation will be in English