

CEE-SWISS IMPULSE SESSIONS

45 minutes
inspiration

WAR, RESILIENCE AND TRANSFORMATION IN CENTRAL EASTERN EUROPE

How the war in Ukraine has reshaped societies, economies, and strategic thinking across the CEE region

Marcel Hirsiger

Lecturer and CEE expert at the
University of Applied Sciences and Arts
Northwestern Switzerland



DATE AND TIME:

Tuesday, 07.04.2026

11:00 – 11:45 CET, online webinar

REGISTRATION:

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

After signing up, you will directly receive login details.

About this webinar: The war in Ukraine represents a profound turning point for Central Eastern Europe. Beyond its immediate security implications, it has accelerated far-reaching societal, political, and economic changes across the region. Countries in CEE have been confronted with new realities in energy policy, economic resilience, regional cooperation, and strategic orientation.

This webinar explores how the war has acted as a catalyst for transformation in Central Eastern Europe and examines its broader consequences for societies and economies. The session provides a structured perspective the drivers for these changes, on long-term developments, regional responses, and what these shifts mean for decision-makers, institutions, and businesses operating in or with the CEE region.

About the webinar series: The «CEE-Swiss Impulse Sessions» is a monthly series of short webinars on exciting, current and relevant topics concerning Switzerland and Central Eastern Europe (CEE). It is delivered by outstanding speakers from many different backgrounds. The webinar series aims at inspiring, informing and connecting a diverse audience across industries and functions and thus advance the manifold relationships between Switzerland and all CEE countries.

Initiated in 2021 by the Chamber of Commerce Switzerland Central Europe (SEC) in Zurich, this is a joint project of all chambers of commerce in the CEE region and SEC.

More information about our keynote speaker:

Marcel Hirsiger is a lecturer and CEE expert at the University of Applied Sciences and Arts Northwestern Switzerland. He specializes in the political, economic, and societal developments of Central and Eastern Europe, with particular expertise on Russia, Ukraine, and Poland. With his broad experience in management positions in international companies, his teaching focuses on international accounting, finance, and the economic dynamics of globalization, too. His research and public commentary examine the intersection of geopolitics, economic transformation, and regional development in Central Eastern Europe. Marcel regularly analyzes the implications of political change and conflict in the region for European economies and international business. His work aims to make complex geopolitical developments understandable and relevant for business audiences, policymakers, and the broader public.

