



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

# CEE DAY 2023

## Embracing the Age of Change

Inspiring Insights from Leaders in Business, Politics and Science

5<sup>th</sup> OCTOBER, 2023

ZunftHaus zur Schmiden | 09:00 – 14:00



# speakers



**Monika Rühl**

Chairwoman of the Executive Board, economiesuisse



**Dr. Nadine Bienefeld**

Senior Researcher Department of Management, Technology, and Economics, ETH Zürich



**Malcolm Werchota**

Chat GPT Evangelist, coatingAI



**Christoph Schenk**

Chief Investment Officer, ZKB



**Andri Silberschmidt**

Member of the National Council and Vice-President FDP Switzerland



**Tamás Papp**

CEO, CollabIT Switzerland AG



**Anja Fiedler**

Chief Export Promotion + Global Network Officer, Deputy CEO, S-GE



**Pren Pervorfi**

COO, Head Business Development & Platform, GenTwo

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

### 9:00 – 9:10 Welcome

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

### 9:10 – 9:35 The Swiss Export Industry in the Face of Change

**Anja Fiedler**, Head of Export Promotion and External Network, Deputy CEO Switzerland Global Enterprise

### 9:35 – 10:00 Economic Outlook and Trends

**Christoph Schenk**, Chief Investment Officer ZKB

### 10:00 – 10:25 The Swiss Economy in Today's World. Adapting to Change

**Monika Rühl**, Chairwoman of the Executive Board, economiesuisse

### 10:25 – 10:55 Break

### 10:55 – 11:20 Innovation Meets Tradition: Switzerland's Path Forward in the Age of Change

**Andri Silberschmidt**, Member of the National Council and Vice-President FDP Switzerland

### 11:20 – 11:45 Weathering the Storm of the 2020's: Redefining Boundaries

**Tamás Papp**, CEO CollabIT Switzerland AG

### 11:45 – 12:20 AI Unleashed! Risks & Opportunities for Switzerland and CEE

**Malcolm Werchota**, Co-founder of coatingAI and Chat GPT Evangelist

**Nadine Bienefeld**, Senior Researcher Department of Management, Technology, and Economics ETH Zürich

**Pren Pervorfi**, COO, Head Business Development & Platform, GenTwo

### 12:20 – 12:30 Closing Remarks

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

### 12:30 – 14:00 Flying Lunch

### 14:00 – 16:00 Speed Country Consulting for Swiss Companies

Individual, country consultations à 15 minutes for all 17 CEE countries



# we look forward to seeing you!



## **Oliver Bertschinger**

President and  
Managing Director  
SEC



## **Anja Fiedler**

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 15 minute country consultation via email  
at [info@cee.swiss](mailto:info@cee.swiss). Please tell us which country/countries  
you are interested in.

Registration is open until latest **October 2nd, 2023**  
Please note, that space is limited.

We will gladly answer your questions: +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

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