

# SEC MEMBER INSIGHTS

## Sourcing and Manufacturing in CEE Countries: Best Practices and Keys to Success

with Cédric Fromont, Valians International

### Date and Time:

**Thursday, August 28, 2025**

**11:00 AM – 11:45 AM CET**, online webinar

### Registration:

Please sign up [through this Link](#).

After signing up, you will directly receive login details.



### About this Webinar

Eastern Europe is a strategic location for sourcing and manufacturing due to factors like lower labor costs, proximity to key European markets, the "Made in Europe" label, and increased productivity. The webinar will cover attributes for successful sourcing and manufacturing operations, from theoretical methodology to concrete business cases.

### More information about our keynote speaker

Cédric Fromont has over 25 years of experience in international business development, assisting over 100 companies annually in expanding into Central & Eastern Europe. He has a strong track record in supporting foreign companies in entering and securing operations in these markets, including numerous sourcing and manufacturing projects. He is also an accredited partner for Central & Eastern European markets with organizations such as Switzerland Global Enterprise, Department for Business and Trade UK, Business France, and the Wallonia region.

### About SEC Member Insights

The SEC Member Insights webinar series is a new initiative of the Chamber of Commerce Switzerland – Central Europe (SEC), offering a platform for SEC members to share their expertise, practical experiences, and market know-how with the wider SEC community.

In each session, one of our members takes the virtual stage to deliver a short but impactful presentation on a topic that matters – be it industry trends, regional insights, innovative services, or strategic learnings.