



Chamber of Commerce Switzerland – Central Europe  
Chambre de Commerce Suisse – Europe Centrale  
Handelskammer Schweiz – Mitteleuropa

# CEE DAY 2022

## You are invited

To our CEE DAY – economic outlook for the region,  
compelling success stories, free speed country consultations  
and B2B networking

## Opportunities and Risks for CEE and Switzerland in the New Normal

1<sup>st</sup> SEPTEMBER, 2022

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



# speakers



**Dr. Daniel Kalt**  
CIO  
UBS Switzerland



**Dr. Regine Sauter**  
Director Zurich Chamber of  
Commerce and National Council



**Jan Schoch**  
CEO & Founder  
Jangroup AG



**Thomas Först**  
Head of Export Promotion and  
Global Network, Deputy CEO  
Switzerland Global Enterprise



**Carsten Böhler**  
Head of Client  
Advisory & Acquisition  
SERV



**Edin Dacic**  
CEO  
Dacommet AG



**Júlia Lipovecz**  
Director Swisscham  
Hungary



**Iain Batty**  
Partner and Head of CEE  
Commercial Practice  
CMS



**Andreas Köhler**  
Partner and Co-Head of  
CEE Commercial Practice  
CMS

## 8:30 – 9:00 Registration and Welcome Coffee

### 9:00 – 9:10 Welcome

**Oliver Bertschinger**, President and Managing Director SEC

**Thomas Först**, Head of Export Promotion and External Network, S-GE

### 9:10 – 9:35 CEE Market Outlook

**Dr. Daniel Kalt**, Chief Investment Officer UBS Switzerland

### 9:35 – 10:00 Opportunities and Challenges for the Business

#### Location Zurich in the New Normal

**Dr. Regine Sauter**, Director Zürich Chamber of Commerce and National Council

### 10:00 – 10:25 Key Considerations when Making Investments in CEE

**Iain Batty**, Partner and Head of CEE Commercial Practice, CMS

**Andreas Köhler**, Partner and Co-Head of CEE Commercial Practice, CMS

### 10:25 – 10:55 Break

### 10:55 – 11:25 Panel: How the New Normal is affecting international business and trade?

**Thomas Först**, Head of Export Promotion and External Network, S-GE

**Carsten Böhler**, Head of Client Advisory & Acquisition, SERV

**Júlia Lipovecz**, Director Swisscham Hungary

### 11:25 – 11:50 Transforming challenges into opportunities in volatile times

**Jan Schoch**, CEO & Founder of Jangroup AG

### 11:50 – 12:15 How we deal with the New Normal

**Edin Dacic**, CEO Dacommet AG

### 12:15 – 12:25 Closing Remarks

**Oliver Bertschinger**, President SEC

### 12:30 – 14:00 Flying Lunch

### 14:00 – 16:00 Speed Country Consultations

Individual, 20 minutes country consultations for all 17 CEE countries



*Connecting Switzerland and CEE*

# we look forward to seeing you!



## Oliver Bertschinger

President and  
Managing Director  
SEC



## Thomas Först

Chief Export Promotion + Global  
Network Officer, Deputy CEO  
Switzerland Global Enterprise

Reserve your tickets at [www.cee.swiss](http://www.cee.swiss) --> **events** --> **CEE Day**  
Book your free 20 minute country consultation via email  
at [ceeday@cee.swiss](mailto:ceeday@cee.swiss). Please tell us which country/countries  
you are interested in.

Registration is open until latest **27<sup>th</sup> of August, 2022**  
Please note that space is limited.

We 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: 90 CHF  
Embassies and Chambers of Commerce: 90 CHF  
Partner organisations: 110 CHF  
Non-members: 150 CHF

### Location

Zunfthaus zur Schmiden  
Marktgasse 20 | 8001 Zurich

### Participating Partner Chambers of Commerce



BULGARIAN-SWISS  
CHAMBER OF COMMERCE



MSBC



Swisscham Hungary  
Svájci-Magyar Kereskedelmi Kamara



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